

YUKONER

APPRECIATION WEEK



WANT MORE PEOPLE TO SEE YOUR BUSINESS ON INSTAGRAM?

1. MAKE A REEL. KEEP IT REAL.

The days of needing a perfectly polished video are over. Show your team, your storefront, a product being made, an order going out the door, or the chaos behind the scenes. Real > perfect. Grab your phone, hit record and post it.



2. TURN YOUR PHOTOS INTO A CAROUSEL.

Got a bunch of photos sitting in your camera roll? Congrats, you have a post. Try “3 things you didn’t know about us,” “5 reasons Yukoners love us,” “A day in the life,” or a simple photo dump. Give people a reason to keep swiping.

3. POST SOMETHING PEOPLE CAN’T RESIST ANSWERING.

Want comments? Ask a question people actually have an opinion about. “Which one are you choosing?” “What’s your go-to?” “Tag someone who needs this.” And for our advanced users: “Would you love me if I was a worm?”

ADVANCED TIP: ADD A TRENDING SOUND.

Got the perfect Reel but it needs a little something? Add music! Browse Instagram’s trending audio and look for the little upward arrow beside a song to spot sounds that are picking up steam. Our top pick? Down with Webster. And, we have a feeling a certain Prime Minister might agree.



MAKE THE MOST OF IT!

Share your offers, deals & specials

Got a discount, special menu, freebie or in-store perk? Tell people about it! Make it clear what the offer is, when it’s happening and how they can take advantage.

Let people know if your hours are changing
Opening early? Staying open late? Adding an extra day?
Let your followers know so they can plan their visit!



Use our premade graphics from the Toolkit and add your own message, offer, photo or personality. Make it your own!

Try saving the graphics to your phone and uploading them directly to Instagram or Facebook from your camera roll.

TIP: PNG files will keep their transparent background when used in Instagram and Facebook Stories, so you can layer them right over your own photos or videos.



Don’t forget to Tag Buy Local @buylocalwhitehorse and Whitehorse Chamber of Commerce @whitehorsechamber in posts and stories so we can repost you!

Down With Webster is coming to Whitehorse to wrap up the week!

Keep the excitement (and nostalgia!) going by playing their music in your posts.