

NANAIMO

Media Toolkit

2025



INTRODUCTION

This toolkit is designed to help our valued partners and stakeholders effectively promote Nanaimo across social media platforms and the general media. Whether you are a local business, tourism operator, or community ambassador, this guide provides you with the resources, messaging, and best practices to showcase the very best of Nanaimo.

We encourage you to use this toolkit as a go-to reference whenever you're creating content about Nanaimo or when speaking about Tourism Nanaimo. By working together and amplifying our shared message, we can inspire more people to visit, explore, and fall in love with this incredible city!

Why This Toolkit Matters

Nanaimo is a vibrant, diverse, and adventure-filled destination with a rich history, thriving arts scene, incredible culinary offerings, and stunning natural beauty. By aligning our messaging and visuals, we can create a stronger, more cohesive presence for Nanaimo online, ensuring that visitors and potential travellers see the city's full potential.

This toolkit will help you:

- Confidently talk about Nanaimo in a way that aligns with the Tourism Nanaimo brand
- Access high-quality visuals and content templates (**COMING SOON**)
- Use best practices for engagement and social media success
- Leverage key hashtags and tagging strategies to increase visibility



NANAIMO

KEY MESSAGING

Our refreshed brand represents Nanaimo's unique fusion of urban vibrancy and rustic charm, catering to those who seek authenticity and uncontrived beauty. As a city known for its independent spirit and welcoming community, Nanaimo invites visitors to experience its compelling narrative through a fresh, engaging lens.

The brand relies on the emphasis of Nanaimo's unique blend of urban and rural, industrial and natural environments, fostering a deep layer of character and complexity. Local stories will be foundational in highlighting the friendly, come-as-you-are attitude combined with a fiercely independent spirit, that is shaped by the history and people within Nanaimo and region.



A person wearing a black helmet and a brown t-shirt is riding a green mountain bike on a dirt trail. The background is a dense forest with green trees and sunlight filtering through the leaves.

BRAND VOICE

Our tone of voice shapes how we share Nanaimo's story with the world. It's not about rigid rules or scripts—it's about ensuring our messaging feels authentic, engaging, and true to our brand. The examples provided here capture our style and personality, but they're meant to inspire rather than be copied word-for-word.

When posting about or in partnership with Tourism Nanaimo, please keep these tone guidelines in mind to create consistent and compelling messaging aligned with the brand.

Truthful

Unfiltered. Uncontrived. Unapologetic.

Bold

Courageous. Confident. Fearless.

Welcoming

Inviting. Inclusive. Insightful.

Flawsome

Unbiased. Imperfect. Real.

HASHTAGS & TAGGING GUIDELINES

When posting about Tourism Nanaimo on social media (TikTok, Instagram, Facebook, etc.), we strongly encourage you to tag, mention, and use the appropriate hashtags. This not only helps ensure we see your content but also makes collaboration seamless and visibly clear to your audience. We encourage you to utilize the brand's visual elements, engaging with themes of exploration, discovery, and genuine experiences that resonate with the brand's target audience of pathfinders and adventurers.

Recommended Hashtags

When posting in collaboration with Tourism Nanaimo or about Tourism Nanaimo, we encourage users to utilize the following hashtags:

#MyNanaimo #ExploreNanaimo #TourismNanaimo #NanaimoNormal

How to Tag Tourism Nanaimo's Social Channels

When tagging Tourism Nanaimo in your social media posts, we encourage you to showcase what makes Nanaimo special—its bold spirit, creative resurgence, and stunning natural beauty. Capture the details, the colors, and the unique angles of the city, your spaces, and your experiences. Share them with us, and together, we'll inspire more people to explore Nanaimo.

When sharing on social please include the following tags:

Facebook/Instagram: @TourismNanaimo

TikTok: @NanaimoTourism



ADDITIONAL HASHTAG SUGGESTIONS

#NanaimoCultureCorner

Nanaimo is known for its rich culture so here we delve deeper into local talent, spotlighting our culture creators in more detail - graffiti artists, musicians, mural painters, drag show performers, etc. This surfaces interesting cultural experiences for locals and visitors, while celebrating and promoting individual artists.

#NanaimoBrave

Celebrate the brave! Tell stories of Nanaimo locals who have gone against the grain, stayed true to themselves and are thriving because of it, (in spite of ridicule or criticism).

#NanaimoOriginals

Dynamic visuals and compelling edits for brands have become the new standard. With Nanaimo Originals we share dynamic snapshots of the amazing array of art and culture in the city.

#NewToNanaimo

Why Nanaimo? The city's population is growing at double the national growth rate in spite of the naysayers. Let's hear from those drawn to the city who didn't grow up here.





ADDITIONAL HASHTAG SUGGESTIONS CONT'D.

#CrazyGoodNanaimo

Nanaimo is a little bit crazy, and that's a good thing...crazy good. We'll showcase the fun, weird, obscure happenings and places in Nanaimo.

#NahNanaimo

There's a lot Nanaimo isn't, and a lot that it is. We'll play with the name and show a bunch of things that are generic, and don't really represent the creativity and beauty that makes Nanaimo, and then we'll show what Nanaimo really is.

#NanaimoThenandNow

This is a city with an interesting, sometimes challenging past. Here we dig in and tell the stories of revitalization and history of Nanaimo, one business at a time.

#MeanwhileinNanaimo

Real moments in real time, showcasing how perfectly unpolished and surprising Nanaimo is. It's a city with all of the 'normal stuff', but with an element of uniqueness baked in, making it unexpectedly interesting to visit.

NANAIMO

VISUAL ASSETS

To help our partners and stakeholders create content that aligns with Tourism Nanaimo's brand, we've provided access to a curated collection of Tourism Nanaimo-owned imagery.

When using these assets, please ensure Tourism Nanaimo is properly tagged and credited. Additionally, all accompanying language should align with the brand guidelines outlined in this document. To maximize reach and engagement, we also encourage the use of Tourism Nanaimo's recommended hashtags.

[VIEW ASSET LIBRARY](#)



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EXAMPLE POSTS

To help our partners and stakeholders create content that aligns with Tourism Nanaimo's brand, we've provided access to a curated collection of Tourism Nanaimo-owned imagery.p that crisp spring air.

Adventures in Nanaimo Post

Chasing waterfalls? 🌿 Ammonite Falls is calling! Lace up your boots, hit the trail, and reward yourself with one of Nanaimo's most stunning natural wonders.

Just remember: pack out what you pack in and leave only footprints! 🚶♂️✨

Tag us in your adventure snaps—we'd love to share your journey! 📍

#ExploreNanaimo

Suggested Visuals:

- A scenic shot of Ammonite Falls cascading into the lush forest.

Foodies in Nanaimo Post

Fresh, local, and oh-so-delicious. 🍷🌊 Whether it's ocean-to-table seafood at The Nest Bistro or a classic fish & chips feast by the harbor, Nanaimo's food scene is serving up serious flavor. Who's hungry? 🍴

Drop your go-to local eats in the comments! 📌

#ExploreNanaimo #TasteNanaimo

Suggested Visuals:

- A close-up of a beautifully plated seafood dish.





EXAMPLE POSTS CONT'D.

To help our partners and stakeholders create content that aligns with Tourism Nanaimo's brand, we've provided access to a curated collection of Tourism Nanaimo-owned imagery.p that crisp spring air.

Arts & Culture in Nanaimo Post

Nanaimo's arts scene? Chef's kiss. 🎨✨ From vibrant street art to gallery gems, creativity is everywhere. Stroll through the city, discover local artists, and get inspired—because art makes everything better. Have a favorite local artist or gallery? Tag them below! 💕

#ExploreNanaimo

Suggested Visuals:

- A gallery visitor admiring a unique piece.

Seasonal Events in Nanaimo Post

Chasing sunsets, exploring scenic trails, or indulging in coffee shop hopping (because ☕ is life), there's plenty to do while soaking up that crisp spring air.

Tag your adventure crew and start planning your spring escape! 🌿

#SpringInNanaimo #ExploreNanaimo"

Suggested Visuals:

- A group enjoying a café patio in the sunshine.

ENGAGEMENT & COMMUNITY INTERACTION

Building an engaged and connected community is at the heart of Tourism Nanaimo's social media presence. We encourage our partners to interact authentically with their audiences, foster conversations, and create meaningful connections that help to enhance the visitor experience.

Engage with your Audience

- Respond to comments and messages, acknowledging and replying to comments, questions, and messages promptly
- Ask Questions to encourage interaction by prompting your audience
- Use emojis and add personality to your interactions. Keep responses friendly, fun, and aligned with Tourism Nanaimo's welcoming brand tone.

Foster a Positive & Inclusive Community

- Encourage respectful conversations leading with inclusivity, ensuring that all comments and interactions align with a welcoming, respectful tone.
- Address negative feedback professionally. If concerns arise, respond thoughtfully and, when needed, move discussions to direct messages for resolution.
- Support local and sustainable Initiatives by highlighting businesses, experiences, and initiatives that contribute to the local community and environment.



NANAIMO



BRAND SUCCESS

To ensure the success of Tourism Nanaimo's brand, we ask our partners to align with and support our messaging when posting about the destination. A unified approach strengthens our collective impact and enhances Nanaimo's appeal.

Consistency

A unified brand message across all partners ensures consistency in how Nanaimo is presented to visitors, enhancing brand recognition and recall in marketing investments.

Amplified Impact

When industry partners align messaging with the brand launch, it amplifies the reach and impact of the campaign, reaching a broader audience and increasing engagement.

Strengthened Reputation

By presenting a cohesive brand image, Nanaimo can establish itself as a desirable destination known for its unique offerings and experiences, ultimately enhancing its reputation in the tourism industry and travel spaces.

Collaborative Promotion

Industry partners play a crucial role in promoting Nanaimo as a destination, and by utilizing the Brand Messaging Toolkit, they can effectively communicate the city's key attributes and attractions to their respective audiences.

Competitive Advantage

In a competitive tourism landscape, a strong and unified brand message sets Nanaimo apart from other destinations, attracting more visitors and driving economic growth for the city and its partners.

CONTACT & SUPPORT

Questions? Our team is happy to help.

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