



SOCIAL MEDIA

Style guide

**TOURISME /
MONTREAL**

1. General rules

1.1. *Copyright and intellectual property*

- Copyrights must be respected.
- Photo credits must be systemically included in posts.
- User Generated Content (UGC) can be reshared on native app platforms (e.g. Instagram Story), with credits.
- To use UGC on our platforms (e.g. Instagram or Facebook), you must ask for user authorization. We do not recommend using content from professional photographers that Tourisme Montréal does not do business with.

1.2. *Visual content*

- Priority should be given to images from our photo bank.
- In Bynder, all photos can be used for editorial purposes on social media (except where explicitly stated otherwise).
- Photos from our Flickr account (taken by Eva Blue and Susan Moss) as well as those taken by Alison Slattery can be used liberally on our different social media platforms.

1.3. *Brand compliance*

- Each platform has its own codes, tone and target audience but the Tourisme Montréal brand must be respected across our entire social media ecosystem.
- A proper register of language must be used and content must be bilingual.
- Please consult the **Style Guide for writers** for more on tone of writing [here](#).

1.4. What to do, what to avoid


- We want to convey an image of the city that is inspiring, accessible and coherent. The content should, therefore, reflect the current season.
- Overall, the content should be about Montréal in general rather than on a specific member, partner or initiative; however, some exceptions do apply (e.g. visibility agreement, a particularly relevant initiative, topic or organizational issue).
- Avoid subjects that are political or polemical in nature.
- Negative user comments can most often be ignored (to prevent escalation). Comments that promote hate or violence should be hidden or deleted.
- Avoid certain depictions or aspects of the city, including:
 - Construction, public works, orange traffic cones
 - Uncleanliness, garbage
 - Uninspiring weather: slush, grey skies
 - Content that lacks authenticity: overly retouched images, people looking straight into the camera
 - Dangerous or illegal scenes: off-limit, private or abandoned places
 - Vulgar or suggestive content

2. Guides per platform

2.1. Facebook

- The tone should be light, playful, friendly, and funny (when suitable), without being overly familiar.
- Posts must always be bilingual (FR and EN).
- Identify members and partners, when applicable.


- Use emojis when appropriate but do so sparingly.
- Choose single image or album formats.
- Shorten links (with Bitly, for example) to make texts lighter, if needed.
- The cover page photo can be changed regularly to reflect the season or current activities.
- Always credit the photographer like this:

 @handle of the photographer

- **One post a day is recommended.**

2.2. Instagram

- The language used on Instagram is inspiring, authentic, active and when the photo demands it, humorous.
- Always identify the place (native app) and partner/member, when applicable.
- Posts are always bilingual (FR and EN).
- The official hashtag for the @montreal Instagram account is **#MTLmoments**.
- You can use either single images or carousel formats.
- Stories let you share native UGC content or member/partner content. Member photos, reels and events should be shared the usual way.
- Links cannot be shared in a post. Links must be included the profile bio. The use of links (redirecting to our articles and/or partner pages) is encouraged in stories.
- Story Highlights (added in profile stickers) should be updated regularly. Stories that are more than 12 weeks old (or past events) should be either replaced or deleted. Content should always be fresh and reflect current or upcoming activities.
- When applicable, posts (or reels) can be published with a partner (e.g. a Montréal attraction or influencer). In this case, the post will appear conjointly on the two Instagram accounts to accumulate views/reactions/comments.
- Always credit the photographer like this:


 @handle of the photographer

- One post a day is recommended. You can add reels (maximum one a day) and stories (1 to 10 a day) as well.

Consult the reels guide [here](#).

2.3. X (formerly Twitter)

- Use a tone that is light, playful, friendly and humorous (when suitable) without being overly familiar.
- Identify members and partners, when applicable.
- Use the hashtag **#MTLmoments** when appropriate.
- Exchanges with other users (including other accounts managed by Tourisme Montréal, i.e. @montreal, @monmontreal, @queermontreal, @mtlatable and @meetmontreal) are encouraged.
- The account cover photo can be changed regularly to reflect the seasons or what's currently on in the city.
- Always credit the photographer like this:

 @handle of the photographer