

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>

To: "Direct to Mayor and Council - DL"

Date: 11/29/2024 12:13:10 PM

Subject: Help us share the #ShopLocalVancouver social campaign!

Attachments: Instagram\1.png
Instagram\2.png
Instagram\3.png
Instagram\4.png
Instagram\5.png
Instagram\6.png
Instagram\7.png
Instagram\8.png
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Dear Mayor and Council,

Back by popular demand and starting Monday, December 2, City staff are excited to be launching the #ShopLocalVancouver social media campaign in partnership with local BIAs through the holiday shopping season. The campaign will involve City content, BIA takeovers of our channels, and partnership on a BIA-wide shop local initiative.

Throughout December you will see #ShopLocalVancouver posts across the City's [Instagram](#), [Facebook](#), [X](#) and [Threads](#) accounts encouraging the public to shop and support local businesses. Last year, our followers reacted very positively to this community-centered experience, while BIAs appreciated access to our 500K+ audience. In November, we extended an invitation to Vancouver BIAs to "take over" our social media channels for a day to promote their businesses within City guidelines and the spots filled out immediately.

Below are some key messages and proposed social media content, along with attached images, for you to use as you see fit. Please feel free to reshare City and BIA #ShopLocalVancouver content to help spread the word, starting on Monday.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the m k y m (Musqueam), S wxwú7mesh (Squamish), and s lilw ta (Tsleil-Waututh) Nations.

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:
 - Shop locally in-person or online
 - Purchase gift cards from your local favorite shops
 - Order 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	Looking for those last-minute gift ideas #Vancouver? \u10024 ? Support local businesses — from charming boutiques to cozy cafes. Every purchase makes a difference! Who's your favourite go-to Vancouver business? Share below and spread the joy! #ShopLocal2024 #BuyLocal

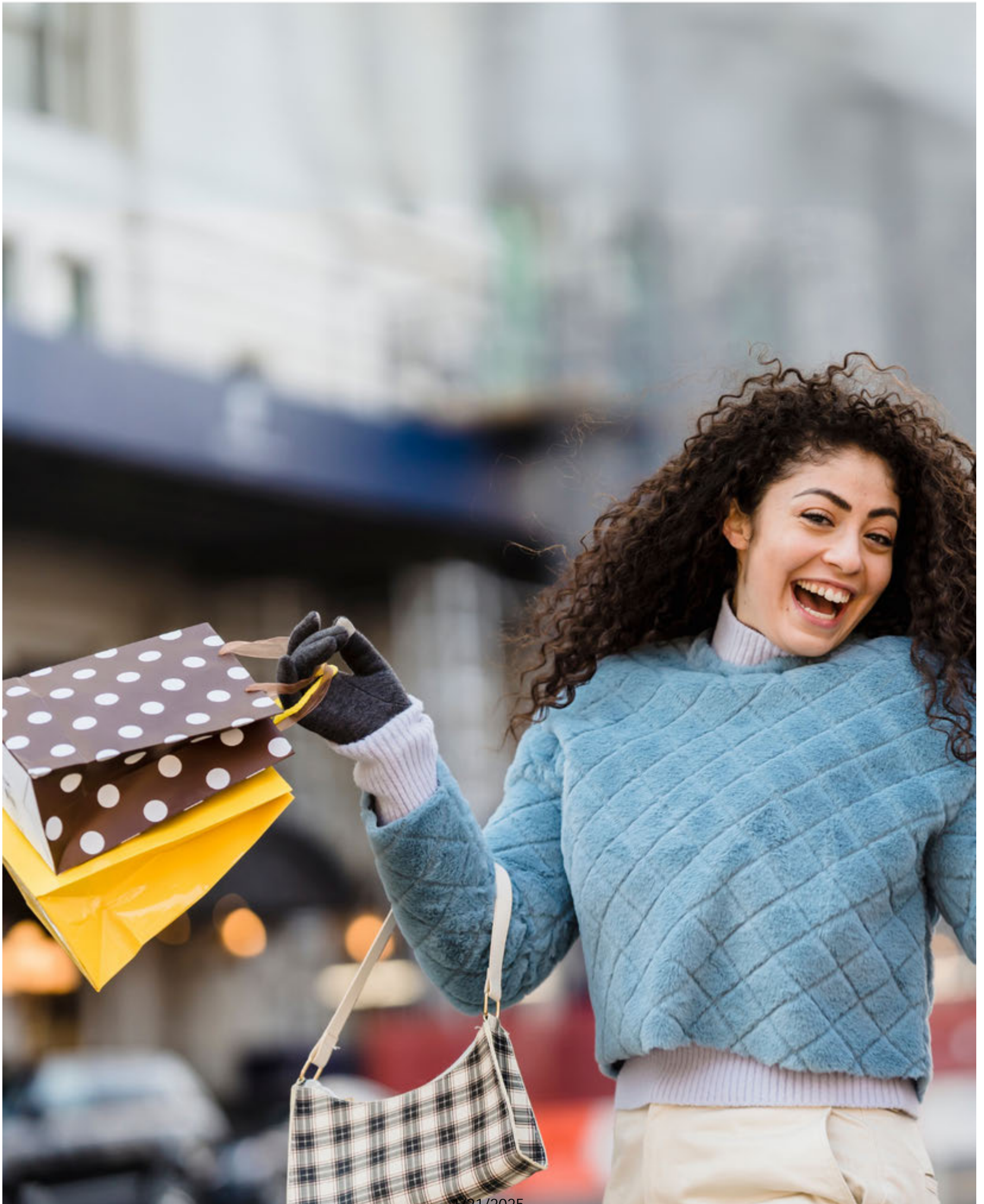
<p>X FB IG</p>	<p>Last-minute shoppers in Vancouver! Need gift ideas? Find unique treasures at charming local boutiques or a gift card at your favourite restaurants.</p> <p>Shout out your favourite local spot below!</p> <p>#ShopLocal2024 #BuyLocal</p>
<p>X FB IG</p>	<p>\u-497 ? Let's buy from our amazing #Vancouver shops this holiday season! \u-497 ? Support local by:</p> <ul style="list-style-type: none"> Shopping in-person/online Buying gift cards Ordering from local restaurants Leaving a positive review for your favourite local business <p>#ShopLocal2024 #BuyLocal</p>





















#ShopLocalVancouver





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