



**A quick guide to social - 2022**

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# Purpose

This guide is meant to support you in creating interesting and engaging content for your social media channels. Our goal is to help you illustrate your digital story alongside the Tam Tams brand with confidence and accuracy.



# Brand messaging

Tam Tams is about...

- The 'rhythm' of Montréal, wherever you are.
- Québec, and its roots
- Free expression and open mindedness
- Being connected with one another
- Positive change
- High-quality vibes

We respect who you are, especially your right to be true to that.

We stand behind Québec culture and its power to unite people through progress and positive change.

We encourage adventure, exploration and especially new ideas.



# Product messaging



Tam Tams' strains are remarkable; developed and hand-selected by industry leading growers for their uniqueness and extreme quality.

We are always putting new, unique, high-quality strain on the shelf.

Our criteria for quality is as strict as it gets. Every new strain undergoes an intense review of smell, touch, taste, and moisture levels by our panel of renowned experts.

If it's not perfect, it's not a Tam Tams product.

Tam Tams is born out of Québec soil, by the hands of local growers who helped define the cannabis culture in this province. Our expertise is from here; we have more than 100+ combined years of it.

## Sample posts

Québec's own @tamtamscanada is here, with the 'Don of all OGs'...Godfather Kush: a dense, spicy Indica with fruity, sweet, woody aromas. Yes, people are talking...and we're hearing only good things.

Fruity. And oh, so tasty. @tamtamscanada has done it with their Strawberry Guava, packing a hardy potency into colourful buds with frosty trichomes, and delivering sweet vibrations from Québec.  
#meetyouthere

Born in Montréal, Coastal Sage by @tamtamscanada has arrived on our shelves with rich, green-and-orange buds in tow. Time to unpack some woodsy, citrus and diesel aromas...and get into the #tamtams spirit. #meetyouthere

Montréal vibes in Ontario?! We're stoked to put @tamtamscanada products on our shelves, and bring you the high-quality rhythm of Montréal, wherever you are. #meetyouthere





# Hashtags

#rhythmofmontreal  
#meetyouthere  
#quebeccannabis  
#mtlcannabis  
#tamtamscannabis  
#tamtams

**@tamtamscanada**  
**tamtamscannabis.ca**



## Visual Assets

[https://www.dropbox.com/sh/s0g3tblukqrcvml/AAAADrws3\\_glMI2Y2Q4MbnBoa?dl=0](https://www.dropbox.com/sh/s0g3tblukqrcvml/AAAADrws3_glMI2Y2Q4MbnBoa?dl=0)





**TAM TAMS**