Instructions

Hello!

Thank you for requesting or downloading various assets in our Real Local Marketing Kit!

We've created this document to show you how to create and use the Real Local Marketing Kit, so you can promote your business and support local! We've provided tips for using the graphic and poster templates. In addition, we've included some details that you should use when sharing on social. Lastly, we've provided some suggestions for applying the stickers and window decal.

With the **digital Real Local Marketing Kit**, you have access to graphic, profile photo, and poster templates, and premade posters as well.

With the **physical Real Local Marketing Kit elements**, you have access to a window decal, generic pre-printed posters, and stickers, which will be sent directly to your business at no cost. (Please allow up to a week for delivery)

HOW TO USE TEMPLATES:
- Templates in the Marketing Kit:
    1. Facebook or Instagram Post
    2. Facebook or Instagram Story
    3. Profile Photo
    4. Poster
- Download one of the templates from the website, and make sure the file is added to your computer desktop.
- You can create the graphics in a variety of ways: Canva, Microsoft Paint, Microsoft Word, Google Docs, Microsoft PowerPoint, Keynote, etc.
- We will use Canva as the example:
    1. Visit https://www.canva.com/.
    2. Create a free account and save your password.
    3. Once you are logged in, select the "Create a Design" button in the upper right-hand corner.
    4. Suggested designs for "Create a Design":

- Facebook or Instagram Post: select **Instagram Post** in the "Create a Design" dropdown menu
- Facebook or Instagram Story: select **Instagram Story** in the "Create a Design" dropdown menu
- Profile Photo: select **Custom Size** (width: 2048px & height: 2048px**)** in the "Create a Design" dropdown menu
- Poster: select **US Letter Document** in the "Create a Design" dropdown menu

5. Once you select your design, you will be redirected to the Create a Design dashboard, this is where you will make a post, story, profile photo, or poster. 6. Make sure your desired photo(s) and the template is saved to your computer desktop before you create a design.

7. Drag your desired template from your desktop to the "Create a Design" dashboard in your browser. Once the file has been dragged & added, reposition the template to your liking.

8. Drag your desired photo(s) from your desktop to the "Create a Design" dashboard in your browser. Once the photo(s) has been dragged & added, reposition the photo(s) to your liking.

9. Once you've created your design, select "Download" in the upper right-hand corner to download the files you created.

10. Once the files have downloaded to your browser, drag the Canva folder to your desktop.

11. Once the files are on your desktop, you can use the files on social media as a post, story, or profile photo OR you can print out your poster to display at your business.

HOW TO USE POSTER:
- The digital kit has two premade posters. One poster is 8.5" x 11" and one is 11" x 17".
- Download from the website and make sure the files are added to your computer desktop.
- We will use Adobe Acrobat as the example:
   1. Once the posters are on your desktop, double click one of the files to open it.
   2. Once the file opens, select "File" in the upper left-hand corner.
   3. Select "Print" in the "File" drop-down menu.
   4. Continue to follow the "Print" process until the poster is successfully printed. 5. Once you have the printed file, put the poster up in your window at home or at your business location.

HOW TO SHARE:
- If you are giving Haldimand County recognition, please include the Haldimand County tourism website URL when sharing.
   - Tourism Website: tourismhaldimand.ca
- Tag Haldimand County in your posts:
   - Tourism Facebook: @HaldimandCountyTourism

- Tourism Instagram: @tourismhaldimand
- Use the following hashtags when sharing:
  - #VisitHaldimand
  - #TourismHaldimand
  - #RealLocalHaldimand

HOW TO USE STICKERS
- We've provided Real Local stickers that you can use to enhance your product packaging. The stickers are a great way to encourage people to support local.
  1. Stick the labels on your product boxes, bags, etc.
     2. Cut-out the stickers and insert them into the packaging as an additional gift.

HOW TO USE WINDOW DECALS
- We've provided Real Local window decals that you can use on windows or doors at your business or home. Let people know you are a local business!
- The window decals are cling-style (attach by static, no adhesive) and should be applied to the inside glass. Printed on the cling side, designs are seen through the glass surface. This protects the decal from weather and wear.
- To apply a static cling decal:
  1. It is recommended to clean the surface thoroughly and allow it to dry.
  2. Use a tape measure to find the center point at which to place your static cling.
  3. Spray the surface of the window liberally with water.
  4. Peel your decal off its backing and place it on the glass.
  5. Lay the exposed portion of the decal down onto the window.
  6. Once the decal is fully applied, squeegee from the center toward the outer edges to remove air bubbles. You can cover the squeegee with a paper towel or soft cloth to prevent it from scratching the material.
  7. Finish by wiping down the edges of the cling with a paper towel to remove excess moisture.
  8. These decals are easy to remove and reposition if you are not happy with the installation.
  9. Gently remove and reposition your window cling as desired, making sure the material never touches itself.