THE BEACHES OF FORT MYERS & SANIBEL

SOCIAL MEDIA BOOTCAMP
AUGUST 2019

AGENDA

- STATE OF THE INDUSTRY

- SOCIAL MEDIA BEST PRACTICES

- TOOLS + REPORTING OVERVIEW

- PAID OPPORTUNITIES

- SOCIAL IMAGERY

- SOCIAL MEDIA CO-OP REVIEW

- Q&A

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Associate Director,
Social Media

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STATE OF THE INDUSTRY

3.2

hours

Amount of time in a typical day travelers spend on the internet for personal use

44%

of that time – 1.4 hours – is spent on social media networks.

ACTIVE ON SOCIAL MEDIA NETWORKS*	TRAVELERS
Facebook	92%
Instagram	46%
Twitter	44%
Pinterest	34%
Snapchat	25%

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* Among those who typically check their social media accounts at least once a day.

TRAVEL & SOCIAL MEDIA

19%

Picked a destination based on social media content

10%

Picked a travel service provider based on social media content
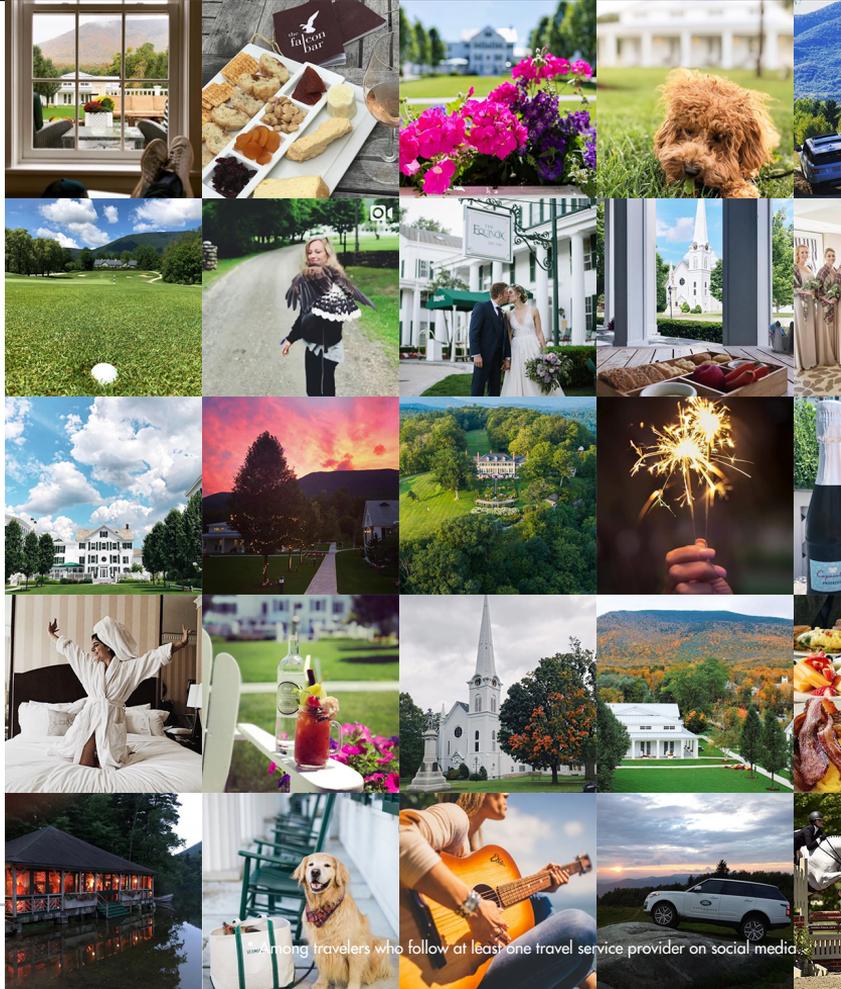
TRAVEL & SOCIAL MEDIA
MILLENNIALS

31%
Picked a destination based on social media content

17%
Picked a travel service provider based on social media content

CONTENT EXPECTED ON SOCIAL MEDIA FROM A TRAVEL SERVICE PROVIDER*	TRAVELERS
Special offers/promotions for future use	61%
Beautiful pictures	54%
Insider information from the travel service provider	44%
Stories from/about fellow travelers	42%

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*among travelers who follow at least one travel service provider on social media.

TRAVEL & SOCIAL MEDIA

12%
Follow a destination on social media

10%
Follow a travel service provider on social media

TRAVEL & SOCIAL MEDIA
MILLENNIALS

21%

Follow a destination on social media

17%

Follow a travel service provider on social media

USER GENERATED CONTENT

UGC PERFORMS

50% BETTER

than stock photography

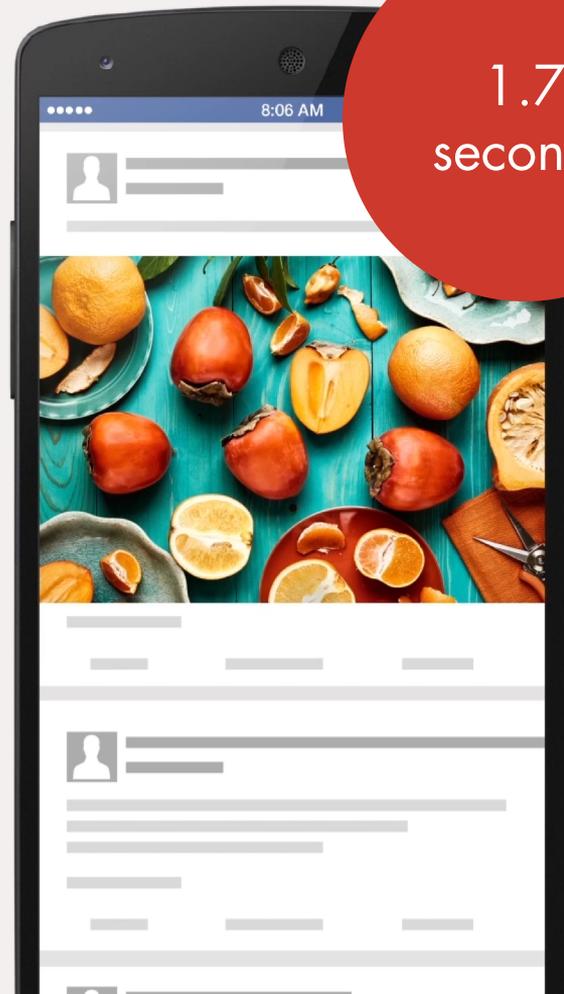**UGC IS TRUSTED MOST**

BY 84% OF CONSUMERS

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1.7 seconds

2.5 seconds

14

INSTA YEAH

500+
MILLION

PEOPLE USE INSTAGRAM EVERY DAY

500+
MILLION

INSTAGRAMMERS USE STORIES EVERY DAY

Source: Facebook Inc. 2019

BEST PRACTICES

KEY PRINCIPLES

1. Visual content is KING

2. Remember the 80/20 rule

3. Authenticity is everything

4. You don't have to be everywhere!

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CHANNEL APPROACH

FACEBOOK	Innovation, information, long-form campaigns
INSTAGRAM	Inspiration
TWITTER	News, events, customer service
PINTEREST	Trip inspiration, vacation planning
INSTAGRAM STORIES/IGTV	Behind-the-scenes, discovery

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KEY PILLARS

COMMUNITY MANAGEMENT

Review social posts and engage with social community, building advocacy and quickly addressing any issues

SOCIAL CONTENT DEVELOPMENT

Develop creative content that is timely, targeted, optimized and integrated with other marketing channels

CAMPAIGN DEVELOPMENT

Create engaging social campaigns to bring business to life

INFLUENCER RELATIONSHIP MANAGEMENT

Leverage relationships with key social influencers, building brand advocates and introducing destination to new audiences

PAID INTEGRATION

Integrate paid social ads to provide audiences with a seamless social experience

INSIGHTFUL ANALYSIS

Measure success across metrics including impressions & reach, engagement, website traffic, lead generation, & conversions

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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
- 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

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FACEBOOK BEST PRACTICES

- Keep it short!
  - Facebook is shortening the visible primary text from 7 to 3 lines: people will be prompted to click to view additional text

- Prioritize photos over external links
  - Visual content garners 87% more engagement

- Follow 1:1 image ratio
  - Facebook is reducing the maximum height allowed for photos and videos: The tallest aspect ratio they will support for media moving forward is 4:5 (instead of 2:3)

- Limited budget? Promote the organic content on your channel!
  - Promote organic posts through business manager to optimize targeting and select objective

FACEBOOK FEATURES OVERVIEW

- Facebook Events
  - Created dedicated Events instead of page posts to provide additional information and promote Event RSVPs

- Small Giveaway Executions
  - Drive discussions by incentivizing and rewarding audience interaction
  - Avoid outright asking for comments or likes

- Encourage Employee Advocacy
 - By sharing brand posts on their network, reach is instantly amplified

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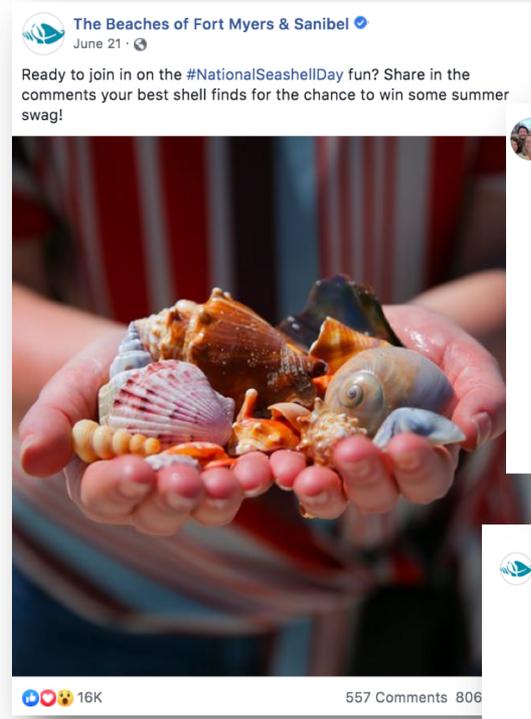
VIDEO BEST PRACTICES

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

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

- **Use vertical or square video:** to take up more of the screen, keep placements in a 1:1 ratio

- **Feature your brand message early:** when using video that wasn't created for social, edit your videos 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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INSTAGRAM AND FACEBOOK 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

- Content shared on IG Stories can be replicated on Facebook Stories to extend reach

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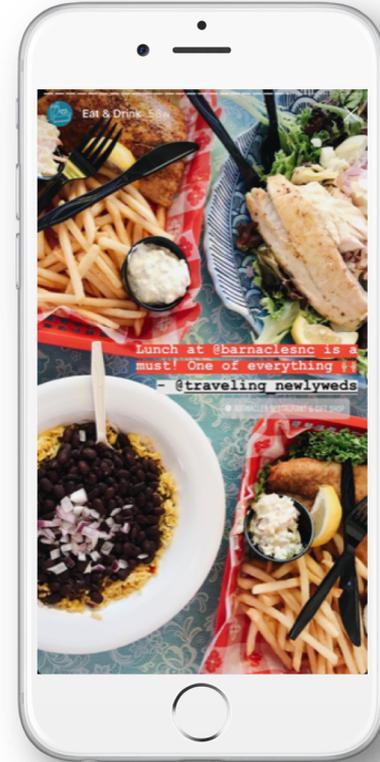
INSTAGRAM AND FACEBOOK STORIES

Do's

- Provide your audience with an insider's view

- Use location tags, hashtags and stickers

- 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!

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INSTAGRAM STORY HIGHLIGHTS

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

- Allows you to feature:
  – Event or attraction highlights
  – Special events
  – Campaigns
  – Influencer highlights
  – Special offers
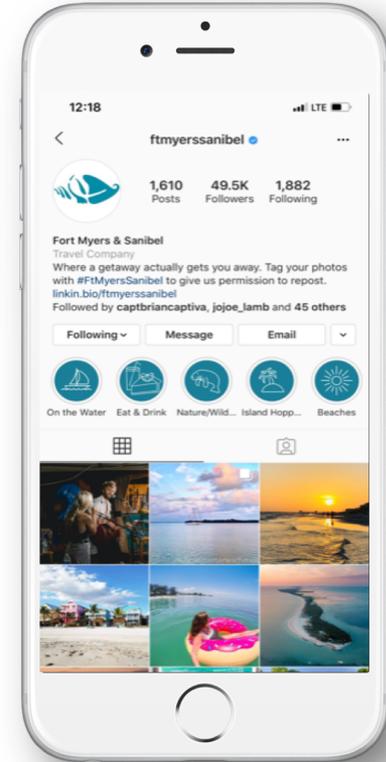
IGTV

YouTube-like destination for creator and influencer-driven videos between 15 seconds and 1 hour

- All videos are vertical and full-screen

- Videos available within Instagram since February 2019

    - Views have increased by 300 - 1000% with the introduction of IGTV previews in feed

- IGTV takes time and dedicated resources

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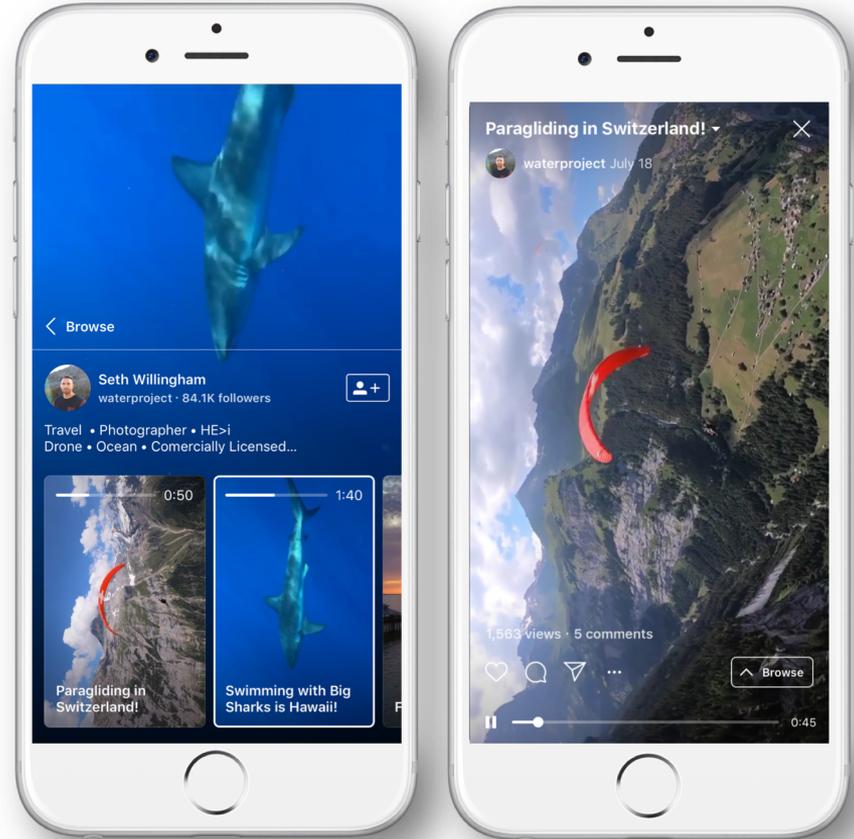
You can trust an expert to have it all figured out, but sometimes even they find themselves outside their comfort zones. What happens when two local experts take turns guiding each other through the ins and outs of their own community?
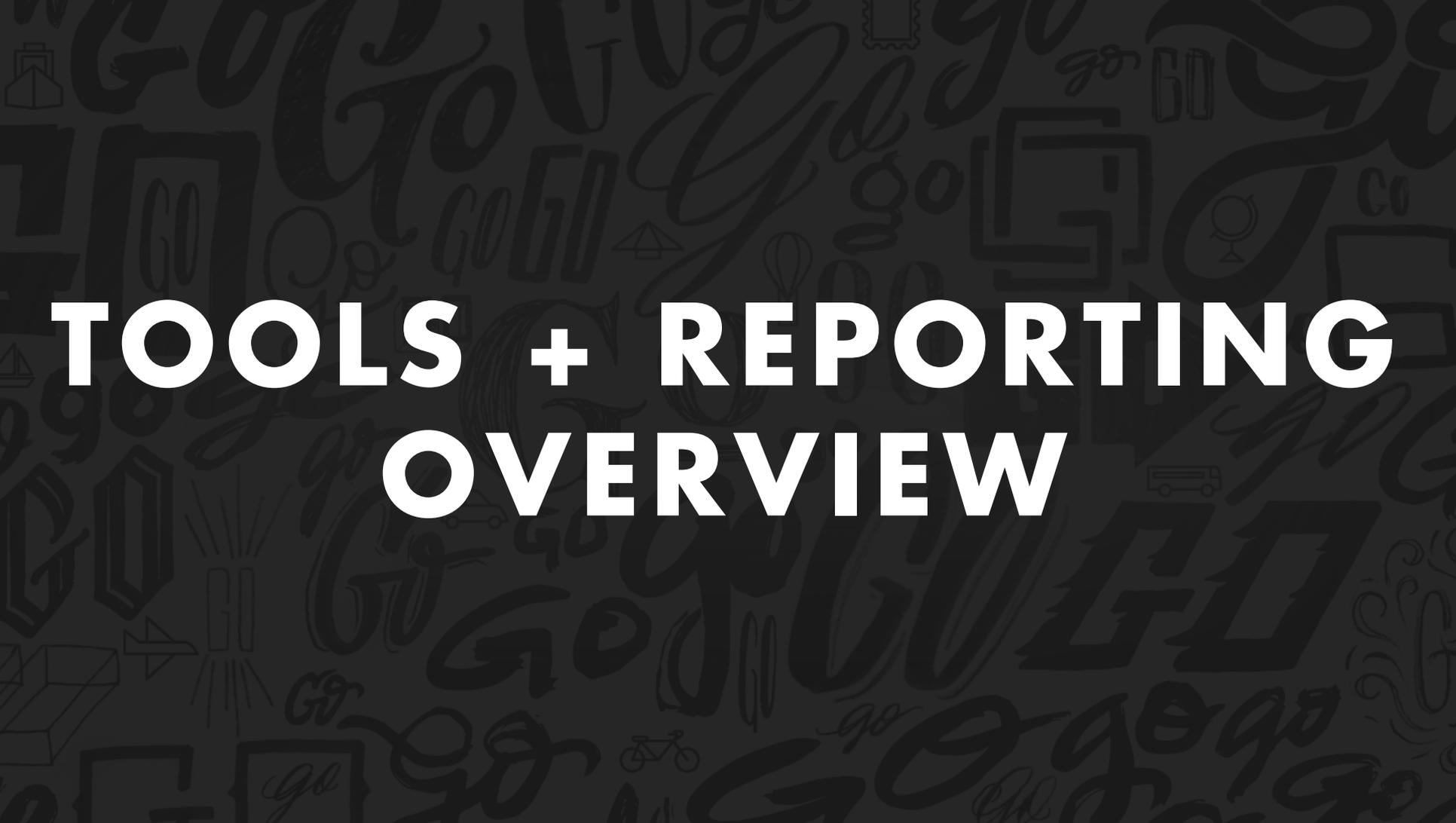
SOCIAL MEDIA MONITORING TOOLS

Facebook Pages Manager
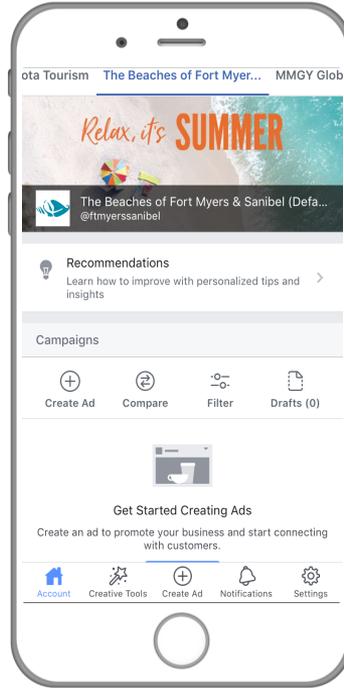
Facebook Ads Manager

Hootsuite

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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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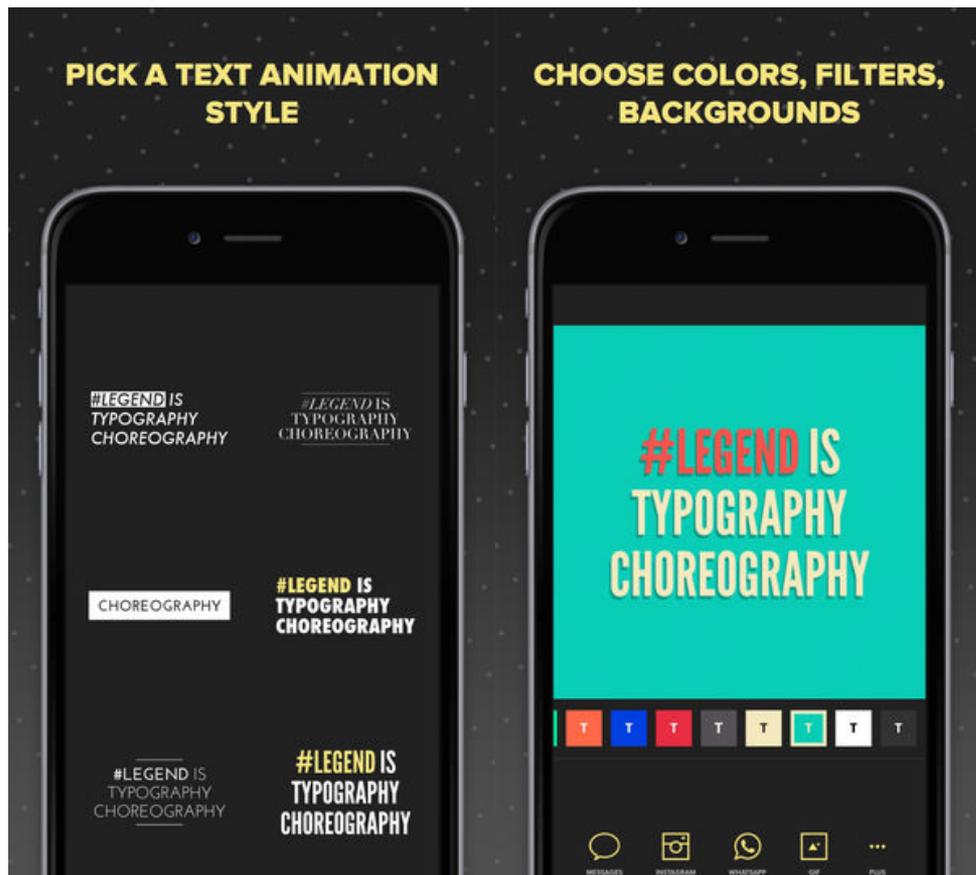
QUICK RESOURCES

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

PAID OPPORTUNITIES

PAID ADVERTISING RECOMMENDATIONS

- Limited budget? Focus on Facebook + Instagram advertising

- Interested in exploring additional opportunities? Think about your *message* and *objective* before platform

- Timing is important!

- Budget should dictate length, not the other way around

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FACEBOOK + INSTAGRAM ADVERTISING CREATION

Facebook Advertising Components

- **Campaign**
  - **Choose your objective**
- **Ad Set**
  - **Budgeting, Ad Placement, Targeting**
- **Ad Creative**
  - **Ad Type, Creative**

CAMPAIGN OBJECTIVES

What's your marketing objective?   Help: Choosing an Objective

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

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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 Facebook Audiences

- Emails Lists

- Website Visitors

- Lookalikes

- Core Audiences

SOCIAL IMAGERY: BEST PRACTICES

SHOW DON'T TELL.

The less text on an image, the
more likely it will perform better.

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more likely it will perform better.

REAL IMAGERY.

Fewer images that are comp-ed with
things from Shutterstock. Issa vibe.
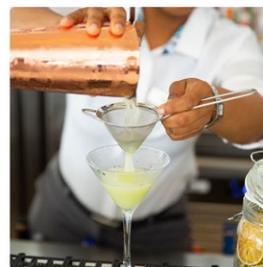And users know when you fakin'.

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MOTION.

And make it a video.
It's engaging.

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MOTION.

And make it a video.
It's engaging.

PATTERNS &
SHADOWS.

They will forever be dynamic.

WHO DAT?

Not sure. Non-recognizable people are best.

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GOOD LIGHTING.

the less-photoshopped it HAS
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FRAMING.
ANGLES. CROPS.

It's more unexpected, our brain takes a second to complete the image.

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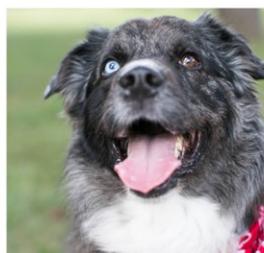
DOGS.

Enough said.

GROUP ACTIVITY

1. Stand up!

2. Head outside

3. Take photos around downtown Fort Myers, keeping in mind the best practices just shared

4. Share photo using #FtMyersPhoto

5. Meet back in the conference room in 20 minutes

BEFORE YOU GO!

This photo is good! It's informative and attractive. Easy to understand what it is, where it's taken from, bright colors good contrast, good framing.

This photo is bad. It isn't attractive - off-kilter horizon, muddy colors, and it isn't particularly informative - unreadable signs/context.

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SOCIAL MEDIA CO-OP REVIEW

FACEBOOK & INSTAGRAM RETARGETING

Overview: Retargeting ads are an effective way for partners to reach people after they've already visited fortmyers-sanibel.com. Ads will help reach consumers who have already shown interest in the destination and re-engage them with relevant messaging

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 the VCB's Facebook & Instagram account

Images must be approved by VCB. VCB reserves the right to change image. Cost: $500 (VCB Matches)

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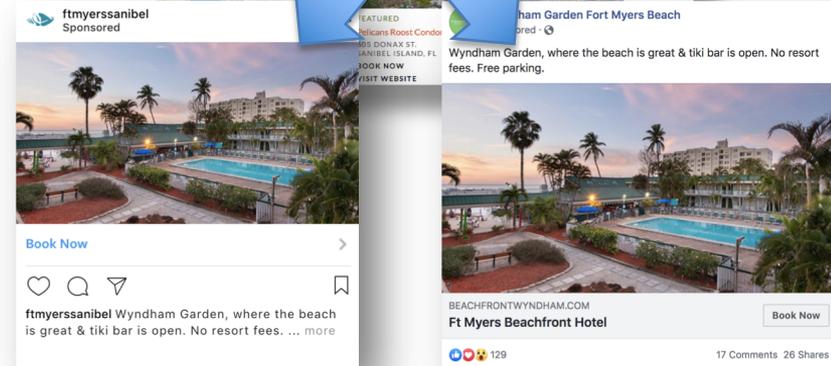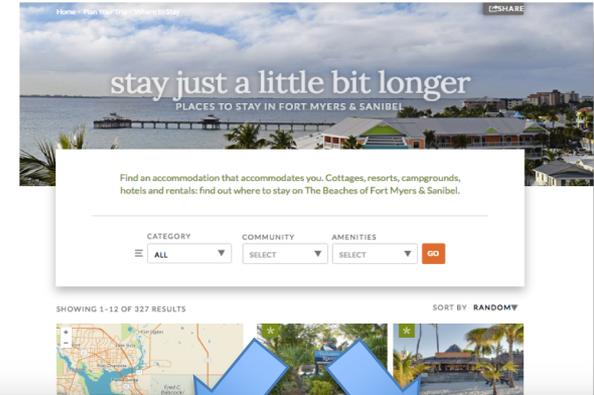
FACEBOOK & INSTAGRAM CAROUSEL AD
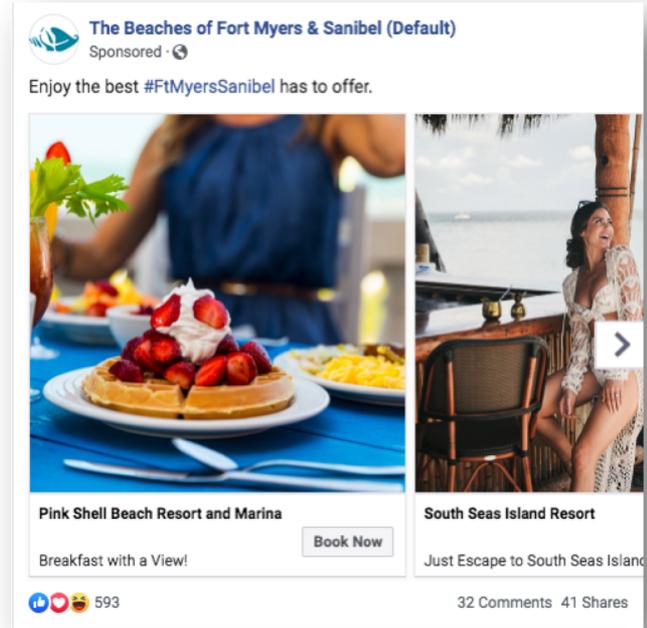
Overview: Provides partners with the ability to showcase their business and retail offers through multiple images to tell a cohesive story.

Targeting: Custom Audience targeting modeled from the current LVCB email database

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

Placement: Ad to be launched from partner's Facebook and Instagram business pages and live in the target audience's newsfeed

Cost: $500 (VCB Matches)

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FACEBOOK & INSTAGRAM SLIDESHOW AD

Overview: Provides the ability to showcase your business on Facebook and Instagram in video format

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

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

Placement: Slideshow ad to be launched from partner Facebook and Instagram accounts and live on the user's newsfeeds

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

Cost: $500 (VCB Matches)

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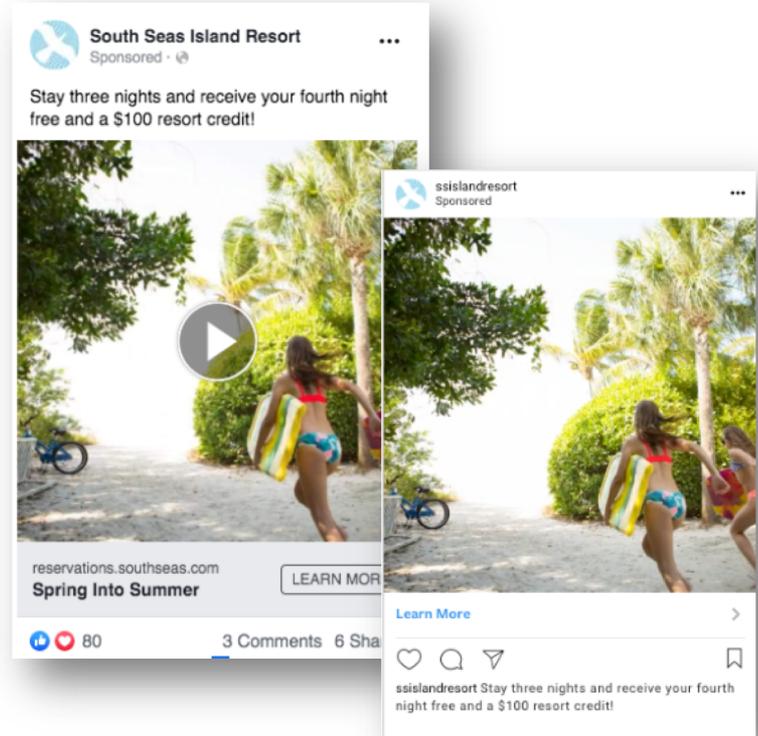
FACEBOOK & INSTAGRAM SINGLE IMAGE PLACEMENT

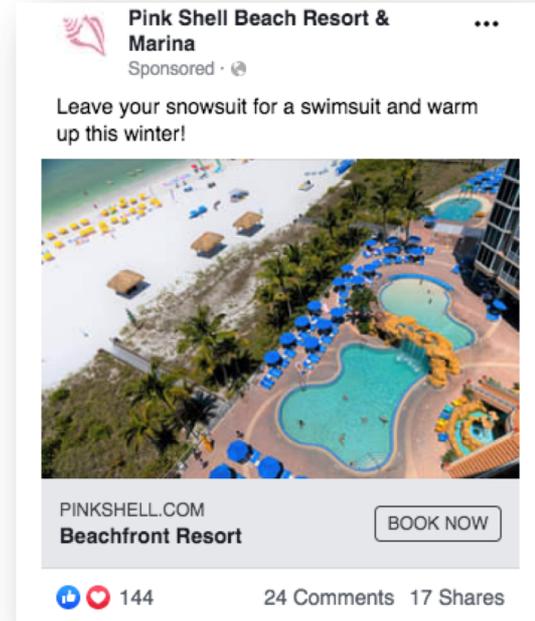Overview: This placement will be reaching a highly engaged audience who has already subscribed to the VCB's eNewsletter. This audience is already familiar with the destination so it is your opportunity to showcase your specific business to this highly engaged audience

Targeting: Custom Audience comprised of the VCB's current eNewsletter subscribers

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

Placement: Ad to be launched from partner's Facebook and Instagram business pages and live in the target audience's newsfeed

Cost: $500 (VCB Matches)

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Q&A

THANK YOU