

LET'S BE SOCIAL!

SOCIAL MEDIA MARKETING



@michele_LHVB

Presented by **Michele Wisnesck**, Director of Interactive Marketing, Laurel Highlands Visitors Bureau

Quick Stats

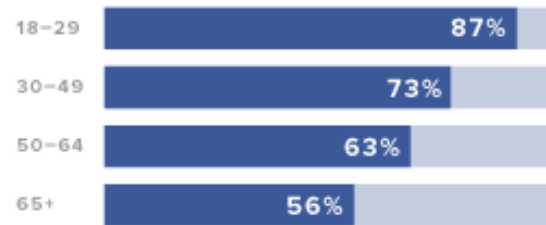
- Social Media is the number one activity on the web.
- 65% of American adults use social media
- 68% of women and 62% of men use social media
- Facebook Age Demographics
 - ▣ 73% of adults 30–49 use Facebook
 - ▣ 63% of adults 50–64 use Facebook
 - ▣ 56% of adults 65+ use Facebook
- Twitter Age Demographics
 - ▣ 37% of adults 18–29 use Twitter
 - ▣ 25% of adults 30–49 use Twitter
 - ▣ 12% of adults 50–64 use Twitter

Facebook Usage Among Key Demographics

GENDER



AGE



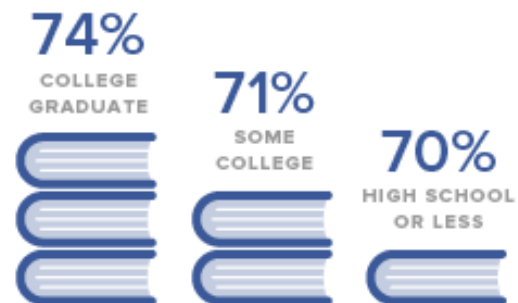
LOCATION



INCOME



EDUCATION

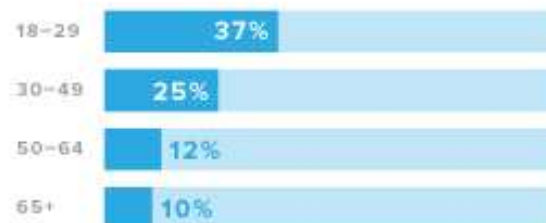


Twitter Usage Among Key Demographics

GENDER



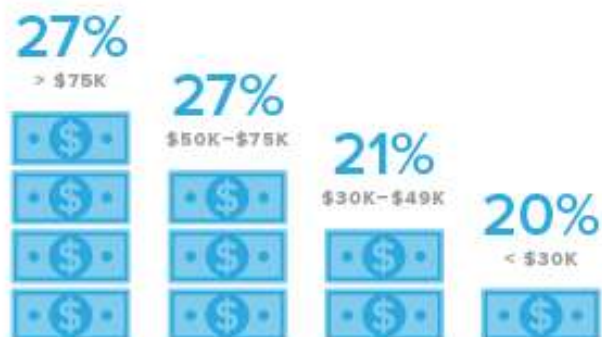
AGE



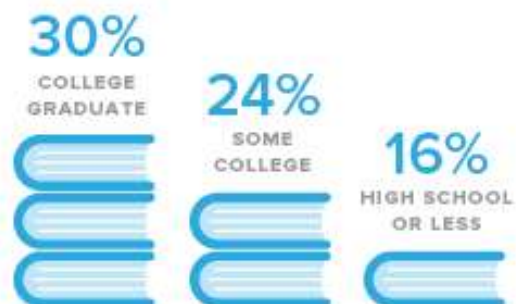
LOCATION



INCOME



EDUCATION



Find your audience


- What social networks make sense for your business?
- Facebook is KING!
 - ▣ Over 1.5 billion users
 - ▣ 70% of Facebook users log in daily, 45% do so several times daily
 - ▣ 47% of Americans say Facebook is their #1 influencer of purchases
 - ▣ 70% of marketers use Facebook to gain new customers

Why Be Social?


- Search Engines are now using Social Signals to generate search results.
- Brand Visibility – Build Brand Reputation
- Communicate directly with your audience
- Receive feedback from your customers
- Deliver stronger customer service
- Promote your business
- Drive traffic to your website!

facebook

f Laurel Highlands Visitors Bureau

Laurel Highlands Visitors Bureau Home 

Page Notifications Insights Publishing Tools Settings Help



Laurel Highlands Visitors Bureau
Tourist Information

Create Call to Action Message

Timeline About Photos Likes More

Search for posts on this Page

30% response rate, 10-hours response time
Respond faster to turn on the badge

46K likes +102 this week

177 were here 0 this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

144,969 post reach this week


You paused your Page promotion

Status Photo / Video Offer, Event +

Write something...

Laurel Highlands Visitors Bureau shared visitPA's photo.
Published by Nnep Highland [?] · 8 hrs ·

Pursue your happiness in Pennsylvania! #PATravelHappy



Promote

THIS WEEK

102 Page Likes

144,969 Post Reach

7 Website Clicks

0 of 0 Response Rate

10 hours Response Time

0 Check-ins

Recent

- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- 1958

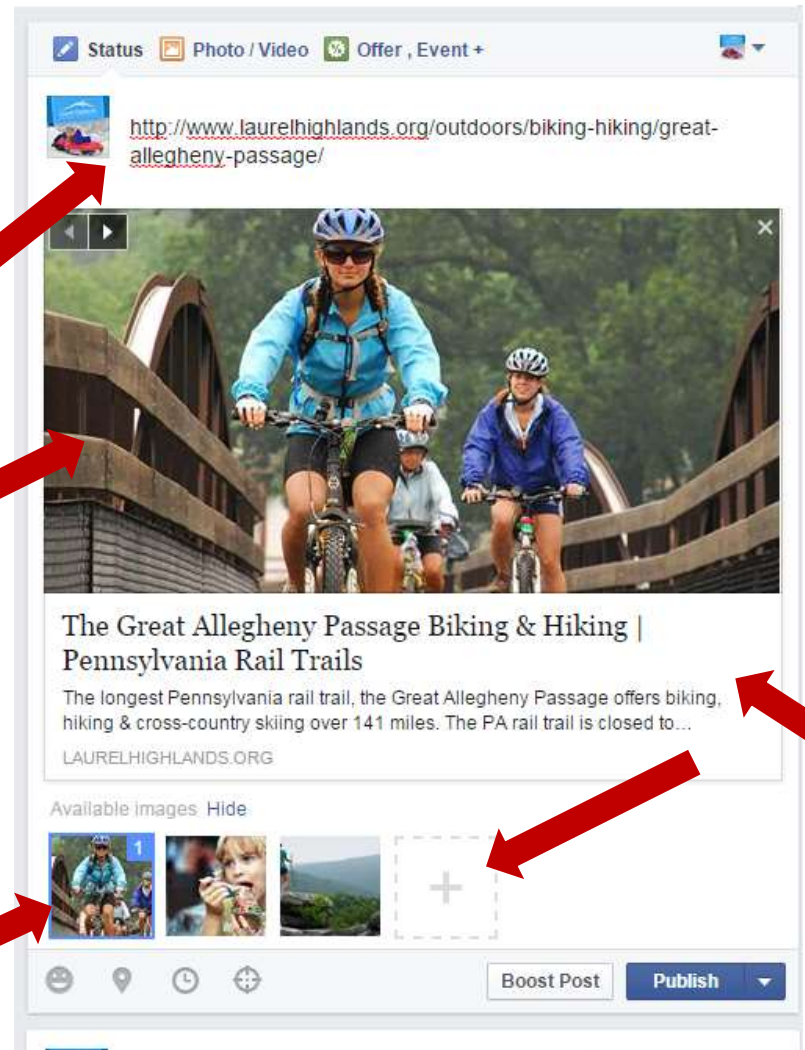
- ❑ Share: Photos, Videos, & Links
- ❑ Use Hashtags to connect to other posts based on a topic
- ❑ Events / Milestones
- ❑ Special Offers
- ❑ Scheduled/ Targeted Posts
- ❑ Evaluate Facebook Insights
- ❑ Connect with other organizations by “Liking” their page
- ❑ Promoted posts, promoted accounts, and other advertising is available
- ❑ Download the “Pages” app for your smartphone or tablet
- ❑ Make your updates relatable *and* informational
- ❑ *The key is to interact with your fans!*

The Facebook logo is displayed in white lowercase letters on a dark blue rectangular background.

What to post about! Share news, specials, fun facts, & more.

A screenshot of the top part of a Facebook status creation interface. It shows the 'Status' tab selected, with options for 'Photo / Video' and 'Offer, Event +'. Below the tabs is a text input field with the placeholder 'Write something...'. A red arrow points from the top left towards this interface.

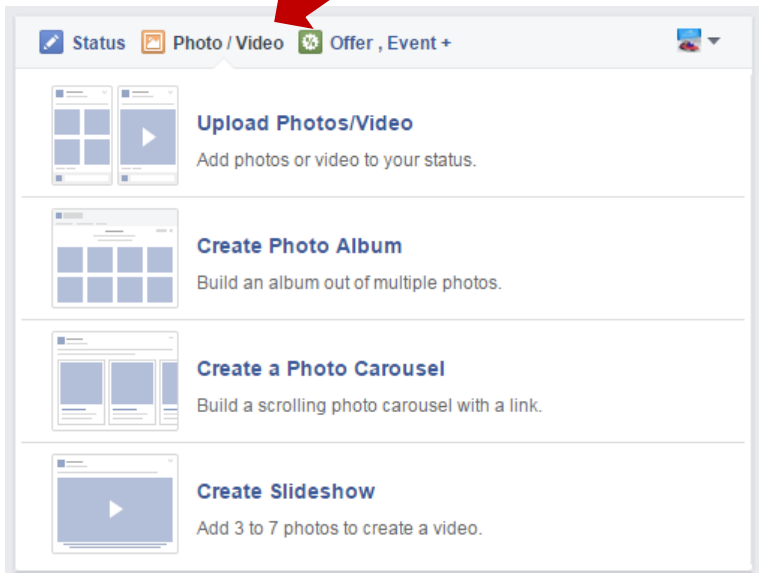
Write a status – great way to share links back to your website!

A screenshot of a Facebook post. At the top, it shows the 'Status' tab and icons for 'Photo / Video' and 'Offer, Event +'. The post content includes a link to 'http://www.laurelhighlands.org/outdoors/biking-hiking/great-alleggheny-passage/' with a small thumbnail image. Below the link is a large photo of three people (two adults and one child) riding bicycles across a wooden bridge. Underneath the photo is the text: 'The Great Allegheny Passage Biking & Hiking | Pennsylvania Rail Trails' followed by a paragraph: 'The longest Pennsylvania rail trail, the Great Allegheny Passage offers biking, hiking & cross-country skiing over 141 miles. The PA rail trail is closed to...'. Below the text is the website 'LAURELHIGHLANDS.ORG'. At the bottom of the post, there is a section for 'Available images' with three thumbnails and a plus sign icon. The bottom of the screenshot shows the 'Boost Post' and 'Publish' buttons. Red arrows point from the text on the left to various elements in the post: the link, the photo, the text, the image thumbnails, and the 'Publish' button.



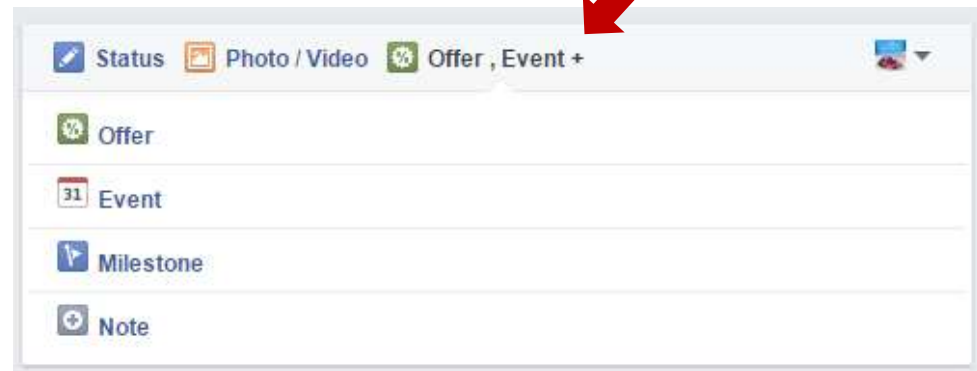
facebook

A photo is worth a thousand words!



Create events, make special offers (paid opportunity), share company milestones.

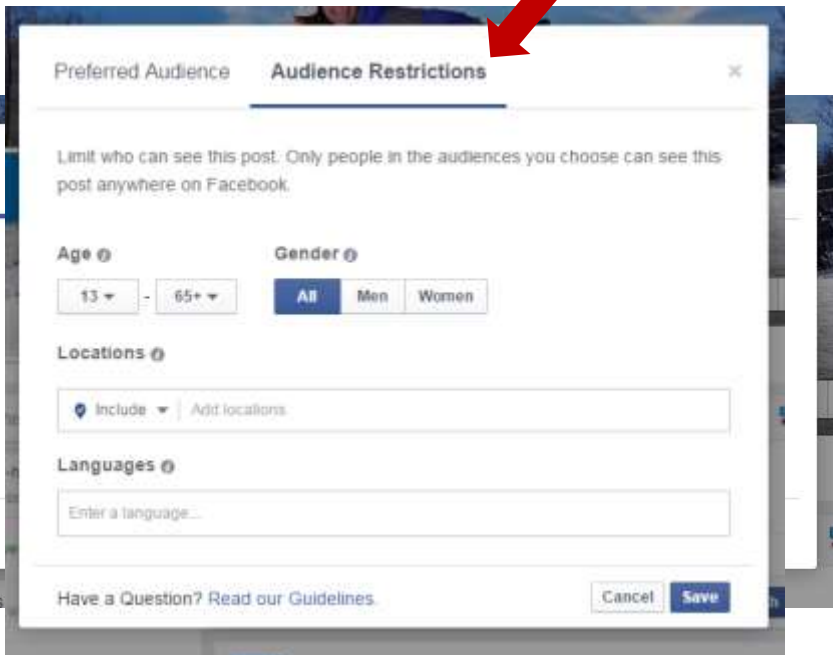
Share photos and videos to tell your story!



The Facebook logo is displayed in white lowercase letters on a blue rectangular background.

When will I find the time to post to Facebook?!

Know you want to post something on a certain day & time?
Schedule it!

A screenshot of the Facebook 'Audience Restrictions' dialog box. It has two tabs: 'Preferred Audience' and 'Audience Restrictions', with the latter selected. The text reads: 'Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.' Below this are sections for 'Age' (13 to 65+), 'Gender' (All, Men, Women), 'Locations' (Include, Add locations), and 'Languages' (Enter a language...). At the bottom, there are 'Cancel' and 'Save' buttons.

Preferred Audience Audience Restrictions

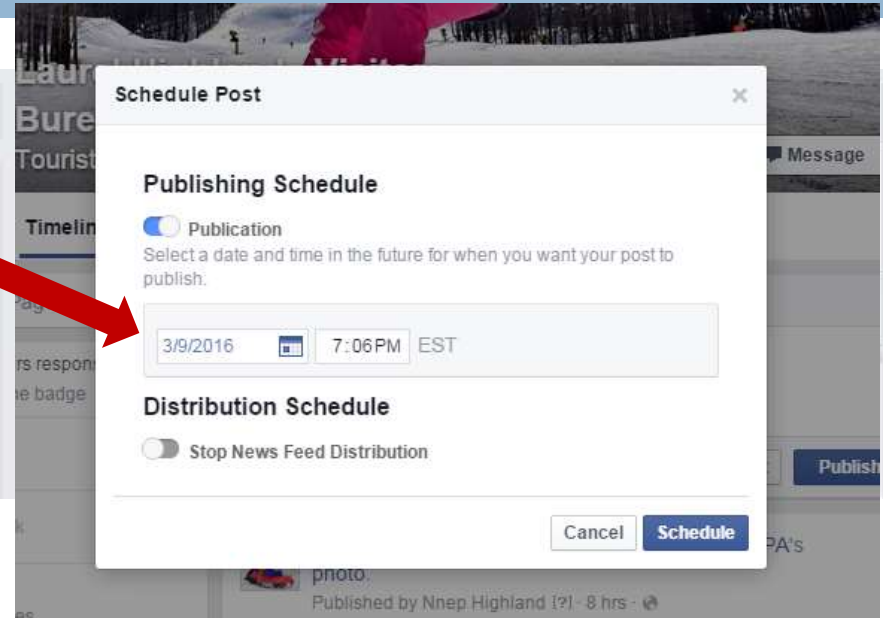
Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.

Age 13 - 65+ Gender All Men Women

Locations Include Add locations

Languages Enter a language...

Have a Question? Read our Guidelines Cancel Save

A screenshot of the Facebook 'Schedule Post' dialog box. It has a close button (X) in the top right. The 'Publishing Schedule' section has a 'Publication' toggle turned on and a text box containing '3/9/2016 7:06PM EST'. The 'Distribution Schedule' section has a 'Stop News Feed Distribution' toggle turned off. At the bottom right are 'Cancel' and 'Schedule' buttons.

Schedule Post

Publishing Schedule

Publication

Select a date and time in the future for when you want your post to publish.

3/9/2016 7:06PM EST

Distribution Schedule

Stop News Feed Distribution

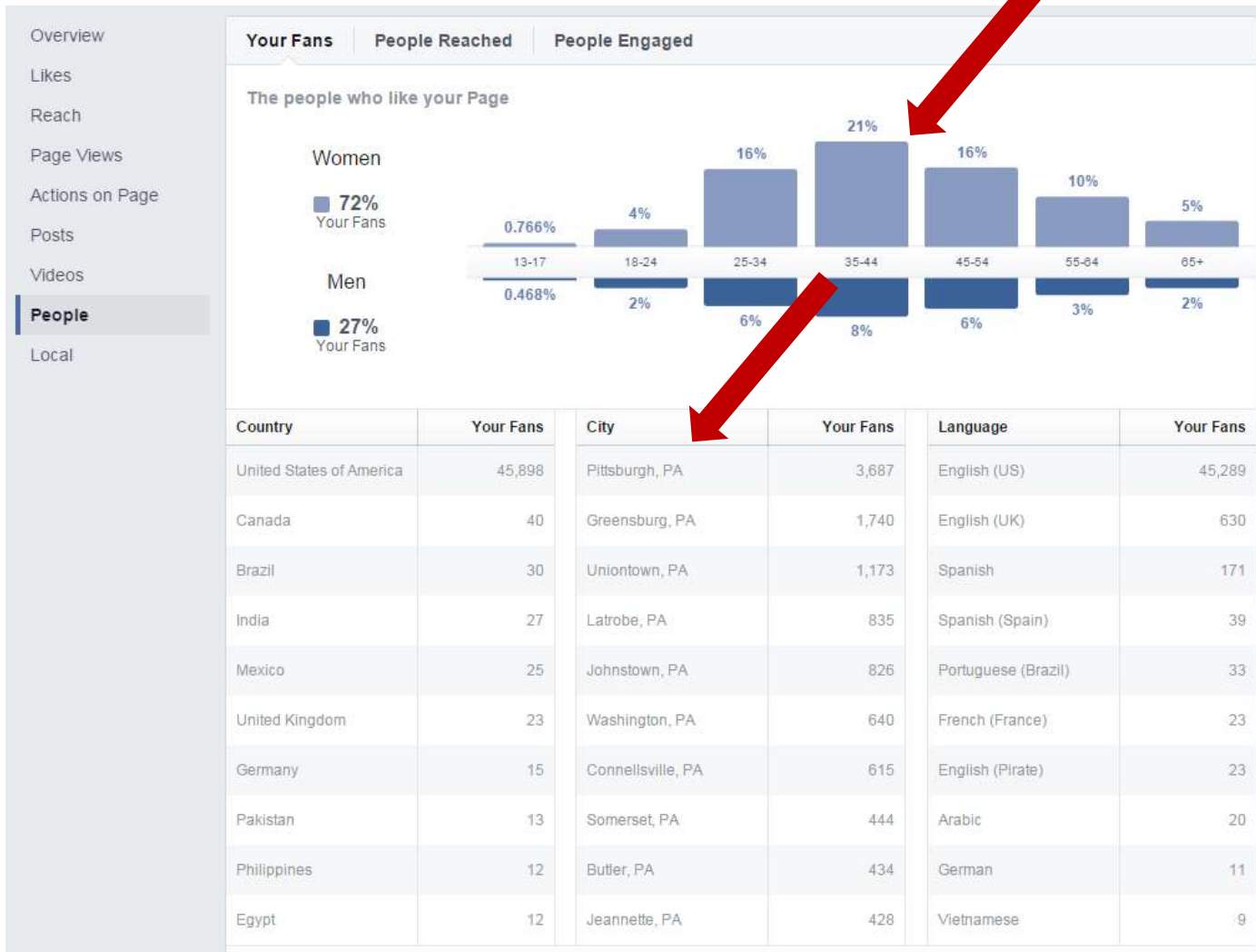
Cancel Schedule

Is your post targeted to a certain demographic or location? **Add targeting to your posts.**



Is what I'm doing working?!

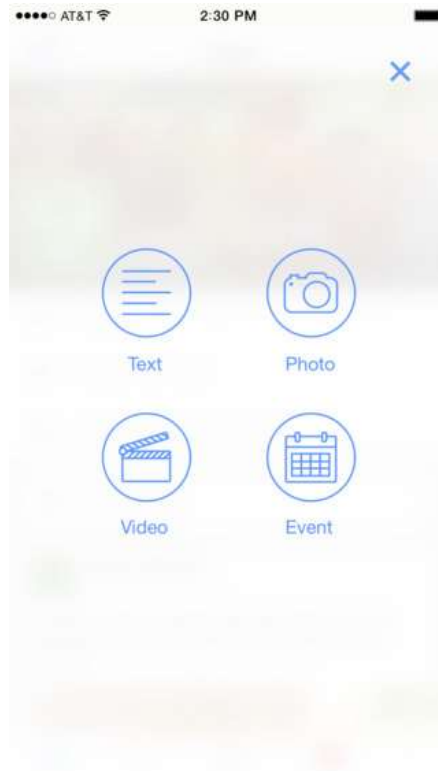
Evaluate your Facebook Insights!





Stay Connected – anytime, any place!

Use the “Facebook Pages Manager” app to stay connected to your Facebook audience on your smartphone and tablet.



Home Moments Notifications Messages Search Twitter Tweet





TWEETS 5,232 **FOLLOWING** 1,692 **FOLLOWERS** 10.3K **LIKES** 692 **LISTS** 1 [Edit profile](#)

Laurel Highlands
@laurelhighlands
Welcome to the official Twitter page for Pennsylvania's Laurel Highlands
PA's Laurel Highlands
laurelhighlands.org
Joined February 2009
444 Photos and videos

Tweets **Tweets & replies** **Photos & videos**

Laurel Highlands @laurelhighlands · now
Enjoy a 5-course dinner paired w/ craft beers at @7SpringsPA's Foggy Brews Craft Beer Dinner [laurelhighlands.org/events/detail/...](http://laurelhighlands.org/events/detail/)



Your Tweet activity
Your Tweets earned **5,999 impressions** over the last week



View your top Tweets

Who to follow · Refresh · View all

 **Toronto Maple Leafs** @torontoblueshirts
Follow



Twitter

Twitter Lingo:

- ❑ Twitter Handle (username): @laurelhighlands
- ❑ Tweet: The message you send on Twitter
- ❑ 140 characters or less
- ❑ Mentions (@laurelhighlands): Message or reply directed to a Twitter account
- ❑ RT @laurelhighlands: someone has “retweeted” or directly repeated a tweet
- ❑ Hashtags: (#GAPtrail or #LaurelHighlands) allow you to add a searchable link your tweet based on a topic, keyword, or phrase.



Making the most out of 140 characters!

The image shows a screenshot of a Twitter thread. At the top, a tweet from **Go Greater Reading** (@readingberkspa) replies to PA Tourism PR Team, mentioning that the Pagoda is open on weekends. Below it is a tweet from **Laurel Highlands** (@laurelhighlands) promoting a 5-course dinner paired with craft beers at 7SpringsPA's Foggy Brews. This tweet includes a large image of two craft beer glasses on a table with the text "FOGGY BREWS EST. 2014 craft beer dinner". At the bottom of the thread is a tweet from **Inc.** (@Inc) with a link to an article. A red arrow points to the blue plus icon in the bottom left corner of the screen, which is used to compose a new tweet.



Save searches of hashtags, terms, or phrases relevant to your business.

The screenshot shows a Twitter search page for the hashtag #PATravelHappy. At the top, there is a search bar containing the hashtag, with a red arrow pointing to it. Below the search bar, a navigation bar includes tabs for 'Top', 'Live', 'Accounts', 'Photos', 'Videos', and 'More options'. A red arrow points to the 'More options' dropdown menu, which is currently open. The dropdown menu lists various filters: 'All' (checked), 'Tweets', 'Accounts', 'Photos', 'Videos', 'News', 'From everyone' (checked), 'From people you follow', 'From everywhere' (checked), and 'Near you'. At the bottom of the dropdown, there are two options: 'Save this search' and 'Embed this search', with a red arrow pointing to 'Save this search'. Below the dropdown, a tweet from 'visit PA' is visible, featuring a logo and the text 'Pennsylvania pursue your happiness'. Below the tweet, there is a 'Photos' section displaying a grid of images related to the search, including t-shirts and bags with the 'visit PA' logo and the slogan 'Pennsylvania pursue your happiness'.



Twitter

Create “widgets” to embed tweets on your website.

Create a user widget

Add any public Twitter timeline to your website. For more information, read our help page.

Choose a timeline

User timeline **Likes**

Configuration

Username

Options Exclude retweets Auto-expand

Height


Theme

Link color

For advanced visual options, see our widget documentation.

Opt-out

Create




Satisfy Your Appetite
FIND DELICIOUS DINING OPTIONS >

#LAURELHIGHLANDS

Tweets by @laurelhighlands

Laurel Highlands @laurelhighlands
Enjoy a 5-course dinner paired w/ craft beers at @7SpringsPA's Foggy Brews Craft Beer Dinner! laurelhighlands.org/events/detail/...



Embed [View on Twitter](#)



Twitter

Stay Connected – anytime, any place with the Twitter app for your smartphone or tablet.



Looking for ideas?

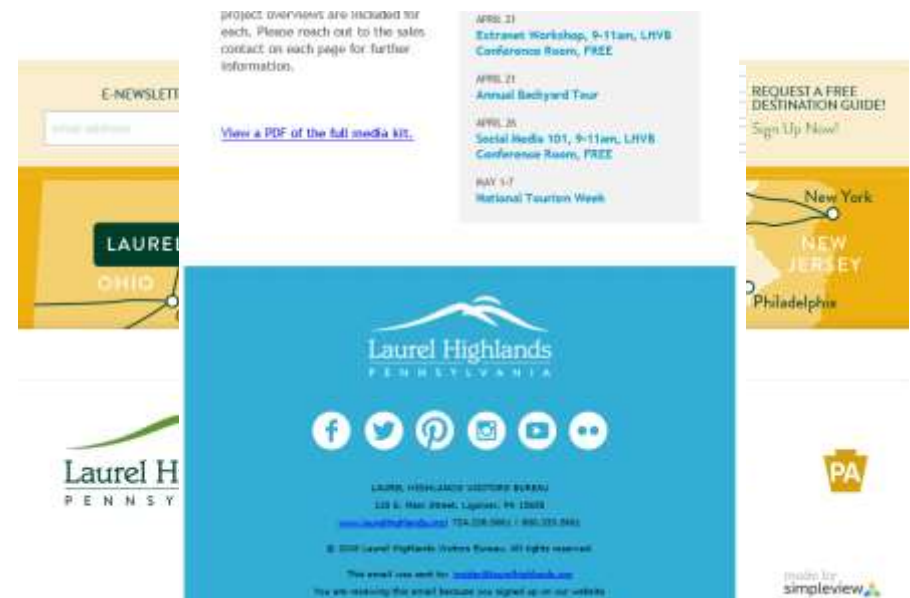
Suggestions for posts:

- Host events at your location
- Create special packages or deals
- Share photos of the inside and outside of your property
- Inform your fans of any news, updates, renovations, unique amenities, or anniversaries
- Offer suggestions on things to do close to your location
- Post about upcoming local events to encourage overnight stays

Spread the Word!

Include Social Media icons and hyperlinks on everything to build your audience!

- Your website
- Your email signature
- Your advertisements, brochures, etc.
- Within your business – window clings, etc.
- Your email marketing campaigns (e-newsletters)



Questions?

Thank You!

- Find this presentation online:
 - ▣ laurelhighlands.org/socialmediaworkshop
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- Follow the Laurel Highlands!
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 -  @laurelhighlands
 -  Laurel Highlands
 -  @laurelhighlands_pa