



### *Our “Behind the Scenes”*

- Our face to the industry and our partners
- Destination management and tourism product development
- Stakeholder and partner working
- Business to business support
- Promoting opportunities for tourism businesses in the South of Scotland
- Supports capacity building, collaboration between businesses and sharing expertise

### *When to mention SSDA*

- Looking for and offering business support
- Membership questions / business events
- Industry and business news
- Launching new products / seeking collaborations
- Press releases

Tag or message @SSDAIalliance on Facebook, Twitter and LinkedIn



### *Our ‘Face to the world”*

- Our marketing platform
- Consumer facing campaign
- Promoting tourism members of the South of Scotland audiences across Scotland, the UK and Worldwide.
- Creating awareness and solidifying brand image through content (photos, videos, blog posts etc)

### *When to mention SSH*

- Photos of your business and the area that speaks to consumers directly
- Content promoting the South of Scotland in general – videos, blog posts etc

Tag @discoversouthscotland on Facebook & Instagram @Herescotland on Twitter

#ScotlandStartsHere