



## HARDEST HIT COALITION TWITTER CAMPAIGN ACTION GUIDE

### What You Need To Do

1. Make a video and post it to Twitter
2. Tag @HardestHitCA and tag your MP, too!
3. Be sure to include the hashtags below

#StayWithUs

#OnTheBrink

### Key Messages

- We're not all the way back yet. Omicron wiped out most of our spring.
- Tourism is on the brink. This is a make-or-break time. We need to survive until a summer recovery.
- Our leaders have promised that they "have our backs." Now is the time to prove it.

### What We're Asking For

- **Get Open.** We need a hassle-free border to make it easy for international travellers to visit Canada again.
- **Help Us Survive the Omicron Fallout.** The Tourism & Hospitality Recovery Program (THRP) is being cut in March and ends in May. We need to extend this program at current rates until September and amend it to ensure seasonal businesses are eligible.
- **Fix the Labour Shortages.** We need 320,000 workers to meet demand and have a real recovery this summer. It's time for a clear plan from Ottawa.

### Sample Tweets (Or Write Your Own!)

EN

Our [define business] is #OnTheBrink. We're asking the Canadian government to #StayWithUs so we can make it to summer.

@MP\_Name Please support the Recovery Plan for Hardest Hit Businesses in the upcoming budget. #StayWithUs #OnTheBrink

Tourism, hotel and events continue to be devastated by COVID-19 health measures and border restrictions. @MP\_Name we need your support! #StayWithUs #OnTheBrink

The Tourism and Hospitality Recovery Program winding down puts our sector at risk. @MP\_Name we need your support! #StayWithUs #OnTheBrink

FR

Notre [define business] est au bord précipice. Nous demandons au gouvernement canadien de #StayWithUs pour arriver à l'été.

@MP\_Nom, merci de soutenir le plan de relance des Entreprises les plus touchées dans le budget à venir. #StayWithUs #OnTheBrink

Le tourisme, l'hôtellerie et l'événementiel continuent d'être dévastés par les mesures sanitaires liées à la COVID et les restrictions aux frontières. @MP\_Nom, nous avons besoin de votre soutien! #StayWithUs

L'abandon progressif du Programme de relance pour le tourisme et l'accueil expose notre secteur à un risque. @MP\_Nom, nous avons besoin de votre soutien!

### How to Make a Compelling Social Media Campaign Video

#### A GOOD SET-UP

Try your best to have good lighting, sound clarity, and a meaningful backdrop.

#### STAY ON MESSAGE

Touch on the *Key Messages* on the left side of this page that are most relevant to you.

#### PERSONALIZE IT

Make it personal. Don't be afraid to show a little emotion! Tell your story.

#### BE RELATABLE

Help the audience know what it feels like to run a tourism-related business after two years of the pandemic.

#### KEEP IT TIGHT

Please be clear and concise. Keep the videos to 30 seconds or less. If you feel like you need more time, it's better to do a short series of quick videos. You don't need to cover everything in just one clip.

### Need Help?

Please send an email to [Coalition@HardestHit.ca](mailto:Coalition@HardestHit.ca)