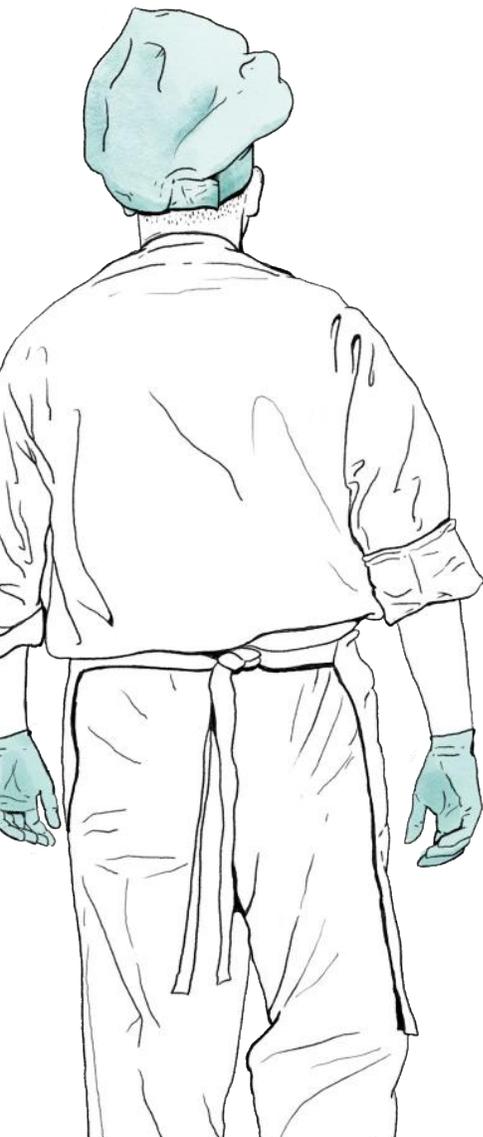


Going Back Together

**Campaign Support
Guide**

May 2020



#GoingBackTogether

INTRODUCTION

Our community has been through a lot. We've had our share of ups and downs. But no matter what, our people take care of each other. We support each other in whatever way we can. We all do our part.

As COVID-19 restrictions loosen and flood recovery continues, many of us will return to work. Things are going to be different—for every industry, company, and employee. People have questions and need support to do it right.

The aim of this campaign is to help provide that support to employers and employees through this reopening. While economic recovery is crucial for our region, it is also imperative that we do it safely. To do that, we must do it together.

This campaign has been developed by the Business Recovery Task Force, comprised of business leaders in our community. The Task Force was established by the Wood Buffalo Economic Development Corporation.

This Campaign Support Guide aims to provide you with information and resources to support the 'Going Back Together' campaign, which will help amplify the message of the campaign throughout our community.

CAMPAIGN CONCEPT

'Going Back Together' is a warm and inclusive campaign that focusses on the fact that just like many other things our region has been through, reopening is something we must do together.

The language speaks about "us" and "we", and encourages people to look out for one another. The visuals feature people across a variety of industries and occupations proudly and confidently returning to work.

CAMPAIGN DETAILS

Timing:

- 'Going Back Together' is currently planned for May 14 to June 14, but may extend as the reopening continues to evolve

Campaign components include:

- Fort McMurray Today
- Social media ads (Facebook, Instagram, LinkedIn)
- Radio advertising on local stations
- Billboards
- Online advertising
- Streaming video and audio
- Search Engine Marketing (Google Ads)

Many of these materials will point people to WBCentral.biz, a portal developed to curate all the relevant COVID-19 and Flood business resources in one spot to help businesses navigate through these crises. It's designed to serve as the central source of information for all local programs and initiatives for businesses actioned by the Business Recovery Task Force.

HOW YOU CAN SUPPORT THE CAMPAIGN

This initiative will be stronger, and our success will be greater if people in the community share the 'Going Back Together' campaign. We have provided a link [HERE](#) to some creative material you are free to use, including:

- Image gallery for social media channels (Facebook, Instagram, LinkedIn)
- Printable posters

Please try and incorporate messages like these:

- When we follow the rules and stay informed, we can reopen safely.
- Prepare, plan and stay informed.
- Working together is what this community does best.
- Just like with everything else, we will do this best when we do it together.
- Let's rely on each other. We know we can.
- Let's go back to work safely, together.

Feel free to to share your stories using the campaign hashtag #GoingBackTogether.

Along with using these materials and messages, on the following pages we have provided sample posts that you can use on social media.

POSTS ALIGNING WITH CAMPAIGN MATERIALS

Facebook

Post 1:

Safety is part of the way we work here. Right now, it means more than it ever has before. We will do everything we can to stay informed, follow the rules, and return to work safely.

Let's go back to work safely. Together.

Post 2:

Working together is what this community does best. When we follow the rules and stay informed, we can return to work safely.

Let's go back to work safely. Together.

Post 3:

Many of us are returning to work—and we all want to do it the safest way possible. Just like with everything else, we will do this best when we do it together.

Follow the rules. Stay informed. Go back safely.

Instagram/Twitter

Post 1:

Safety is part of the way we work here. Right now, it means more than it ever has before. We will do everything we can to stay informed, follow the rules, and return to work safely.

#GoingBackTogether

Post 2:

Working together is what this community does best. When we follow the rules and stay informed, we can return to work safely.

Let's go back to work safely. Together. #GoingBackTogether

Post 3:

Many of us are returning to work—and we all want to do it the safest way possible. Just like with everything else, we will do this best when we do it together.

Follow the rules. Stay informed. We're #GoingBackTogether

POSTS ABOUT REOPENING

Facebook

Post 1:

Going back to work is going to be different—and we want to do it in the safest way possible. As COVID-19 restrictions loosen and flood recovery continues, we are returning to work safely and leaning on our community to help support our business through this time of change. It's time, we're Going Back Together.

Post 2:

We're Going Back Together. As COVID-19 restrictions loosen and flood recovery continues, we are returning to work safely—we thank you for your patience and continued support.

Post 3:

We are reopening. We will be following the rules and implementing the appropriate safety protocols to ensure the safety of our customers and staff. We are excited to serve our community again.

Twitter/LinkedIn

Post 1:

We're #GoingBackTogether. As COVID-19 restrictions loosen and flood recovery continues, we are returning to work safely— we thank you for your continued support.

Post 2:

Going back to work is going to be different—and we want to do it in the safest way possible. We are returning to work safely and leaning on our community to help support our business through this time of change. We're #GoingBackTogether!

Post 3:

We are reopening! We will be following the rules and implementing the appropriate safety protocols to ensure the safety of our customers and staff. We are excited to serve our community again.

#GoingBackTogether

Instagram

Post 1:

Going back to work is going to be different—and we want to do it in the safest way possible.

As COVID-19 restrictions loosen and flood recovery continues, we are returning to work safely. Thank you for your continued support.

We're #GoingBackTogether!

Post 2:

We're #GoingBackTogether!

As COVID-19 restrictions loosen and flood recovery continues, we are returning to work safely. Thank you for your continued support.

Post 3:

We are reopening!

We will be following the rules and implementing the appropriate safety protocols to ensure the safety of our customers and staff. We are excited to serve our community again.

#GoingBackTogether

If you have any questions about our communication efforts, please contact Andrea Haley, Director, Brand and Corporate Services for Wood Buffalo Economic Development, at andrea@choosewoodbuffalo.ca

Thank you for your support in helping us all return to work safely, together.