LEE COUNTY VCB 2018 SOCIAL MEDIA BOOTCAMP

THE BEACHES OF FORT MYERS AND SANIBEL

NJF
AN MMGYGLOBAL COMPANY

AGENDA

- INDUSTRY TRENDS

- CONTENT STRATEGY

- CRISIS COMMUNICATION

- SOCIAL PLATFORMS TOOLS

- SOCIAL MEDIA METRICS

- INSTAGRAM

- FACEBOOK TARGETING

- SOCIAL MEDIA CO-OP REVIEW

- Q&A

Courtney Hersl
Content Marketing
Manager

Joshua Lambert
Marketing Specialist

Mackenzie Davidson
Social Media Account
Supervisor

Megan Conder
Senior Social Media
Account Executive

INDUSTRY TRENDS

US TRAVELER TIME SPENT ONLINE

43%

on social media networks

US MILLENNIAL TRAVELER
TIME SPENT ONLINE

52%

on social media networks

TRAVELERS WITH SOCIAL MEDIA PROFILE (%)

Source: 2018 MMGY Global Portrait of American Travelers
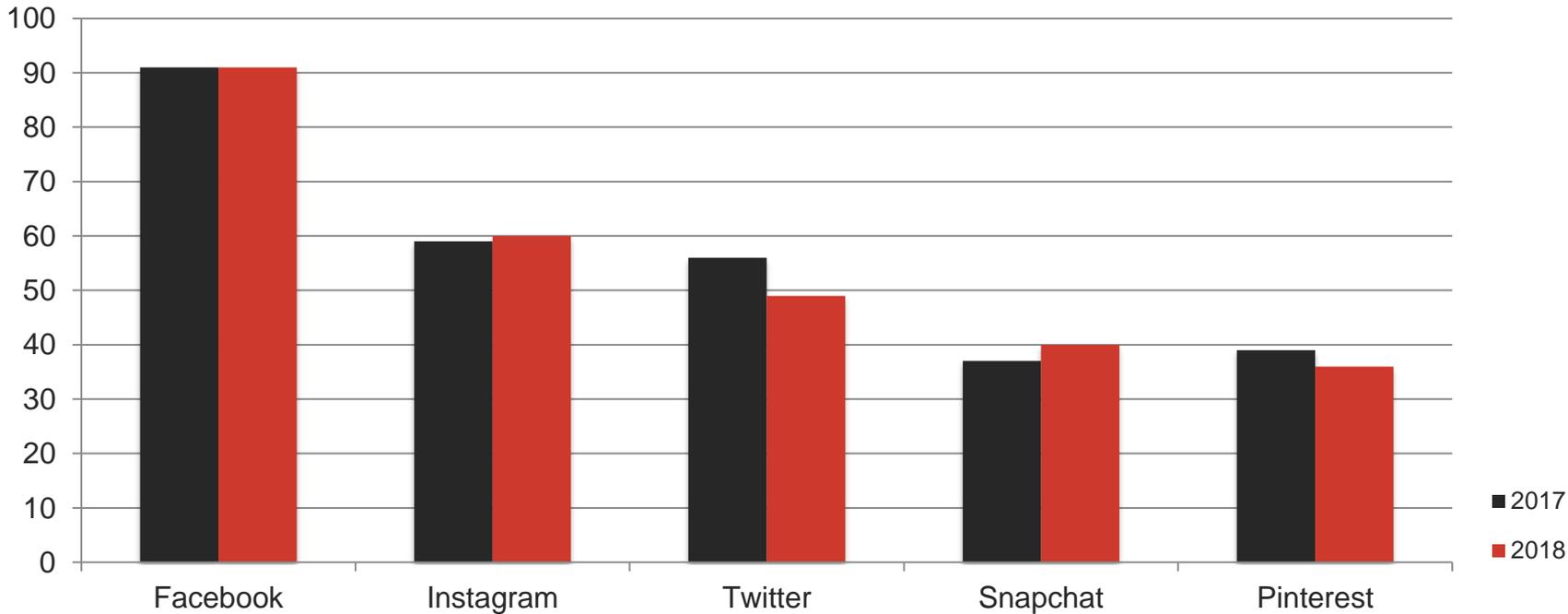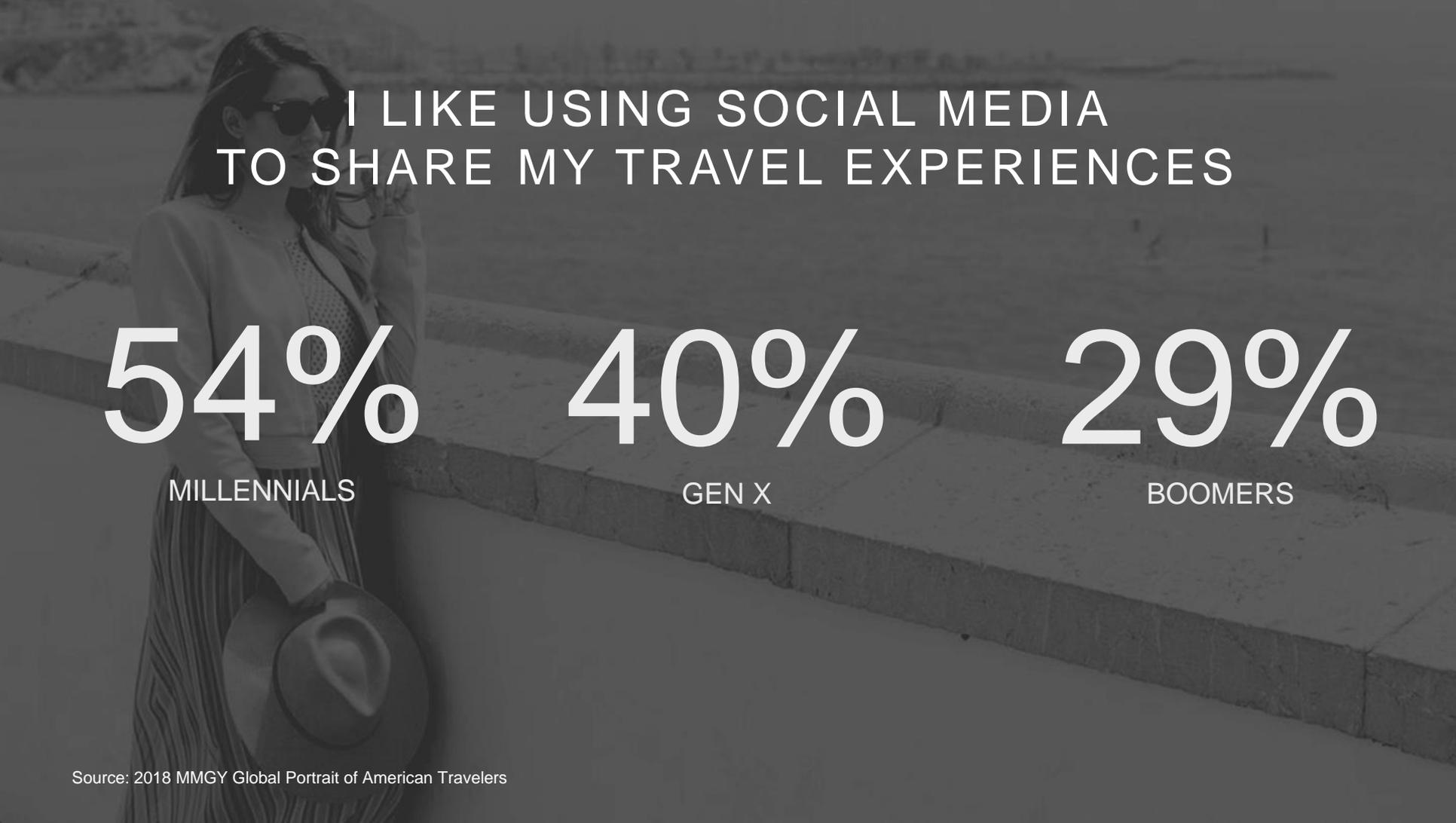
I LIKE USING SOCIAL MEDIA
TO SHARE MY TRAVEL EXPERIENCES

54%
MILLENNIALS

40%
GEN X

29%
BOOMERS

Source: 2018 MMGY Global Portrait of American Travelers

27%

Consider social media posts from friends/family when looking for travel ideas and inspiration

31%

Decided to visit a destination based partially on research/feedback from a social network

USER GENERATED CONTENT

UGC PERFORMS

50% BETTER

than stock photography

UGC IS TRUSTED MOST

BY 84% OF CONSUMERS

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VIDEO CONTENT

1.87 BILLION

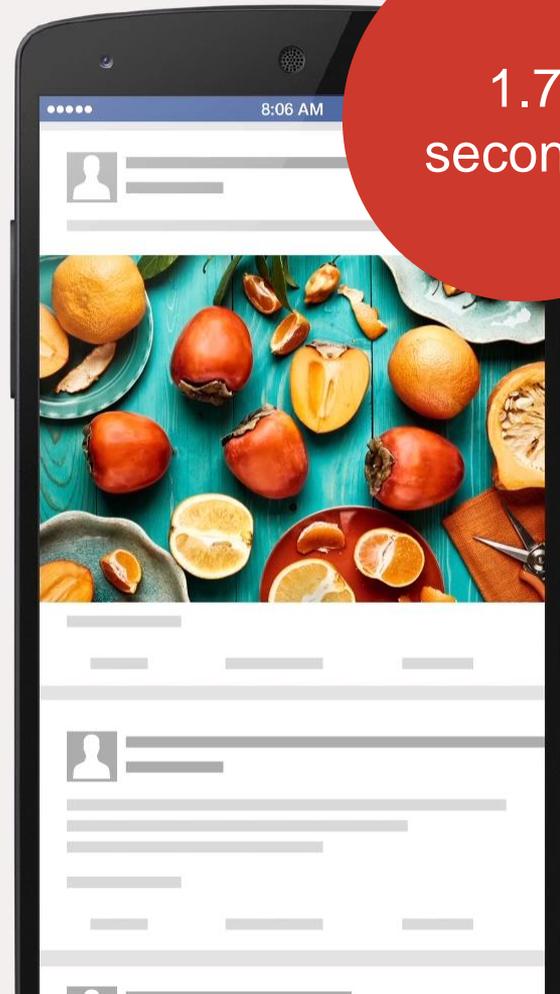will consume video content via mobile in 2018 with social media as the leading reason for growth

# 70%

MILLENNIALS WATCHING VIDEO CONTENT WEEKLY

Source: eMarketer 2017

1.7 seconds

2.5 seconds

VIDEO BEST PRACTICES

- **Keep it short:** especially on mobile, video works best when it's 15 seconds or less

- **Capture attention quickly:** by starting with the most compelling parts of your video

- **Use vertical or square video:** in order for your video ads to take up more of the screen. For Facebook and Instagram placements we recommend keeping video in a 1:1 ratio. When adding an Instagram Stories placement we recommend re-sizing for the vertical format

- **Feature your brand message early:** average time spent on content is 1.7 seconds on mobile and 2.5 seconds on desktop
  When using video that wasn't created for social, edit your videos: in order for the brand message to be featured as quickly as possible

- **Use captions:** so people can better understand what they're viewing
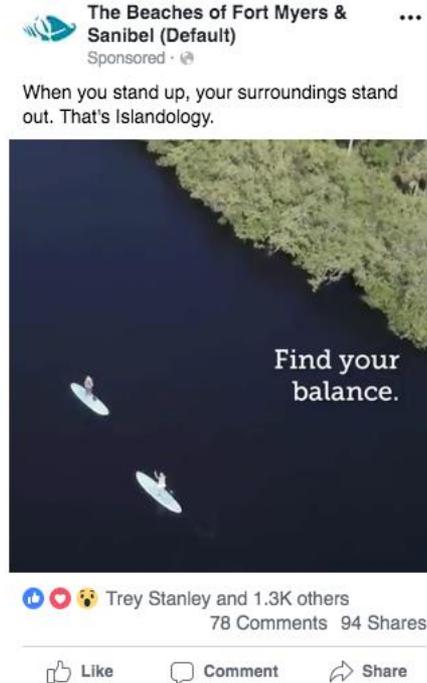
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CONTENT STRATEGY
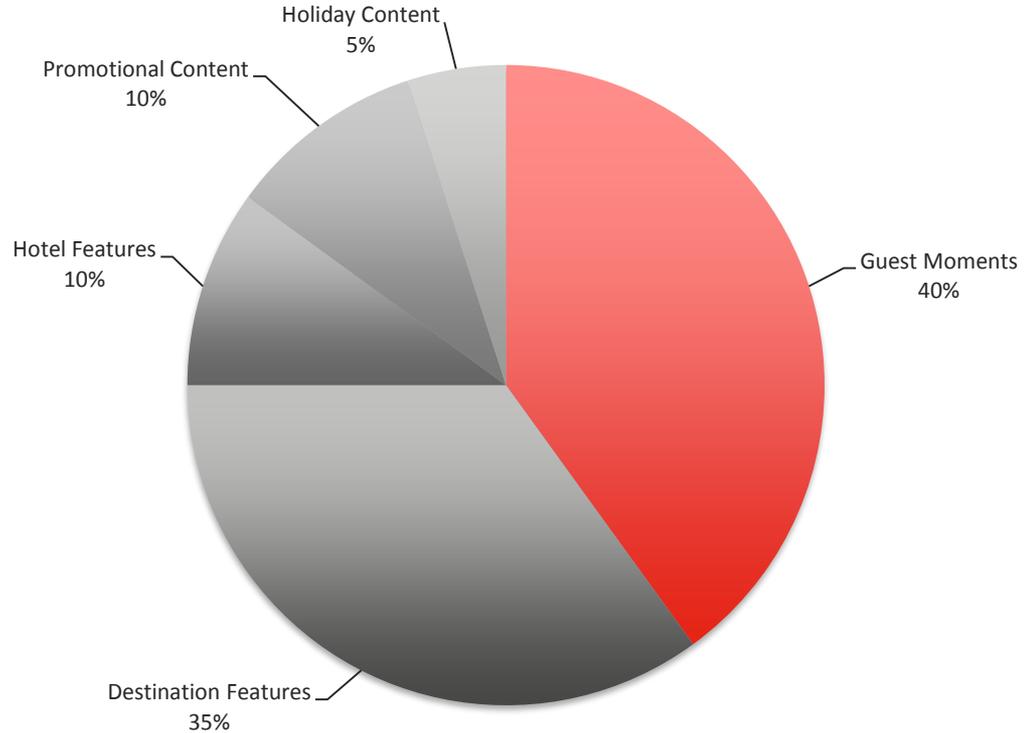
THREE KEY PRINCIPLES

1. Visual Content is KING

2. Remember the 80/20 RULE of content

3. AUTHENTICITY is everything

CHANNEL APPROACH

| FACEBOOK | Innovation, information, long-form campaigns |

| INSTAGRAM | Inspiration |

| TWITTER | News, events, customer service |

| PINTEREST | Destinations, inspiration, vacation planning |

| INSTAGRAM STORIES | Behind-the-scenes, discovery |

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CONTENT BUCKETS

1. Guest Moments
2. Destination Features
3. Hotel Features
4. Holiday Content
5. Promotional Content

Holiday Content
5%

Promotional Content
10%

Hotel Features
10%

Guest Moments
40%

Destination Features
35%

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CONTENT STRATEGY

Day/Time	Week 1 (April 9 - 15)	Image	Week 2 (April 16 - 22)	Image	Week 3 (April 23 - 29)	Image	Week 4 (April 30 - May 6)	Image
Tuesday AM	Celebrate Florida's only native tortoise in honor of #GopherTortoiseDay. Learn more on how you can help protect these precious turtles here: http://ow.ly/uZ2d30jd2OZ		#FtMyersSanibel is full of well-kept secrets. Discover these spots during your visit from @FamilyTraveller: http://ow.ly/vRfz30jcSbj Photo: http://ow.ly/1MsZ30jcScO		Get a taste of island life and see what delicious discounts await: http://ow.ly/VZ5g30jrlGS		Life is better on two wheels! Coast through over 25 miles of easily accessible bike paths to kick off National Bike Month: http://ow.ly/l5YK30jrq7I Photo: http://bit.ly/2rdSPsk	
Wednesday AM	Looking to paint the town? Matlacha attracts creators, free spirits and anyone looking to cut loose. It's where small-town charm meets an island vibe.	Matlacha short	When you need a new rhythm, pause and play!	Pause and Play short	An island's not deserted when it's all yours for the day.	Get lost and love it short	It's officially Tarpon season! Create fish tales that will last a lifetime in #FtMyersSanibel. http://bit.ly/2JykfQv	Tarpon
Thursday AM	Where every sunset takes your breath away: http://ow.ly/pOjp30jcOYP Photo: http://ow.ly/aGgA30jcP0j		We'll take this for our morning commute: http://ow.ly/c6Q030jq9Ej Photo: http://ow.ly/hvG530jcT03		Take a peaceful paddle at Matanzas Pass Preserve: http://ow.ly/w26V30jrnH0 Photo: http://ow.ly/Kiwx30jrnJ4		After the sun goes down, our skies get even more photogenic.	Shoot for the stars short
Friday AM	Spend the day discovering hidden lagoons at Caloosahatchee Regional Park: http://ow.ly/5BAo30jcRmo Photo: http://ow.ly/3H7f30jcRog		There's no better way to experience the sights, sounds and colors of Southwest Florida than by foot. Take a stroll: http://ow.ly/3Pdf30jcWVl Photo: http://ow.ly/5FFp30jcXYf		Join us this weekend for the 4th Annual Smoke on the Water Barbecue Competition & Music Festival. See event details here: http://bit.ly/2qNuj0e		Stroll leisurely beneath the trees at Six Mile Cypress Slough Preserve: http://ow.ly/zfko30jrtAO Photo: http://ow.ly/BmPD30jrtCS	
Saturday	Eeeek eek! Today we celebrate one of the animals that makes our destinations so special. Happy	Dolphin Day Slideshow	Spend a moment to take in the magic: http://ow.ly/Do1w30jcYb1		Discover the beautiful nature that surrounds you! http://bit.ly/2JtFDGM		No, this is not a painting! See what other romantic views you can find along our beaches: http://ow.ly/ZYgm30jru20	

CHANNEL POSTING CADENCE

Facebook

- Focus on quality of content vs quantity – it is better to post every other day than daily if the quality of what is shared is the focus!

- Do not post more than 1 piece of content per day

- Posts with 80 characters or less see 66% more engagement

Instagram

- Focus on quality of imagery shared vs. daily posting structure
- 3 strong posts per week are better than 7 so-so posts

Twitter

- Always include a high quality image within each tweet. Content including imagery garners higher engagement than text only posts for brands

Pinterest

- Strive to pin 5-10 new pins or re-pins 1 to 2x weekly to keep your presence on your follower's feeds

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CONTENT STRATEGY BEST PRACTICES

- Quality vs quantity of content
  - Follow a realistic posting cadence that works for your channels
- Don't overdo it!
  - Don't create social accounts for the sake of having them. Only create accounts on platforms where your audience spends their time and engages with your content
- Remember the 80/20 rule of content
- Authenticity is everything
- Don't over do it with hashtags
- Respond to comments on your page as soon as possible, preferably within 24 hours
- Do not delete negative comments unless they violate your comment policy
  - Users will respond more positively if they see you approach a negative comment directly with solutions to resolve the issue
  - After acknowledging a negative comment or review, try to take the conversation "offline" through direct messages

CRISIS COMMUNICATION

CRISIS COMMUNICATION PLAN DEVELOPMENT

STEP 1: Establish crisis management tiers

- Determine level of crisis that may occur: What is the incident? Who does this impact? What are the possible outcomes?

- Next steps will differ based on level of crisis

STEP 2: Determine internal responsibilities

- Assign roles and responsibilities to the team for each tier

- The severity of the situation determines the amount of assistance needed

STEP 3: Create response protocol

- Develop action plan + suggested response for potential issues

- Utilize past experiences to determine what might arise in the future

CRISIS COMMUNICATION RECOMMENDATIONS

- Follow the "rule of 3" – respond to users 2x maximum

- Do not delete any social posts, no matter how critical, unless they violate your Facebook guidelines (e.g., offensive language, personal attaches and threats, etc.)

- On Twitter, use multiple tweets for responses when necessary. Note the number of tweet (e.g., 1/3 or 2/4) at the end of each tweet to ensure tweets are not taken out of context

- Regardless of the tone of the user, always be polite!

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SOCIAL PLATFORM TOOLS

FACEBOOK BUSINESS MANAGER
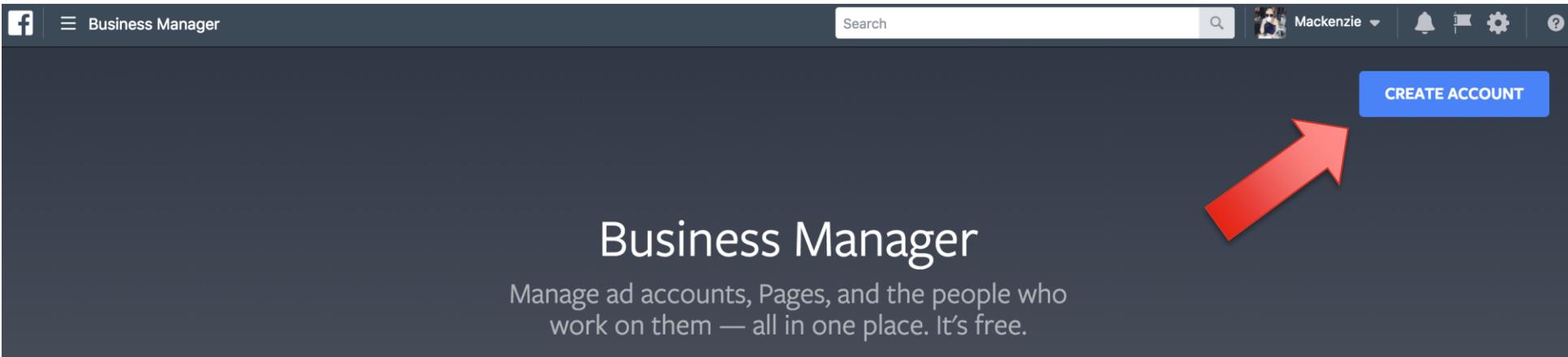
How do I set up a Business Manager Account?

• Go to: https://business.facebook.com/overview

FACEBOOK BUSINESS MANAGER

How do I set up a Business Manager Account?

- Go to: https://business.facebook.com/overview

- Enter your business name

- Enter your business email

  – Do not enter your personal email account as you want to keep your private and professional accounts separate
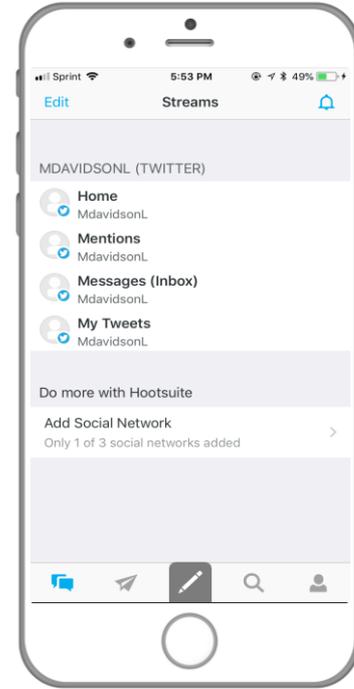
- Add your assets: pages, ad accounts + people in your organization

SOCIAL MEDIA MONITORING TOOLS

Facebook Pages Manager
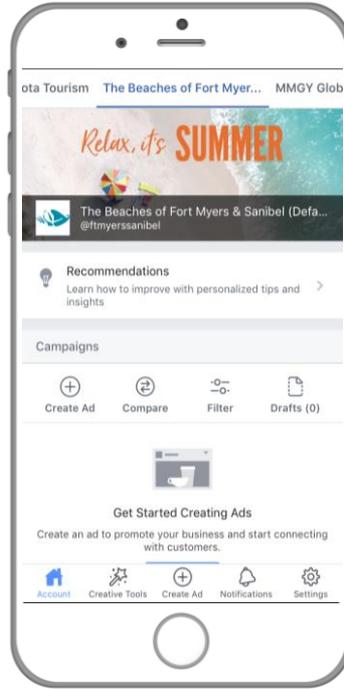
Facebook Ads Manager

Hootsuite

NJF

DESIGN

CANVA

DESIGN

LEGEND

- Turn text into animation to create short-form social friendly video with two taps

- Works seamlessly with Facebook, Instagram and Twitter

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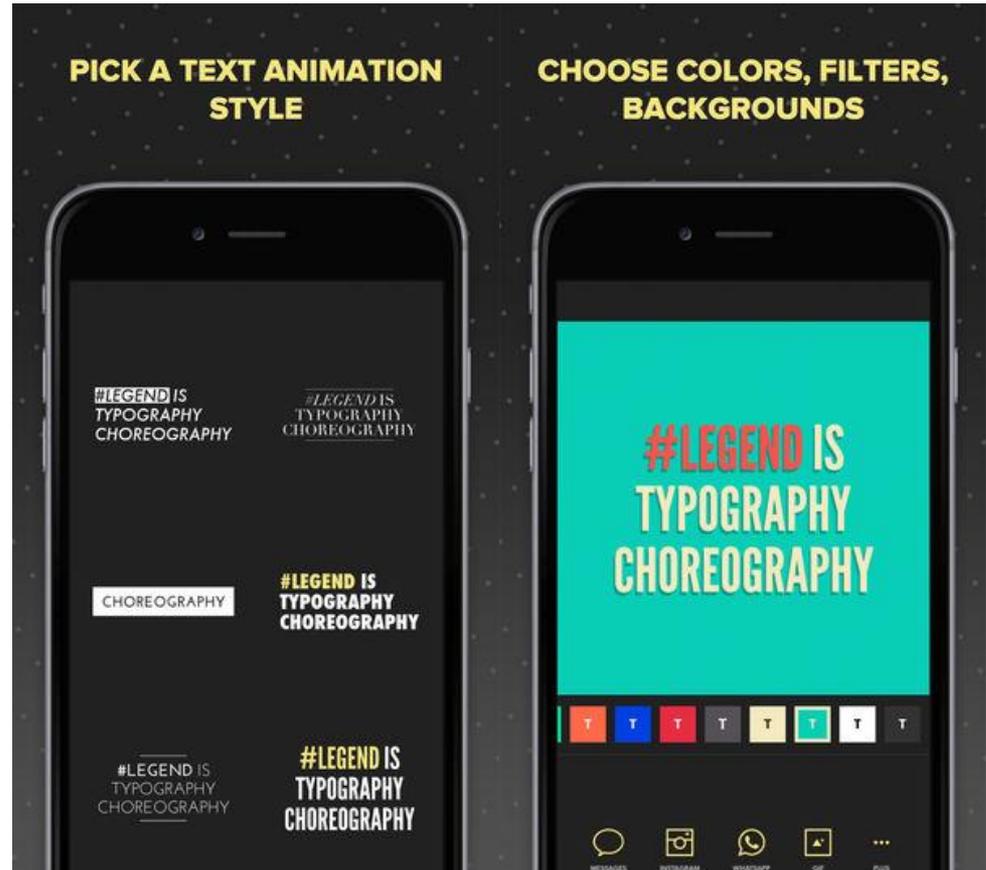
QUICK RESOURCES

Facebook Blueprint

- https://www.facebook.com/blueprint

Facebook Help Center

- https://www.facebook.com/help/

Facebook Business Support

- https://www.facebook.com/business/support/topic/business-page

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SOCIAL MEDIA METRICS

FACEBOOK ANALYTICS

Page   Inbox **11**   Notifications **16**   Insights   Publishing Tools   Manage Ads   Settings   Help ▾
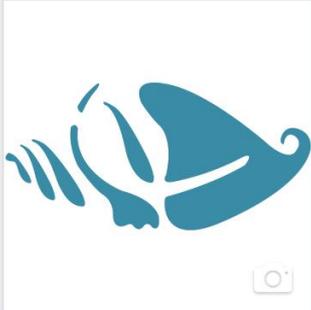
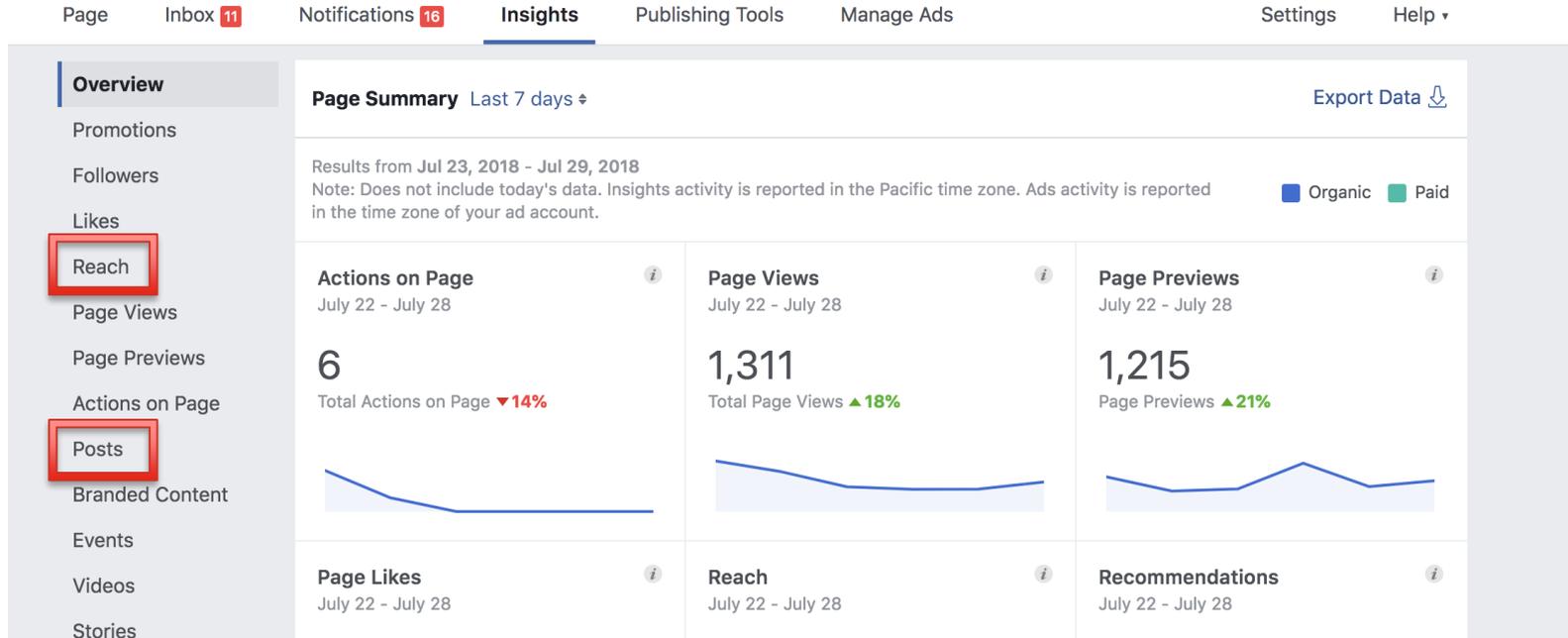**The Beaches of Fort Myers & Sanibel** ✔

671,016 followers

A little quieter, a little less

Relax, it's SUMMER

FACEBOOK ANALYTICS

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Pages

Search business

MMGY Global

Page | Inbox 18 | Notifications 29 | **Insights** | Publishing Tools | Manage Ads | Settings | Help ▾

Overview
Promotions
Followers
Likes
Reach
Page Views
Page Previews
Actions on Page
Posts
Branded Content
Events
Videos
Stories
People
Messages

JUL

Reactions, Comments, Shares, and More
These actions will help you reach more people.

— Reactions   — Comments   — Shares   — Answers   — Claims   — Other

8K

6K

4K

2K

0

04 06 08 10 12 14 16 18 20 22 24 26 28 30

JUL
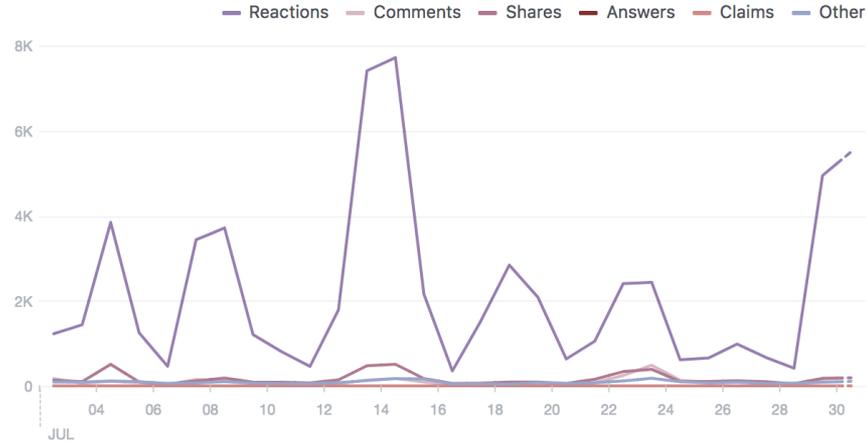
BENCHMARK
Compare your average performance over time.

Reactions

Comments

Shares

Answers

Claims

Other

Reactions
Likes and other ways people react to your Page posts.

SOCIAL MEDIA METRICS

Pages

Search business

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Page | Inbox 18 | Notifications 29 | **Insights** | Publishing Tools | Manage Ads | Settings | Help ▾

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Messages

When Your Fans Are Online | Post Types | Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS

| 579,857 | 581,653 | 584,302 | 583,962 | 583,928 | 584,034 | 582,517 |
| Sun | Mon | Tue | Wed | Thu | Fri | Sat |

TIMES

300,000

200,000

100,000

0

3:00am   6:00am   9:00am   3:00pm   6:00pm   9:00pm

TWITTER ANALYTICS

TWITTER ANALYTICS

INSTAGRAM ANALYTICS

INSTAGRAM

INSTA YEAH

400+
MILLION

PEOPLE USE INSTAGRAM
EVERY DAY

250+
MILLION

INSTAGRAMMERS USE
STORIES EVERY DAY

Source: Facebook Inc. 2017

WATCH INSTAGRAM STORIES

63%
MILLENNIALS

37%
X-ERS

25%
BOOMERS

Source: 2018 MMGY Global Portrait of American Travelers

INSTAGRAM STORIES

- A full-screen "highlight reel" that lives for 24 hours

- Can be enhanced with playful creative tools such as stickers, emojis and GIFs

- Share real-time moments with your followers

- Create authentic content that resonates with users

INSTAGRAM STORIES

Do's

• Share high quality imagery that provides your audience with an insider's view

• Use location tags, hashtags and stickers to create engaging, highly visual Story content

• Take advantage of the full screen and use vertical images + video

• Before sharing think: "Would I like to see this on social?"

Don'ts

• Create content that is overly produced

• #Use #Too #Many #Hashtags

• Put text too close to the Story frame edges

• Clutter the image with too many stickers, gifs, etc. – let the image do the talking!

FARMERS MARKET EVERY
THURSDAY 7AM-1PM
DOWNTOWN FORT MYERS

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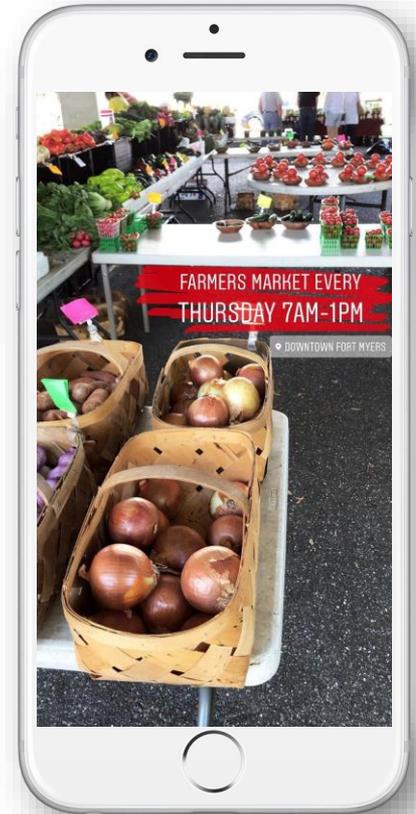
INSTAGRAM STORY HIGHLIGHTS

- Group your curated stories together to create permanent Story content that lives on your profile

- Allows you to feature:
    - Resort or attraction highlights
    - Special events
    - Campaigns
    - Influencer highlights
    - Special offers

IGTV

- Test horizontal and vertical videos

- Create content that is engaging and resonates with your audience

  - Utilize social media insights to determine which pieces of content garner the highest amount of video views

- Utilize current video assets resized for the platform and utilize the platform to share unique experiences
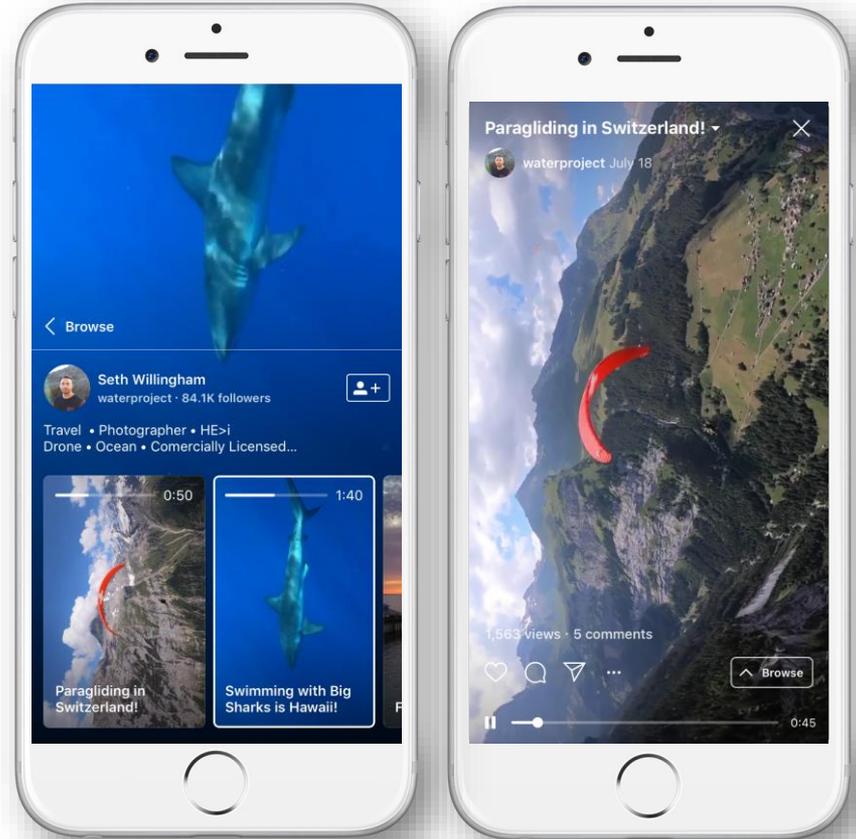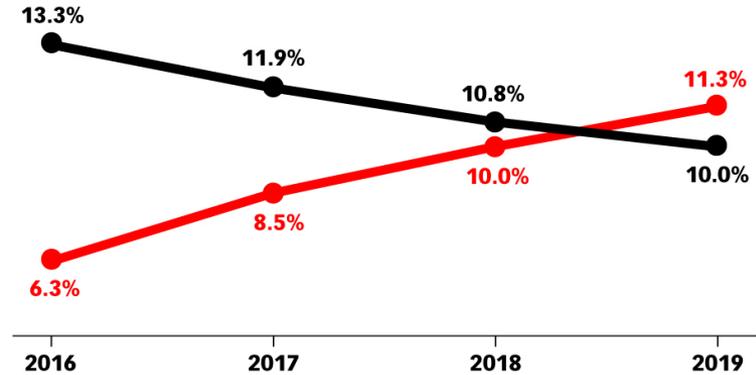
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FACEBOOK TARGETING

This year, Facebook has hit a new height, taking in $1 of every $10 spent on all advertising—digital and non-digital combined.

- eMarketer

US Facebook Net Ad Revenue* Share vs. Print Ad Spending** Share, 2016-2019
% of total media ad spending

13.3%
11.9%
10.8%
10.0%

11.3%
10.0%
8.5%
6.3%

2016   2017   2018   2019

■ Facebook net ad revenues*   ■ Print ad spending**

Note: *includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; **excludes digital
Source: eMarketer, Sep 2017
232803   www.**e**Marketer.com

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FACEBOOK AUDIENCES

What are Custom Audiences?

- Choose the people you want to reach through Facebook's targeting capabilities. Saved audiences allow you to reach people based on their demographics, interests, location and behavior.

Types of Custom Audiences

- Emails Lists

- Website Visitors

- Lookalikes

- Core Audiences

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FACEBOOK AUDIENCES

Website Retargeting

Email database

Lookalike Audience

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HOW TO CREATE CUSTOM AUDIENCES

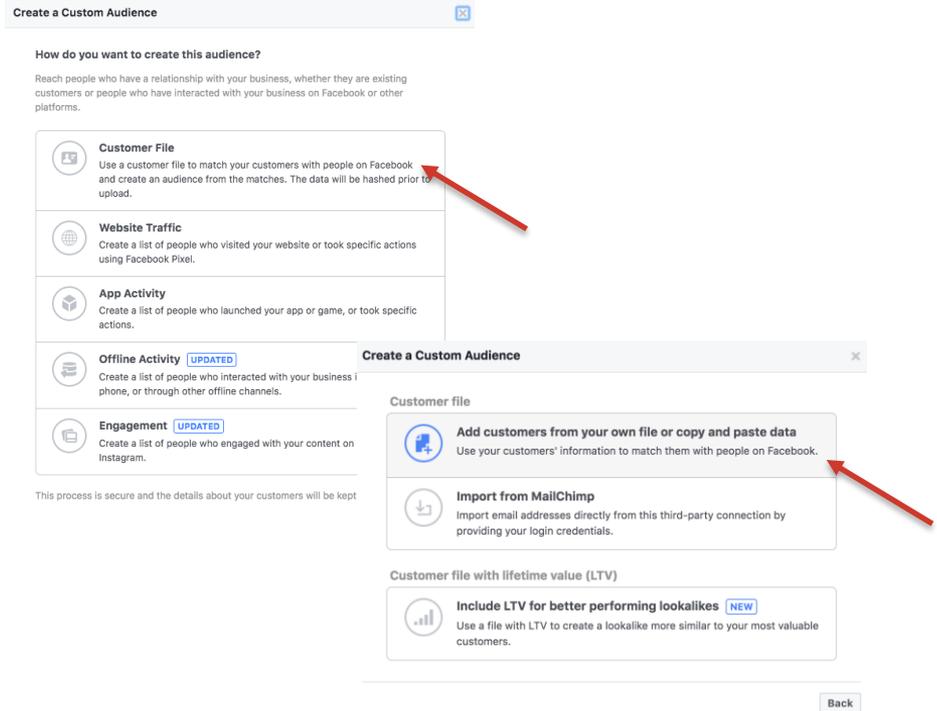Step 1: In Ads Manager click "tools", then click on "Audiences"
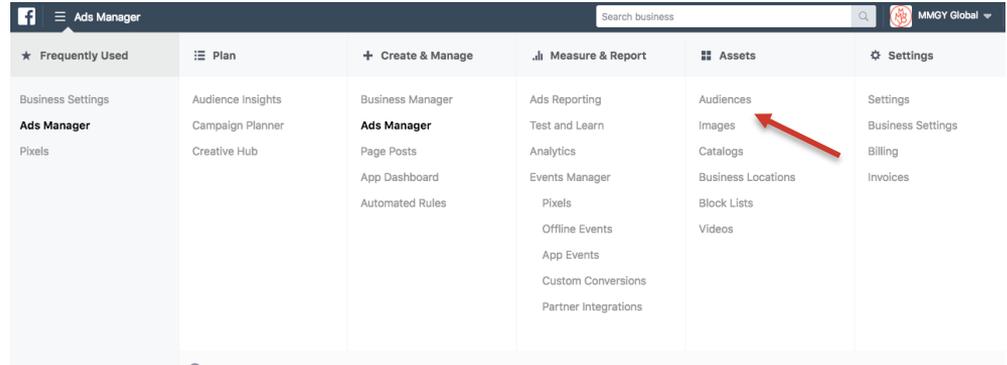
Step 2: Click on "Create Audience
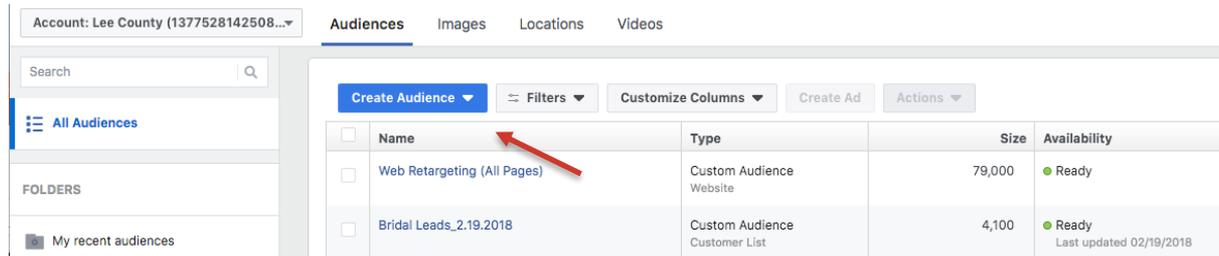
HOW TO CREATE CUSTOM AUDIENCES

Step 3: Select the custom audience you want to create

Step 4: Choose to add customers from your own files and data

*Files must first be converted to a .CSV or TXT file

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HOW TO CREATE CUSTOM AUDIENCES

Step 5: Next to "Original Data Source", choose how the customer information in your list was originally gathered

Step 6: Upload your customer list and name your new audience

*Files must first be converted to a .CSV or TXT file

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HOW TO CREATE CUSTOM AUDIENCES

Step 7: Use your newly uploaded custom audience to create a lookalike audience
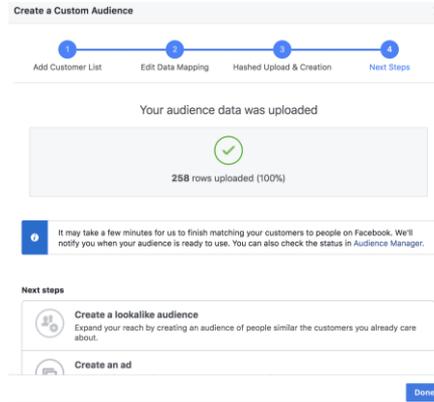
Step 8: Update your audience location and audience size

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HOW TO CREATE CUSTOM AUDIENCES

*All custom audiences will show up in the "Audience" section of your Business Manager account once created

CO-OP OPPORTUNITIES

SOCIAL CO-OPS

FACEBOOK SLIDESHOW AD

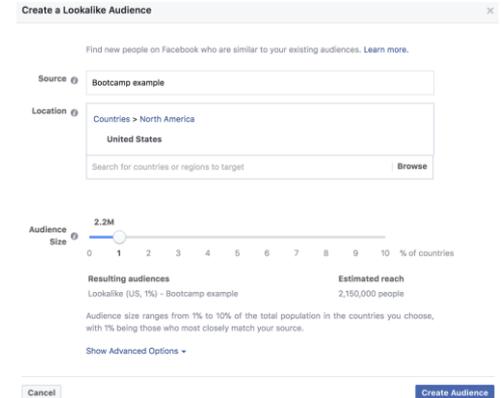•Overview: Provides the ability to showcase your business on Facebook, in video format, by utilizing Lee County's custom targeting to generate Facebook website referral leads

•Targeting: Custom Audience targeting created from the current LCVB email database

•Goal: To drive an interested audience to click-through to partner website

•Placement: Slideshow ad to be launched from partner Facebook account and live on the userÕs newsfeed

•Partner must provide 3-5 high quality images, all sized 1080x1080

•Cost: $500 (VCB Matches)

Royal Shell Vacations
Sponsored ·

Book now for 10% off a 7-night vacation! Click, call and mention VCB10 for details.

Royal Shell Vacations   BOOK NOW

SOCIAL CO-OPS

FACEBOOK & INSTAGRAM SLIDESHOW AD

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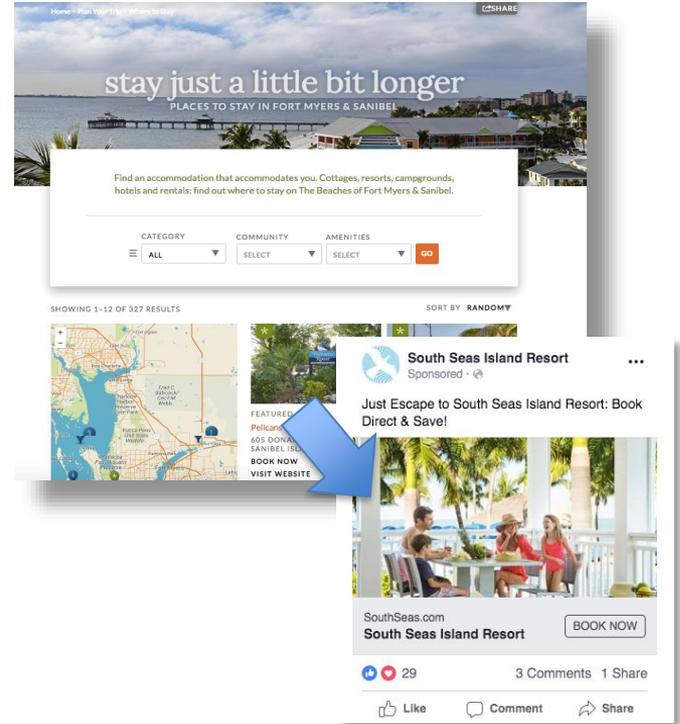

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SOCIAL CO-OPS

FACEBOOK RETARGETING

- Overview: Retargeting ads are an effective way for partners to reach people on Facebook after they've already visited fortmyers-sanibel.com. Retargeting ads will help reach consumers who have already shown interest in the vacation planning process and re-engage them with relevant messaging, making your ads even more impactful

- Targeting: Custom Audience that includes users who have visited fortmyers-sanibel.com

- Goal: To drive an interested audience to click-through to partner website

- Placement: Ad to be launched from partner Facebook account and live on the user's newsfeed

- Cost: $500 (VCB Matches)

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SOCIAL CO-OPS

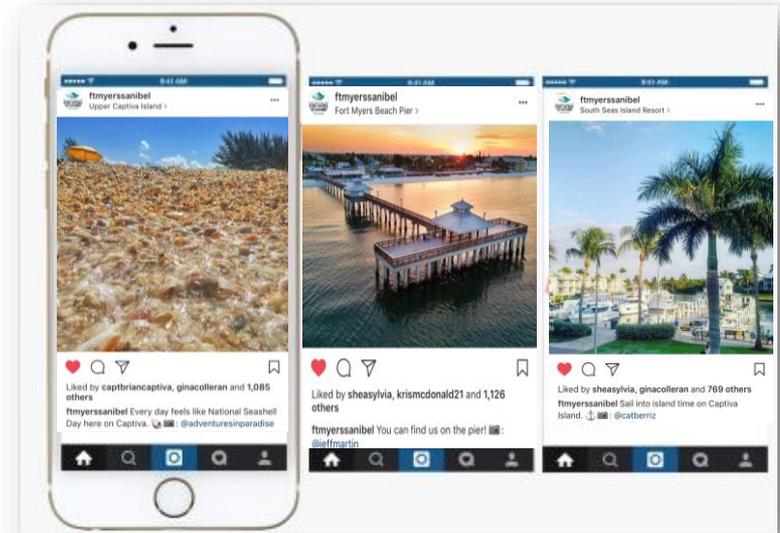### FACEBOOK & INSTAGRAM RETARGETING

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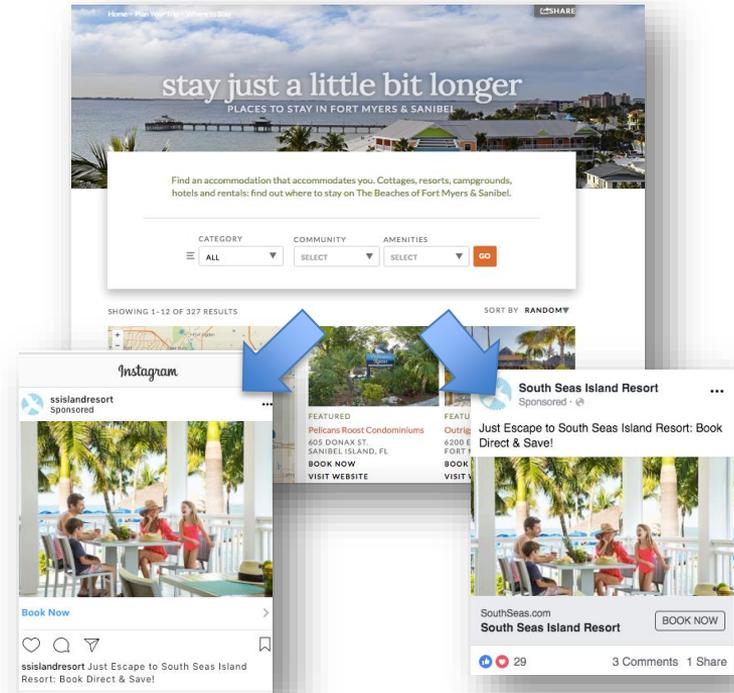
SOCIAL CO-OPS

FACEBOOK & INSTAGRAM CAROUSEL AD

- Overview: Showcase your business on Facebook and Instagram through The Beaches of Fort Myers & Sanibel's Facebook and Instagram channels, utilizing a custom audience of those who have previously interacted with content shared on The Beaches of Fort Myers & Sanibel's social channels

- Targeting: Custom Audience of users who have visited interacted with content shared on The Beaches of Fort Myers & Sanibel's Facebook and Instagram channels

- Goal: To drive interested audience to click-through to partner website

- Placement: Ad to be launched from The Beaches of Fort Myers & Sanibel's Facebook and Instagram accounts and live on the user's newsfeeds

- Images must be approved by VCB. VCB reserves the right to change image

- Cost: $500 (VCB Matches)

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Q&A