University of Dallas Capstone Class: BUAD 8390-7QB, Fall 2017

Shreveport-Bossier City Social Media Effectiveness Study

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11-10-2017
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Section 1: Introduction

About this Research

In recent years, the use of social networking has become a primary tool for marketing and sharing information, instantly, across various platforms. Within the business environment, the increased presence and diverse use of social media enables social media to be one of the most universal and efficient means of marketing and networking worldwide. The Shreveport-Bossier City area has capitalized in the use of various social media platforms to increase tourism and revenues within their area so that they may engage directly with their target audience.

This research report seeks to analyze the effectiveness and ROI (return on investment) of Shreveport-Bossier City's social media initiatives. The outcome of the analysis can be used to develop a plan of action geared towards improving the visitation presence within the area. The social media platforms analyzed in this research are Facebook, Instagram, and Twitter.

Objectives

The scope of this research project is to develop and gain a comprehensive understanding social media engagement among visitors of Shreveport-Bossier City. Through this analysis, our team sought to create a social media best practices guide geared towards the enhancement of the visitor experience and with the goals of increasing the frequency of traveler's visits and quantifying the return on investment for each social platform.

The objective of this research is to categorize Shreveport-Bossier City's current social media presence through the development, implantation, and analysis of an online survey. This survey will allow us to identify the most popular social media platform used by customers, the Bureau's ROI within each social media platform, as well as establish the specific marketing measures and promotions that visitors prefer and want to see sustained or developed.

Additionally, the results will create an expansion of the Bureau's presence within the tourism industry and increase investment into the city and local businesses.

- Preferred social media platform for content

- Volume of visitation to the city

- Preferred content seen on social media platforms

- Comparison of other city social media platforms used

- Current place of residence

- Demographics

Methodology

Included in this research are the results of a survey conducted to determine the factors, within the Shreveport-Bossier social media platforms, that are most influential to the target audience, the social media followers.

The University of Dallas, in collaboration with the Shreveport-Bossier Convention & Tourist Bureau, invited social media followers to participate in a five-minute survey. The survey provided participants with the knowledge that the results would help the Bureau determine the overall effectiveness of their social media efforts. The survey was made available to visitors that followed the tourist bureau within the mediums of Facebook, Instagram, and Twitter.

The survey was administered through SurveyMonkey, an online survey tool, and directed toward current or interested visitors of the Shreveport-Bossier City area. An invitation to complete the survey was posted through various Bureau social media platforms. The targeted volume of survey responses was 100-150 followers, with the final response count at 441 responses (102 Caddo or Bossier Parish and 339 living outside the parishes). These responses

were used to calculate the results of Shreveport-Bossier's Travel and Tourist Bureau's ROI for social media marketing.

Guidelines for Social Media Best Practices

An important component to this project is a focus on the best practices for the Bureau with regards to social media. Specifically, the best practices to strategically use Facebook, Twitter, and Instagram as platforms to encourage more guests to visit the area. We provide qualitative and quantitative methods and data to find or develop methods to improve the travel growth of Shreveport-Bossier City through online social networking and direct online engagement marketing. The following guidelines propose the best practices for Facebook, Twitter, and Instagram independently. This guide seeks to aide and provide a better understanding of how users perceive a communication strategy through each social media platform.

The Twitter, Facebook, & Instagram User Environments

Social Media has become part of many people's daily routines; it is interwoven into our daily decisions, travel plans, and restaurant selections. Facebook, Instagram, and Twitter have influenced and changed our society in many ways. Social media has allowed us to experience and interact with people all over the world with the click of a button.

Twitter is a social media platform that allows users to share tweets or short messages that are limited to 140 characters or less. It is a real-time communication network used by millions of people around the world. Users can join in conversations or just observe without contributing any tweets. For businesses, Twitter can be used as a marketing tool to interact with consumers, share information and content, and drive engagement for promotional activities (Zeevi, 2013).

Facebook is accessible and the most commonly used way to engage with friends and organizations; it is the most active social media platform, with almost 2 billion active users (Yurieff, 2017). It allows followers to communicate, connect and share photographs, interact with others around the web, post links, news, and target audiences. It is a valuable tool to stay connected with customers and increase businesses engaging more interactions with consumers (Nation, 2017).

Instagram is a way to communicate with followers through images and short videos. This social media platform allows followers to experience life from someone else's point of view. Its users can follow public figures, travel destinations and social events to experience places and events. Instagram's users can use the explore tab to view pictures and videos that their followers have liked.

Section 2: General Findings & Best Practices

As demonstrated by our survey results, it is evident that people visit Shreveport-Bossier City for many reasons, primarily for shopping and dining. There is also interest in concerts, festivals, and attractions, more than in gambling and sporting events. To expand marketing efforts, community leaders should incorporate cross-promotion across all platforms to increase tourism, including partnering with businesses and/or utilizing celebrities to promote events.

The findings supported by the survey shows 92.45% are Facebook followers, while Twitter is 1.51% and Instagram 6.04%. Facebook is the top platform that interests users to travel, while Twitter and Instagram were extremely low. Even though Facebook has more followers interested in traveling, we also find that most people who visit Shreveport-Bossier City

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base their choice on the content coming from the Twitter social media platform, and the images posted on Instagram.

Through the survey findings we see that some followers are disinterested in the content presented. It is crucial to engage your audience with things that they are interested in by telling stories and posting attractive and exciting images or videos that will inspire them. The Tourism Bureau should review the content, titles, and any other information related to events and develop relationships with bloggers or content drivers in your area, or with other city destinations followers.

The content choices selected through the survey that could increase the number of users are updates on special events and festivals, information on foods and cuisine, information on historical attractions, and ideas for exploring outdoor recreation. Ads and promotions for all activities can increase awareness in new audiences regarding Shreveport-Bossier City by targeting visitors from the surrounding cities and in neighboring states.

Through data collected in the survey, social media users showed a strong preference for reading the Bureau's content via Facebook in comparison to Instagram and Twitter platforms. Further, our findings indicate that participants use Facebook daily, weekly, and monthly to read updates and information. We expect this is due to a key demographic, consumers aged 46 to 55, using Facebook as their preferred social media communications network. Facebook was found to have the most interesting content by survey participants. Facebook yields the highest interest levels with 19.70% respondents rating the content on Facebook. Twitter and Instagram tend to have the lowest levels of interest by respondents. The data shows 57.20% of respondents have traveled to Shreveport-Bossier City based on Facebook Content. This finding is especially

important to this study due to efforts to promote and encourage visitors traveling to Shreveport-Bossier City.

After reviewing the results of the survey, it is evident that the tourism bureau's posts on Facebook has influenced over 50% of the respondents to travel Shreveport based on the content that was posted. However, Twitter and Instagram results suggest that event information was either not provided, as posts on these social media platforms average about 70% for undetermined or Not Applicable, in determining whether users have traveled based on information they received from one of these two platforms. Our results show that most of the people that use Facebook to travel to Shreveport also use posts provided by other cities to travel to them as well. Overall, our results show that Facebook is the most influential social media platform as far as persuading followers to want to travel to other cities.

Twitter-specific Best Practices Guidelines

- **Twitter is the platform least likely to promote travel interest among users.** Twitter appears to be an untapped market of users, expanding this reach can potentially increase traffic to the Shreveport- Bossier Convention and Tourist Bureau website.
- **Target more Twitter users with more exciting content.** Twitter users are typically millennials that reside in urban areas. (York, 2017) To appeal to these users, content should be interactive, collaborative, and fun. Updates via Twitter should involve photographs and short, exciting messages that spark their interest.
- **Twitter Engagement**. Create an atmosphere that allows for engagement and participation promotes interest and builds a connection with users (Kasteler, 2016). According to respondents, special events and festivals are the highest rated content update preferred.

Tweeting about upcoming events, restaurants, and attractions increases travel to Shreveport-Bossier City area.

- **Connect and get people to share your content.** The single most effective way to add Twitter users is through retweeting. Write about something a user retweeted, then retweet to more users. Keeping your audience engaged is critical and essential to running a successful social media platform (PRSA, 2017).

- **Mention Them.** Mentioning active users in a tweet builds instant connection through conversation. Everyone loves it when they are mentioned in a tweet; it is like "blast" that creates a positive experience for users.

Facebook-specific Best Practices Guidelines

- **Facebook is the platform that creates the most traveling interests among users.** To promote reading and discovering attractions, frequent postings with exciting photos or videos can bring about the beauty of the destination, the Red River, and its buildings, generating enthusiasm in new audiences to visit and enjoy all the entertainment.

- **Share News Updates.** Users want to get informed quickly about any new events, discounts, and promotions. Keeping audiences interested with "breaking news" could increase the engagement in learning more about the activities, and a higher number of visits (Hershkowitz & Lavrusik, 2013).

- **Frequency of updates.** The updates/posts on Facebook should be done daily or weekly basis so Facebook news remain noticeable at all times for users.

- **Use a variety of conversational posts.** To inspire users in a people-driven social platform, a chatty tone in posts can generate their interest to learn more about the city, promoting different ideas or options.

- **Types of posts.** Facebook users want to view different types of posts. It is important to be creative, sharing unique contents and images, incorporating new ideas. Variety generates curiosity, increased viewing, motivating more fans and followers to direct travel plans to Shreveport.

- **Social networking.** The goal is to use Facebook as a tool to increase the network of followers, especially targeting followers from surrounding areas and border states, in combination with other social channels to maximize the number of followers, travelers, and ROI.

- **Facebook fans and friends.** Constant or regular presence on Facebook promotes the transfer of information, spreading it among the largest number of users of any social network, as friends share their posts or comments.

- **Foster new business.** Develop new audiences by connecting with people through Facebook social media. Publishing, events, activities, photos, and doing all the talking is not enough, there must be engagement. Connection with users and relationships must be a two-way communication process, interacting with fans and followers, to capture people's needs, wants and expectations.

Instagram-specific Best Practices Guidelines

- **Create Instagram visuals to bolster content.** With more than 600 million followers this platform allows its followers to experience eye-catching photos instantly (Lister, 2017).

Instagram allows others to experience life from another perspective by viewing a variety of people, places, events, and things.

- **Allows you to market product and services to millions of people at a click of a button.** You can post the content that your audience wants. To continue to increase your followers, you will need to engage your audience by holding a contest and responding to the post (Aslam, 2015).

- **Stay current with current events that are relevant to the theme of your profile.** Making postings as frequently as possible during the optimal usage hours (Guthorn, 2017).

- **Posting interesting photos with great stories behind them to keep followers engaged is a must.** Your followers are looking for entertainment, and your post needs to keep them intrigued. Using hashtags will help increase exposure to help gain followers (Dougherty, 2015).

- **Millennials are the target market for this social media platform.** It means that the content must be interesting and/or funny, and up to date with the current world. They are looking to try and discover new things (Guthorn 2017; Lister, 2017).

Section 3: Marketing Insights

To better understand the effectiveness of the Shreveport-Bossier City Convention and Tourist Bureau's social media marketing efforts, an extensive survey was developed and posted on the Bureau's various social media platforms. The intent of the survey was to collect and examine data regarding tourist predilection, visitor demographics, spending habits and social media usage. Residents of Caddo and Bossier Parishes were intentionally left off the survey because the primary focus of this survey is to evaluate how non-resident visitors use social

media. A total for 441 people started the survey with 339 of them living outside of Caddo and

Bossier Parishes. The results are based on 265 completed surveys of residents living outside of

Caddo and Bossier Parishes. The following is a summary of key marketing insights derived

from the survey analysis.

Over half of survey respondents are frequent visitors to Shreveport-Bossier City. 50.57%

travel to the city over five times per year. Greater than 65% of respondents visit at least 4 times

per year. This affirms that the majority of the Bureau's social media followers are frequent,

loyal tourists who are happy with the city experience as they often return.

Figure 2.1
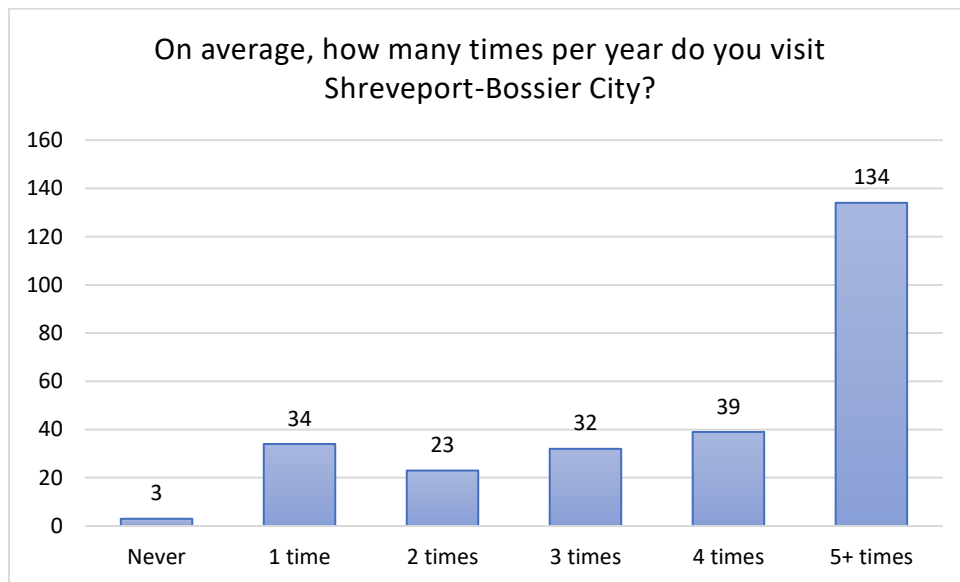
To better understand people's motivation for traveling to Shreveport-Bossier City, survey

respondents were provided a list of reasons why they visit and asked to rank them in order of

importance. The results show a fairly even distribution. The two most common reasons that

people visit is for shopping and dining. Festivals, attractions, and concerts are close behind

while gambling is notably second to last. A reasonable interpretation of these findings is that Shreveport-Bossier City has a lot more to offer than just gambling, including activities that can be enjoyed by the whole family.

The next question's responses offered a few insights into how often, and through which platform, visitors read content on Shreveport-Bossier City Convention and Tourist Bureau's social media platforms. First, most people who responded to the survey did so through Facebook. Out of 264 responses, only 32 people said that they never read content on the Bureau's Facebook platform. Of those Facebook users, 50% of people read content at least monthly, and 36% read content weekly.

Facebook is the primary platform survey respondents use for reading and learning about events in the city. Only 2.33% of respondents read content monthly on Twitter, while only 11.5% of respondents regularly read content on Instagram.

Another key insight that this survey sought to qualify was how visitors reacted to the Bureau's marketing content. Two questions were posed-one asked respondents to rate the content on the City's social media platforms, and the other asked whether the platform's content prompted a visit to Shreveport-Bossier City. The results were very encouraging. Respondents believe that in general, the Bureau's social media content is "interesting". Over 70% of Facebook followers find the content "interesting." Additionally, despite the smaller sample size, followers on Twitter and Instagram also found the bureau's content to be "interesting."

Furthermore, 57% of survey respondents have traveled to the city based on content seen on the Facebook page. While Twitter and Instagram appear to be less effective in drawing visitors, data suggests that they are nevertheless adequate marketing mediums. 15.1% of Twitter

followers and 23% of Instagram followers traveled to the city based on the content that they saw on the two social media platforms. Insights gained from this data are two-fold: Facebook is a powerful tool in drawing people to the city, and while Twitter and Instagram are less effective, they are still compelling mediums for future investment by Shreveport and Bossier City. Nearly 1 out of 4 Instagram followers and 1 out of 6 Twitter followers will visit the city based on content viewed through social media.

Figure 2.2
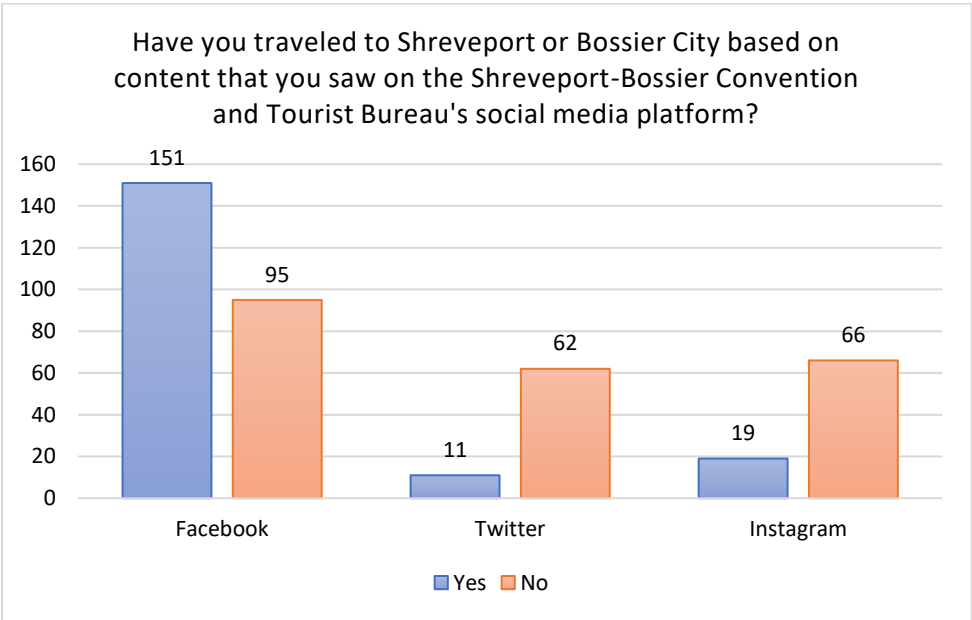
To better understand the type of information that consumers prefer to see on social media, survey respondents were asked to choose among fourteen different types of content and select their top three choices. Most people want to see "updates on special events and festivals", "ideas for road trips", and "information about food and cuisine". The least preferred categories were "opportunities to evaluate Shreveport-Bossier City ads/promos" and "chances to provide

feedback about Shreveport-Bossier City." It's important to also focus on the fact that the large majority of respondents were Facebook users, who tended to be women over the age of 36. Facebook content should be appropriately developed with these insights in mind.

The next set of survey questions sought to identify factors that draw people into the city's social media sites, as well as the frequency with which people prefer to see new content. Figure 2.3 shows that nearly half of survey respondents began following the Shreveport-Bossier City Convention & Tourist Bureau on social media because of an ad or promotion, revealing that online advertising is an effective tool in drawing people to their social media platforms. Furthermore, once people become followers of the Bureau, it is increasingly likely that they will visit the city (see figure 2.2), and return to the city regularly (see figure 2.1). Survey respondents generally prefer to see new information regularly. 62% of respondents would like to receive information about the city at least weekly, while 36% prefer new content even more frequently. This is an important question as it provides insight into how often new material should be posted and with what frequency is palatable to most social media followers.

Figure 2.3

How did you begin to follow the Shreveport-Bossier
Convention & Tourism Bureau on social media?

Category	Value
Other	29
Getaways e-newsletter	15
Family/friend referral	46
Saw an ad/promotion	132
I do not follow the Shreveport-Bossier Convention & Tourism Bureau on social…	43
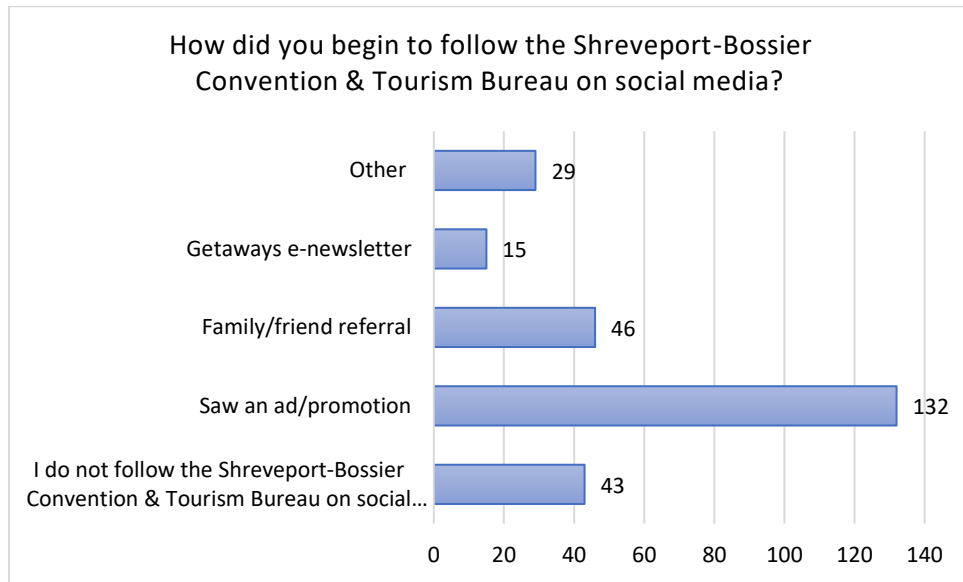
Of the survey respondents, most Facebook users follow other cities and travel

destinations on social media, while most Twitter and Instagram users do not. This provides

insight into the fact that different social media platforms are used for different reasons. Based on

these survey results, Facebook appears to be a tool that people often use to follow various travel

destinations, and stay up-to-date on special events and other attractions in those cities.

Furthermore, 92.45% of survey respondents noted that Facebook is the social media platform

that most peaks their interest to travel. Since fewer Twitter and Instagram followers also follow

other destinations, it is reasonable to infer that these platforms are utilized for different purposes,

whether that be following informational or business accounts or keeping in touch with social

connections. Previous reports such as the 2010 study commissioned by the Louisiana

Department of Tourism, also reported that Facebook and Twitter have different uses, based on

extensive survey results (Louisiana Department of Tourism, 2009). However, the same study

noted that Twitter is primarily used to "track what's happening in areas of user interest or

concern, and less for social connection." It is unclear whether Twitter is widely used as a means of keeping up-to-date on various travel locations. Finally, a review of respondent demographics provides insights into the age, gender, and ethnicity of the city's social media followers, and provides valuable information that the Bureau can use in future marketing efforts. Most people who responded to this survey were female (87.55%), Caucasian (89.77%), and over the age of 36 (80%). The largest group of respondents were aged 46-55. This could explain why most respondents used Facebook as opposed to Twitter and Instagram, which are typically used by younger consumers. This would also explain why most respondents selected dining and shopping as primary reasons to visit Shreveport-Bossier City, as opposed to gambling or sporting events. Since the majority of the city's Facebook marketing is absorbed by middle-aged women, The Bureau's Facebook content should reflect the interests of this demographic and highlight the city's special events, ideas for food and dining, and shopping.

Figure 2.4
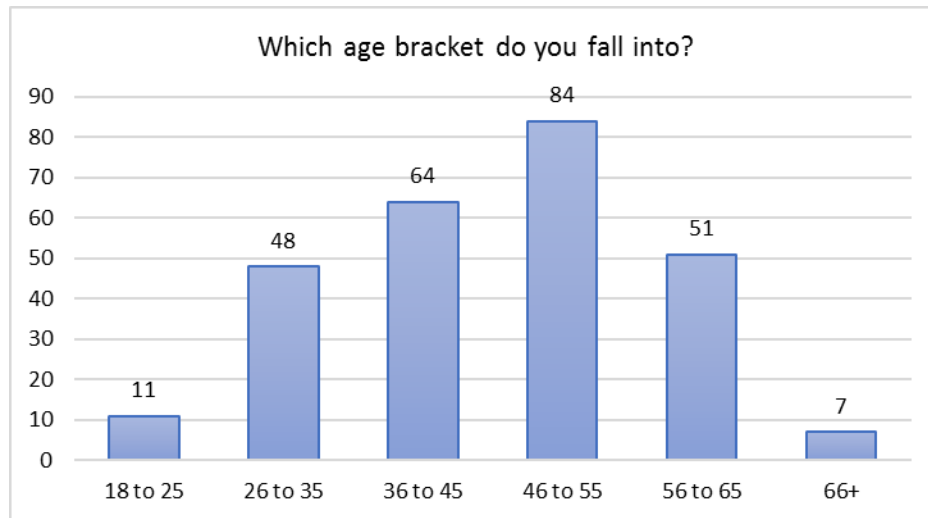
This analysis, however, fails to capture opportunities that are outside the scope of this survey population. As Twitter and Instagram continue to grow in followers, there is likely an

opportunity to reach more young people by bolstering content on these sites. If action is taken to do so, content on these sites should aim to appeal to younger generations who prefer fewer characters, and photo-sharing. The Bureau's primary focus should be to maximize opportunities with Facebook and secondarily monitor and strategize for opportunities to reach a younger demographic through Twitter and Instagram.

Section 4: Return on Investment Estimation

Return on investment (ROI) for the Bureau's social media marketing efforts is defined as visitor spending generated by social media marketing. We will both qualify and quantify how social media marketing efforts target and engage visitors and how those efforts bring tourism revenue to Shreveport-Bossier City.

We examined the tourism bureau's Facebook, Instagram, and Twitter accounts and conducted a survey of select followers to gauge their engagement on revenue generation potential. We found that there is a strong correlation, or return on social media marketing efforts, and revenue generation through tourism in Shreveport-Bossier City. Subsequently, the Bureau should continue to utilize social media marketing efforts to drive traffic towards events and commerce. Strategic social media marketing has become vastly more important in recent years due to an influx of users on platforms such as Facebook, Twitter, Instagram, LinkedIn, and Snapchat. A robust social media presence allows an organization to share content and information that drives users towards entertainment and commerce in each area. While these users are typically less-engaged with a platform's activity, they are more receptive to more frequent contact.

To calculate return on investment for this study we multiplied the average amount spent per day by a visitor by average number of visits to calculate an estimate of total revenue per year generated by social media activities. We divided this total revenue by the annual budget for marketing on each platform to find the return on investment for each platform.

Our survey results found that the average Facebook follower spent $294.19 per day, the average Instagram follower spent $300 per day, and the average Twitter follower spent $410 per day. We coupled this data with information on the average number of visits a social media user makes per year to Shreveport-Bossier to approximate average total revenue per year across each platform. 59.60% of respondent Facebook users reported visiting Shreveport-Bossier more than five times per year, 15.23% visited four times per year, 11.92% visited three times per year, 4.64% visited twice a year, and 8.61% reported visiting once a year. Additionally, 78.95% of Instagram followers reported visiting Shreveport-Bossier more than five times per year, and the remaining 21.05% of respondents evenly distributed between four visits per year and one visit at 5.26% apiece. Lastly, 45.45% of respondent Twitter followers reported visiting five or more times per year, 10.53% visited four times per year, 27.27% reported visiting three times per year, 0% twice a year, and 9.09% once a year. In sum, the Facebook sample group contained 151 respondents, the Instagram sample contained 19 respondents and the Twitter sample contained 11 respondents. By multiplying the average total spend by each follower per day by their average number of visits per year, we found that Facebook followers generate $183,280.37 in total revenue per year, Instagram followers generate $25,500 in total revenue per year, and Twitter followers generate $17,630 in total revenue per year.

Utilizing our total revenue approximations and the $11,500 annual budget for digital marketing and social media activities, $10,000 for Facebook/Instagram and $1,500 for Twitter,

we found that Facebook activity earned a 1,732.80% return on each dollar invested. Instagram activity earned a return of 155%, and Twitter activity earned a return of 1075.33%. ROI approximations for Facebook and Instagram should account for the fact that paid Instagram advertising is an extension of paid advertising on Facebook. To account for this, we accounted for a total investment of $10,000 in both Facebook and Instagram.

Lastly, with an eye towards activities that will help Shreveport-Bossier earn a greater return on their social media and digital marketing investments, we polled respondents and asked them what content they desired most from social media platforms. Facebook, Instagram, and Twitter users were uniform in their response that their most desired content was "updates on special events and festivals in Shreveport-Bossier City. Facebook and Instagram followers listed their second most desired content as "information on food and cuisine(s)," which placed third among Twitter users. Third for Facebook users was "ideas for road trips to Shreveport-Bossier City" which also tied for third among Instagram users with "information on historical attractions." Information on historical attractions was the second most desired content piece for Twitter users.

Our survey results and calculations demonstrate that Shreveport-Bossier City earns a significant return on its investment into social media activities. Social media engagement is driving visitors to Shreveport-Bossier city in increasing numbers and retaining repeat customers who bring additional revenue to the area. These activities and the revenue they generate, coupled with a relatively low cost, suggest that more should be invested in social media activities going forward.

Appendix A: SWOT Analysis

Strengths

- Casinos/Gambling – Not allowed in neighboring states of Texas or Arkansas. 4 riverboat casinos and four casinos in Bossier City.
- History (founded in 1836, old homes, buildings, Churches, fire stations and other buildings throughout the city offer fine examples of Victorian, Romanesque, Georgian Revival, and Art Deco style architecture). The Strand Theater is a 100-year-old theater that is listed on the National Register of Historic Places
- Music – city has produced a number of famous musicians. The Louisiana Hayride was a radio broadcast that was second only to the Grand Ole Opry for Country music. Live music venues located throughout the city
- Food – Restaurant Week, Cajun food.
- Festivals – year around festivals beginning with Mardi Gras in January and February, Redbud Festival in March, ASEANA Festival, Red River Wine Event, and Barksdale AFB Air Show; MudBug Madness Festival in May, etc. Other Festivals include the Red-River Revel which is an award winning visual and performing arts festival in Shreveport.
- Affordability – Shreveport/Bossier City are affordable cities comparatively
- Location (less than 2.5 hours from Dallas, less than 4 hours from Houston)
- Red River
- Regional Airport

Weaknesses

- Lack of proximity to major airport
- Doesn't have major identity (immediately identifiable event, sports team, college, etc.)
- No Instagram presence
- Low funding for growth and development with 21% of population living below poverty line
- Limited highway access with only the I-20 (east to west) and the I-49 (north to south) being incomplete

Opportunities

- Area has an enticing history and one that would be an attractive selling point to potential visitors and tourists
- Traditional Southern hospitality and Food
- Opportunity to gain consumer trust and win awards while promoting the tourism brand with awards such as the Shorty Award
- Promote as weekend vacation destination with year round events and activities

- Promote different attractions, dining, pubs, shows, entertainment, theater, and other musical events, creating social media promotions to encourage guests to visit Shreveport-Bossier.
- Reach out to certain groups that traditional media didn't allow you to.
- With the opening of the Shreveport Convention Center, the Haynesville Shale natural gas discoveries, and the Louisiana boardwalk in Bossier City, Shreveport has a unique mix of arts, industry and nightlife, providing broad appeal to many different consumer segments.
- Supporter of arts and culture with annual Cook Culture week. Art critics, art collectors and artists work together to display, support, and collect an art of all kinds.
- Promote the newly endorsed Allendale route for the I-49 connector, in conjunction with I-220 route. This project will open new access to Shreveport from various locations through the I-49 as well as opening the existing highways to allow for more traffic.
- Construction of a Cross Bayou sports complex in Shreveport could attract more visitors to the area if the New Orleans Pelicans choose it as their new home.

Threats
- Consumer ease of access to similar entertainment opportunities, such as other casinos in Louisiana or ease of flights from regional hubs to larger cities.
- Lack of community awareness or involvement
- According to Hotelonline.com the constant shift of social media users and their preferred platform is a threat to many social media strategies
- Rising crime rates could dissuade potential visitors from traveling to Shreveport. City data from June reveals a sharp increase in violent crimes over the past year, including a 138 percent increase in homicide, 21 percent increase in forcible rape, and a 130 percent increase in armed robbery and burglaries. This combined with a police shortage, pose a sincere threat to tourism.
- Risks of gambling activities on tourism, and the economic development of the Shreveport-Bossier City, negative impact on property values, increase in the number of problem gamblers, from local and nearby communities, and their lack of encouragement on non-gambling businesses, because casino customers leave after exhausting their money.
- Parking Constraints in the Shreveport Downtown District
- The Shreveport-Bossier area is ranked in the No. 3 spot for the fattiest most obese city in the U.S. Although the fast food joints are convenient and cater to tourist, the effect that it has on businesses is a loss of $8.6 billion a year across the nation in workplace absenteeism. This affects the effectiveness and success of local businesses to stay afloat.
- Shreveport faces $1 billion in infrastructure needs which if unaddressed could make the city unattractive for tourists.
- Cancellation of Events due to weather - Latest Hurricane Harvey.

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Appendix B: Calculations

<u>Survey Results</u>

Total survey responses   441

Total number of responses outside of Caddo Parish   339

Total number of non-resident respondents   265

Percent of respondents who responded and completed the survey out of total number of
respondents who resided outside of Caddo-Parish   78.17%

Total number of non-resident respondents who answered "yes" to traveling because of content
they find on Shreveport-Bossier City Travel and Tourist Bureau's social media
platforms   181

The average amount of trips respondents takes to Shreveport-Bossier City per year broken down
by platform:

        Facebook: Total respondents=151

           5+ = 90/151

           4 = 23/151

           3 = 18/151

           2 = 7/151

           1 = 13/151

        Instagram: Total respondents=19

           5+ = 15/19

           4 = 1/19

           3 = 1/19

           2 = 1/19

           1 = 1/19

        Twitter: Total respondents= 11

           5+ = 5/11

           4 = 2/11

           3 = 3/11

           2 = 0/11

           1 = 1/11

Average amount of dollars spent by visitors per day per platform:

        Facebook

           Average of 151 respondents = $294.19

        Instagram

           Average of 19 respondents = $300.00

        Twitter

           Average of 11 respondents = $410.00

Total visitor spending per year directly influenced by social media based on trips per year:

Facebook = $183,280.37

$183,280.37= (90*294.19) *5+(23*294.19) *4+(18*294.19) *3+(7*294.19) *2+(13*294.19) *1

Instagram = $25,500

$25,500= (15*300) *5+(300*4) +(300*3) +(300*2) +(300*1)

Twitter = $17,630

$17,630= (5*410) *5+(2*410) *4+(3*410) *3+(0*410) *2+(1*410) *1

ROI for each platform annually:

Facebook = (183,280.37-10,000)/10,000 = 1732.80%

Instagram = (25,500-10,000)/10,000 = 155%

Twitter = (17,630-1,500)/1,500 = 1075.33%

Applying the data from question 1 as to the total number of non-residents compared to the total number of respondents we can estimate total spending per follower as follows:

Facebook

Total number of fans= 38,281

Assuming approximately 76.87% are non-residents

Total number of non-resident fans= 38,281*.7687=29,415

Average value per non-resident fan = $183,280.37/29,415=$6.23

Instagram

Total number of followers=5,432

Assuming approximately 76.87% are non-residents

Total number of non-resident followers=5,432*.7687=4,175.57

Average value per non-resident follower = $25,500/4,175.57=$6.10

Twitter

Total number of followers=10,864

Assuming approximately 76.87% are non-residents

Total number of non-resident followers=10,864*.7687=8,351.16

Average value per non-resident follower = $17,630/8,351.16=$2.11

Appendix C: Survey Results
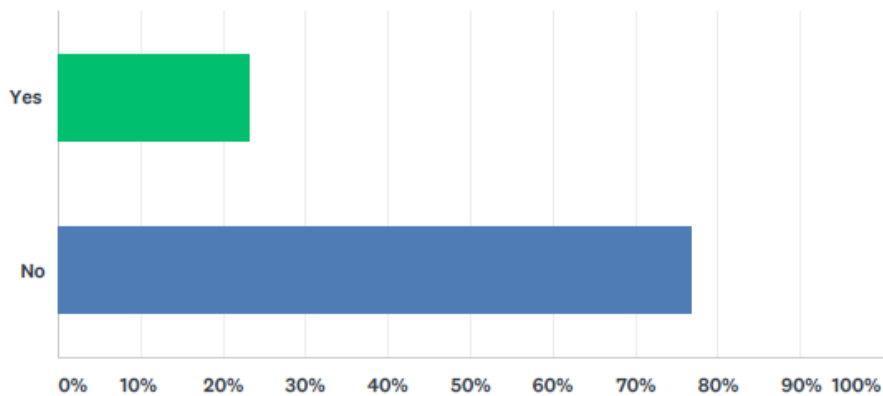
Q1 Do you live in Caddo or Bossier Parish?NOTE: This survey is looking at how visitors use social media. So, if you answer 'Yes' that you live here, you will be directed to the final question of the survey asking if you want to be a part of our drawing and then the survey is over.
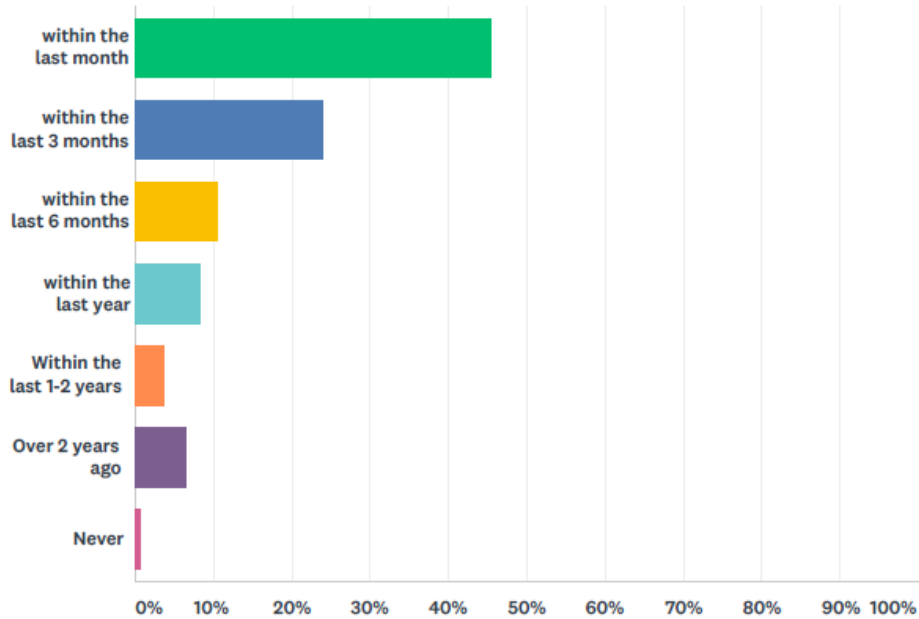
Answered: 441   Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	23.13%	102
No	76.87%	339
TOTAL		441

Q2 When was the last time you visited Shreveport-Bossier City?

Answered: 265   Skipped: 176

ANSWER CHOICES	RESPONSES	
within the last month	45.66%	121
within the last 3 months	24.15%	64
within the last 6 months	10.57%	28
within the last year	8.30%	22
Within the last 1-2 years	3.77%	10
Over 2 years ago	6.79%	18
Never	0.75%	2
TOTAL		265

Q3 On average, how many times per year do you visit Shreveport- Bossier City?

Answered: 265   Skipped: 176
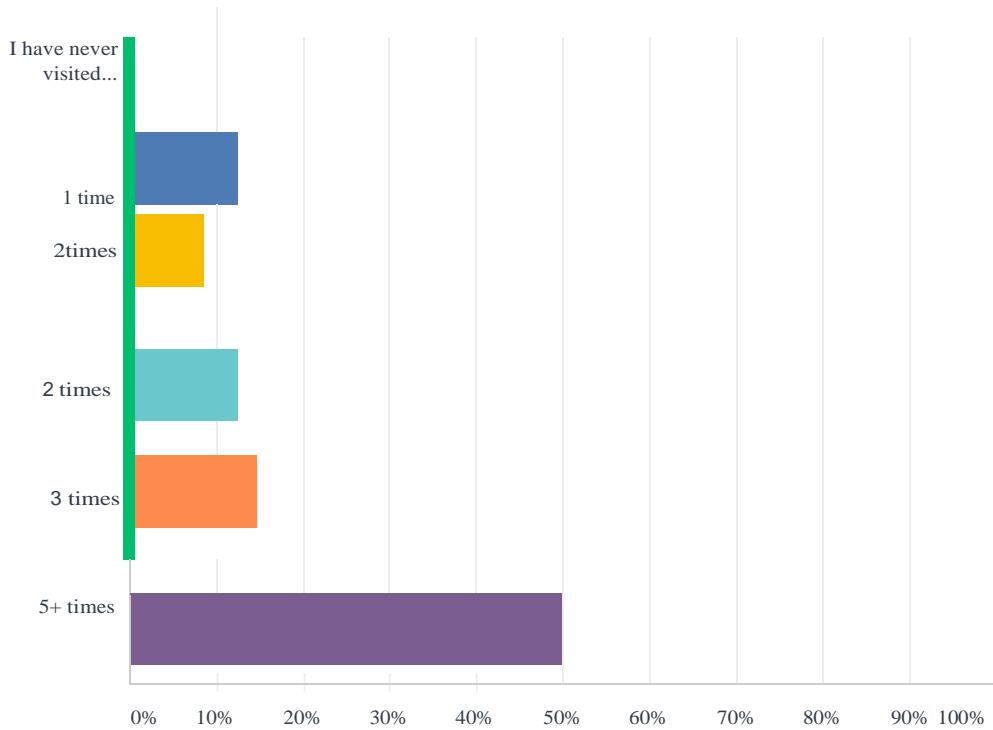
ANSWER CHOICES	RESPONSES	
I have never visited Shreveport-Bossier	1.13%	3
1 time	12.83%	34
2 times	8.68%	23
3 times	12.08%	32
4 times	14.72%	39
5+ times	50.57%	134
TOTAL		265

Q4 Why do you visit Shreveport-Bossier City? (Rank from 1 = your top reason to 7)

Answered: 265   Skipped: 176
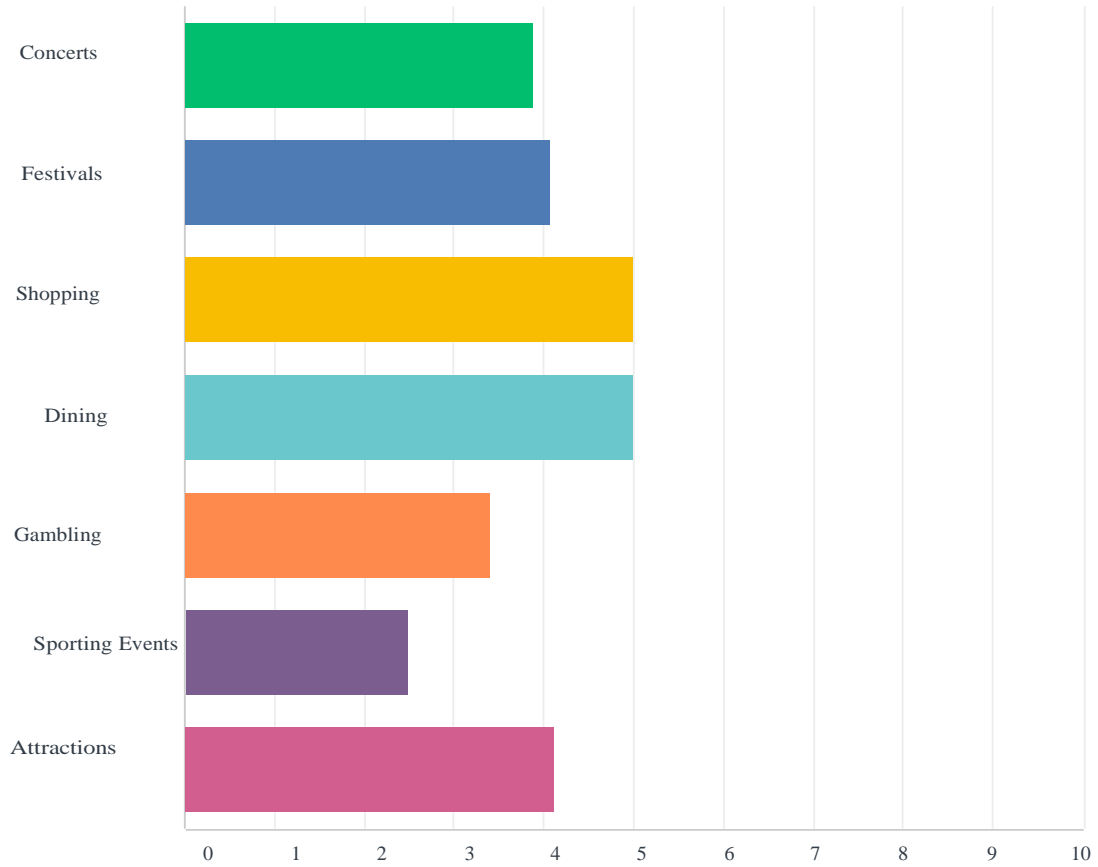
	1	2	3	4	5	6	7	TOTAL	SCORE
Concerts	10.57% 28	8.30% 22	16.98% 45	16.60% 44	23.02% 61	20.00% 53	4.53% 12	265	3.89
Festivals	8.68% 23	12.08% 32	12.83% 34	29.81% 79	21.51% 57	10.57% 28	4.53% 12	265	4.07
Shopping	27.17% 72	26.04% 69	11.32% 30	12.08% 32	9.06% 24	8.30% 22	6.04% 16	265	5.01
Dining	20.38% 54	29.43% 78	16.98% 45	12.08% 32	11.32% 30	3.77% 10	6.04% 16	265	5.00
Gambling	16.98% 45	10.57% 28	9.06% 24	7.17% 19	6.79% 18	16.23% 43	33.21% 88	265	3.42
Sporting Events	7.92% 21	4.15% 11	4.53% 12	4.53% 12	10.94% 29	26.04% 69	41.89% 111	265	2.48
Attractions	8.30% 22	9.43% 25	28.30% 75	17.74% 47	17.36% 46	15.09% 40	3.77% 10	265	4.13

# Q5 How often do you read content on Shreveport-Bossier Convention& Tourist Bureau's social media platforms?

Answered: 265   Skipped: 176
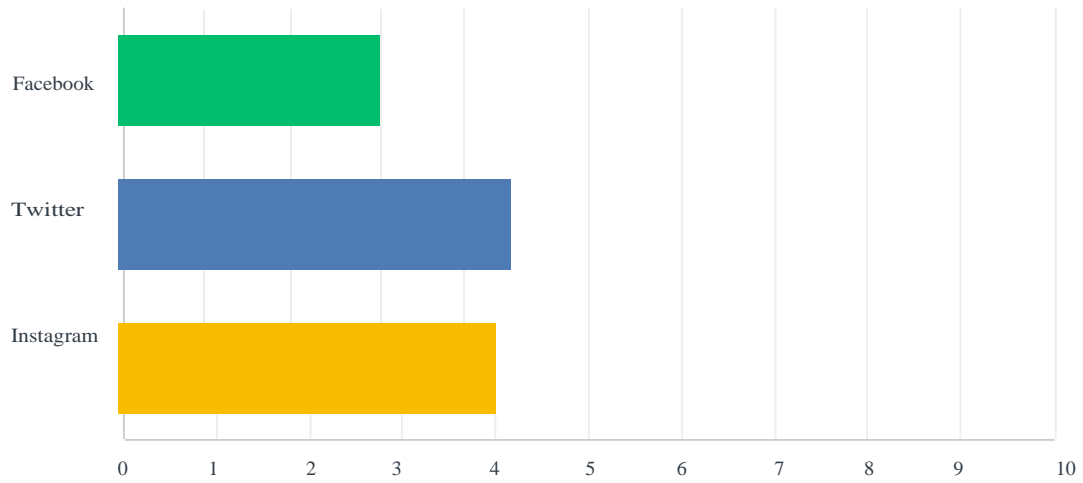
	DAILY	WEEKLY	MONTHLY	PERIODICALLY THROUGHOUT THE YEAR	NEVER	N/A	TOTAL	WEIGHTED AVERAGE
Facebook	14.39% 38	21.59% 57	13.64% 36	36.36% 96	12.12% 32	1.89% 5	264	3.10
Twitter	1.16% 3	3.10% 8	2.33% 6	13.18% 34	48.45% 125	31.78% 82	258	4.53
Instagram	3.08% 8	4.62% 12	3.85% 10	10.77% 28	48.46% 126	29.23% 76	260	4.37

Q6 How would you rate the content on Shreveport-Bossier City Convention & Tourist Bureau's social media platforms? (On a scale from 1=Extremely Uninteresting to 6=ExtremelyInteresting)

Answered: 265   Skipped: 176
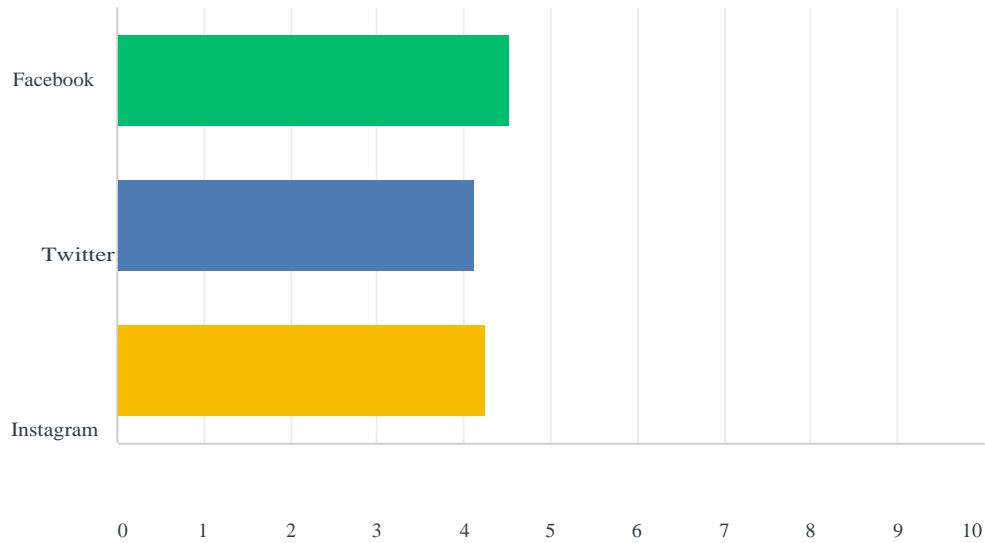
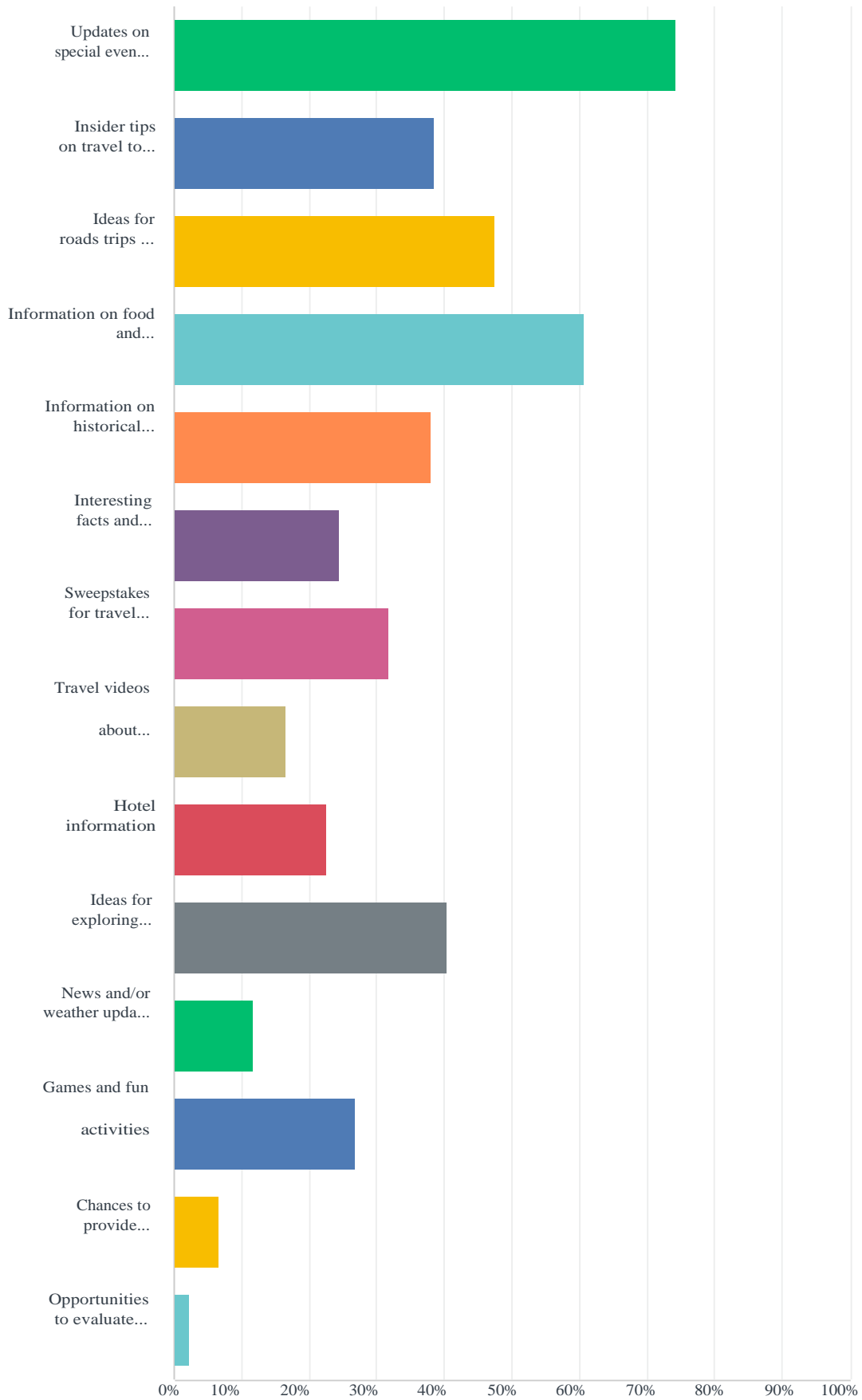|	EXTREMELY UNINTERESTING	2	3	4	5	EXTREMELY INTERESTING	N/A	TOTAL	WEIGHTED AVERAGE
Facebook	2.27% 6	2.27% 6	10.23% 27	25.38% 67	26.14% 69	19.70% 52	14.02% 37	264	4.51
Twitter	1.18% 3	0.39% 1	3.53% 9	6.27% 16	3.14% 8	3.53% 9	81.96% 209	255	4.13
Instagram	1.92% 5	1.15% 3	2.31% 6	5.38% 14	4.62% 12	5.38% 14	79.23% 206	260	4.24

Q7 Have you traveled to Shreveport or Bossier City based on content that you saw on the Shreveport-Bossier Convention and Tourist Bureau's social media platforms?

Answered: 265   Skipped: 176
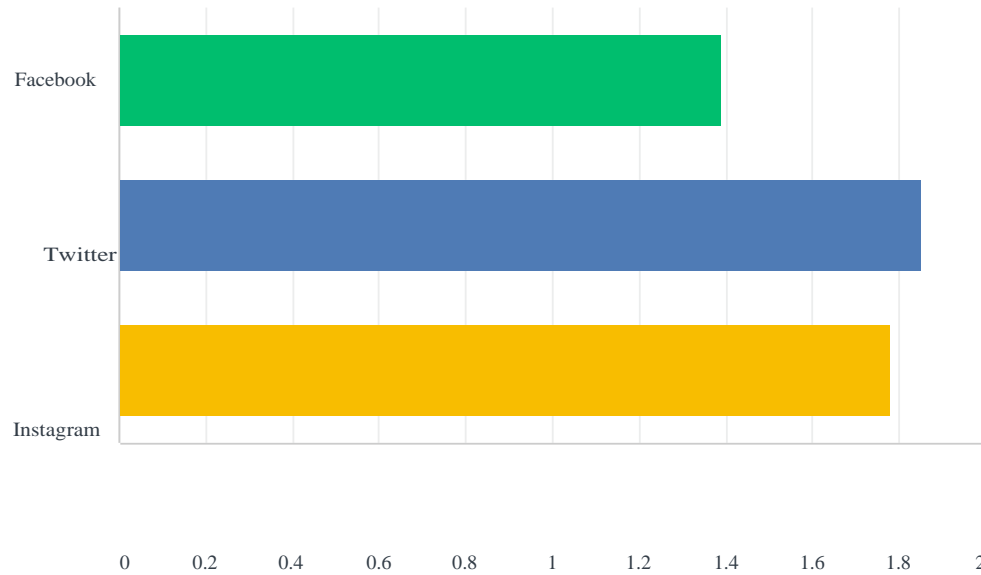
	YES	NO	N/A	TOTAL	WEIGHTED AVERAGE
Facebook	57.20% 151	35.98% 95	6.82% 18	264	1.39
Twitter	4.28% 11	24.12% 62	71.60% 184	257	1.85
Instagram	7.36% 19	25.58% 66	67.05% 173	258	1.78

Q8 What kind of content would you like to see on social media regarding Shreveport-Bossier City? Please choose your favorite three.

Category	
Updates on special even...	
Insider tips on travel to...	
Ideas for roads trips ...	
Information on food and...	
Information on historical...	
Interesting facts and...	
Sweepstakes for travel...	
Travel videos about...	
Hotel information	
Ideas for exploring...	
News and/or weather upda...	
Games and fun activities	
Chances to provide...	
Opportunities to evaluate...	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES	RESPONSES	
Updates on special events and festivals in Shreveport-Bossier City	74.34%	197
Insider tips on travel to Shreveport-Bossier City	38.49%	102
Ideas for roads trips to Shreveport-Bossier City	47.55%	126
Information on food and cuisine(s)	60.75%	161

Information on historical attractions	38.11%	101

Interesting facts and trivia about Shreveport-Bossier City	24.53%	65
Sweepstakes for travel prizes	31.70%	84
Travel videos about Shreveport-Bossier City	16.60%	44
Hotel information	22.64%	60
Ideas for exploring Shreveport-Bossier City outdoor recreation	40.38%	107
News and/or weather updates	11.70%	31
Games and fun activities	26.79%	71
Chances to provide feedback about Shreveport-Bossier City	6.79%	18
Opportunities to evaluate Shreveport-Bossier City ads/promos	2.26%	6
Total Respondents: 265		

# Q9 How did you begin to follow the Shreveport-Bossier Convention & Tourist Bureau on social media?

Answered: 265   Skipped: 176
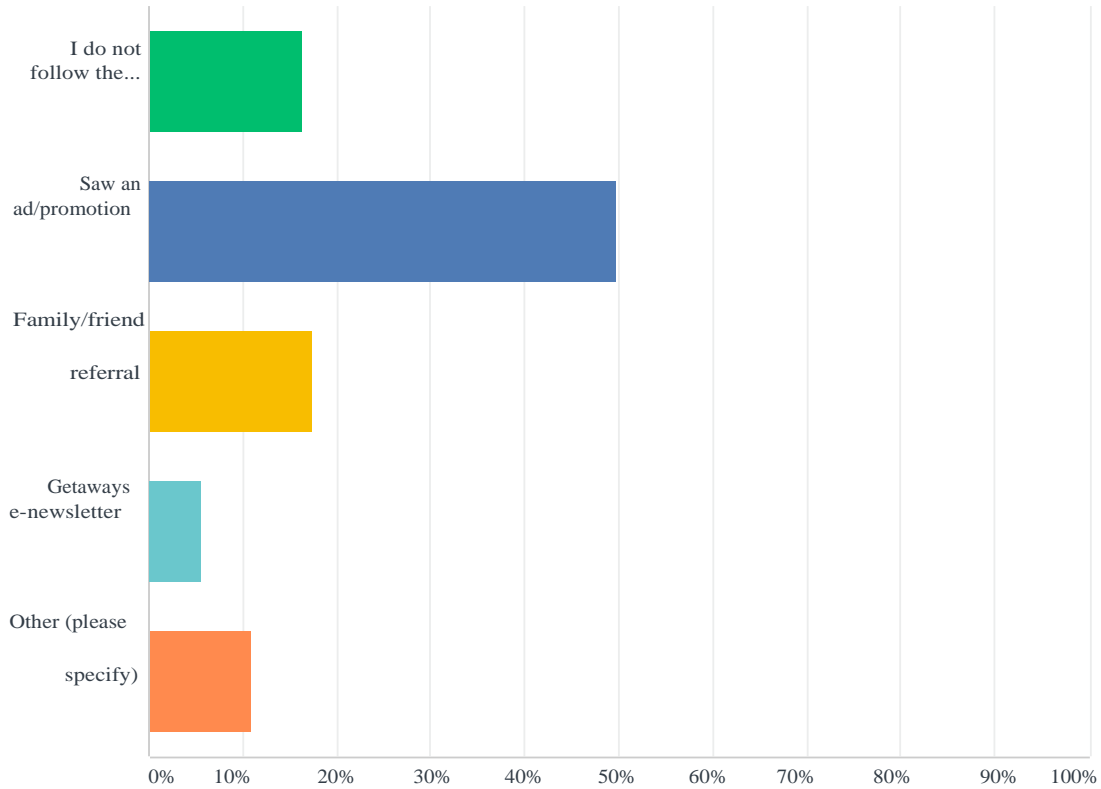
ANSWER CHOICES	RESPONSES	
I do not follow the Shreveport-Bossier Convention & Tourist Bureau on social media Saw an ad/promotion	16.23%	43
	49.81%	132
Family/friend referral		
	17.36%	46
Getaways e-newsletter Other		
(please specify)	5.66%	15
TOTAL		
	10.94%	29
		265

Q10 How often would you like to receive information from the Shreveport- Bossier Convention & Tourist Bureau via social media?

Answered: 265   Skipped: 176
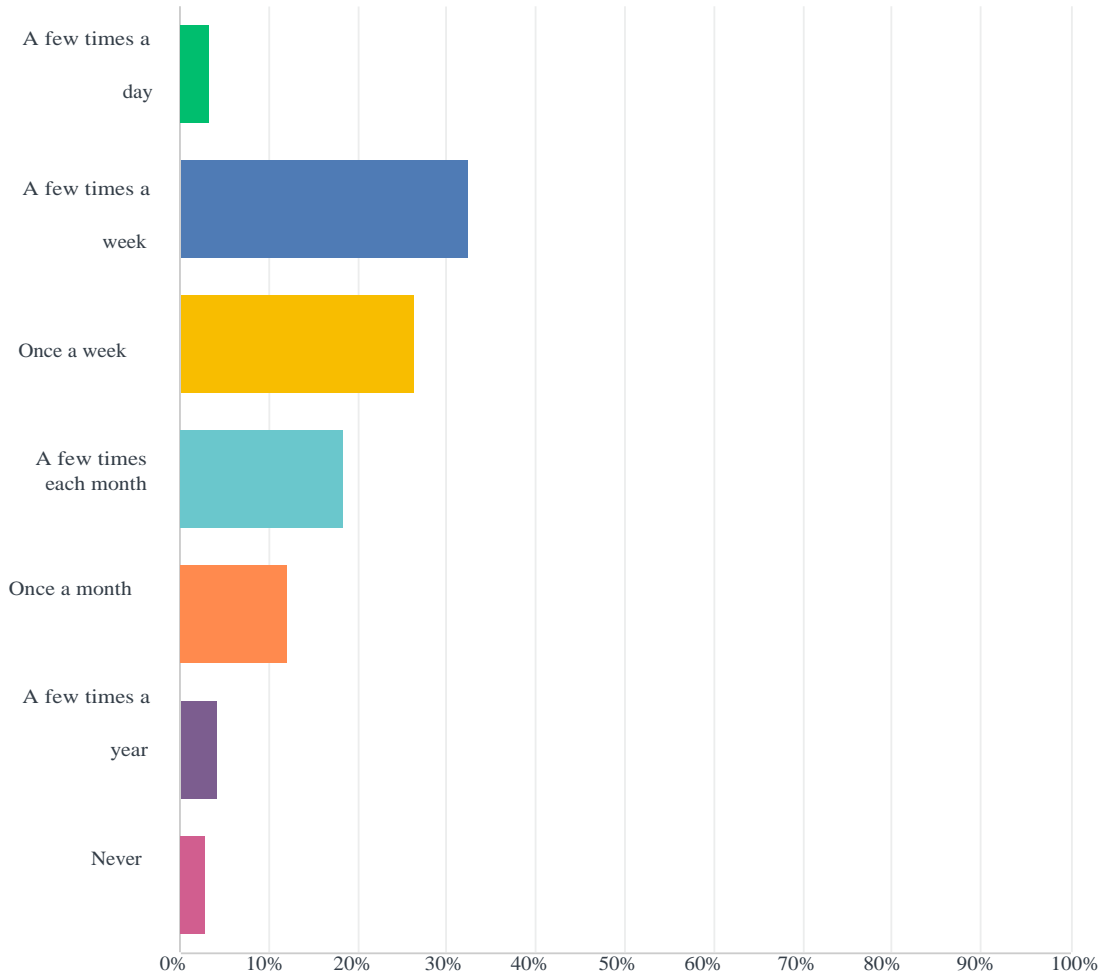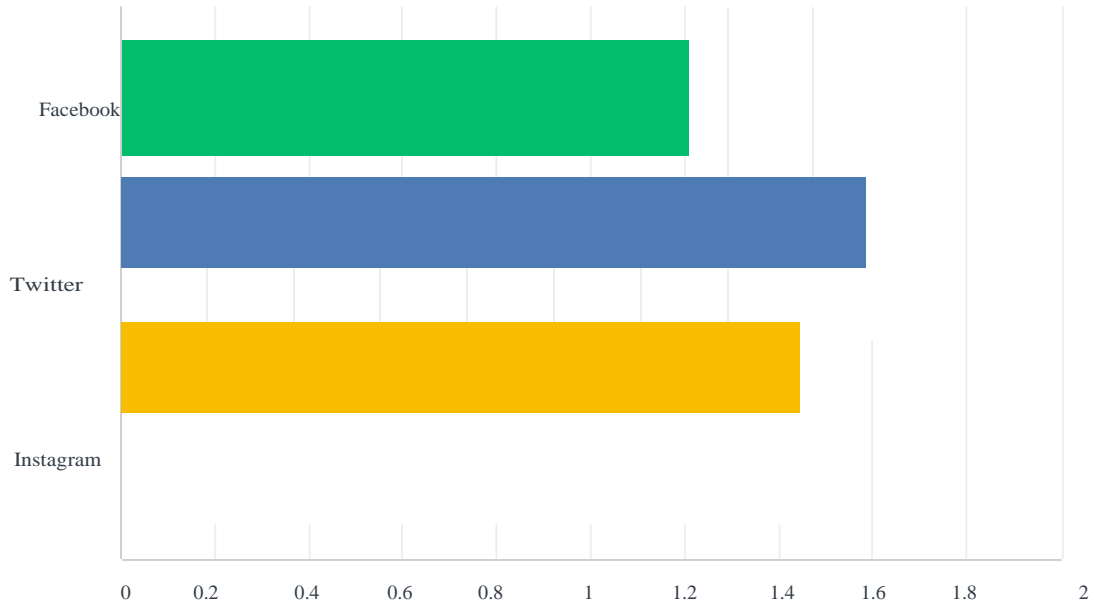

ANSWER CHOICES	RESPONSES	
A few times a day	3.40%	9
A few times a week	32.45%	86
Once a week	26.42%	70
A few times each month	18.49%	49
Once a month	12.08%	32
A few times a year	4.15%	11
Never	3.02%	8
TOTAL		265

Q11 Do you follow other cities/travel destinations on social media?

Answered: 265   Skipped: 176

	YES	NO	N/A	TOTAL	WEIGHTED AVERAGE
Facebook	76.14% 201	20.83% 55	3.03% 8	264	1.21
Twitter	12.50% 32	32.03% 82	55.47% 142	256	1.72
Instagram	22.09% 57	29.46% 76	48.45% 125	258	1.57

Q12 Which social media platform peaks your interest to travel the most (Check only one)?
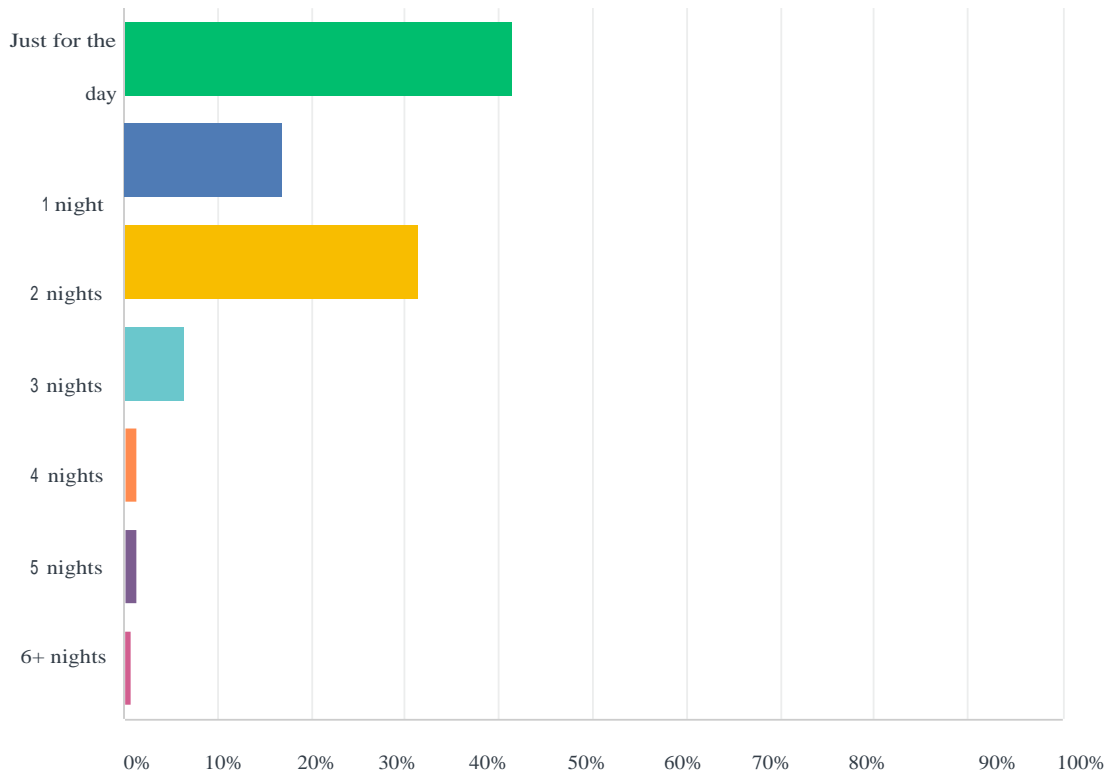
Answered: 265   Skipped: 176
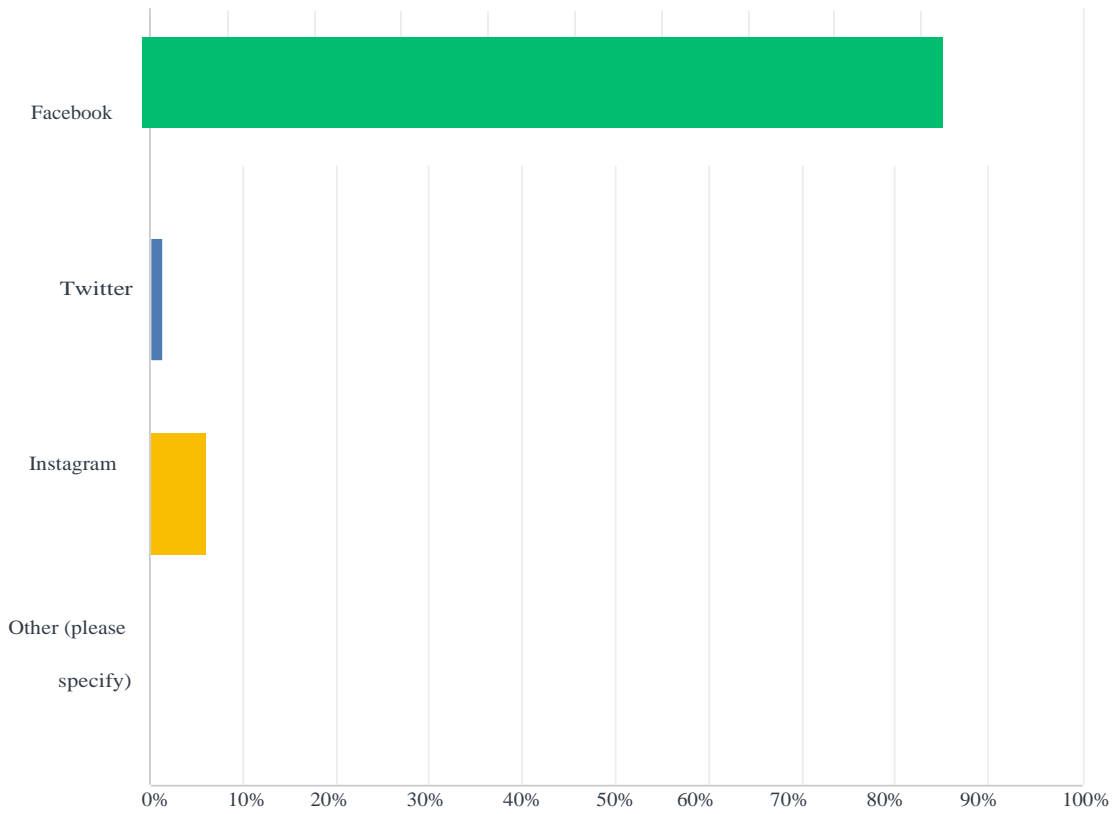
ANSWER CHOICES	RESPONSES	
Facebook	92.45%	245
Twitter	1.51%	4
Instagram	6.04%	16
Other (please specify)	0.00%	0
TOTAL		265

Q13 On average how much do you spend per day while vacationing/visiting Shreveport-Bossier City? Please consider all expenses (i.e., gas, food, lodging, shopping, entertainment, gambling, etc.).

Answered: 265   Skipped: 176

Q14 On average, how long do you spend in Shreveport or BossierCity when vacationing/visiting?
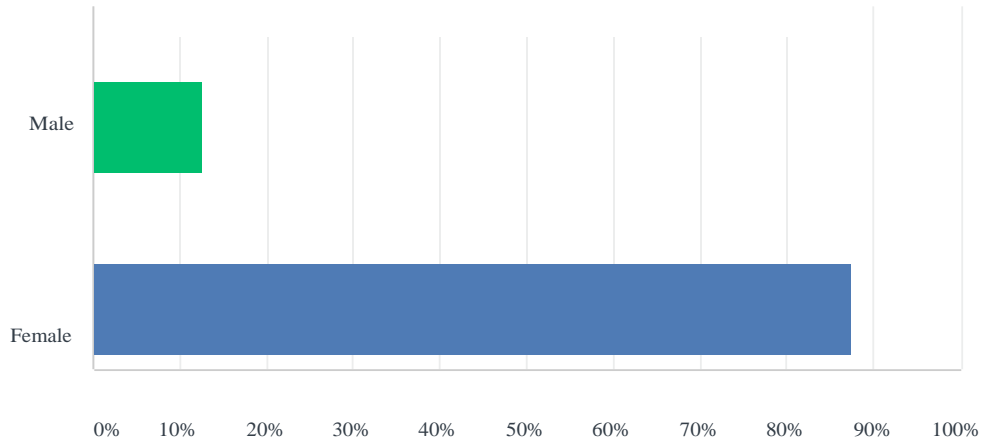
Answered: 265   Skipped: 176

ANSWER CHOICES	RESPONSES	
Just for the day	41.51%	110
1 night	16.98%	45
2 nights	31.32%	83
3 nights	6.42%	17
4 nights	1.51%	4
5 nights	1.51%	4
6+ nights	0.75%	2
TOTAL		265

Q15 What is your zip code?

Answered: 265   Skipped: 176

Q16 What is your gender?

Answered: 265   Skipped: 176

ANSWER CHOICES	RESPONSES	
Male	12.45%	33
Female	87.55%	232
TOTAL		265

Q17 Which race or ethnic group do you most identify with?

Answered: 264   Skipped: 177
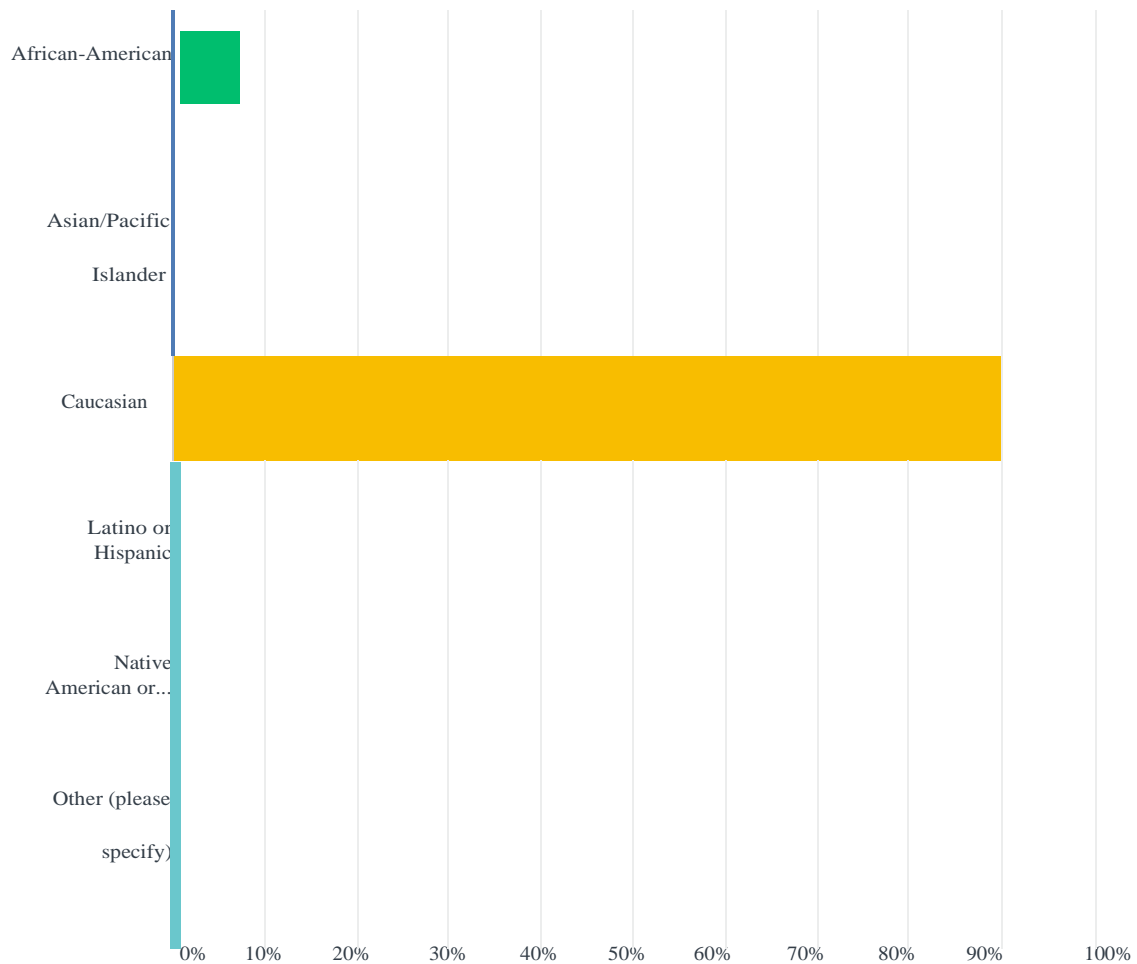
ANSWER CHOICES	RESPONSES	
African-American	7.20%	19
Asian/Pacific Islander	0.38%	1
Caucasian	89.77%	237
Latino or Hispanic	1.89%	5
Native American or Aleut	0.76%	2
Other (please specify)	0.00%	0
TOTAL		264

Q18 Which age bracket do you fall into?

Answered: 265   Skipped: 176
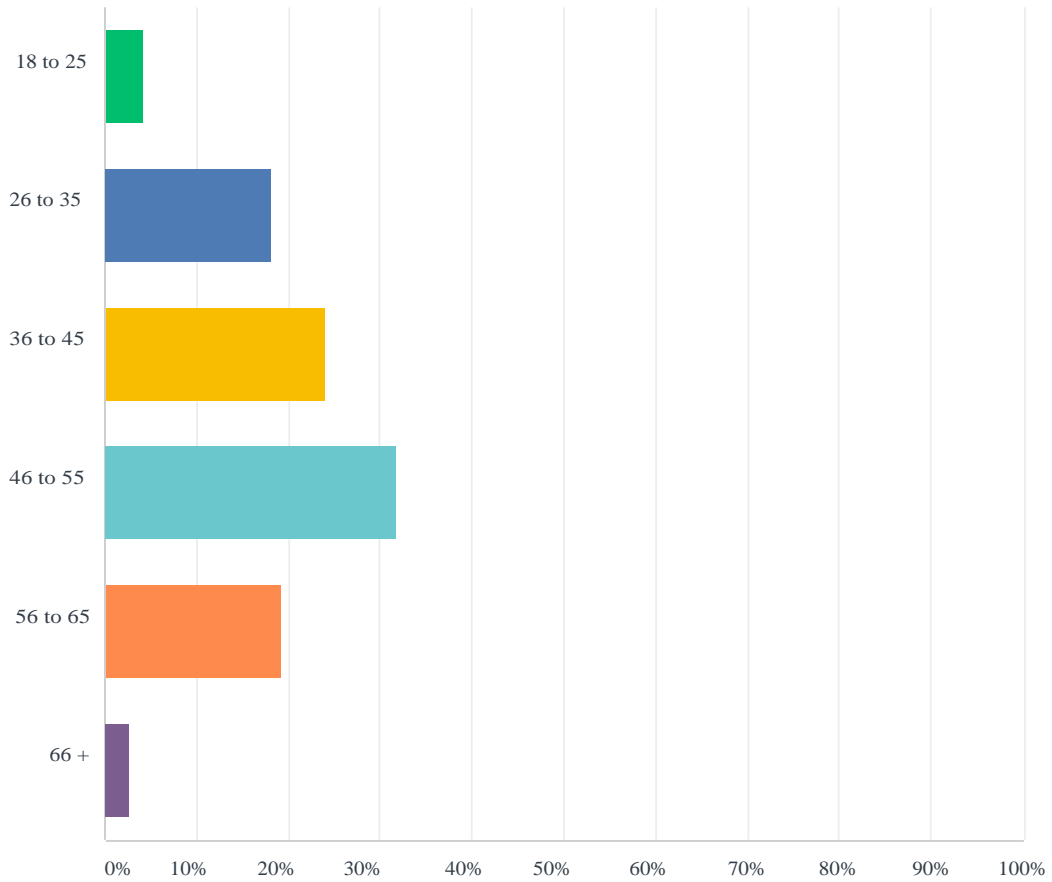
ANSWER CHOICES	RESPONSES	
18 to 25	4.15%	11
26 to 35	18.11%	48
36 to 45	24.15%	64
46 to 55	31.70%	84
56 to 65	19.25%	51
66 +	2.64%	7
TOTAL		265

Q19 What is your total household income?

57
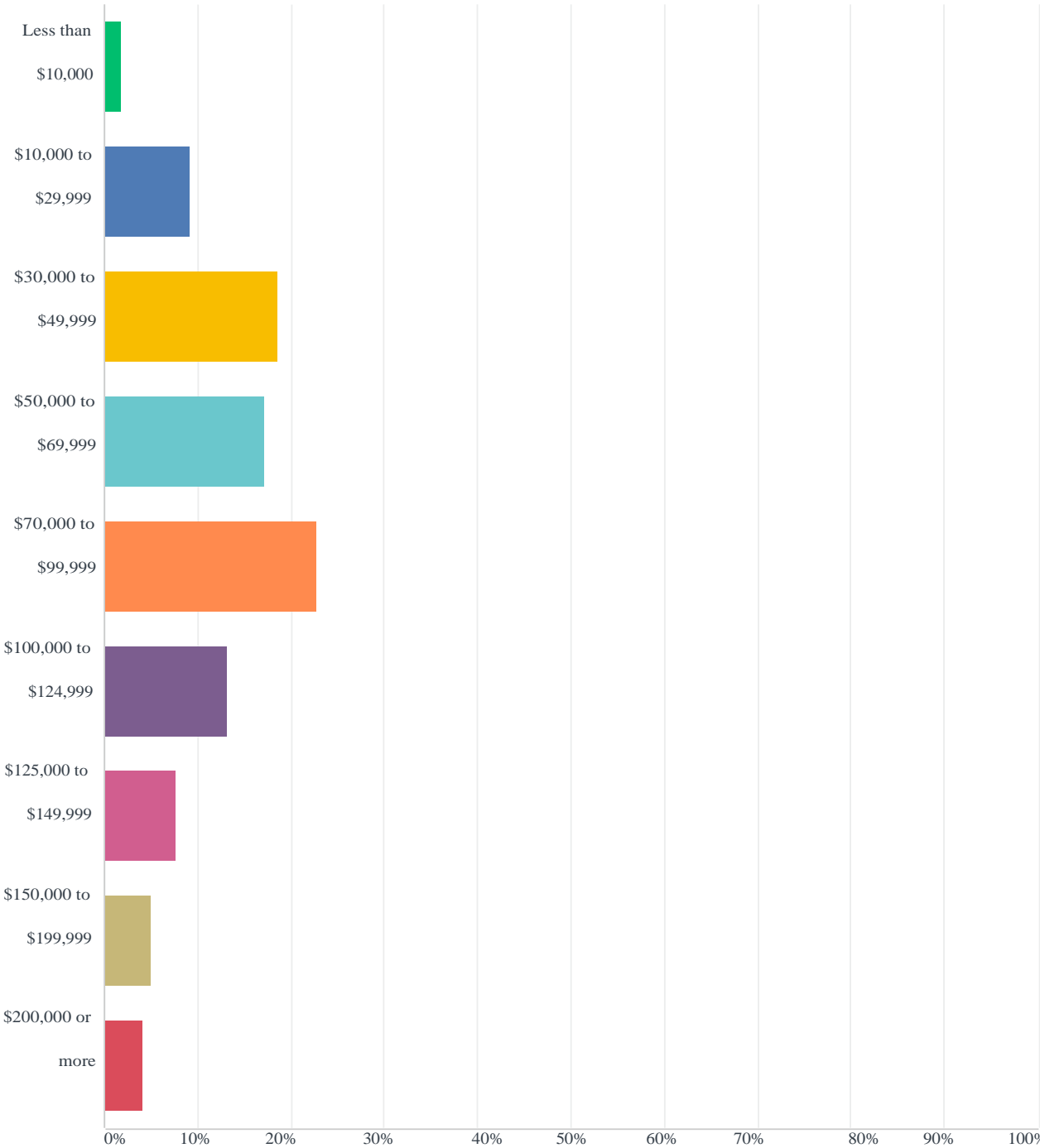
ANSWER CHOICES	RESPONSES	
Less than $10,000	1.94%	5
$10,000 to $29,999	9.30%	24
$30,000 to $49,999	18.60%	48
$50,000 to $69,999	17.05%	44
$70,000 to $99,999	22.87%	59
$100,000 to $124,999	13.18%	34
$125,000 to $149,999	7.75%	20
$150,000 to $199,999	5.04%	13
$200,000 or more	4.26%	11
TOTAL		258

Q20 Please provide your email address in the space below in order tobe entered to win a free hotel travel package. You will only be contacted if you win and we will not share or sell your email to anotherparty.

Answered: 349   Skipped: 92

Appendix D: Competitor Analysis

Competitor Analysis Data					
	Total Social Media Likes				
	Shreve-Boss	Jackson	Little Rock	Tulsa	Tyler
Facebook	39,134	6,570	44,685	1,421	9,655
Twitter	751	3,755	2,914	871	5,273
Instagram	5,432	2,651	1,643	1,198	3,117
	Social Media Followers				
	Shreve-Boss	Jackson	Little Rock	Tulsa	Tyler
Facebook	38,281	6,403	42,590	1,406	9,556
Twitter	10,864	8,190	6,415	7,595	5,344
Instagram	5,432	2,651	1,643	1,198	3,117
	Total Social Media Posts during July 2017 in each City				
	Shreve-Boss	Jackson	Little Rock	Tulsa	Tyler
Facebook	38	115	9	9	9
Twitter	79	92	18	3	93
Instagram	6	6	8	4	3

Social Media Followers

Social Media Posts During July 2017