



Salt Lake Convention & Visitors Bureau

SOCIAL MEDIA SEMINAR

Thank you to our sponsors:



Social Media Introduction

Eric Thompson

**Director of Marketing
Salt Lake CVB**





<http://www.youtube.com/watch?v=WRB1nMRtO3I#watch-main-area>





Social Media By the Numbers

- **1 billion** iPod applications downloaded in 9 months
- **80%** of all companies are using LinkedIn to find employees
- **25%** of search results for the world's top 20 largest brands are user-generated content
- **78%** of consumers trust peer recommendations while only **14%** trust advertising





Why Social Media?

- **Connect** with people
- **Share** content
- **Capture** information
- **Stay in touch**: re-engage and build loyal customer following





Why Social Media?

- **Facebook:** 355 million users
- **Twitter:** 50 million users
- **LinkedIn:** 35 million users

facebook

twitter

Linked in®





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SALT LAKE

- What's New
- Salt Lake in the News

CATEGORIES

- Genealogy in Salt Lake
- Meet in Salt Lake
- Ski Salt Lake
- Visit Salt Lake

TOPICS

- 9th and 9th Attractions Byu Connect Pass
- Conventions and Meetings
- Cultural Arts Cycling Dining
- Downtown Salt Lake Events
- Football Genealogy Golf MPI
- Neighborhoods Nightlife
- Rivalry RSL Salt Lake City
- Shopping Ski Resorts
- Ski Salt Lake Shootout
- Sports Utah

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, 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>



POSTED UNDER: SKI SALT LAKE
POSTED BY ADMIN ON FEBRUARY 10, 2010 [LEAVE A COMMENT](#)

The secret's getting out.

The secret's getting out. For those that want to imbibe in an adult beverage or two while in Salt Lake, and throughout Utah for that matter, there's quite a selection from which to choose. And surprising to many first-time visitors, many of those choices are "home grown" — craft beers from award-winning brewmasters, and whiskey and vodka from what is believed to be the only ski-in/ski-out distillery in the world. ABC News went inside one of Utah's best-kept secrets for this eye-opening (and mouth-watering) look into Utah's burgeoning booze business.

<http://abcnews.go.com/Travel/video/drinking-revolution-booze-utah-9659561>

FOLLOW US

- Facebook
- Twitter
- YouTube: Ski Salt Lake
- YouTube: Visit Salt Lake
- Flickr
- RSS

MEET THE MY SALT LAKE BLOGGERS

- Kendall Card
- Caitlin Morgan
- Shane Larsen
- Jennifer Leahy
- Jake Kirshner

PAST ENTRIES

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



Visit Salt Lake Who's going to go to the Rocky Horror Picture show? The Rocky Horror Show February 19 - March 7 Simmons Pioneer Memorial Theatre - Salt Lake City on Tuesday [clear](#)

Wall Info #1 Fan Sweepstakes Events Video Photos >> +

What's on your mind?

Attach:

Share

Options

Edit Page

Promote with an Ad

Suggest to Friends

Visit Salt Lake is the hub for all things Salt Lake--meetings, skiing, golfing, hotels, dining, outdoors, etc. If you're a local or a visitor, chime in about Salt Lake.

Information

Founded: 1984

Insights

See All

1.0 Post Quality

23 Interactions This Week



Stephen Gardner I just found a great website for eating out in Salt Lake City. Go check it out. Love Salt Lake. <http://www.saltlakerestaurant.com>

www.saltlakerestaurant.com
www.saltlakerestaurant.com

about an hour ago · Comment · Like · Share · Report



Visit Salt Lake Travelocity Cure Cabin Fever Contest - Utah was selected as the next ski trip for the Roaming Gnome. Check out his adventures in Utah.



Travelocity Roaming Gnome

11 new photos

Yesterday at 12:47pm · Comment · Like · Share

5 people like this.



Cassie Bair Nice integration of two social media efforts!
Yesterday at 1:54pm · Delete · Report

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

Visit Salt Lake



The Salt Lake Convention & Visitors Bureau (SLCVB) is a private, non-profit organization promoting Salt Lake as a travel destination....

Chat



visitsaltlake

RT @UintaBrewing: RT @slclunches It's Fat Tuesday! Celebrate Mardi Gras in #SLC @utahbayou. <http://tinyurl.com/yIm8bw6>

11:41 AM Feb 16th from web

RT @jawtry: RT @roguerenna RT @heydebhenry: Today is FREE TRANSIT day on @rideUTA! i want to ride fronrunner! #slc #utah

10:52 AM Feb 12th from web

RT @slclunches: Review: Yamasaki serves up nice Japanese in Murray. <http://tinyurl.com/yhtstfq> #slc

10:51 AM Feb 12th from web

20 more minutes left in the Visit Salt Lake - Become a Fan Sweepstakes! Who wants to win? Enter now....<http://budurl.com/FBsweeps>

10:40 AM Feb 12th from web

Covering the 2010 Olympics? Don't miss Utah media events celebrating Utah's 2002 Oly Legacies <http://budurl.com/OlympicInvitation> #olympics

2:46 PM Feb 11th from web

RT @downtownslc "Caputo's by Night Arrives in Downtown Salt Lake" <http://tinyurl.com/ybxrowq>

2:10 PM Feb 11th from web

Name visitsaltlake

Location Salt Lake City, UT

Web <http://VisitSaltL...>

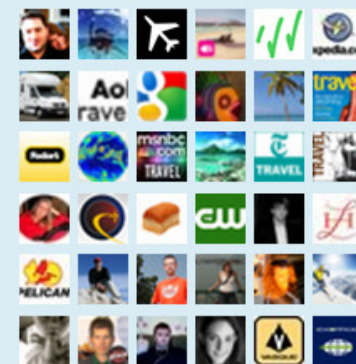
Bio Official information source for events, meetings and travel in Salt Lake

422 following 945 followers 63 listed

Tweets 520

Favorites

Following



View all...

RSS feed of visitsaltlake's tweets



VisitSaltLake uses Flickr – so can you!

Flickr is a great way to stay in touch with people and explore the world. It's free and fun!

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VisitSaltLake's photostream pro

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[Slideshow](#)

Travelocity Roaming Gnome Visits Utah



Gnome balances on a curling stone at the Olympic Oval.

All rights reserved
Uploaded on [Feb 10, 2010](#)
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Travelocity Roaming Gnome Visits Utah



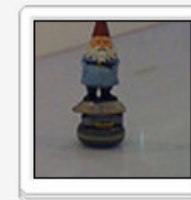
Gnome balances on a curling stone at the Olympic Oval.

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Uploaded on [Feb 10, 2010](#)
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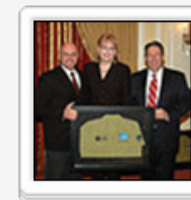
Travelocity Roaming Gnome Visits Utah



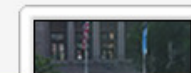
Travelocity Roaming Gnome Visits Utah



[Travelocity Roaming Gnome...](#)
16 photos



[4th Quarter Board of...](#)
12 photos





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Uploads (8)



Ski Salt Lake - Super Pass
686 views - 11 months ago



SSL Shootout Day 3,
Brighton
140 views - 11 months ago

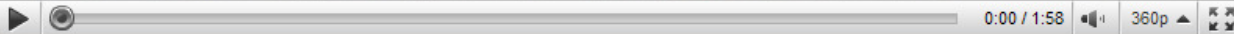


SSL Shootout Day 2,
Snowbird
132 views - 11 months ago

[see all](#)

Favorites (0)

[see all](#)



Info Comments Favorite Share Playlists Flag

Ski Salt Lake - Super Pass

0 ratings ★★★★★

From: skisaltlake | March 03, 2009 | 686 views

Skiing 4 of the country's top resorts with one pass, the Ski Salt Lake Super Pass, is a no brainer. Alta, Snowbird, Brighton and Solitude are just minutes from Salt Lake. If you're headed to Utah, check out the Ski Salt Lake Super Pass.

Travelocity Roaming Gnome



- Over **41,000** fans on Facebook: gain of 22,000 fans during 10-day time span
- Publicity value for Salt Lake: **\$166,000**
 - 86 television mentions on all 5 local networks
 - \$30,000 in earned media from published articles in local newspapers
- VisitSaltLake gained **X** fans during this time period



#ORWinter

twitter



Big fan of @utah_outside 's coverage of #ORWinter.
<http://www.utahoutside.com> by [@outsidehilary]
7:10 PM Jan 23rd from TweetOver

<http://twitpic.com/zh32k> - Listening to @1percentFTP member Barefoot Truth & Will is wearin... by [@naturallybamboo]
7:05 PM Jan 23rd from TweetOver

2010/2011 Product Preview From The Outdoor Retailer
<http://bit.ly/8tsFVs> by [@powd3r]
7:00 PM Jan 23rd from TweetOver

Getting ready to grind some tasty Thai at Chanon Thai with the crack #orwinter show team <http://tweet...> by [@Big_Agnes]
6:55 PM Jan 23rd from TweetOver

<http://twitpic.com/zh05n> - One more from the comp #ORWinter by [@wude72]
6:50 PM Jan 23rd from TweetOver

#orwinter proved to me once again that nice people in twitterville are nice people in person too. ^j by [@pintprgnda]
6:50 PM Jan 23rd from TweetOver

Beer, pizza, great band + nature propelled movie at brewvies! #orwinter by [@keen_shoes]
6:50 PM Jan 23rd from TweetOver

<http://twitpic.com/zgyqh> - Climbing comp at Momentum #ORWinter by [@wude72]
6:45 PM Jan 23rd from TweetOver

2010/2011 Product Preview From The Outdoor Retailer: The Salt Palace in downtown Salt Lake City... by [@SnowboarderBuzz]
6:35 PM Jan 23rd from TweetOver

Question: when do re-tweets qualify as spam? #orwinter by [@devaki]

651 following 710 followers 45 listed

Tweets 3,295

Favorites

Following



View all...

RSS feed of ORWinter's tweets



Twitter #hashtags

- Future use of hashtags in online convention profiles
- Reach convention attendees effectively with real time offers/discounts
- Follow pre-convention chatter to check in on planned activities





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SOCIAL MEDIA SEMINAR

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