

#SHOWUSTEULON

One-Week Marketing Campaign Plan

#SHOWUSTEULON CAMPAIGN OVERVIEW

This campaign is a one-week social media initiative designed to engage the Teulon community and gather authentic photos and videos that showcase the town's unique charm. Led by students from Assiniboine College, this project will contribute to Teulon's refreshed branding, social media, and website.

Goals:

- Inspire community participation by encouraging residents to share their best photos and videos of Teulon.
- Build awareness of the town's rebranding efforts and strengthen its online presence.
- Collect high-quality, user-generated content that reflects Teulon's identity.





Post 1: Launch Post – Call to Action

Post Caption:

Exciting news, Teulon! The students from Assiniboine College are working on a project to refresh Teulon's branding, social media, and website! We need YOUR help!

Exciting news, Teulon! The students from Assiniboine College are working on a project to refresh Teulon's branding, social media, and website! We need YOUR help!

Do you have great photos or videos of Teulon? Whether it's stunning sunsets, community events, your favorite local spot, or everyday Teulon life—we want to see it all!

How to Submit:

- Upload here: [Google Drive/Dropbox Link]
- Email us at: [Town Email]

 Your submissions could be featured on the town's website, social media, and marketing materials!

 Deadline: [Insert Date]



Post 1: Launch Post – Graphics

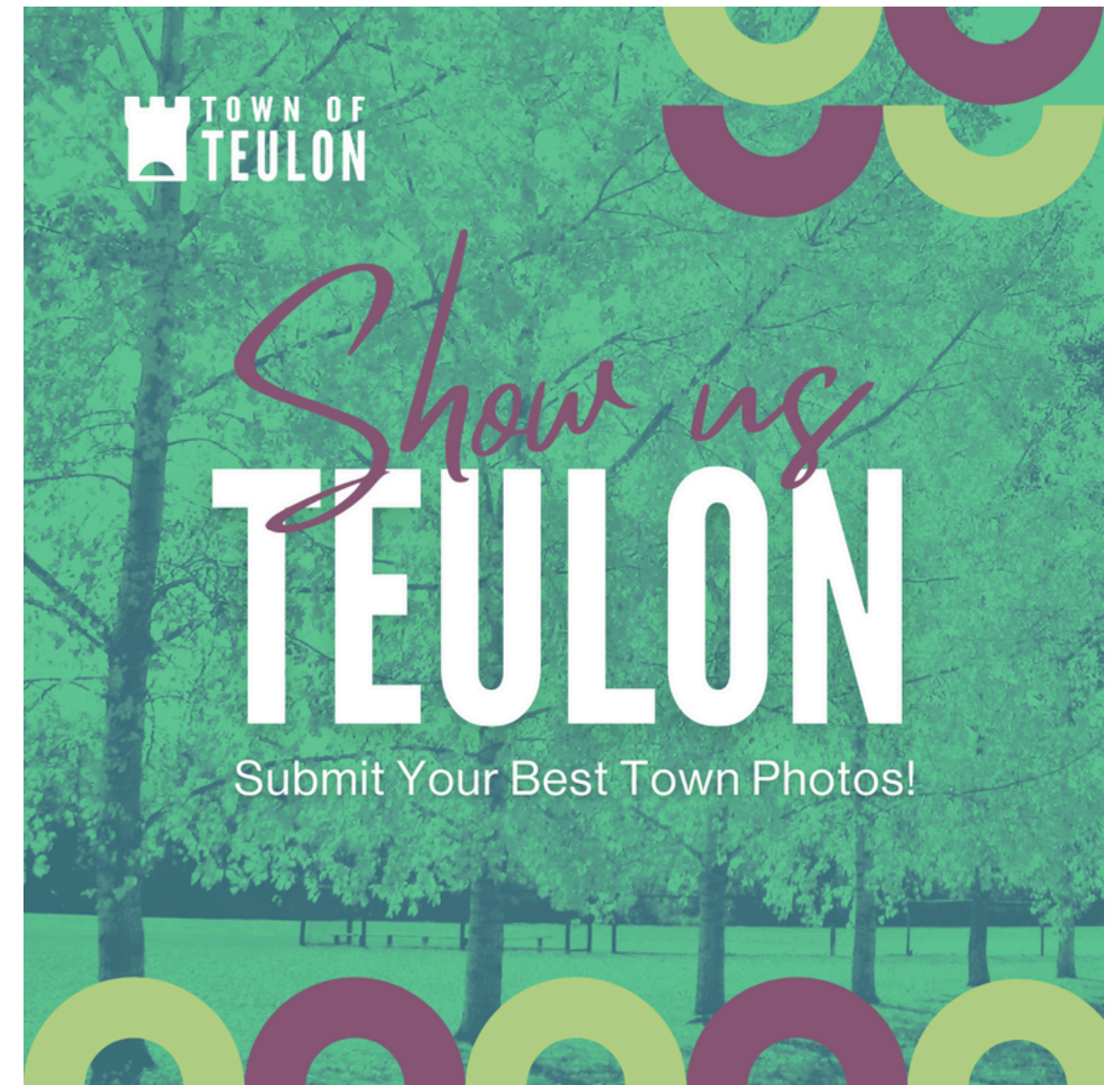
1



2



3



Post 1: Launch Post – Graphics

4



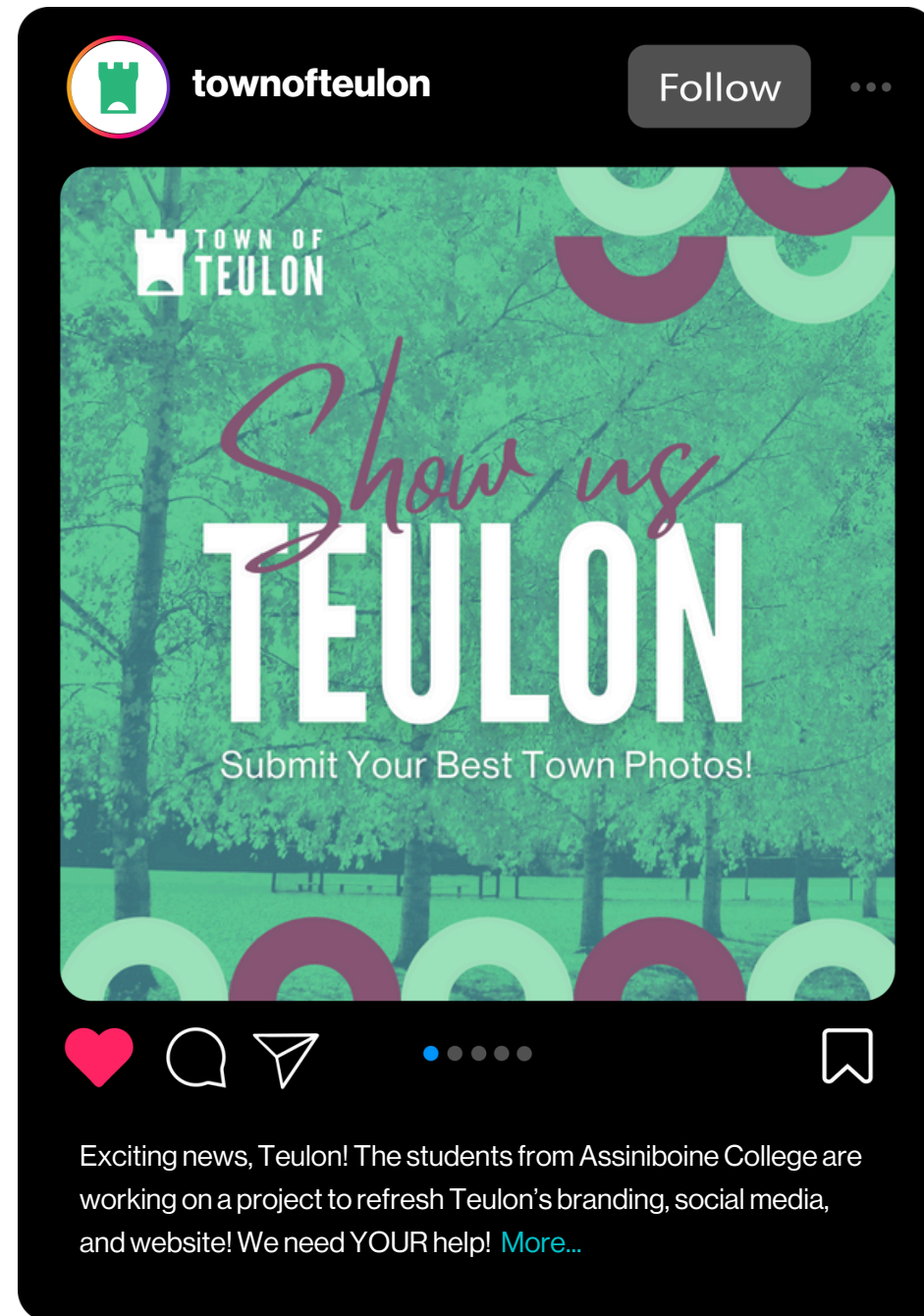
5



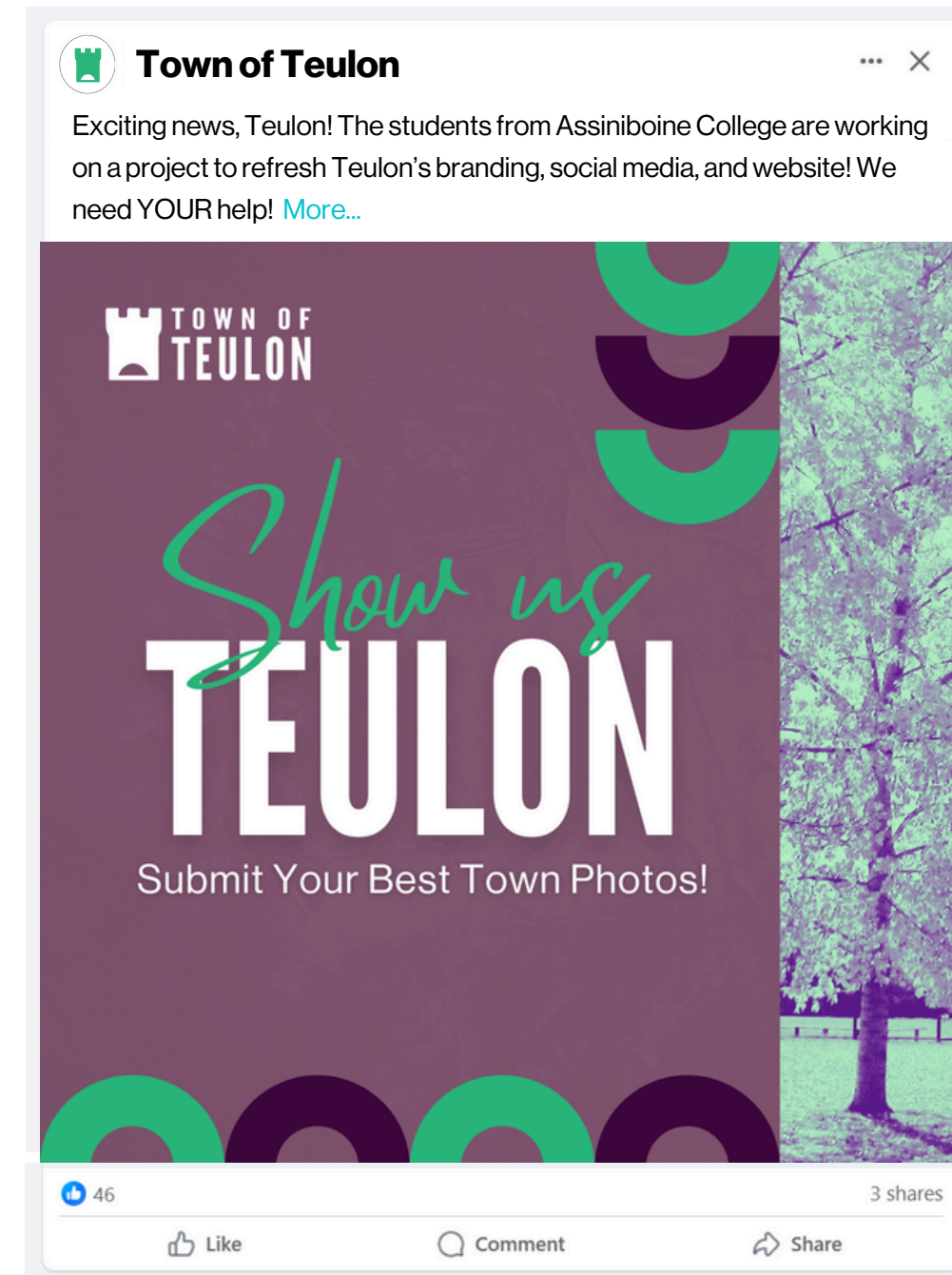
6



Post 1: Launch Post – Mockups



Instagram Post



Facebook Post



Post 2: Midway Reminder – Urging More Entries

Post Caption:

We're halfway through the #ShowUsTeulon campaign! We've received some incredible photos, but we know there's more to capture!

 See it. Snap it. Share it!

 Got a short video of a local event?

 Snapped a perfect Teulon sunset?

 Captured a hidden gem in town?

We'd love to feature it! Submit your best shots today and help shape Teulon's future!

 Submit here: [Insert Link]

 OR Email: [Insert Email]



Post 2: Midway Reminder – Graphics

1



2



3



Post 2: Midway Reminder – Graphics

4



5



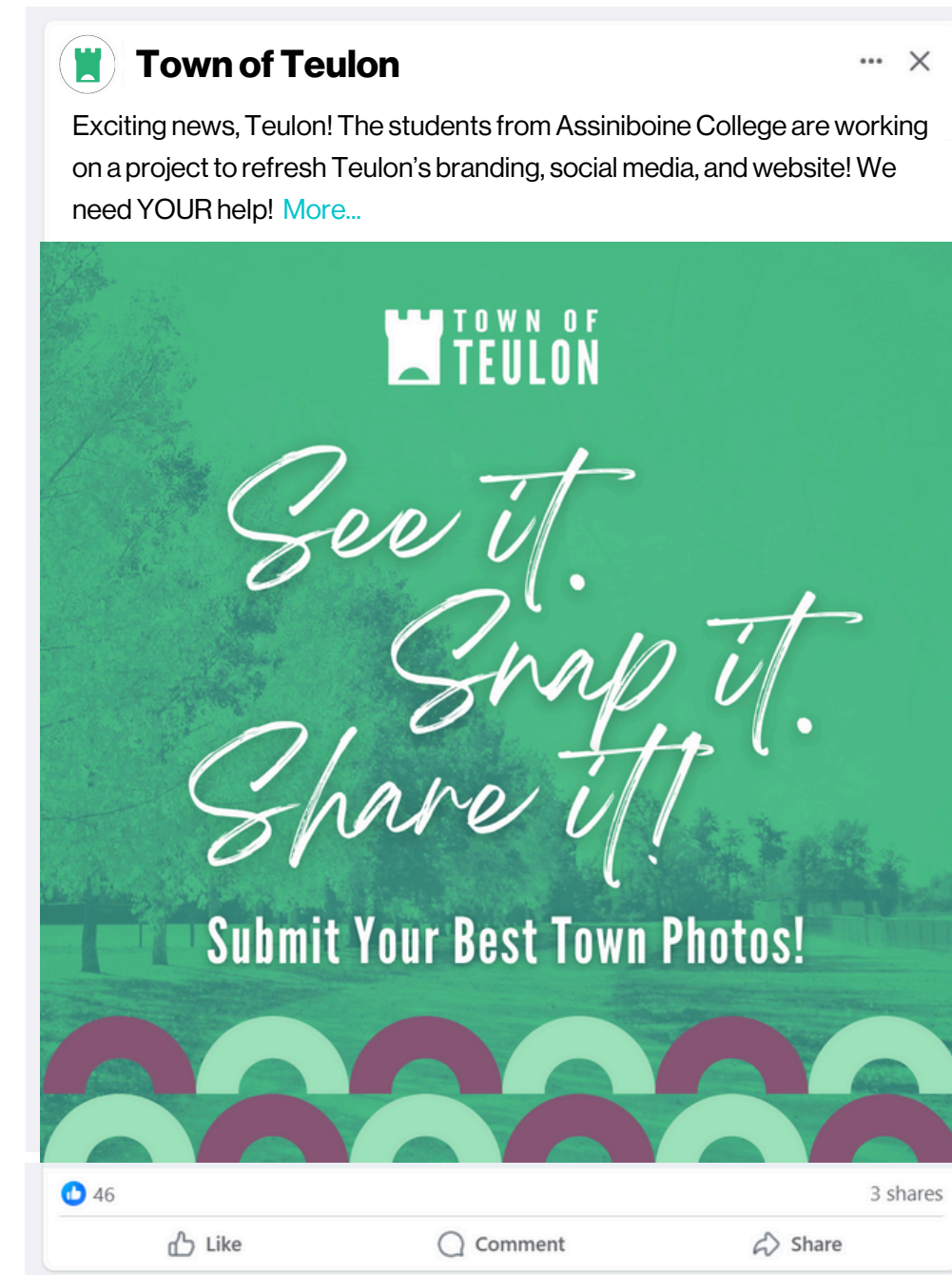
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Post 2: Midway Reminder – Mockups



Instagram Post



Facebook Post



Post 3: Final Post – Last Reminder

Post Caption:

Last chance! Submissions close at midnight!

A huge THANK YOU to everyone who has participated—we can't wait to showcase your incredible shots of Teulon!
Stay tuned for featured highlights!

 **Final Call:** Upload your best Teulon moments before it's too late!

 Submit here: [Insert Link]

 OR Email: [Insert Email]



Post 3: Final Post – Graphics

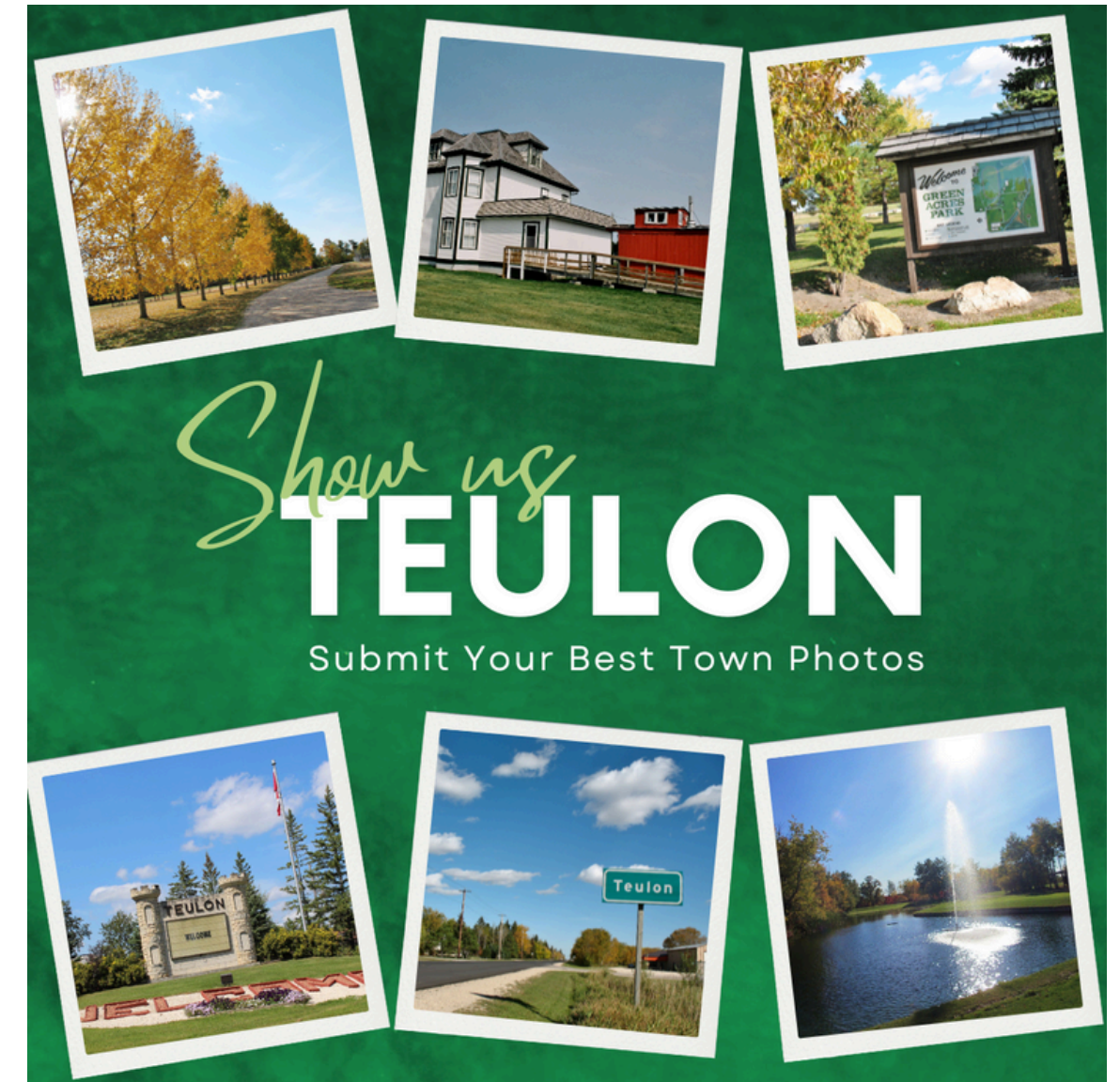
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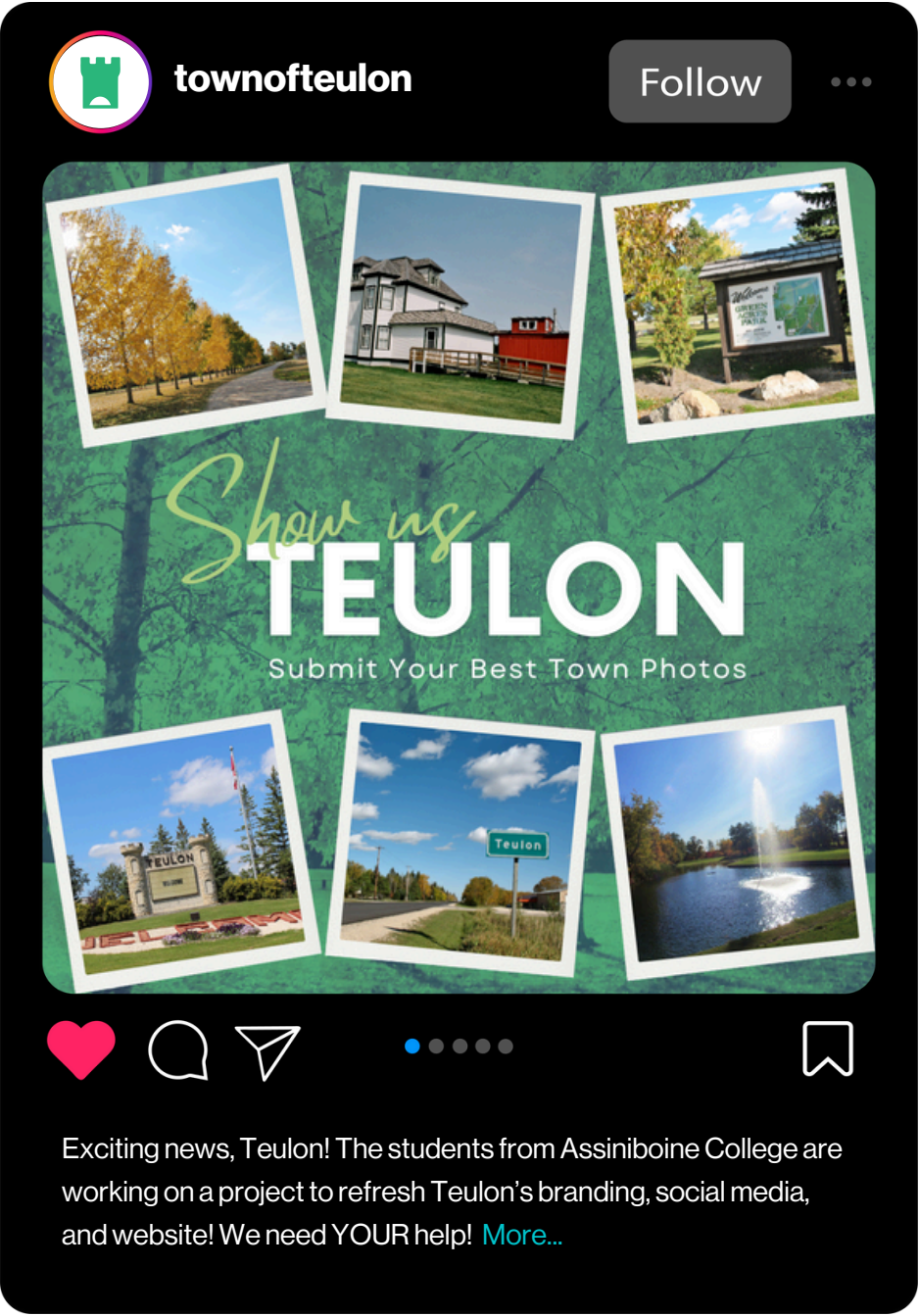
2



3



Post 3: Final Post – Mockups



Instagram Post



Facebook Post

Teulon Council's Action Items:



- Review and approve the new branding guidelines.
- Evaluate and approve the proposed marketing campaign.
- Confirm which account should be used for Google Drive, Dropbox, and as the designated email recipient for assets.

