

Social Media

May 6, 2016



Outline

- ▶ Develop a strategy
- ▶ Social media channels we use at Travel Salem
- ▶ Tips & Takeaways



Develop a Strategy

- ▶ Can be short (1-2 pages)
- ▶ 1 year plan
- ▶ Use as an internal “manifesto”...guideline for keeping you on track for timing and content



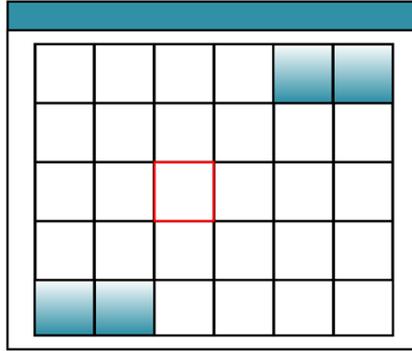
Elements of a Social Media Strategy

- ▶ Purpose
- ▶ Goals & objectives
- ▶ Target Audience(s)
- ▶ Which social channels you'll focus on using (somewhat depends on who your target audience is)
 - ▶ How often we'll post & types of posts



Elements of Social Media Strategy (cont'd)

- ▶ Calendar
 - ▶ We pencil in 3-4 events or topics each week
 - ▶ Plan about 4-6 weeks out
 - ▶ Plug in additional items as I hear about them



Facebook (TravelSalem)

- ▶ We post once a day...around 7 pm
- ▶ Post types:
 - ▶ Events
 - ▶ Non-date specific posts/photos that inspire people to visit our region
 - ▶ Seasonal inspiration (e.g. gardens)
 - ▶ New attractions or news about established attractions or properties



Facebook (cont'd)

Paid Advertising

- ▶ Different ways to use paid advertising on FB
 - ▶ Promote your page - or -
 - ▶ Promote your post (Boosted post)
 - ▶ Cost as little as \$5
 - ▶ Target by location, gender and interests
 - ▶ Encourage you to experiment if you can...as a way to increase fans, engagement rate, etc.

The [Salem Bicycle Club](#) presents their premier spring event, The Monster Cookie Ride, on Sunday, April 24. Route begins at the State Capitol in Salem, taking riders on scenic back roads to [Champoeg State Park](#) and back to Salem. More info: <http://bit.ly/1TC9z5n> (Photo credit: Gran Fondo Ride)



2,392 people reached
Organic 1,651
Paid 741



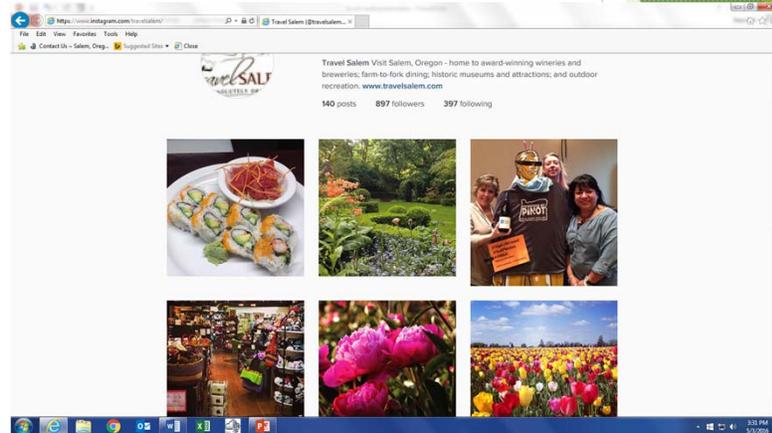
Twitter (@TravelSalem)

- ▶ Twitter has value for quick, newsy bites and reaching media
- ▶ 80% of tweets are created by us; 20% are re-tweets
- ▶ Tip: Include a photo in most posts (increases your reach)



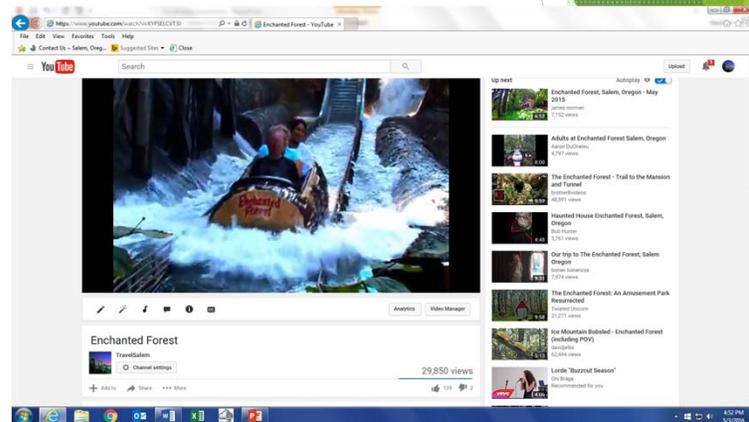
Instagram (@TravelSalem)

- ▶ Valuable tool for destination marketing or any kind of attraction that has great visuals to share
- ▶ Is our fastest growing social media platform



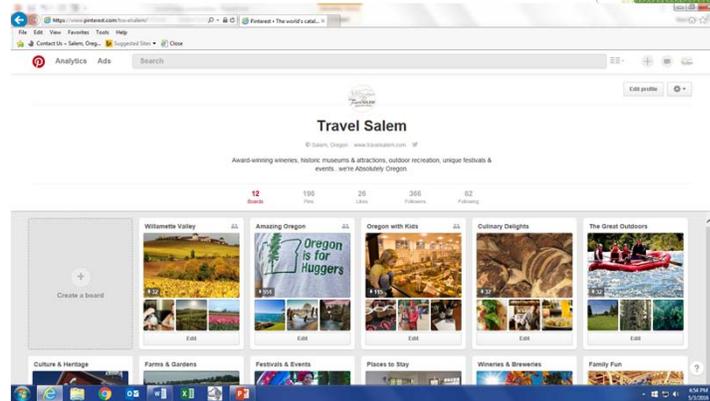
YouTube (Travel Salem)

- ▶ Video content is still highly "valued" by other channels (e.g. FB)
- ▶ Value of YouTube is posting not only to YT but sharing it through other channels (FB, Twitter, etc)



Pinterest (Travel Salem)

- ▶ Travel Salem keeps one - mostly as a library of images
- ▶ Growth rate is slow compared to other social channels
- ▶ If your target audiences are on it, use it.



Snapchat

- ▶ Travel Salem will add this platform in 2016-17
- ▶ Is the fastest growing social media channel
- ▶ Not just for Millennials
- ▶ The value for marketers and organizations is in "Snap Stories" feature



Tips & Takeaways

- ▶ Develop a simple strategy & calendar (re-evaluate once a year)
- ▶ Embrace the social part of social media
- ▶ “Pay-to-play is here to stay”
- ▶ Promote your social channels in other mediums (website, e-news, etc)
- ▶ Experiment with different formats, types of posts, promoted posts, etc. Trial & Error is expected in social.



Resources

- ▶ The Social Media Examiner
 - ▶ Free e-newsletter
 - ▶ Article example: “5 ways for marketers to reach more people on Facebook”
 - ▶ www.socialmediaexaminer.com
- ▶ Sprout Social
 - ▶ Free webinars, articles and can search by topic
 - ▶ www.sproutsocial.com

