

SOCIAL MEDIA MANAGEMENT PROGRAM 2021/2022

TOURISM
NOVA SCOTIA

DigiPORT

digital
nova scotia





PROGRAM OVERVIEW

Work with Tourism Nova Scotia and Digital Nova Scotia to develop and implement an action plan to effectively promote your business through social media. Through the Social Media Management (SMM) Program, you will learn how to use your social media platforms to engage with potential customers, reach people where they are spending their time online, and inspire them to support your business.

Participants in the SMM Program will be paired with a qualified social media consultant who will audit your social media and develop an action plan to help you reach your goals. Participants will participate in courses on content planning, development and strategy so you can build your social media skills and keep the momentum going once you implement your action plan.



HOW DOES IT WORK?

The SMM Program is offered through [DigiPort](#), the new digital support portal for Nova Scotia's Tourism Sector.

Selected tourism businesses will receive consultation services from a qualified social media expert to help set them up for success on their social platforms.

Services include three one-on-one consultation sessions with a freelance social media expert, an audit and recommended action plan for your social media channels, and joint execution of the plan under guidance of the social media expert.

- Session 1 - Kick-off meeting to discuss the needs of the tourism business
- Session 2 - Plan discussion: Presentation of audit and action plan
- Session 3 - Execution & findings: Discuss the execution of the action plan and discuss any additional key items to action

Participating businesses are required to attend courses on Social Media Content Development and Social Media Strategy in 2022.

Digital Nova Scotia will communicate in January 2022 the results of application selection, with the first approved cohort participating from January to April 2022 and the second approved cohort participating from May to July 2022. Applicants will specify which cohort they would prefer to participate in during the application process.

WHO IS ELIGIBLE?

The program is open to Nova Scotia tourism businesses and organizations who are open and operational prior to applying and who plan to operate in 2022.

Eligible tourism businesses must:

- Be listed on [NovaScotia.com](#)
- Maintain a DigiPort Account for the duration of the project
- Have a social media presence on at least one channel
- Be in good standing with the provincial Registry of Joint Stock Companies
- Be registered with the province's Tourist Accommodations Registry (if applicable)



Priority will be given to small and medium-sized businesses:

- who demonstrate how the program will help them achieve their social media and business goals
- whose primary focus is attracting and servicing visitors
- whose social media has up-to-date information
- who currently post at least three to four times per month on their social media channel(s)
- who have participated in social media learning opportunities (courses, workshops, webinars) in the past

Businesses that have received social media services through the Tourism Digital Assistance Program (TDAP) in 2021-22 are not eligible to participate in the 2021-22 SMM Program. Businesses placed on the waitlist for TDAP 2021-22 will be considered for the program and are encouraged to apply.

Applications will be reviewed by a panel from Tourism Nova Scotia and Digital Nova Scotia. Although an applicant may be eligible, eligibility does not guarantee acceptance into the program.

WHAT ARE THE BENEFITS OF PARTICIPATION?

Customers are increasingly using social media to learn about and connect with tourism businesses. In a competitive environment, regularly sharing images and updates about your business, and posting opportunities to purchase and engage with your tourism business can help you stand out to potential customers. Through this program, approved participants will have the opportunity to learn directly from a freelance social media expert to maximize their online presence.

Approved tourism businesses will join a cohort of other tourism businesses who are also elevating their social media, and will have a chance to network, share and engage with those businesses during the courses offered by the program.





HOW TO APPLY

Interested businesses and organizations should go to <https://nsdigiport.ca/> and Register for Access. After submitting answers to general questions about your tourism business or organization, you will be registered as a DigiPort user. Login to DigiPort and apply to the Social Media Management (SMM) program under the Programs menu.

The deadline to submit applications is:
Friday, December 17, 2021 at 4 pm.

Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.

PROGRAM CONTACT

For more information about the SMM Program, please contact:

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ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia is the industry association representing the tech sector in Nova Scotia. We connect our digital community, promote its successes, and lead skills development to help the digital sector grow and thrive. We are a membership-driven organization, with more than 230 members that include start-ups, small-to-medium enterprises, large multinational corporations, universities, colleges, government entities, and non-profits.

ABOUT TOURISM NOVA SCOTIA

As a division of Communities, Culture, Tourism and Heritage, Tourism Nova Scotia (TNS) works to grow Nova Scotia's tourism industry and maximize the value of tourism to Nova Scotia's economy through marketing, experience and sector development, and visitor servicing.

ABOUT DIGIPORT

DigiPort is the meeting place of tourism and tech; a curation of digital marketing resources designed for local tourism businesses and organizations in Nova Scotia. DigiPort is a one-stop resource where tourism businesses can access services, training, and support to improve their online presence and digital marketing so they can be more visible, reach more potential customers and close the sale.