



TOURISM

vaughan

SOCIAL MEDIA PLAYBOOK

WELCOME TO VAUGHAN

You and your guests are about to embark on a truly memorable experience in one of Ontario's largest playgrounds!

From taking a selfie next to Canada's largest crocodile at Reptilia Zoo to overindulging on an authentic Italian meal, our city has something to meet the needs of everyone.

We've outlined ways to help get your attendees excited for their visit to Vaughan, and to find out what they can expect during their stay. No matter what your attendees are looking to experience, Vaughan is sure to exceed their expectations. **Let's get to work!**

ENGAGE WITH VAUGHAN

Follow our **Visit Vaughan** social media accounts and repost or share content your attendees would benefit from seeing. Find us on:



KEEP YOUR EAR TO THE GROUND ON WHAT'S HAPPENING IN THE CITY BY FOLLOWING OR EXPLORING SOME OF OUR POPULAR HASHTAGS:

VisitVaughan

VisitYDH

Vaughan

TasteofVaughan

OR **SHARE** CONTENT FROM SOME OF OUR REGIONAL INFLUENTIAL ACCOUNTS TO YOUR SOCIAL MEDIA CHANNELS:



@CITYOFVAUGHAN

For the latest developing news in the city

@YORKREGION

Snapshot of newsworthy updates from around the region

@VISITYDH

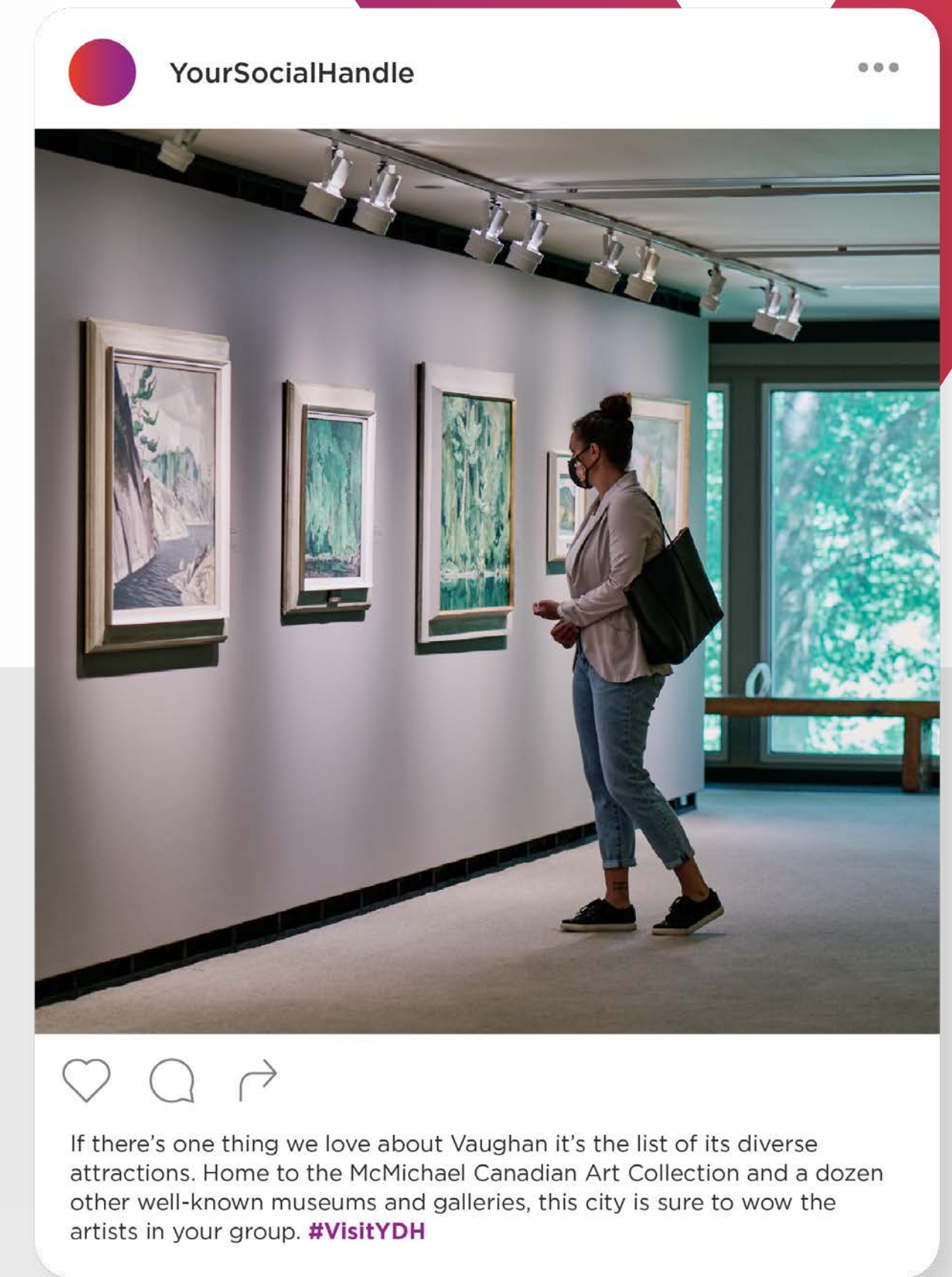
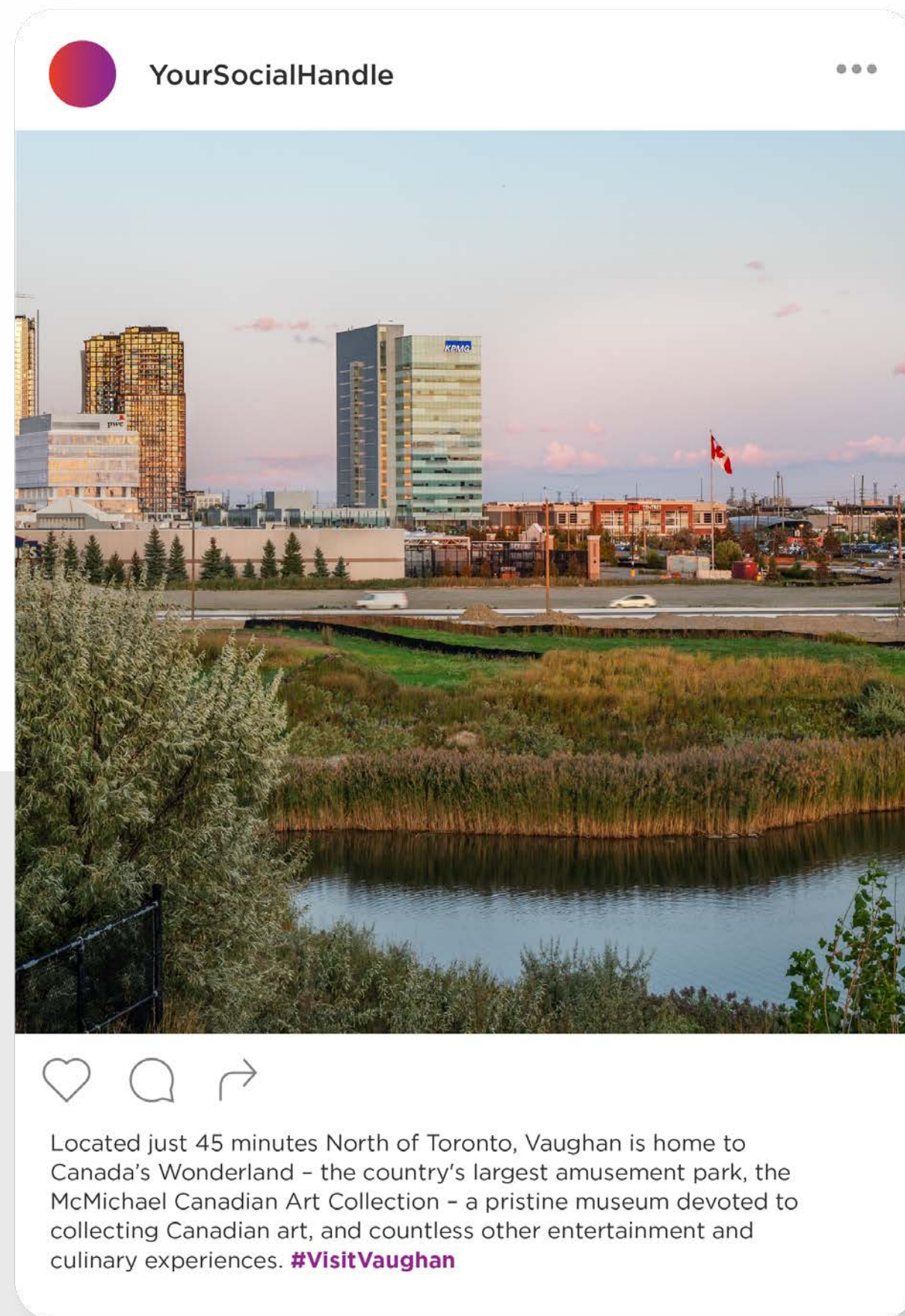
For the latest updates of York, Durham, and Headwaters regions

@EXPERIENCEYORKREGION

Details on places to stay and things to do in York


SAMPLE POSTS

Generate buzz for your upcoming event with one of our sample posts:




* Access all available images for posting [here](#)

YourSocialHandle



When visiting Vaughan, you HAVE to indulge in the city's diverse culinary experiences. Hit the link in our bio to check itineraries that feature some of Vaughan's authentic restaurants, picture-worthy cafes, and decadent dessert spots. [#TasteofVaughan](#)

YourSocialHandle



From scenic trails to popular lookout points, Vaughan's natural and serene beauty is second to none. Hit the link in our bio to check out some of its famous parks. [#VisitVaughan](#)