



2022 Partner Information Package

What is Economic Development Week?

Economic Development Week is an international campaign created by the International Economic Development Council (IEDC) to increase awareness for local programs that create jobs, advance career development opportunities and increase the quality of life. Economic Development Week celebrates all things economic development.

Running dates: Monday, May 9 through Friday, May 13, 2022

More information: <https://guelph.ca/business/economic-development-office/economic-development-week/>

Identifiers

Please do not manipulate or revise the Economic Development Week identifier in any of your materials. Feel free to use this logo to complement your own art, brand, or on digital media (website, Facebook page, Twitter, Instagram, etc.).

All files are located below:

https://drive.google.com/drive/folders/12ifcMTL4gyeh289R088uc7m6zLJI_-ZQ

Hashtags

#GuelphEcDevWeek22

#GuelphShops

#EconDevWeek22

Share your love for local businesses and your local business success stories on social media using #GuelphEcDevWeek22, #GuelphShops, and #EconDevWeek22.

Sample posts (Facebook, Twitter)

Facebook, Twitter, and LinkedIn:

General

- 1) #GuelphEcDevWeek22 kicks off today! Follow @InvestInGuelph's feed for celebrations and success stories throughout the week. <https://guelph.ca/business/economic-development-office/economic-development-week/> #GuelphShops #EconDevWeek22
- 2) Have you seen the #GuelphEcDevWeek22 schedule? Check it out at: <https://guelph.ca/business/economic-development-office/economic-development-week/> #GuelphShops #EconDevWeek22
- 3) #GuelphEcDevWeek22 is great initiative to celebrate our local business community. Visit <https://guelph.ca/business/economic-development-office/economic-development-week/> for a full list of things to look forward to on each day. #GuelphShops #EconDevWeek22
- 4) The City is inviting the community to celebrate #GuelphEcDevWeek22 from May 9–13 through activities linked to the City's [2022-2026 Economic Development and Tourism Strategy](#). Check

out the full schedule: <https://guelph.ca/business/economic-development-office/economic-development-week/> #GuelphShops #EconDevWeek22

- 5) Celebrate your favourite local businesses this #GuelphEcDevWeek22! Tell us why they are your favourite using the #GuelphShops. <https://guelph.ca/business/economic-development-office/economic-development-week/> #EconDevWeek22
- 6) We are excited to participate in #GuelphEcDevWeek22 from May 9-13! We are looking forward to hearing all of the local business and business support partners success stories. <https://guelph.ca/business/economic-development-office/economic-development-week/> #GuelphShops #EconDevWeek22
- 7) #GuelphEcDevWeek22 is a great time to support local businesses! Share your local purchases during the week using #GuelphShops. <https://guelph.ca/business/economic-development-office/economic-development-week/> #EconDevWeek22
- 8) There are a lot of great things to celebrate in #Guelph's business community! We want to hear all about them during #GuelphEcDevWeek22! <https://guelph.ca/business/economic-development-office/economic-development-week/> #GuelphShops #EconDevWeek22
- 9) Let's celebrate #Guelph businesses this #GuelphEcDevWeek22! Share your love for local businesses and your local business success stories on social media using #GuelphEcDevWeek22, #GuelphShops and #EconDevWeek22. <https://guelph.ca/business/economic-development-office/economic-development-week/>
- 10) There is a lot to be excited about with the new 2022-2026 Economic Development and Tourism Strategy! Let's celebrate some of the great initiatives coming out of the strategy this #GuelphEcDevWeek22. <https://guelph.ca/plans-and-strategies/economic-development-strategy/> #GuelphShops #EconDevWeek22
- 11) Watch the strategy launch video to learn more about @InvestInGuelph and @VisitGuelph's plans to support a thriving local economy then send any questions or feedback to bizinfo@guelph.ca. <https://www.youtube.com/watch?v=bsLCDoET1y8> #GuelphEcDevWeek22 #GuelphShops #EconDevWeek22
- 12) Have you heard of the #GuelphShops Business Spotlight Profiles? Check out the most recent spotlight profiles at: <https://guelph.ca/business/guelphshops/guelph-shops-business-spotlight-profiles/>. Interested businesses can email bizinfo@guelph.ca for more information on how to get involved. #GuelphEcDevWeek22 #GuelphShops #EconDevWeek22
- 13) Do you have an idea to make Guelph a must-see destination? #GuelphEcDevWeek22 is a great time to share your ideas! Send them to visit@guelph.ca. <https://www.haveyoursay.guelph.ca/tourism-town-hall> #EconDevWeek22
- 14) Are you hiring? Register for the #GuelphWorks Epic Job Fair today. The job fair is open to everyone and all #Guelph businesses and job seekers are encouraged to participate. <https://hopin.com/events/guelph-works-job-fair/registration> #GuelphEcDevWeek22 #GuelphShops #EconDevWeek22

Social media handles

Facebook:

City of Guelph Economic Development: www.facebook.com/InvestInGuelph/

City of Guelph Tourism: www.facebook.com/VisitGuelph

City of Guelph: www.facebook.com/CityOfGuelph

Twitter:

City of Guelph Economic Development: www.twitter.com/InvestInGuelph

City of Guelph Tourism: www.twitter.com/VisitGuelph

City of Guelph: www.twitter.com/CityOfGuelph

Instagram:

Guelph Shops: www.instagram.com/GuelphShops

City of Guelph Tourism: www.instagram.com/VisitGuelph

Sample newsletter feature

Headline:

Celebrate Economic Development Week 2022!

Content:

The City of Guelph is inviting the community to celebrate Economic Development Week May 9–13 through activities linked to the City's [2022-2026 Economic Development and Tourism Strategy](#)!

Businesses and residents are encouraged to promote the campaign and raise awareness about economic development in Guelph. The week will celebrate local businesses and business support partners as well as the new 2022-2026 Economic Development and Tourism Strategy.

Use the hashtags #GuelphEcDevWeek22, #GuelphShops, and #EconDevWeek22 in your posts and follow @InvestInGuelph and @VisitGuelph to join the conversation.

Let's work together to make this a successful Economic Development Week!

More information: <https://guelph.ca/business/economic-development-office/economic-development-week/>

Images

Specific images have been designed for the various social media channels. Please ensure you are using the correct image on the correct social media channel for consistency. We appreciate your help in promoting this campaign. Social media images can be found below:

https://drive.google.com/drive/folders/15hVN7eTfJrDbCkgEL9mcC7mJDppYCF_S

Contact

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