



## Program Overview

There are three stages that total a 17 week duration for each community Readers' Choice Awards program. The community decides the nominations and votes for the winners in specific categories.



### **BUSINESS REGISTRATION**

Register your business early for the categories that best suit your offers. By registering you will ensure your business will be easily found when nominations begin.



### **NOMINATIONS**

The program "Opens" with the nomination stage. People can go to their local Readers' Choice site and register to nominate businesses of their choice in specific categories. People are encouraged to nominate all of your favourite businesses along with your favourite categories.



### **VOTING**

Once all of the nominations have been collected. The top 5 nominees for each category are set up for the voting stage. The voting stage "Opens" with these nominees and you have the ability to go to your local Readers' Choice Awards site and "Vote" for your favourite business. The top businesses in each category will be Awarded the Readers' Choice Winners.



### **WINNERS**

The Readers' Choice Winners are decided by the total amount of votes received for each business per category. The ranking goes as follows: (1) Diamond (2) Platinum (3) Gold. The Winners will be published online on the Readers' Choice Site and also in the local print publication (*where available*).



## Tips for a Successful Best of Campaign

### Use our Best of Readers' Choice 2026 Assets EVERYWHERE!

#### We've created assets for you to showcase your business. These include:

- Instagram Post Frame. Layover an image of your company/product/service.
- Instagram Story Frame. Layover an image of your company/product/service within the Instagram app.
- Instagram Post. Use this on your feed to announce that you're looking for votes. You can also use this as a graphic anywhere online.
- Flyer Ad. Print it out and use it in your store, hand to people, or even place it on your window!
- Tent Card. Print this out and use it in your store or place it on your shelves or counter.

#### Tap into your newsletter lists!

- Leverage your email lists to ask your community to vote for you! Use the assets we've provided to create an engaging email that will drive votes, and directly link to your category for easy voting.

#### Advertise on our voting page next to YOUR category!

- Thousands of people in your area will be voting for their favourites. Remind them of your business by advertising on our voting pages, right next to your category. We offer low-cost ads! Contact us for all our advertising options or buy directly on our online self-serve portal!

#### Tell everyone you know!

- Friends, family, employees, no one should be left out! Spread the word with shameless and persistent campaigning! The more people you ask to vote for you, the better your chances of landing in the top 3 and being a winner! Good Luck!



## Posting instructions for Instagram and Facebook

### POSTING ON INSTAGRAM

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Post a photo on Instagram	<a href="https://help.instagram.com/442418472487929">https://help.instagram.com/442418472487929</a>
Using stickers on Instagram	<a href="https://help.instagram.com/151273688993748">https://help.instagram.com/151273688993748</a>
Create Stories	<a href="https://help.instagram.com/1660923094227526">https://help.instagram.com/1660923094227526</a>
Share story to Facebook	<a href="https://help.instagram.com/1936968516554161">https://help.instagram.com/1936968516554161</a>
Share post to Facebook	<a href="https://help.instagram.com/797182937605779">https://help.instagram.com/797182937605779</a>

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### POSTING ON FACEBOOK

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Post on a page on Facebook	<a href="https://www.facebook.com/help/424946150928896">https://www.facebook.com/help/424946150928896</a>
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### GENERAL GUIDELINES

- When sharing as a post, ensure you are adding your Readers' Choice link
- When sharing as a story, be sure to add a "Link" sticker and input your Readers' Choice URL to make it easy for users to vote for you
- Keep your copy short and engaging
- Get your message across quickly so be straight forward with your message
- Remember to communicate what you want people to do