
Blogging

Allison Park/@allisonkpark
GoSeeTell Network



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Agenda

Why Blog?

Measurement

Content Management

Blogging Platforms



SPiKE

PORTLAND

WordPress.com

For Our Fans Only
February 10th, 2010

Have you visited the official Portland fan page on Facebook? That's where we share local tips and tricks with 6,000 or so of our closest friends.

If you're not yet among Portland fans, it's a perfect time to join the team and start sharing more than just your own experiences. We're offering a special discount to our fans who sign up before the end of the month.

IFLY NONSTOP
PRESENTED BY THE INTERNATIONAL AIR SERVICE COMMITTEE

DESTINATIONS
September 10, 2009

Amsterdam's Unique Museums

By Allison Park | Add a comment

Amsterdam offers an abundance of museums. You may be familiar with the world famous Van Gogh Museum, the Rembrandt House or the just recently opened Museum of Bags and Purses. Handbags were first created in Amsterdam.

Danville Area CVB

FRIDAY, OCTOBER 10, 2008

Danville Welcomes Hampton Inn



Danville's newest property, Hampton Inn and Suites opened today, October 10, 2008 in the Lynch Road area, joining 7 other properties in the area. Resident Julie Gibson will be the on-site manager of the new property. For information or reservations, call 217-447-3300.

Blog Archive



25th ANNIVERSARY

DANVILLE AREA CONVENTION & VISITORS BUREAU



SALT LAKE

DIFFERENT BY NATURE

Home > Visit Salt Lake Blog >

SALT LAKE

What's New
Salt Lake in the News

Visit Salt Lake

visit SALT LAKE

America's Toughest Winter Jobs: A Day at Utah's Snowbird Ski Resort

By the time most skiers and snowboarders show up to a resort, the lifts are turning, the turns are being made and smiles are everywhere. Ever wonder what it takes to open up a resort and all its lifts? If so, check out this story by ABC News' Scott Mayerowitz.

<http://abcnews.go.com/Travel/video/brining-ski-resort-life-9668142>

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POSTED UNDER: SKI SALT LAKE
POSTED BY ADMIN ON FEBRUARY 10, 2010 LEAVE A COMMENT



Why Blogging

1. Provide Value



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Provide Value



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America's Toughest Winter Jobs: A Day at Utah's Snowbird Ski Resort

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Social Media Clinic

Why Blogging

1. Provide Value
2. Build Brand/Show Personality

Brand Building

Danville Area CVB

FRIDAY, OCTOBER 10, 2008

➔ Danville Welcomes Hampton Inn



Danville's newest property, Hampton Inn and Suites opened today, October 10, 2008 in the Lynch Road area, joining 7 other properties

off Interstate 74 at Exit 220. Danville resident Julie Gibson will be the on site manager of the property. For information or reservations, call 217-442-3300.

Posted by Danville Area CVB at 2:30 PM

Labels: [Danville](#), [Hampton Inn](#)

WEDNESDAY, JULY 23, 2008



Blog Archive

- ▼ 2008 (5)
 - ▼ October (1)
 - [Danville Welcomes Hampton Inn](#)
 - ▶ July (1)
 - ▶ March (1)
 - ▶ February (1)
 - ▶ January (1)

Brand Building... More

Vaustralia Blog

- Fly Girls ●
- Pop Culture ●
- Destinations ●
- Experience ●
- Events ●

Wednesday, September 16th, 2009

Escape the Paparazzi in Palm Springs

Search

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We are excited to announce our first code share partnership <http://budurl.com/rqd7>
<http://www.twitpic.com/hzm6z>
<http://www.twitpic.com/hzmzq> #

5 hours ago

@benhardy Hey there, how may we help? #

9 hours ago

@WORDSforthings Glad you enjoyed your flights! Just don't do it, don't give into the jet lag, must stay awake... #

10:27 AM Sep 16th

Become a fan on **facebook**

What's for dinner?
Check Menu

Upcoming Events

Why Blogging

1. Provide Value
2. Build Brand/Show Personality
3. SEO

Search Engine Optimization



fly nonstop

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Results 1 - 10 of about 1,520,000 for fly nonstop with Safesearch on. (0.11 seconds)

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About | Fly Nonstop « | Fly Nonstop

The "**Fly Nonstop**" campaign represents one example of an innovative and aggressive strategy being implemented by the IASC to generate support for the ...

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| **Fly Nonstop**의 공식 Facebook 페이지에 오신 것을 환영합니다. | **Fly Nonstop**에 대한 독점 콘텐츠와 함께 최신 정보를 Facebook에서 직접 접할 수 있습니다.

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News results for fly nonstop



[Continental Airlines and Continental Micronesia Apply to Fly ...](#) - 1 day ago

The proposed **nonstop** service to Haneda would begin in late 2010, pending approval, and would use Boeing 777 aircraft from Continental's New York hub at ...

[DD Newswire \(press release\)](#) - 419 related articles »



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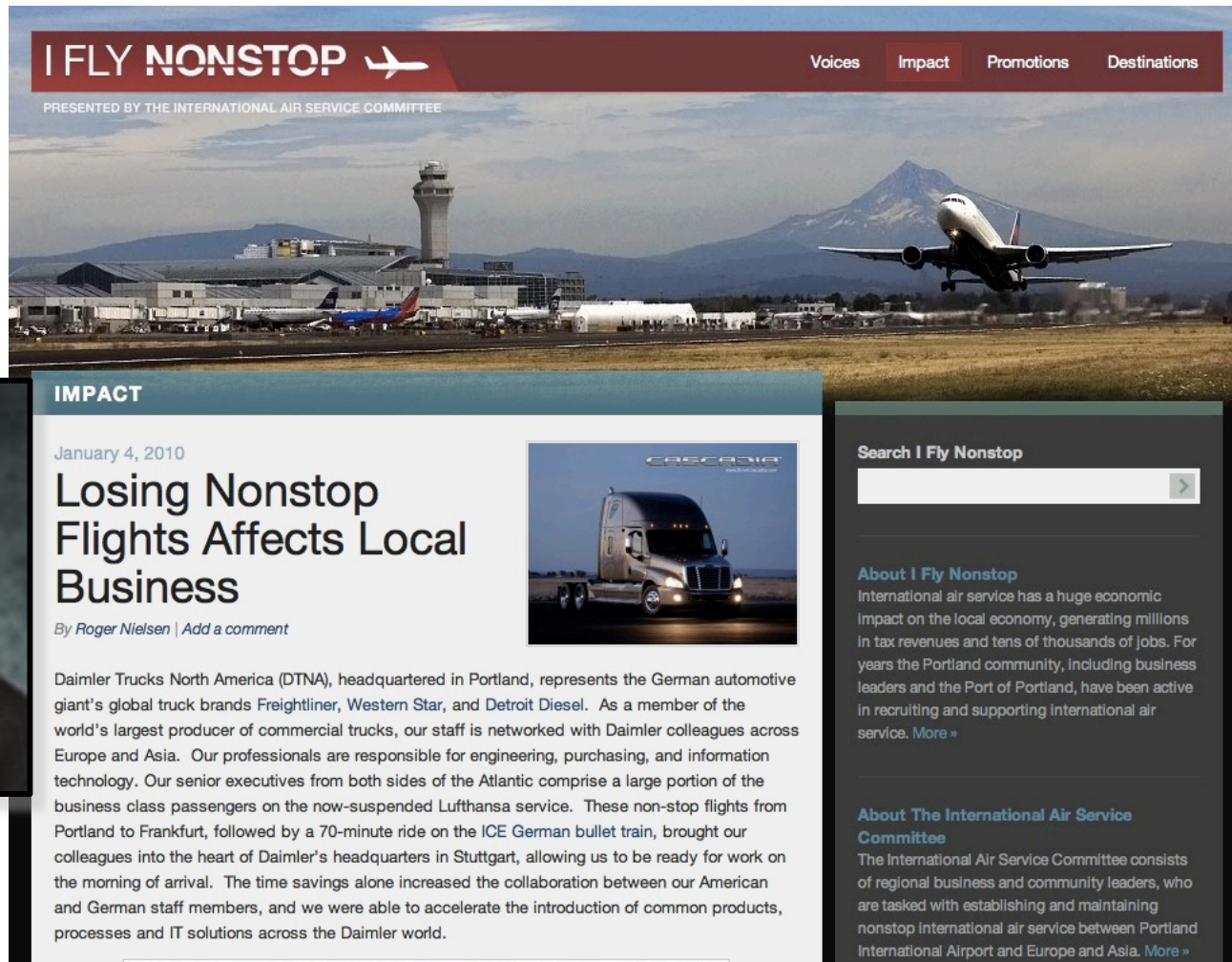


Social Media Clinic

Why Blogging

1. Provide Value
2. Build Brand/Show Personality
3. SEO
4. Build Partnerships

Building Partnerships



I FLY NONSTOP ✈️

PRESENTED BY THE INTERNATIONAL AIR SERVICE COMMITTEE


Voices Impact Promotions Destinations

IMPACT

January 4, 2010

Losing Nonstop Flights Affects Local Business

By Roger Nielsen | [Add a comment](#)



Daimler Trucks North America (DTNA), headquartered in Portland, represents the German automotive giant's global truck brands Freightliner, Western Star, and Detroit Diesel. As a member of the world's largest producer of commercial trucks, our staff is networked with Daimler colleagues across Europe and Asia. Our professionals are responsible for engineering, purchasing, and information technology. Our senior executives from both sides of the Atlantic comprise a large portion of the business class passengers on the now-suspended Lufthansa service. These non-stop flights from Portland to Frankfurt, followed by a 70-minute ride on the ICE German bullet train, brought our colleagues into the heart of Daimler's headquarters in Stuttgart, allowing us to be ready for work on the morning of arrival. The time savings alone increased the collaboration between our American and German staff members, and we were able to accelerate the introduction of common products, processes and IT solutions across the Daimler world.

Search I Fly Nonstop

About I Fly Nonstop
International air service has a huge economic impact on the local economy, generating millions in tax revenues and tens of thousands of jobs. For years the Portland community, including business leaders and the Port of Portland, have been active in recruiting and supporting international air service. [More »](#)

About The International Air Service Committee
The International Air Service Committee consists of regional business and community leaders, who are tasked with establishing and maintaining nonstop international air service between Portland International Airport and Europe and Asia. [More »](#)



Why Blogging

1. Provide Value
2. Build Brand/Show Personality
3. SEO
4. Build Partnerships
5. More Content Control

Content Management

The screenshot shows the WordPress 'Edit Posts' interface for the site 'I Fly Nonstop'. The interface includes a sidebar with navigation options like Dashboard, Posts, Media, Links, Pages, Appearance, Plugins, Users, Tools, and Settings. The main content area displays a list of posts with columns for Post, Author, Categories, Tags, and Date. Red annotations highlight specific features: 'Comments Management' points to the 'Comments' link in the sidebar; 'Multiple Authors' points to the 'Author' column; 'Tagging System' points to the 'Tags' column; and 'Themes' points to the 'Impact' category in the 'Categories' column.

Post	Author	Categories	Tags	Date
<input type="checkbox"/> Haiku Finalists Announced! - Draft	Allison Park	Destinations	Amsterdam, contest, flight, Portland, Tokyo	2010/02/16 Last Modified
<input type="checkbox"/> A Travel Writer's Take on Amsterdam	Andrew Collins	Voices	Amsterdam, architecture, art, flight, gay, LGBT, Portland, Rotterdam	2010/02/15 Published
<input type="checkbox"/> er Economy	Ted Wheeler	Voices	Business, economy, flight, Oregon, Portland	2010/02/08 Published
<input type="checkbox"/> Amsterdam's Biggest Events in 2010 - Draft	Allison Park	Destinations	Amsterdam, culture, event, fashion, music	2010/02/03 Last Modified
<input type="checkbox"/> From Art Galleries to Chicken and Rice, International Tourism Boosts Local Industry - Draft	Jeff Miller	Impact	art, food, hotel, Portland, tourism, transportation	2010/02/01 Last Modified
<input type="checkbox"/> Keep Portland's Competitive Edge	Allison Park	Impact	Amsterdam, economy, Oregon, Portland, Tokyo	2010/02/01 Published

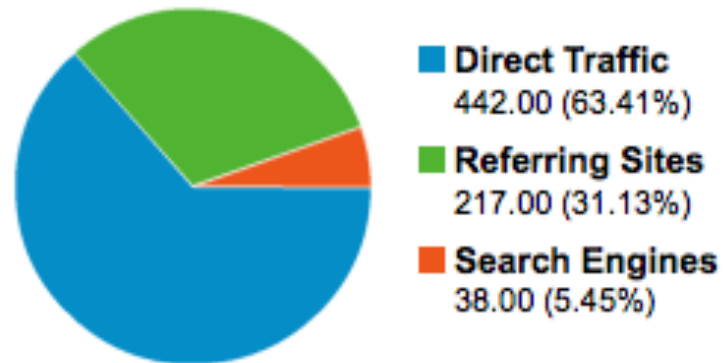
Content Management

1. Create a Strategy
 - Who is your audience?
 - What resource are you providing?
2. Manage Content
 - Create an editorial calendar
 - Who approves the posts?
 - Who publishes the posts?
3. Level of Interaction
 - Are you responding to questions and comments?
 - How much time can you dedicate to maintenance?
4. Management tools
 - Twitter tools: Hootsuite, Tweetdeck, Seesmic
 - RSS Feeds and Reader

Measurement



Traffic Sources Overview



Promote

Salt Lake Convention & Visitors Bureau

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Salt Lake Convention & Visitors Bureau

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Questions?



Social Media Clinic

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