

## General positioning notes

RISE UP is an open source platform designed to inform locals and visitors of arts and live experiences they can take part in safely. We know Calgarians and visitors are eager to get back to what they love doing most, but only if it is safe! By partnering with organizations and events who are committed to going above and beyond Alberta Health requirements for their relaunch and all live events, Calgarians can enjoy all RISE UP events and experiences knowing their health is top priority. It's time for all Calgarians' to Rise Up and get back to enjoying all of our city's offerings as safely as possible!

Here's a tone of voice checklist to help:

### **Does the event or experience and all participating organizations/venues follow all Alberta Health guidelines?**

Calgarians and visitors are eager to get back to doing what they love most, but only if it is safe. The sooner we prioritize the health and safety of all participants, organizers and staff when approaching live experiences, the sooner we can enjoy all the wonderful happenings that make our city great! This means not only asking Rise Up events and organizations to follow the latest Alberta Health recommendations, but also asking participants and patrons to do so as well.

We do not want to be fearful, but rather instill confidence in Calgarians and visitors that they can participate safely in Rise Up events. When describing your event or experience, ensure you let your audience know what you are doing to protect their health, and what you expect from them to protect your staff and other guests; 'NMC is excited to be re-opening in accordance with all Alberta Health recommendations. Come enjoy our exhibitions safely. Remember, face masks are mandatory in all indoor public spaces.'

### **Is the tone positive and energetic?**

### **Is it inviting? Does it give the reader confidence to participate?**

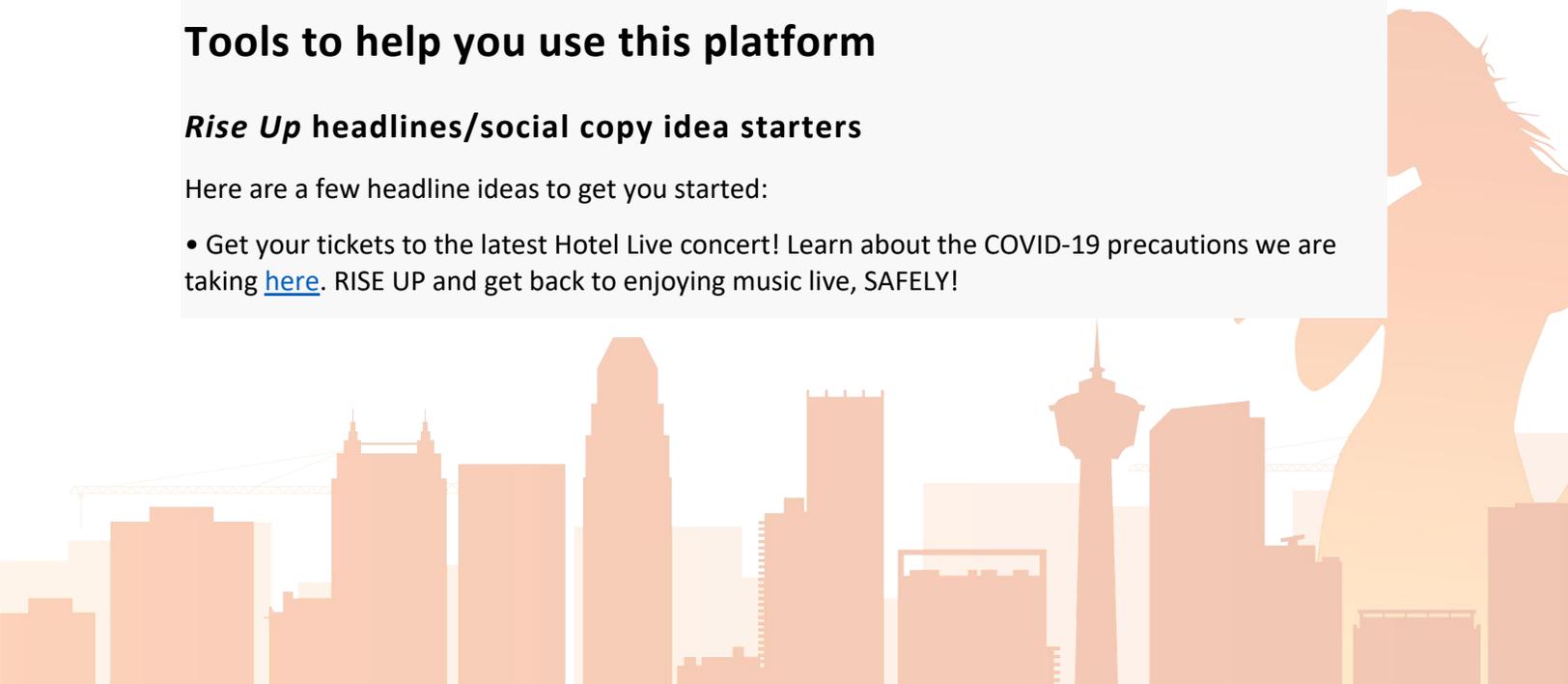
### **Would you Instagram it?**

## Tools to help you use this platform

### ***Rise Up* headlines/social copy idea starters**

Here are a few headline ideas to get you started:

- Get your tickets to the latest Hotel Live concert! Learn about the COVID-19 precautions we are taking [here](#). RISE UP and get back to enjoying music live, SAFELY!



- There has never been a better time to get reacquainted with your hometown. Choose your own adventure with a Calgary staycation package committed to following Alberta Health guidelines—Rise Up.

## Image Files

We've consolidated a number of our design files into a zip file (79MB) to support you in creating social images and utilize existing templates with RISE UP branding. You will be able to access the following files as you need them:

- RISE UP Social Media Images
  - Contains various banner sizes and compliant with social media sizing
- Social media overlays
  - Overlays for Facebook and Instagram posts
- Sample produced photos for social posting
- RISE UP wordmark to use as needed

[Download ZIP file \(79MB\)](#)

Share with us any amplification or activation you do with **RISE UP** on your social media platforms by adding the hashtag **#RiseUpYYC** and tagging us on Facebook ([@tourismcalgary](#)), Instagram ([@tourismcalgary](#)) or Twitter ([@tourismcalgary](#))!

*Tag our civic partners!*

*Facebook:*

*Calgary Arts Development ([@calgaryartsdevelopment](#))*

*Calgary Economic Development ([@calgaryeconomic](#))*

*Instagram:*

*Calgary Arts Development ([@calgaryartsdev](#))*

*Calgary Economic Development ([@lifeincalgary](#))*

*Twitter:*

*Calgary Arts Development ([@calgaryartsdev](#))*

*Calgary Economic Development ([@calgaryeconomic](#))*

## Additional Resources

Outside of Rise Up, there are several additional ways Tourism Calgary can help lift your business.

### **Communication around your business's opening status**

Please send any updates around the status of your business (opening, or anticipated opening day) to **Tourism Calgary** at [industry@tourismcalgary.com](mailto:industry@tourismcalgary.com)

### **Promotion of packages, deals or activations**

Please submit **any packages or deals** to **Tourism Calgary** through the applicable form

- Hotel partners: <https://www.visitcalgary.com/DMF-deals-submission>
- Non-Hotel partners: <https://www.visitcalgary.com/industry-partners/partner-resources/submit-deal>

These deals will be promoted to visitors and locals on [visitcalgary.com](http://visitcalgary.com).

If you have any major initiatives and events themed to holidays or events we'd like to feature these. Please send information through to [marketing@tourismcalgary.com](mailto:marketing@tourismcalgary.com)

### **Health and Safety Examples, Assets and Content**

We are working hard to show visitors that Calgary is a safe destination to visit. If you have images, b-roll or explanations of how your organization or staff is taking health precautions (in masks, safety sanitation stations), or interacting with guests in this context:

Please send to: [marketing@tourismcalgary.com](mailto:marketing@tourismcalgary.com) with the subject; Partner Health and Safety Examples

### **Leverage and promote Tourism Calgary website and assets**

Please interact with Tourism Calgary's social channels through your business/organizational channels

Facebook: <https://www.facebook.com/tourismcalgary/>

Twitter: [@TourismCalgary](https://twitter.com/TourismCalgary)

Instagram: [@tourismcalgary](https://www.instagram.com/tourismcalgary)

### **You are welcome to direct to [visitcalgary.com](http://visitcalgary.com) content if it's a fit for your marketing efforts**

Businesses that are reopening: <https://www.visitcalgary.com/reopening>

Ways to support local: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/how-to-support-local-in-calgary>

12 unique neighbourhoods to explore: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/12-of-calgarys-unique-neighbourhoods>

10 Epic Bike Pathways in Calgary: <https://www.visitcalgary.com/things-to-do/stories-from-calgary/10-epic-bike-pathways-in-calgary>

