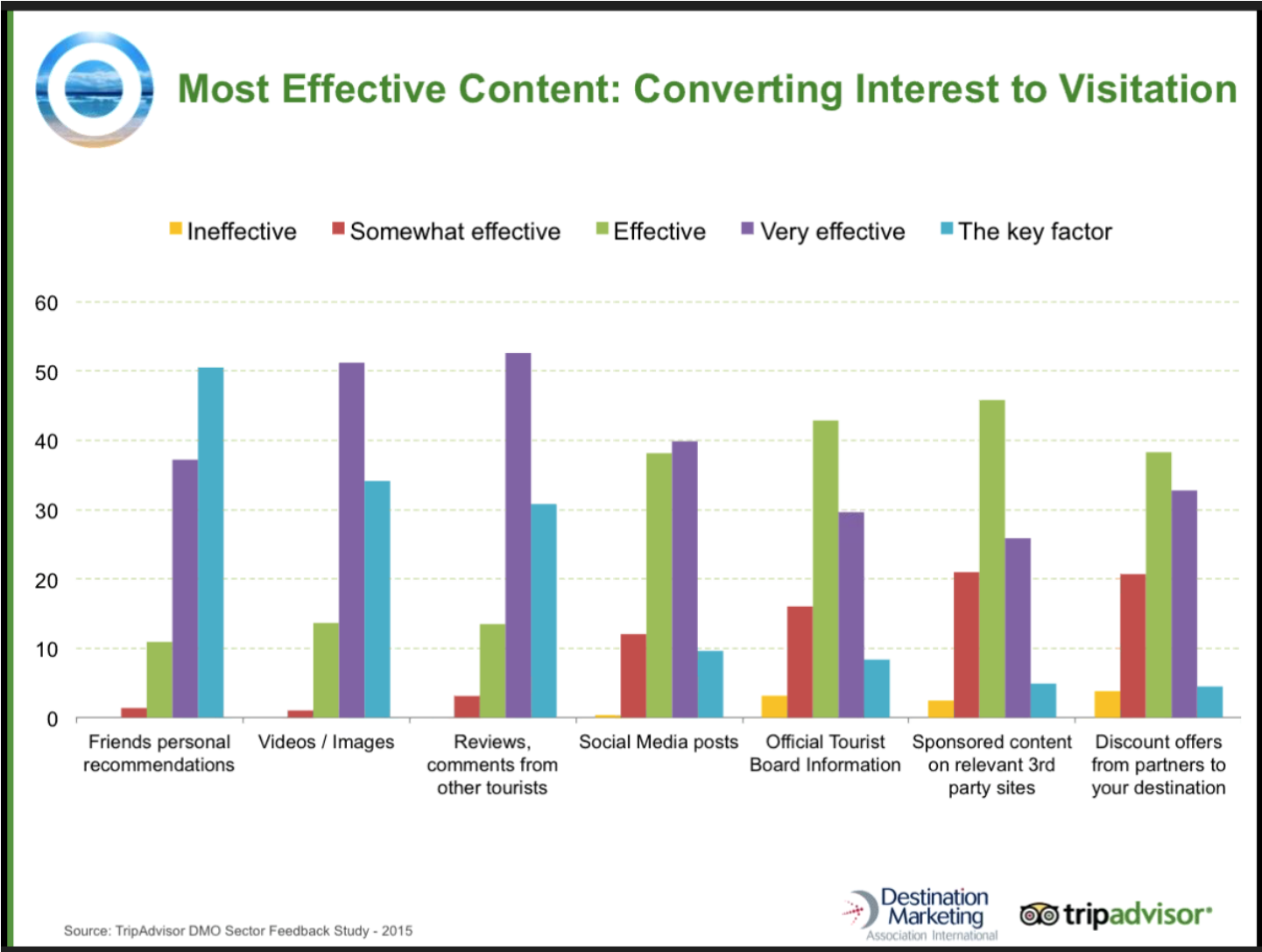


A photograph of a kitchen scene. In the foreground, a chef with a grey beard and a black t-shirt is focused on preparing a dish on a stainless steel counter. He is surrounded by various ingredients and kitchenware, including a large metal bowl, a plate with bread and sauce, and a bowl of soup. In the background, a young man in a black t-shirt is also working in the kitchen. The overall atmosphere is professional and busy.

Managing Your Online Footprint

with Ashby Brame

On a recent webinar hosted by TripAdvisor and DMAI, a 2015 study found that personal recommendations, video/images, reviews, and social were the most effective forms of content to inspire consumers to travel to specific destinations.





No, really,
tell me more...

- Managing your online review profiles and responding to reviews
- Best practices for social media management and content creation
- Understanding Facebook's Business Page
- A brief introduction to Facebook promotion

Review Sites

FIRST QUESTION(S):

Do you “own”
your profile?

Do you have
the back-end
log-in info?

TripAdvisor

Yelp

Facebook

Google+

OpenTable

The screenshot shows the top of the Yelp website for business owners. The header is red with the Yelp logo and 'for Business Owners' on the left, and a 'Log In' link on the right. The main content area is light blue with a search form. The form has two input fields: 'Business Name e.g. Mel's Diner' and 'Near Address, Neighborhood, City, State or ZIP'. A red 'Get Started' button is to the right of the second field. Below the form, there are three icons with text: a speech bubble icon for 'Respond to reviews as the business owner', a bar chart icon for 'Measure visitor activity on your page', and a phone icon for 'Call to get started (877) 767-9357'.

Claiming your review
site page/profile is
imperative to
controlling
information and
reviews – the things
that effect your
brand!

What am I missing out on?

yelp Find tacos, cheap dinner, Max's Near Cary, NC [Sign Up](#)
Home About Me Write a Review Find Friends Messages Talk Events [Log In](#)

McDonalds of Raleigh

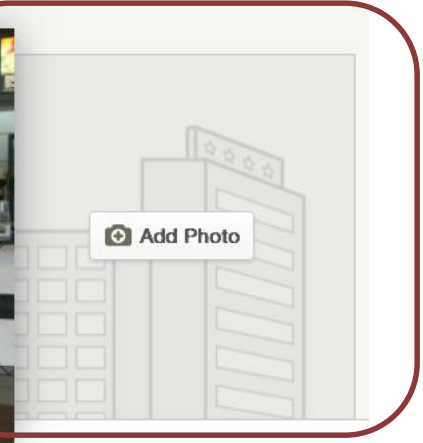
☆☆☆☆ 1 review [Details](#)

[Write a Review](#)

[Add Photo](#) [Share](#) [Bookmark](#)

Restaurants [Edit](#)

408 Oberlin Rd
Raleigh, NC 27605
[Get Directions](#)
(919) 833-9101



Ad Red Lobster [Info](#)
☆☆☆☆ 44 reviews [4.6 miles away from McDonalds of Raleigh](#)
Na-na H. said "we went on a Thursday nite around 7/8pm...we waited lik a million years to be seated yet it wus PLENTY empty tables..that wus kinda odd but wuteva...our servers were great,we had a pregnant white chick & a..." [read more](#)


Ad Hwy 55 Burgers Shakes & Fries [Info](#)
☆☆☆☆ 20 reviews [3.6 miles away from McDonalds of Raleigh](#)
Stephanea W. said "Everytime I come here the service is amazing. I grew up eating at Andy's so I'm glad to see some of my favorite menu items still here. The food is always hot and soooooo oood." [read more](#)

[Edit business info](#)
[Work here? Claim this business](#)

Hours
[Add business hours](#)

More business info
Take-out **Yes**


What am I missing out on?

New! You come to us for reviews — now you can book your hotel right here on TripAdvisor. 

 tripadvisor®

McDonald's, Raleigh




 Review




Hi, Ashby



Raleigh Hotels Flights Vacation Rentals Restaurants Things to Do Forum Best of 2016 More

 Raleigh, North Carolina, United States

 What are you looking for?

Search

[United States](#) > [North Carolina \(NC\)](#) > [Raleigh](#) > [Raleigh Restaurants](#) > McDonald's



New! You can now **book hotels** right on TripAdvisor.

McDonald's

Is this your business?

Start managing your TripAdvisor page

 6 Reviews

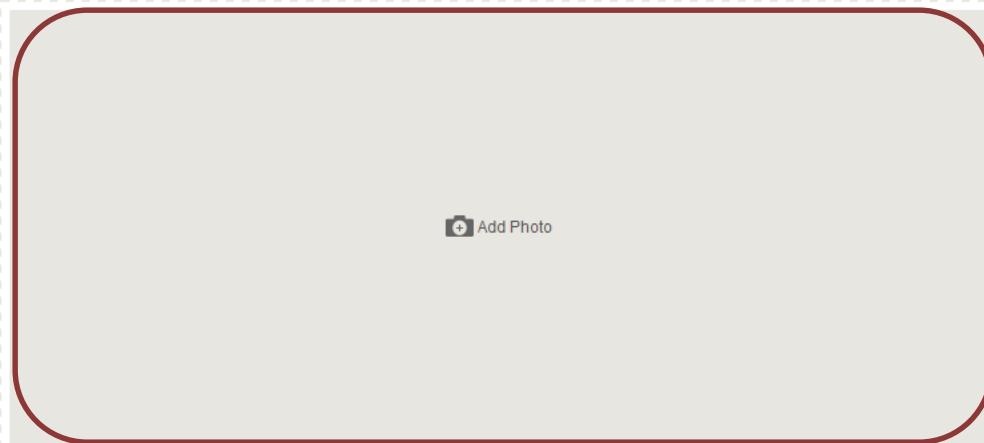
#585 of 1,091 Restaurants in Raleigh

Fast Food

Overview Reviews (6) Details Menu Q&A Location

 Save

Write a



Is this restaurant good for large groups?

Yes No Unsure

[Get directions](#)



Map data ©20

10100 Leesville Rd, Raleigh, NC 27613

 (919) 841-9282

Today **10:30 am - 11:00 pm** **Open now**
5:30 am - 11:00 pm **All hours**

 [Improve this listing](#)

[More Info](#)

6 Reviews from our TripAdvisor Community

Write a Review

Add Pho

The JCVB pays to advertise with sites like Trip Advisor and Facebook.



If you aren't in control of your presence on these sites, then you are missing opportunities to market your business.



Consumer WILL find you on these sites and they ARE forming opinions of your business.

United States > North Carolina (NC) > Clayton Tourism

Clayton, North Carolina 1,198 reviews and opinions

Lodging (3) 56 Reviews

Vacation Rentals (15)

Flights

Things to Do (12) 84 Reviews

Restaurants (84) 1,056 Reviews

Forum 1 Post

Overview Location Things to Do Official Resources provided by JOHNSTON COUNTY VISITORS BUREAU

Planning your Clayton trip?

We'll search 200+ sites to find the best hotel prices, so you don't have to.

Shop Hotels

Discover Clayton, North Carolina

- Visit our website
- Send us an email
- Download our official guide
- View promotions
- View events
- Connect with us

JOHNSTON COUNTY VISITORS BUREAU
Official Resources provided by Johnston County Visitors Bureau

See all 217 traveler photos

Review Site Management allows you to...

Correct Content – hours, menu, picture, promotions, etc.

Side Note: please also keep the JCVB up to date on these changes

Read and Respond – to positive and negative reviews to manage your image

Cycle out images and videos when menu items or the décor changes

Have one person in charge of updating the profile and responding to reviews – that way the “voice” of the page remains consistent.

Link potential customers to your social channels and website

Share good reviews on social media!



“The cinnamon sugar are a favorite as are the peanut butter with **chocolate sprinkles.**” in 10 reviews



“Although a cake doughnut, it was so soft and light, not too sweet, with just the right dusting of **cinnamon sugar.**” in 17 reviews

Review Sites

Responding to negative reviews is key. Do not delete them (most sites do not give you the option)

Be polite. Be apologetic. Correct misinformation for future guests reading the review

If at all possible, contact the guest directly via phone or email outside of the review site to continue the conversation and/or offer recompense

“Not impressed.”

●○○○○○ Reviewed September 2, 2014  via mobile

I came in from a 4 hour drive, they had unprofessional and rude staff. They weren't friendly or helpful. The rooms were very small and hospital like and The only thing that could've potentially been positive was the location. Which wasn't all that great itself, surrounded by cheap stores selling cheap fake merchandise.

Stayed September 2014, traveled as a couple

Helpful?  2 [Thank Kayla S](#)

 Report

[See all 3 reviews by Kayla S for New York City](#)

[Ask Kayla S about Hotel Indigo New York City, Chelsea](#)

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC.

HotellIndigoNYC, Manager at Hotel Indigo New York City, Chelsea, responded to this review, September 5, 2014

Dear Kayla S,

Thank you for taking the time to write about your recent experience at our hotel. I wanted to first off apologize for the experience you had here. I am unsure what room you were staying in (low or high floor) but our back rooms are much larger, quieter, and do not provide much views. Our front rooms are a tad bit smaller but provide a view. Secondly, I am sorry that the staff were unprofessional with you as this is uncommon as noted with our other reviews. We are currently investigating all of these issues and take these matters very seriously. I have provided my contact information below and invite you to contact me directly to further discuss this matter.

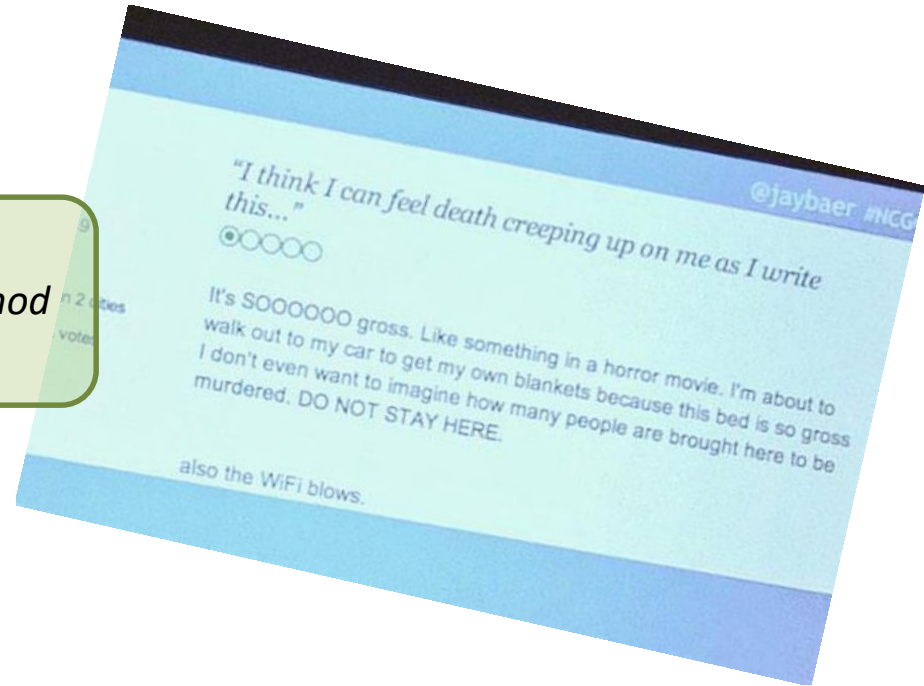
Again I want to thank you for leaving your feedback and appreciate your business.

Sincerely

Jay Webbe
646-484-4338

Review Sites

Get out ahead of a bad review by contacting the customer post-interaction and offering a direct method of reviewing your business.



Send automated emails – Fishbowl, Constant Contact, or Mail Chimp – that thank the guest for their patronage

Invite them to share their experience with you directly through a given email or phone number

Review Sites

A guest who would have complained online may now contact you directly – because they'll feel enabled to share their grievance

Someone happy with their service probably won't take the time to contact you directly and may still leave an online review if they were going to any way

To sweeten the deal regardless, add a small offer to the follow-up email

We invite you to share your experience with our manager, Mr. John Smith, by emailing him at jsmith@google.com

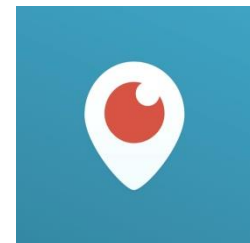


Get Social

Social Starter Pack Recommendations:

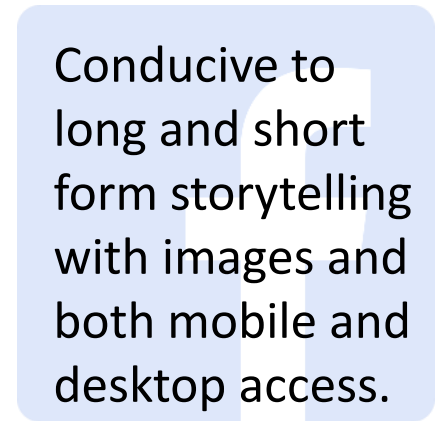


Add-ons:

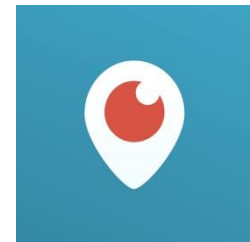


Get Social

Social Starter Pack Recommendations:



Add-ons:



Get Social

Social Starter Pack Recommendations:



Add-ons:

The JCVB also has YouTube, Pinterest, Google+, Tumblr, and Flickr. While not active on Periscope, the JCVB does have an account and can assist you with Periscope. Snapchat is just now starting to be adopted by businesses, especially those targeting under 30s. Consider these options only after you feel you've mastered the 3 above.

What do I post?

- 80/20 Rule – 80% of updates should give value to your followers and 20% should be promotional. **What is the difference?**

JoCo Beer Wine Shine Trail
31 March at 15:41 · 🌟

When you're tryin' to be patient but #NCBeerMonth starts tomorrow.



Like Comment Share

24

5 shares

VS

JoCo Beer Wine Shine Trail
6 February · 🌟

The JoCo Beer Wine Shine Trail is now being offered as a guided tour by Clayton Food Tours. Get your tickets while they last for this fun craft beverage adventure! #NCBeer



Get tickets now at www.claytonfoodtours.com
Visit www.beerwineshinetrail.com for more info

Infographic by: www.johnstoncountync.org

Like Comment Share

Cindy M. Nanez and 3 others

1 share

What do I post?

- Break big news on social first
- Celebrate milestones
- Ask questions about a photo or video
- Include special content, offers, or behind the scenes access
- Weekly expert tips/themes (#TriviaTuesday or #WineWednesday)
- Ask questions, polls, surveys
- Top ___ Lists – use sparingly (Top 5 Places to Snap the Perfect Instagram)
- Funny (appropriate) GIFs/meme
- Share content from website, other social channels (do not over-automate)
- Always include image/video | Always include links
- Always link from your website to your social channels



HOME

EXPERIENCE JOHNSTON COUNTY ▾

PLAN YOUR VISIT ▾

EVENTS

REQUEST INFO ▾

BLOG

Pictures are **CRITICAL**

- Relevant
- Timely (exception: #tbt)
- Good Quality (clear, not professional)
- Be cautious of words in photos if promoting your post
- Video is even better**





FOLLOW

US ON INSTAGRAM

@VISITJOCO



Don't be afraid to cross-pollinate.

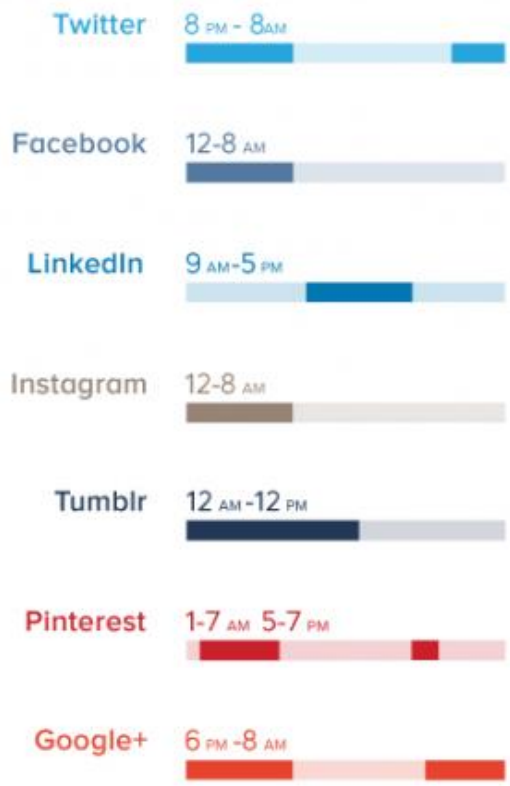
Link to the JCVB website on your social channels and website. Share all the free information we have with your guests and customers.



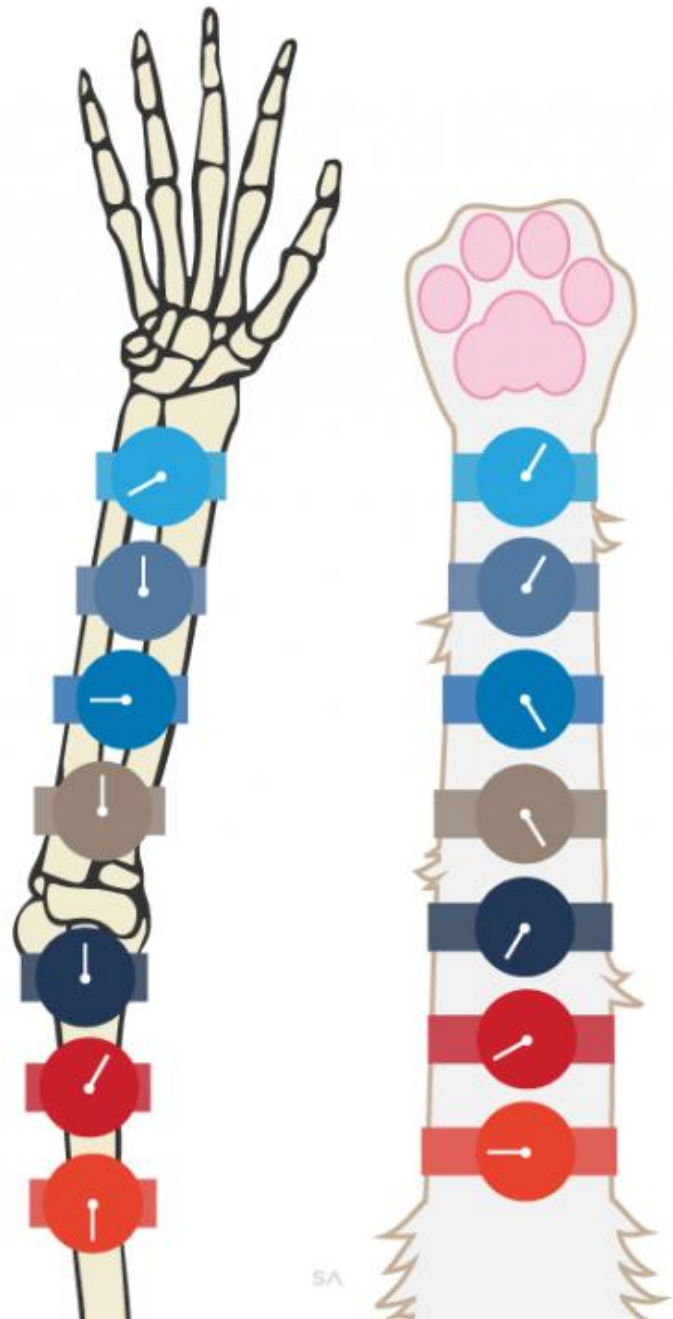
Everything in moderation.

Posting Dead Zones

Literally the worst times to post on social media.



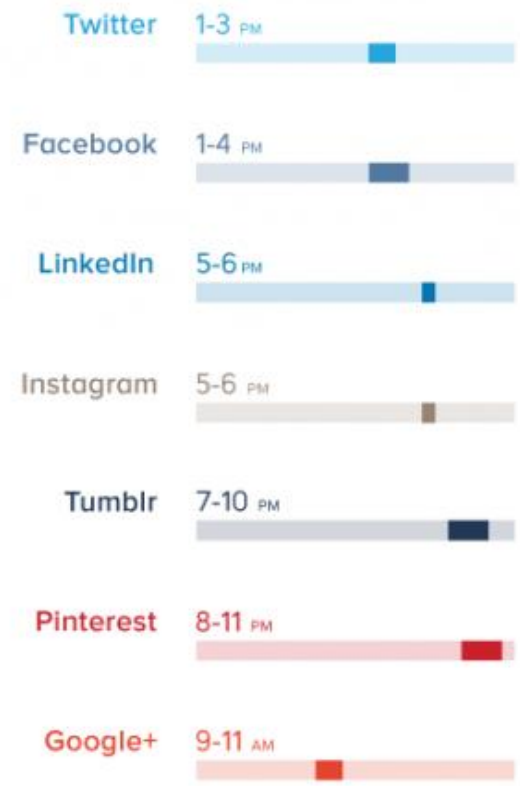
All times are Eastern Standard Time.



SA

Timing Is Everything

Post smarter right meow.



All times are Eastern Standard Time.

SA

Understanding Facebook's Business Pages

The screenshot shows the Facebook Business Page for "Visit Johnston County, NC". The page features a cover photo for the "Smithfield HAM & YAM Festival" on May 7th, with logos for Stevens Sausage and ASC Agri Supply. The page name is "Visit Johnston County, NC" with the category "Tourist information".

Navigation tabs include Page, Messages, Notifications (5), Insights, and Publishing Tools. The "Notifications" and "Insights" tabs are circled in red. A search bar for "Search Business" is in the top right.

On the left, a dropdown menu is open, listing options: Videos, Pinterest, Email Signup, Events (circled in red), Notes, Likes, Invite Your Friends!, and Manage Tabs.

A purple callout box with the text "If nothing else, clean up your page" points towards the page content.

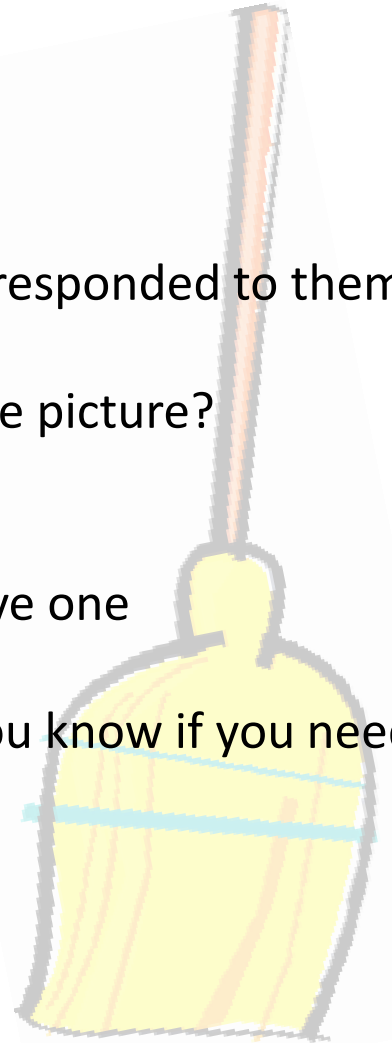
On the right, a "Promote" dropdown menu is visible, showing statistics for "THIS WEEK": 4,211 Post Reach, 287 Post Engagement, 0 Contact Us, 0 Website Clicks, 2 of 2 Response Rate, and 10 hours Response Time.

Below the cover photo, the page tabs are Timeline, About, Photos, Reviews (circled in red), and More. A post from "Visit Johnston County, NC" is visible, stating "481 were here +1 this week" and "Donna Bailey-Taylor and 2 others". Below this, a red box highlights the "See Pages Feed" option, which is described as "Posts from Pages that you've liked as your Page".

At the bottom right, a "Recent" list shows years from 2016 to 2009.

Cleaning Up Your Facebook Business Page

- Much like your review sites, make sure ALL information is present and correct
 - menu, hours, contact, website, etc.
- Are your images and videos up to date?
- Did you know Facebook also hosts reviews? Have you read/responded to them?
- When is the last time you updated your cover photo or profile picture?
- Do you have outdated tabs that need to be altered?
 - Add a tab about signing up for your newsletter if you have one
- Be sure to check-in daily/weekly, your notifications will let you know if you need to respond to a comment or direct message
- Explore your insights and get to know your audience



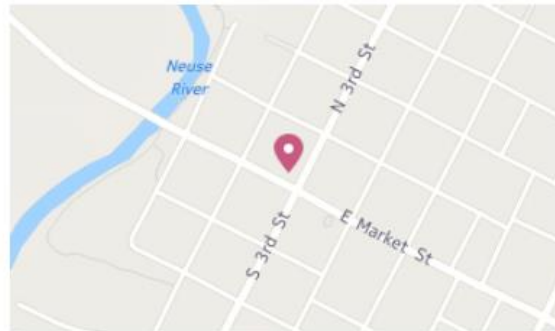
How to alter your Facebook Business Page link

The image shows a screenshot of a Facebook Business Page for "Visit Johnston County, NC". The page features a vibrant cover photo for the "Smithfield HAM & YAM Festival" on "MAY 7TH". The cover photo includes logos for "Stevens SAUSAGE" and "ASC AGRI SUPPLY Since 1962". Below the cover photo, the page name "Visit Johnston County, NC" is displayed, along with the text "Tourist information" and "JAMES Saturday WES". A red arrow points from the top of the page down to the "About" tab in the navigation bar. The navigation bar also includes "Timeline", "Photos", "Reviews", and "More". On the right side, there is a "Promote" dropdown menu and a "THIS WEEK" summary box showing metrics: 4,211 Post Reach, 287 Post Engagement, 0 Contact Us, 0 Website Clicks, 2 of 2 Response Rate, and 10 hours Response Time. Below the navigation bar, there is a search bar for posts on the page and a status update area with a "Write something..." prompt. The left sidebar contains engagement statistics: "100% response rate, 10-hour response time", "12k likes +15 this week", and "481 were here +1 this week". The bottom right corner shows a "Recent" list of years from 2016 to 2009.



Timeline About Photos Reviews More ▾

About Visit Johnston County, NC



Johnston County Visitors Bureau/Smithfield, NC is the official destination marketing organization for the entire county.

📍 235 E Market St Smithfield, NC Save

☎ (919) 989-8687

🕒 Add hours

💬 Typically replies within a day
[Message Now](#)

🌐 <http://www.johnstoncounty...>

Overview

Page Info

Page Owners



Q: Why is this important?

A: For ease of linking and ease of discovery.

Example

Without Edit: <https://www.facebook.com/Taverna-Agora-115335770849/?fref=ts>

With Edit: <https://www.facebook.com/JoCoVisitorsBureau>

The screenshot shows the Facebook page for 'Visit Johnston County, NC'. The page is in the 'About' section. On the left sidebar, there are links for 'Overview', 'Page Info', and 'Page Owners'. The main content area is titled 'PAGE INFO' and contains the following details:

Category	Companies & Organisations: Travel/Leisure
Name	Visit Johnston County, NC
Subcategories	Tourist information
Facebook web address	www.facebook.com/JoCoVisitorsBureau
Address	235 E Market St, Smithfield, North Carolina 27577
Start date	Enter your start date
Hours	+ Enter hours of operation
Short description	Johnston County Visitors Bureau/Smithfield, NC is the official destination marketing organization for the entire county.
Impressum	Input Impressum for your Page
Long description	The Johnston County Visitors Bureau is the official destination marketing organization for the entire county including the t... See more

A red arrow points from the 'Facebook web address' field to a red-bordered box containing an 'Edit' button with a pencil icon.

Facebook Post Promotion

The screenshot displays the Facebook Ads Manager interface for the 'Johnston County Visitors Bureau' page. The top navigation bar includes the Facebook logo, the page name, and a search bar. The left sidebar contains navigation options: 'CAMPAIGN' (selected), 'ADVERT SET', and 'ADVERT'. The main content area is titled 'CAMPAIGN: Choose your objective' and lists various campaign goals. A callout box highlights the 'Send people to your website' objective with a 'New' badge and the text 'Create adverts for event tickets'. A large text box in the center of the screen provides a warning about the minimum spend requirement for Facebook promotion.

Johnston County Visitors Bureau > 282266811

Search Busin

CAMPAIGN: Choose your objective

CAMPAIGN
Objective

ADVERT SET
Audience
Budget & schedule

ADVERT
Media
Text

If you're not spending \$5/day on Facebook promotion then your page and posts aren't being seen. It's a pay to play model now. \$\$\$

- Boost your posts
- Promote your Page
- Send people to your website **New** Create adverts for event tickets
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views
- Collect leads for your business

[Some campaign options now include your Instagram account]

Define your audience, budget and schedule

Target different people.

- Use your recent targeting settings
- Use a saved audience
- Define a new audience



Target Adverts to People Who Know Your Business

You can create a Custom Audience to show adverts to your contacts, website visitors or app users. [Create a Custom Audience.](#)

Locations

- Everyone in this location**
- People who live in this location
- People recently in this location
- People travelling in this location**

People whose most recent location is within the selected area but whose home is more than 125 mi/200 km away.

- (35.2307, -80.8198) + 80 km
- (39.1346, -76.7022) + 80 km
- Charleston, South Carolina + 40 km
- Greensboro, North Carolina + 80 km
- Raleigh, North Carolina + 80 km
- Richmond, Virginia + 80 km
- Savannah, Georgia + 40 km

[Add Bulk Locations...](#)

Age -

Gender All Men Women

Audience definition



Your audience is defined.

Audience Details:

- Location:
 - United States: Savannah (+40 km) Georgia; Latitude 39.134605 Longitude -76.70215
 - Severn (+80 km) Maryland; Latitude 35.230664 Longitude -80.819824
 - Charlotte (+80 km), Greensboro (+80 km), Raleigh (+80 km), Wilmington (+80 km) North Carolina; Charleston (+40 km), Latitude 33.560927 Longitude -80.611084
 - Elloree (+80 km) South Carolina;
- Age:
 - 21-65+
- Placements:
 - on pages: News Feed on desktop computers, News Feed on mobile devices, Right column on desktop computers, Third-party Apps and Websites on mobile devices or Instagram Feed
- People who match:
 - Interests: Antiques Roadshow, Second-hand shop, Vintage Boutique, Garage Sales, Yardsales, flea markets, HGTV, Flea market, DIY, Antique furniture, DIY Network, Antique shop, The Vintage Yard Sale, Collecting, Collectable, Going to Flea Markets, Antiques, Secondhand Sales, Do it yourself (DIY), Flea Marketing or Vintage

Potential reach: 2,400,000 people

Spend time exploring the different ways that Facebook will now let you target people using Geographic, Demographic, Behavioral, and Interest-based methods.



Select your content/photo(s) and accounts before placing the ad. Review the look of the ad on the right side of the page.

Instagram Account

Using the selected Page to represent your business in your Instagram advert. ⓘ

JoCo Beer... (Page) ✓ OR

Add an Account

Connect Facebook Page

Choose a Facebook Page so that you can run adverts on Facebook. Your advert will link to your event, but it will be shown as coming from your Facebook Page.

301 Endless Yard Sale ▾ +

or [Turn off News Feed Adverts](#)

Instagram Account

visitjoco ↕

Connect your Instagram accounts in Business Manager.

Headline ⓘ

Things To Do

Text

Experience what Johnston County has to offer you while visiting North Carolina.

Call to Action (optional) ⓘ

Learn More ▾

[Show advanced options ▾](#)

✓ Desktop News Feed

Remove

✓ Mobile News Feed

Remove

[See Feature Phone Preview](#) [See Smartphone Preview](#)



301 Endless Yard Sale
Sponsored · ⓘ

Experience what Johnston County has to offer you while visiting North Carolina.



Things To Do
www.johnstoncountync.org [Learn More](#)

✓ Instagram

Remove

✓ Audience Network ⓘ

Remove

✓ Desktop Right Column

Remove

Back

Review Order

Place Order



Click to read TripAdvisor tips and tricks!



Watch videos about Facebook marketing basics and learn how you can easily set-up \$1-5/day promotions on Facebook about your business!



Click to view the JCVB Press Room with links to press information and a Photo/Video Library!



Read more on Facebook Help about navigating your page insights!

Is your brain on fire? Call me.



DOUBLE FACEPALM

FOR WHEN ONE FACEPALM DOESN'T CUT IT

Ashby Brame | Marketing and PR Manager
Johnston County Visitors Bureau (JCVB)
919-989-8687 | abrame@johnstoncountync.org