
LE 9E
SOCIAL PLAYBOOK



THE ROLE OF THE SOCIAL PLAYBOOK

To highlight Le 9e's heritage, elegance, and uniqueness while driving engagement and ticket sales for the event & concert series.

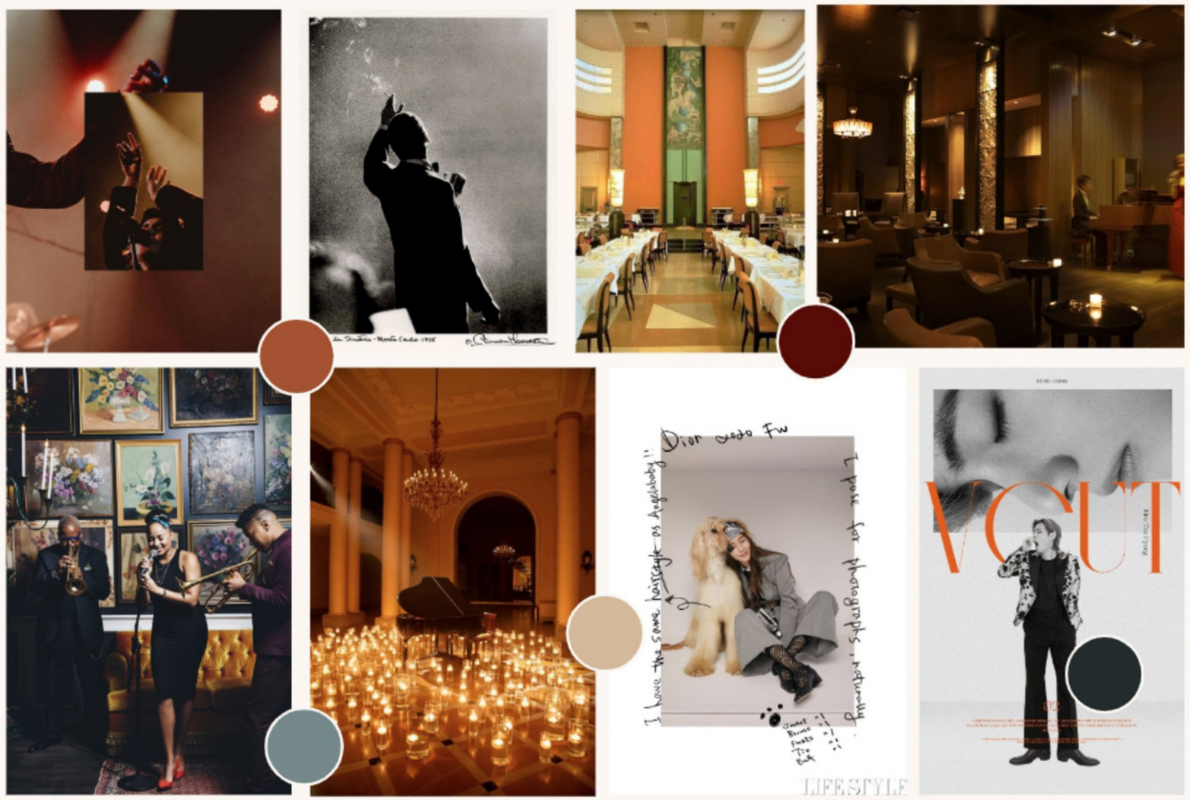
WHO IS LE 9E

Le 9e is a timeless capsule, a place where connection, celebration, and artistry come together in a one-of-a-kind atmosphere.



INTRODUCING…
THE ONLINE REFRESH

Le 9e is excited to refresh its social presence with a renewed focus on driving event sales and increasing awareness while continuing to showcase the heritage that makes the space truly iconic.





OUR SOCIAL OBJECTIVES



INCREASE ONLINE AWARENESS

Launch and maintain TikTok to create dynamic, engaging content.



GROW SOCIAL COMMUNITY

Share consistent, experience-driven storytelling and reactive content.



BOOST EVENT SALES

Make events a central focus of the monthly content calendar.

WHO IS LE 9E FOR

THE CULTURAL CONNOISSEUR

Le 9e's social following reflects a community engaged in arts & culture, culinary excellence, and the revival of historic spaces. By honouring the rich history and sophistication that longtime guests appreciate while infusing fresh energy and contemporary experiences that appeal to a younger audience, we're creating a space where generations come together–bridging past and present to shape the future of Le 9e.



VOICE & TONE



REFINED & ELEGANT

Sophisticated and timeless, offering a polished yet inviting social space that makes our community feel both exclusive and welcome.



WARM & FRIENDLY

Approachable and conversational, creating a genuine connection with followers and making them feel like they’re part of the Le 9e family.



KNOWLEDGABLE

Shares a deep passion for Montreal’s arts, culture, and culinary excellence, backed by expertise.

OUR STRATEGIC FOUNDATION

Our strategy is built on consistency—through themes, visuals, and timing—to create a sense of familiarity and connection with Le 9e's audience. This approach not only strengthens brand identity but also nurtures a community of advocates who feel at home in this space.

Reactive Content (10%)
Trending & Cultural Moments
Promotions & Updates
Influencer Activations



Experience-Driven Storytelling (90%)
Food & Cocktails
The Space
Events & Entertainment

THE ROLE OF LE 9E'S CHANNELS

PLATFORM	PURPOSE	CONTENT TYPES
 (Static & Video)	Drive concert ticket sales while delivering aesthetic storytelling– reinforcing Le 9e's vibe and event experience.	Statics, Carousels, Lo-Fi Reels, Stories, UGC Content
 (Video)	Increase brand awareness and engage audiences with trend-driven content.	Short Form Lo-Fi Videos (10-30s) Longer Form Lo-Fi Videos (1-3 mins)

POSTING STRATEGY

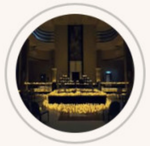
CONCERTS & EVENTS

By relying on Stories for event posters and ticket pushes, we can maintain a consistent aesthetic while using the feed to highlight Le 9e's identity through its food, cocktails, and space.

Why? Stories ensure higher visibility and keep event promotion active while driving direct ticket sales through link stickers. This approach allows the Instagram feed to remain curated and visually cohesive, emphasizing the venue's atmosphere rather than being crowded with event posters.



POST TYPE	TIMING	PLATFORMS	FORMAT (SPECS)	CONTENT FOCUS	VISUAL EXAMPLE
Upcoming Events Carousel	Start of each month	Facebook In-Feed, Instagram In-Feed	In-Feed Carousel (4:5) Total: (x1)	Overview of all upcoming events at the start of each month	
Individual Event Poster (Story)	Start of each month	Instagram Stories, Facebook Stories	Story (9:16) Total: (x1)	Dedicated poster for each event with key details, lineup, and ticket link	
Repost Event (Story)	Each week leading up to event	Instagram Stories, Facebook Stories	Story (9:16) Repost Total: (x1)	Final push with urgency messaging (« Last chance to get tickets! »)	

POST TYPE	TIMING	PLATFORMS	FORMAT (SPECS)	CONTENT FOCUS	VISUAL EXAMPLE
Event Day	Concert Day	Instagram Stories, Facebook Stories	Story (9:16) Total: (x1)	Reminder with ticket link and today is the day!" messaging	
Event Highlights (Story Archive)	After event	Instagram Highlights	Story (9:16)	Save key event content for long-term discovery	 Spectacles

RESULT: A STRONGER PUSH ON STORIES FOR EVENTS

THE FORMATS

THE STORY



Ratio: Story (9:16)
Visual Focus: Artist photography
Top: Date & time
Bottom: Event name & CTA

THE IN-FEED CAROUSEL



Format: In-Feed (4:5)
Carousel: The first page of the carousel announces the upcoming events and the following posts highlight each event
Visual Focus: Artist photography
Top: Imagery
Bottom: Event name, CTA, date & time

THE MONTHLY BREAKDOWN

THEME	FREQUENCY	FOCUS	ACCOUNTS	PLATFORM	# OF DESIGNED POSTS	FORMAT (SPECS)
Events	Ongoing	Upcoming concerts & events	Le 9e	Instagram Facebook Stories	1-5, depending on # of events	Static Carousel (4:5) Stories (9:16)
Food	Once per week	Raw bar, specialty menu items, chef features, etc.	Le 9e Ile de France	Instagram Facebook TikTok	4	Lo-fi (9:16) Static (4:5)
Cocktails	Once per week	Signature drinks, bar cart features, bartender features, etc.	Le 9e Le French Line	Instagram Facebook TikTok	4	Lo-fi (9:16) Static (4:5)
The Space & Environment	Once per week	Ambiance, architecture, history, day-to-night transition, influencer highlights	Le 9e	Instagram Facebook TikTok	4	Lo-fi (9:16) Static (4:5)
Reactive or Influencer Content	Case by case basis	Limited-time offers/ seasonal promos/ Influencer features	TBD	Instagram Facebook TikTok	TBD	Lo-fi (9:16) or Static (4:5)
TOTAL: 14 (8 STATIC POSTS, 6 LO-FI VIDEOS)						



HOW WE ADAPT EACH MONTH

IF FEWER EVENTS (0-2):

Focus more on space storytelling and food/cocktail content.

IF MORE EVENTS (3-5):

Reduce space/food content slightly to keep balance with event promotion.

IF A SEASONAL MOMENT OCCURS:

One reactive post should align with it.

SHOWCASING FOOD, COCKTAILS & SPACE

PHOTOGRAPHY

Format: In-Feed (4:5) & Stories (9:16)

Focus: Repurposing existing photography of food, cocktails, and details of the space. If needed, we can discuss bringing in our own photographer once a month.













SHOWCASING FOOD, COCKTAILS & SPACE

MEMES & CULTURAL TIE-INS

Format: In-Feed (4:5)

Focus: Culturally focused memes or designs that tie in Le 9e's food, cocktails, and nightlife culture

Example: Sunday Scaries, etc.









SHOWCASING FOOD, COCKTAILS & SPACE

LO-FI REELS

Format: Reels (9:16) & TikTok

Focus: Lo-fi content like bartender highlights, tutorials, chef features, slow pours, table views, and guest experiences.







INFLUENCER STRATEGY

By blending photography and video with influencer-led storytelling, we aim to position Le 9e as a top-tier nightlife and cultural destination. We propose a **single influencer activation** with Caroline Vreeland to achieve this.

WHO IS CAROLINE VREELAND?

Caroline Vreeland (474k followers, @carolinevreeland) is a singer-songwriter, model, actress, and devoted foodie known for her bold personality and love of fashion, culture, and indulgence. Based in Montreal, she embodies a sophisticated yet rebellious spirit, effortlessly blending the worlds of music, style, and gastronomy. With a passion for the finer things in life– wine, elevated dining, and fashion– she is the perfect muse to capture the essence of Le 9e.

CONTENT PLAN

REEL (9:16) – "A NIGHT OUT AT LE 9E"

- A narrative-driven video showing Caroline getting ready, stepping into Le 9e, sipping a cocktail, eating, and soaking in the atmosphere.
- Vibe: Sultry, chic and intimate

PHOTOGRAPHY – EDITORIAL & LIFESTYLE

- Capturing Caroline within Le 9e (bar, candlelit table, etc).
- Versatile assets for both social and promotional use.

STORIES & CROSS-COLLABORATION

- Live moments on stories with Caroline
- Content shared on both Le 9e and Caroline's platforms to maximize reach





TRADE CONSIDERATIONS & NEXT STEPS

To ensure a mutually beneficial collaboration, we hope to offer Caroline a complimentary night at Le 9e, including cocktails, dining, and the full experience, along with professional makeup and styling for the activation. In return, we'll be able to cross-post with all content on her feed and Le 9e's channels, maximizing reach and engagement.

NEXT STEPS:

- Confirm shoot night with Le 9e & Caroline
- Secure makeup & styling team
- Secure photographer

RECOMMENDED MEDIA STRATEGY

ALWAYS ON STRATEGY

Objective: Maximize awareness and site traffic by leveraging Meta Paid Media.

Target Audience: 30 km radius around Le 9e, engaging both nostalgia-driven older audiences and younger audiences with low awareness.

Budget: $12,000 total ($1,333/month)

Flight Duration: April 1 - December 31

Expected Reach:

Impressions: 9.9M
Clicks: 5.4K

Key Benefits: To deliver the highest exposure and engagement, ensuring we reach and attract the right audience at scale.

POST BOOSTING STRATEGY
(STANDARD POSTS / INFLUENCER POSTS)

Objective: Amplify key social media posts to drive ticket sales and increase event visibility.

Target Audience: 30 km radius around Le 9e, reaching both younger and nostalgia-driven older audiences.

Budget: $42,000 total ($1,000 per boosted post x 42 posts)

Flight Duration: April 1 - December 31

Expected Reach:

Impressions: 3.1M
Clicks: 40K
Audience Reach: 465K

Key Benefits: This offers the best visibility and impact, ensuring your boosted post reaches the right people at scale. This also offers flexibility. For example, if an influencer post performs 10x better than standard posts, we recommend shifting more budget toward those.

HOW WE ENGAGE WITH COMMUNITY

- Reposting User Stories
- Responding to In-Feed Comments
- Geo-Tagging Location



WHAT WE NEED FROM YOU

Before each content shoot, we'll send an email outlining the content we intend to capture and what we might need from Le 9e, including:

ACCESS TO STAFF

Interviews and features of chefs, owners, or bartenders



ACCESS TO DRINKS & FOOD

Plated dishes and signature cocktails for photography and video



OPERATIONAL SUPPORT

Access backstage, specific staging areas, etc.



MEDIA & MARKETING UPDATES

Insight on upcoming press features, partnerships, or promotional campaigns to integrate into our content strategy





THE APPROVAL PROCESS

WEEK 1: CONTENT CREATION & DRAFTING

- We'll create the posts for the month, including static images, carousels, or videos as needed and drop them into a Google deck.

WEEK 2: APPROVAL REQUEST & FEEDBACK

- Once the content is ready, we'll send the deck with the posts attached.
- In the email, we'll ask for approval or any necessary changes to each post.
- We'll provide a clear deadline for feedback (e.g., "Please provide any edits by [date] to ensure timely posting").
- If any revisions are needed, we'll update the posts and send them back for final approval.

WEEK 3: SCHEDULING

- Once approved, we'll schedule the posts for publication on the appropriate platforms.

SHOOTING SCHEDULE

Shoot dates are subject to change. Please let us know if there are any concerts or events that are important to capture, and we'll adjust the schedule accordingly.

- Friday, April 4
- Thursday, April 24
- Thursday, May 29
- Saturday, June 28 - Influencer Activation (TBC)
- Thursday, July 31
- Thursday, August 28
- Thursday, September 25
- Thursday, October 30
- Thursday, November 27 (TBC)
- Thursday, December 18 (TBC)

