

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL"
Date: 12/5/2023 8:36:16 AM
Subject: Help us share the #ShopLocalVancouver social campaign alongside BIAs!

Dear Mayor and Council,

This month, in partnership with local BIAs, the City will be running a #ShopLocalVancouver social media campaign to support local businesses during the holiday season.

Throughout December, you will see shop local posts on the City's Instagram, Facebook and X accounts, encouraging members of the public to shop and support local. In November, we **also** did a call out to all BIAs for an opportunity to "take over" our City social media channels for a day and share their shop local content within City parameters. Mindful that we require our channels to remain open for City service-related content, we are piloting this takeover approach as a strategic tactic we can deploy for larger, community-centered initiatives **that have** reach and impact. **We opened up eight days in December that all have been filled by participating BIAs.**

Below are some key messages and proposed social media content, as well as attached sized images for social media, for use as you feel appropriate **to help share in the #ShopLocalVancouver festivities.** You **also are welcome to amplify and reshare City and BIA takeover #ShopLocalVancouver content** throughout December.

We appreciate your support on this initiative.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səlilwətał (Tsleil-Waututh) Nations.

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Key messages

- Show some love to local businesses and #ShopLocalVancouver. Your support can make a big difference in our community this holiday season.
- #ShopLocalVancouver and help give our local economy a boost this holiday season.
- Some ways you can support local include:
 - Shopping locally in-person or online
 - Purchasing gift cards from your local favorite shops
 - Ordering delivery or take-out from your favorite local restaurants
 - Leave a positive review about your favorite local shops to share with family and friends
 - Tag and share your favourite businesses on social media
- You can also support your local Business Improvement Area (BIA)! Learn more: <https://vancouver.ca/doing-business/business-improvement-areas-bias.aspx>

Hashtags

- Primary hash tag: #ShopLocalVancouver
- Secondary hash tags: #ShopLocal #BuyLocal

Proposed social media copy

(To be paired with attached images.)

Channel	Proposed copy
X FB IG	<p data-bbox="225 136 1554 241">Looking for those last-minute gift ideas #Vancouver? 🎁👉🏻 Support local businesses 📍from charming to cozy cafes. Every purchase makes a difference! 📍 Who's your favourite go-to Vancouver business? Share spread the joy!</p> <p data-bbox="225 277 560 313">#ShopLocal2023 #BuyLocal</p>
X FB IG	<p data-bbox="225 383 1474 418">📍👉🏻 Let's help boost #Vancouver's economy this holiday season! 📍👉🏻 Support local by:</p> <ul data-bbox="225 421 979 562" style="list-style-type: none"> <li data-bbox="225 421 600 456">📍 Shopping in-person/online <li data-bbox="225 459 475 495">📍 Buying gift cards <li data-bbox="225 497 660 533">📍 Ordering from local restaurants <li data-bbox="225 535 979 562">📍 Leaving a positive review for your favourite local business <p data-bbox="225 564 560 600">#ShopLocal2023 #BuyLocal</p>