



## 2024 'Getting Here is Half the Fun' Social Media Campaign - Member Toolkit

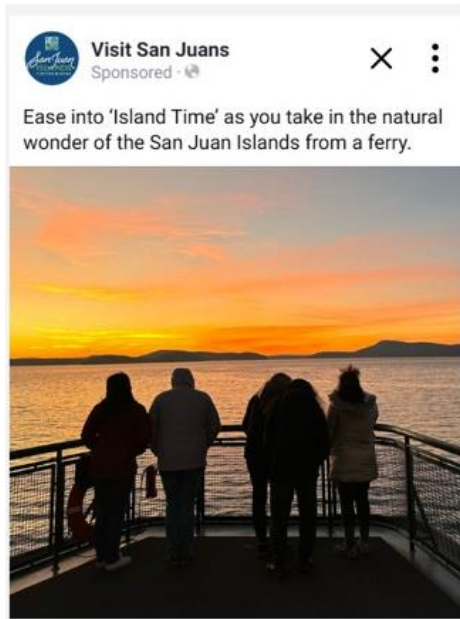
Help us promote the joys of traveling to the San Juan Islands, help to turn around the negative ferry news! Thank you!

1. Download our photos from this [Dropbox Folder](#).
  - a. Folders labeled with optimized sizes for Facebook & Instagram.
  - b. Use the Facebook size for your business e-Newsletters.
2. See mockups of ad copy below that we recommend using with each photo.
3. Copy/paste written copy (or customize your own) and post on your social accounts!
4. Tag us: [Facebook](#) & [Instagram](#) @visitsanjuans #visitsanjuans
  - a. For seaplane photos, please also tag the airline shown in the image: @fridayharborseaplanes and @kenmoreair
5. Share our "Getting Here is Half the Fun" social media posts and other posts/videos about visiting the Islands! Share to your feed on Facebook and [share to your "stories"](#) on Instagram.

### Social Media Mockups & Copy:



1. A San Juan Islands getaway starts when you step onboard the ferry. You're able to take a breath & relax into 'Island Time.'
2. Ease into 'Island Time' as you take in the natural wonder of the San Juan Islands from a ferry.

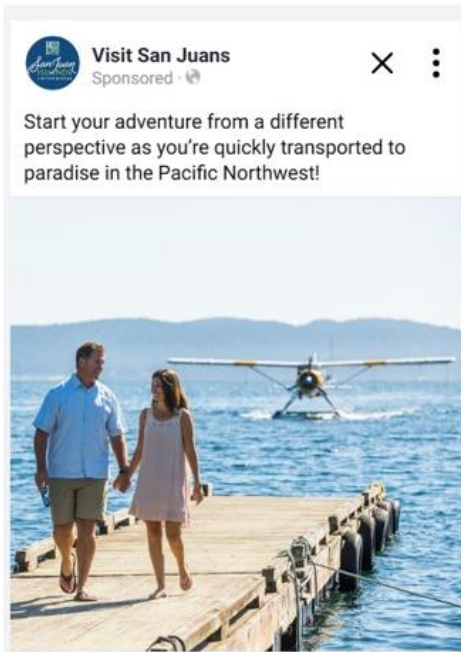


3. As you travel by ferry to the San Juan Islands, immerse yourself in the serenity of nature & relax into 'Island Time.'

4. A San Juan Islands getaway starts as soon as you step onboard the ferry. Take a breath & set your mind to 'Island Time.'



5. Experience the beauty of nature along the way, from the ferry dock to your island paradise.



**Photo tags:** @kenmoreair

6. Start your adventure from a different perspective as you're quickly transported to paradise in the Pacific Northwest!

7. Begin your adventure from a fresh perspective as you're swiftly transported to paradise in the San Juan Islands.



**Photo Tags** - @fridayharbourseaplanes

8. As you travel by seaplane to the San Juan Islands, soak in the wonder of a unique Northwest travel experience!

9. On a seaplane to the San Juan Islands, you can soak in the natural beauty as you relax during a short, scenic flight.



10. Soak in the natural beauty as you relax during a short, scenic seaplane flight to the San Juan Islands.

11. As the seaplane takes off, a whole new world opens up. You're able to take a moment to breathe in and savor the beauty.

Alternate copy ideas for Seaplane photos:

- Experience a new horizon with a seaplane adventure to the San Juan Islands and soak in the serene beauty of the Pacific Northwest.
- Set off on a unique experience as you're swiftly transported to the idyllic paradise of the Pacific Northwest!

If you have questions or need assistance, please contact Anna at 360-378-9551 ext. 7  
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