

2 | 11 | 21

Maine Office of Tourism

2021 Stakeholders Meeting



Look Out for ME

Look Out for ME

Launched in November, the Look Out for ME homepage was created to help educate and encourage tourists and residents of Maine to enjoy the outdoors responsibly.

Subsequent, print ads, social posts and visitmaine.com directed outdoor enthusiasts to the custom webpage that serves as resource to help preserve and protect Maine's abundant natural resources, today and for years to come.

To extend the reach of the program, we developed a digital toolkit. This simple guide allows MOT partners to easily share the initiative's key messages in both their physical and digital communications.

Additional activations, promotions and partnerships will be rolled out in the coming months to help get the word out about this important mission.

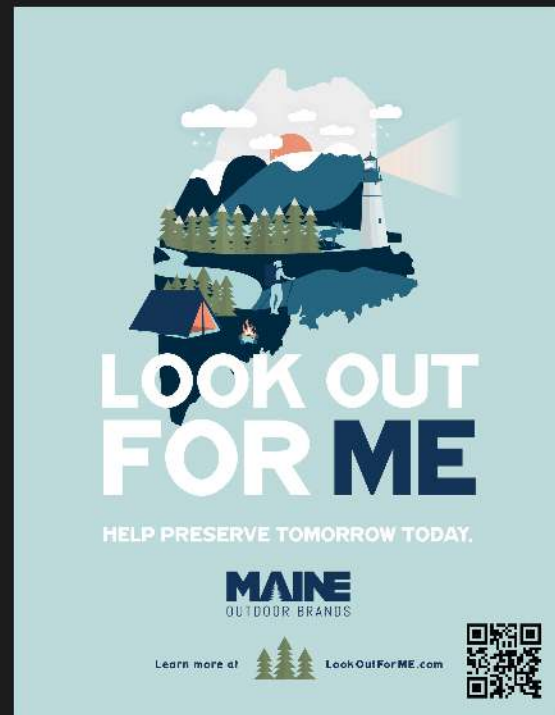
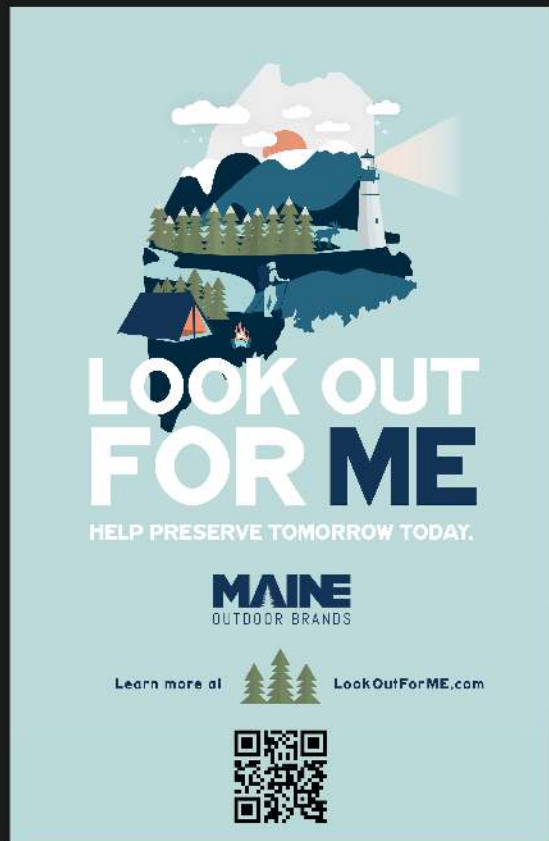
[Landing Page Link](#)





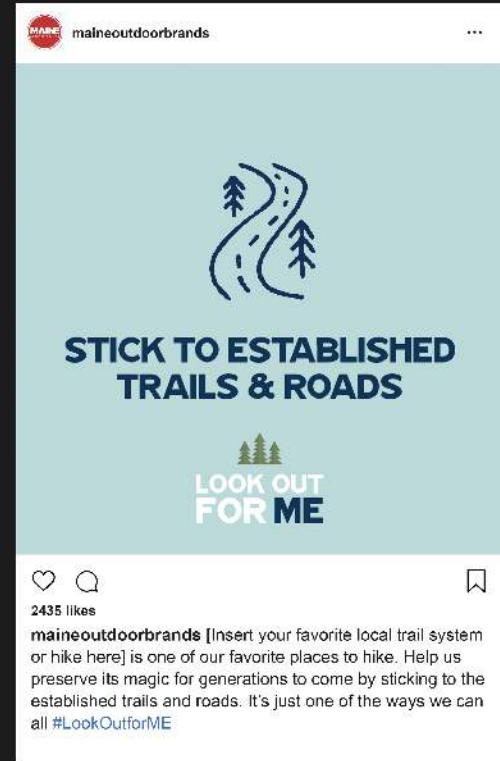
LOOK OUT FOR ME

Printable Posters



Add your logo, print and post.

Social Posts & Copy



Share the Look Out For Me posts on your social channels.

Partner-Email, Web Badge & Copy



Help Preserve Tomorrow Today.

We've partnered with the Look Out for ME campaign to provide guidelines, tips and resources for your next Maine adventure. Our goal is to ensure that you can venture out safely and responsibly, with a great respect for the land we all love and cherish.

Let's all do our part to protect the state's abundant natural resources for generations to come. Learn more at LookOutforME.com.

Send an email
to your
subscribers
Noting your
participation
and support of
the program.



OUR STORY

The State of Maine, 32,000 miles of pristine coastline, majestic mountains, and rugged wilderness has inspired outdoor enthusiasts for generations. From traditional fishing and hunting to modern-day hiking and biking, the state offers a wide variety of outdoor recreation opportunities. Maine's outdoor brands, from traditional fishing and hunting to modern-day hiking and biking, offer a wide variety of outdoor recreation opportunities. Let's all do our part to protect the state's abundant natural resources for generations to come. Learn more at LookOutforME.com.

Learn More



Learn More



Take care of the land. Take care of yourself. We've partnered with the Look Out for ME initiative to provide guidelines, tips and resources for your next Maine adventure. Let's all do our part to protect Maine's natural resources for generations to come.

Learn More



Show your
support by
putting
program
details on your
website.

MOT Partners Landing Page

MAINE

PROGRAMS & SERVICES

PARTNER ORGANIZATIONS

RESEARCH

EVENTS


STAFF DIRECTORY

WEB LINKS

ADDITIONAL RESOURCES

PARTNER LOGIN

Home / Look Out For Me Toolkit



A Maine Initiative for Responsible Recreation

The COVID-19 pandemic has inspired more people than ever before to explore all the forests, mountains and coastlines that make Maine uniquely Maine. It's natural that newcomers to outdoor adventure—from hiking and camping to snowshoeing and snowmobiling—might not know the ins-and-outs of responsible recreation.

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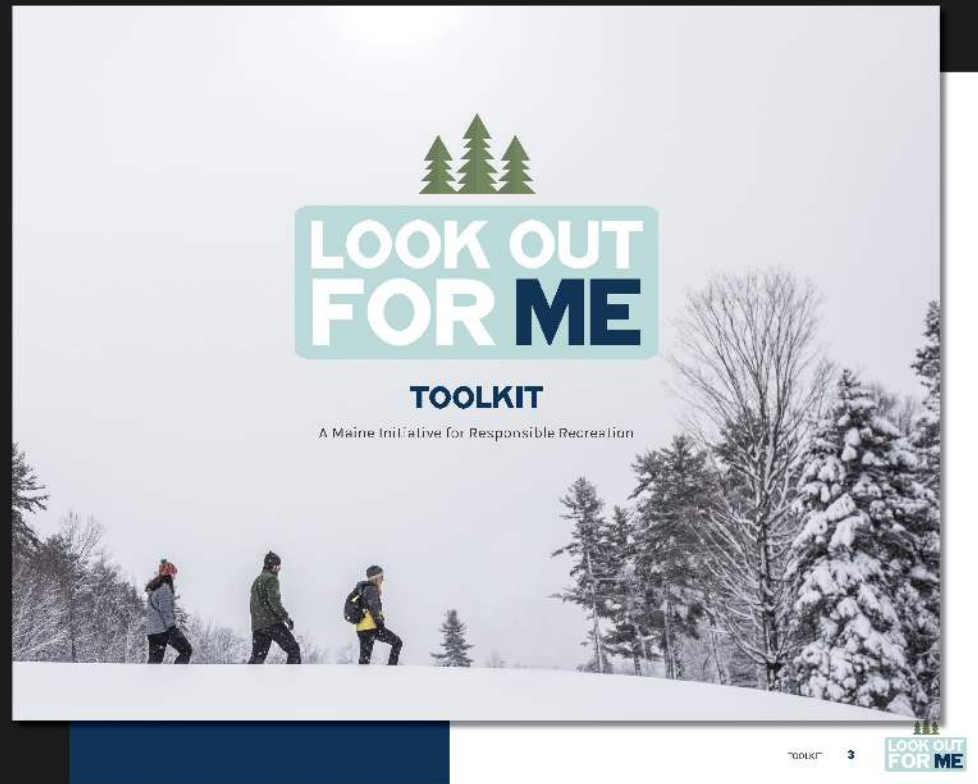
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Toolkit



LOOK OUT FOR ME POSTER

Print a screen and a full-page poster to look out for ME.

Poster size

8 1/2 x 11 inches (print on 11 x 17)
Size 2: 8 1/2 x 11 inches (print on 11 x 17)
Size 3: 8 1/2 x 11 inches (print on 11 x 17)
Size 4: 8 1/2 x 11 inches (print on 11 x 17)

TOOLKIT 3 LOOK OUT FOR ME



SOCIAL MEDIA

Use social media to share your love of responsible recreation and encourage others to do the same. Post your photos and videos on Facebook, Twitter, Instagram, and YouTube. Share your favorite spots and trails. Tag your photos and videos with #LookOutForMe.

How to share

1. Post your photos and videos on Facebook, Twitter, Instagram, and YouTube.
2. Tag your photos and videos with #LookOutForMe.
3. Share your favorite spots and trails.
4. Tag your photos and videos with #LookOutForMe.

TOOLKIT 3 LOOK OUT FOR ME



Email: carolann.oswell@maine.gov Phone: 207-624-9824



[Link to download the toolkit](#)

Look Out for ME Campaign

JAN-FEB

- 2/3 Press Release launches
- Organic Intro post
- 2/11 Stakeholders presentation
- Regional Partner websites updated
- 2/10–28 Paid social ads – Intro (2 versions)
- 2/17 Email to consumer subscribers

MAR

- Paid social ads – 7 versions (activities, tips, landowner)
- Maine Magazine ad

APR - SEPT

- Update tool kit and landing page with summer theme
- E-newsletter reminder
- Launch paid digital advertising plan (video, radio, digital, social) targeting behaviorally and contextually with a retargeting element
- Content additions
- Public Relations
- POP Activation

LET'S ALL

HELP PRESERVE TOMORROW TODAY

THANKS!

For questions about the Look Out for ME initiative, please contact:
Carolann Ouellette, Director, Maine Office of Outdoor Recreation
Email: carolann.ouellette@maine.gov - Phone: 207-624-9824



Maine
VISITMAINE.COM



Thank You

