

Social Media **POSITIVE POST** *Weather*

Maybe some of your followers are contemplating a day trip? Or dreaming of a trip soon. Tempt them with a beautiful weather photo outside of your business and don't be afraid to get punny!

Caption Ideas:

- "Seas the day and enjoy the perfect weather we're having this weekend! "
- "Can you believe this weather?! We're happy as clams!"
- "Get off your shell phone and come enjoy these views!"



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Social Media

POSITIVE POST

June 8 -
National Best Friend Day

Tuesday, June 8th is National Best Friend Day. Share something that friends can enjoy at your business whether it's an activity, meal, or just share an Ocean City post in general.

Caption Ideas:

- "It's the perfect day to enjoy some drinks from the bar and lounge by the pool with your best friend!"
- "Looking for an adventure with your bestie? We've got you covered! We're open at 5pm - meet us at the docks and get ready for a speedy boat ride!"



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Social Media **POSITIVE POST** *Special of the Day*

Share a mouthwatering photo of a special that you have running. Who doesn't love a great special?! Don't forget to share the atmosphere at your business.

Caption Ideas:

- "Tacos are half off today! Tell our staff that you saw our post on Facebook. "
- "Special of the Day: All seafood entrees come with a free drink today!"
- "Dockside views with a side of fresh oysters. Stop by for happy hour specials today!"



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Social Media

POSITIVE POST Employee

Ocean City's employees are working extremely hard through challenging times. Give them a shoutout and highlight something great they've done!

Caption Ideas:

- "Thank you, Kelly for working overtime and doing it with a smile! We appreciate your hard work."
- "Our staffing is limited but they are working extra hard so thank you for your patience and understanding."



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Social Media

POSITIVE POST *Poll/Survey*

Customers love to be heard and they love to engage on social media! Let them share their opinions by posting a fun survey or poll. You can even turn it into a contest!

Caption Ideas:

- "Okay folks - Tell us your favorite appetizer. One winner will be selected to win a free appetizer and drink!"
- "Our summer band lineup can be found online. Tell us who you're excited to see!"
- "Our new t-shirt design is in stock! Here are some photos - tell us your favorite!"



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Social Media **POSITIVE POST** Video

Photos are great but videos are even better. Show off an amenity at your property. Do you have a pool, outdoor seating, live music? Show an aesthetic scene or even let an employee narrate.

Caption Ideas:

- "Imagine your next vacation here!"
- "Happy hour starts at 5pm! Tune into a message from Shane to learn about our specials going on today."



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Social Media POSITIVE POST Souvenir

Many guests love to bring home a piece of Ocean City with them. Share something from your business that they can take home OR share somewhere they can go!

Caption Ideas:

- "Looking to take home a piece of Ocean City with you? Our new apparel has your name written all over it!"
- "Share your Ocean City visit with friends and family! Stop by the Ocean City Life-Saving Station Museum to pick up some really neat postcards!"



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