Social Media 101
Building Your Town’s Onramp to the Information Superhighway

May 20, 2015
GOAL

We want to encourage the use of suggested social media platforms and help build the confidence to experiment with your own social media marketing.
What Is Social Media? Why Use It?
SUGGESTED PLATFORMS

Twitter  Facebook  Instagram  YouTube
FACEBOOK

• Most popular social platform
• Upload the most content to it
• Great for sharing links
• GeoTag posts
• Tag people or media outlets in Posts
FACEBOOK

• Schedule posts
• Page Likes, Post Likes, Comments, Shares
• Reach
• Great insights
• Boost post and advertise
TWITTER

- 285 Million Monthly Active Users
- 230 Million Monthly Active Users (Mobile)
- 50 Million Tweets (Daily)
- 40 Million Mobile Users
TWITTER

- Best way to get “breaking news” out
- Most popular with 18 to 29-year-olds (younger millennials)
- Visual tweets get the most engagement
- 140 characters only
- Lists are your friends
INSTAGRAM

• Mobile Only
• A younger platform
• Great filters and editing
• Geolocate pics
• #Hashtags
• Post to multiple platforms
• Iconosquare for insights
YOUTUBE

- 1.3 Billion monthly active users
- 100 hours of video are uploaded every minute
- 40% of traffic is from mobile
- 6 Billion hours of video are uploaded each month
YOUTUBE

• Branded YouTube Accounts
• Create Playlists
• Think SEO
• Repurpose videos for Facebook
## MAKING EFFECTIVE POSTS

What are the elements of an effective post?

<table>
<thead>
<tr>
<th><strong>THINK</strong></th>
<th><strong>Questions</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IS IT TRUE?</strong></td>
<td>Do you have evidence to support what you’re saying?</td>
</tr>
<tr>
<td><strong>IS IT HELPFUL?</strong></td>
<td>Does your post or comment help to drive the discussion?</td>
</tr>
<tr>
<td><strong>IS IT INFORMATIVE?</strong></td>
<td>Will your post add useful information? Will it inspire readers to think differently?</td>
</tr>
<tr>
<td><strong>IS IT INSPIRING?</strong></td>
<td></td>
</tr>
<tr>
<td><strong>IS IT NECESSARY?</strong></td>
<td>Does it NEED to be said? Think really hard about the word “need.”</td>
</tr>
<tr>
<td><strong>IS IT KIND?</strong></td>
<td>Are you making this post or comment in a kind, respectful, courteous way?</td>
</tr>
</tbody>
</table>

DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

NEVADA A WORLD WITHIN, A STATE APART.
SOCIAL MEDIA GOLDEN RULE

Create and post content that you would want to see and share.
RECIPE FOR SUCCESS

Valuable Text + Picture/Video + Outbound Link

Want Engagement? Ask Questions
HASHTAGS
Hashtags

Use it for humor or to make a point
#BestKeptSecret  #NotMyCupOfTea

Create a specific conversation for people to follow
#TravelNevada  #NVGhostTowns  #NVLeg

Insert yourself into a specific conversation
#Sunsets  #PicOfTheDay  #BeOurGuest
USER GENERATED CONTENT
USER GENERATED CONTENT

25 likes, 0 comments

106 likes, 4 comments
SOCIAL MEDIA’S RELATIONSHIP WITH YOUR WEBSITE

- Social is your digital street rep
- Social directs people to your website
- Social keeps your brand fresh and relevant
SOCIAL MEDIA AND SEARCH RANK

• Back links to your site help rank
• Who you are on social helps rank
• Social profiles rank in search engines
• Social media platforms are search engines
GOOD SEO & WHY IT MATTERS
BE CONSISTENT

- Webinars/Seminars
- Events
- SEO
- Social Media
- Brochures
- Email Marketing
- Blogging
- Advertising
Google My Business

Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

[Google My Business website link]

google.com/business
Top 10 Social Techniques To Create Success

• Keep tabs on popular hashtags
• Create Twitter lists and Facebook interest lists
• Scheduling is your friend
• Be as visually appealing as possible
• Be mobile friendly for travelers on the go

―On average there are 486,183 users a minute accessing Facebook from their mobile
Top 10 Social Techniques To Create Success

• Learn your audience
• Decide on a theme and stick to it
• Use links and shorten them
• BE SOCIAL- Engage with your audience
• Stay up to date on social media trends.
QUESTIONS?

Thank you!!!

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