

South Shore Chamber of Commerce | Hello! South Shore Campaign Social Media Toolkit

This Social Media Toolkit is designed to enable South Shore Chamber of Commerce supporters, advocates, colleagues, and partner organizations to help amplify the Hello! South Shore Campaign on Facebook, Instagram, Twitter, and LinkedIn.

While the South Shore Chamber of Commerce will lead the promotion of Hello! South Shore content, supporters are encouraged to share campaign content on their organization's platforms throughout the campaign and also on personal profiles if comfortable.

To help, we've created templates for you and/or your marketing team(s) to use through a platform called Canva. Click on the links below to view. You can simply drop a photo into these templates and then post on social media.

[Instagram Template](#)

[Facebook Template](#)

[LinkedIn Template](#)

[Twitter Template](#)

If you create your own posts, please keep the following in mind:

- Use #hellosouthshore, our campaign's hashtag, at the end of every post you make to enable us to track your post in the campaign's overall reach and engagement metrics
- If you'd like to create your own graphics, or add our logos to your images or posts, please use one of the logos below (**images available for download on front page of website**).



Sample Business Posts:

(personalize sample posts as needed, e.g. by changing "businesses" to "organizations," "arts organizations," "nonprofits," etc.)

1. "Local businesses are the heart of our communities. #hellosouthshore" – tag some of your favorite local businesses.
2. "Local businesses contribute so much to our local economy. This Saturday, check out [insert excursion TOWN]. #hellosouthshore"
3. "Local businesses contribute so much to our local quality of life. Get out and explore at: www.hellosouthshore.com. #hellosouthshore"
4. "Summer is our season on the South Shore, let's own it! Check out www.hellosouthshore.com to plan your local summer adventures."

Sample Personal Posts:

1. "I'm exploring [insert TOWN] on Saturday (or other day)! Check out www.hellosouthshore.com for more ideas. #hellosouthshore"

2. "Summer is a great time to explore the South Shore, have you seen the Hello! South Shore guides? www.hellosouthshore.com. #hellosouthshore"