



#ShopLocalSummerland Business Toolkit



February 2022

The #ShopLocalSummerland toolkit provides resources and campaign materials to encourage Summerlanders to shop local. Business owners and economic development leaders across Summerland and the region can use the provided graphics, social media copy, and success stories in their marketing channels. Each week we will refresh the toolkit with new social media posts and content to share to your audiences.

Please use the #ShopLocalSummerland hashtag in your social media posts related to this campaign to strengthen this campaign's presence on social media and connect you to others doing similar work. Also don't forget to tag us in all your posts. See our list of social media channels below.

Each week, we will provide a few social media posts for you to use and share on your organization's social media. Use the hashtag #ShopLocalSummerland to further this campaign. We encourage you to also create content beyond what we've created that is relevant for your audience.

Shop Local Social Media pages

The Summerland Chamber is utilizing all our social media channels to spread the message about this campaign. When building your posts, make sure to add in the following social media tags so we can share your posts on all our social streams!

<https://www.facebook.com/SummerlandChamber/>

<https://www.instagram.com/summerlandchamber/>

<https://twitter.com/SummerlandChmbr>

<https://www.youtube.com/user/scedt>

<https://www.facebook.com/visitsummerlandbc/>

<https://www.instagram.com/visitsummerland/>

<https://twitter.com/TourSummerland/>

www.shoplocalsummerland.ca

Social media copy - Week 2 & 3

Share some LOVE with your local businesses this Valentines Day. Local businesses have some great gift ideas for your special someone. #Shoplocalsummerland

Who wants to be rewarded for supporting local? Shoplocal & Win a \$1000 local shopping spree. #shoplocalsummerland

Together we are stronger, support your local economy by shopping local this Saturday! You could win \$1000 shopping spree. #shoplocalsummerland

Locally owned restaurants and shops in Summerland are serving up plenty of options when it comes to ideas for dates – of the romantic and friend variety – gifts for loved ones and sweet treats or cool pints to brighten up your day. #shoplocalsummerland

This February, find a new, local owned business to show some love for our Shop Local and Win campaign. You might find a few new favorites that you want to support all year long.

Are you located in Summerland or taking a trip up this February? [Explore this list of 15+ ways to support local](#) to use your consumer buying power for good and show a little love this month. #ShopLocalSummerland

Utilize these campaign titles along with videos or ads/images listed below. Don't forget to add a link on all ads to our website www.shoplocalsummerland.ca

- Shopping local, its about community
- Community building through shopping local
- 8 more reasons to support local (*add in videos, pick number you wish to include up to 8*)
- Get to know Summerland's unique shopping experience
- Summerland a unique shopping experience
- Why is shopping local important?

Ongoing campaign graphics

We have created the following graphics for you to share with your social media posts and in your newsletters. Please do not edit or distort any of the images.

Ad Promotions for Shop Local Campaign

[15+ ways to support local this winter](#)

[Shop Local Banner Ad](#)

[Shop Local Full Rules](#)

[Shop Local Event Ad](#)

[Shop Local Sandwich Board Ad](#)

[Summerland we got you!](#)

LOGOS for Shop Local Campaign

[Shop local Saturdays Logo](#)

[Shop Local Circle Logo - Black](#)

[Shop local Bag logo](#)

Shop Local Campaign videos

With the help of Birch Tree Creative we have had 8 videos produced with stories from local businesses about the impact of Shopping local this Winter. Help us in spreading the word and add these great videos to your social channels!

KVR <https://youtu.be/cg5WemI8ZM0>

Maple Roch <https://youtu.be/xPvwwWmPHbs>

NeighbourLink <https://youtu.be/6FIfaRh2W08>

Summerland Sweets <https://youtu.be/eJ1Y4wL7kg>

Geek Easy <https://youtu.be/QaZqUFMhoxl>

Rustic & Refined <https://youtu.be/tf-zSMOwfog>

Summerland Thrift Store https://youtu.be/aD10H_6NYNE

Bottleneck Drive <https://youtu.be/V8LO9pokdiA>