



Connect

with **VisitFortWayne**

Become a Social Media Rock Star



Social Media 101 201

- Adapt to constant changes in best practices on every channel.
- The days of “posting just to post” or “let’s see what happens” are over.
- Every post, tweet, picture must serve a purpose.

Let’s talk strategy...





Facebook

“*Slice and dice your audience.*”

- Determine your audience. Male or Female? Age? Income?
- Create messaging talking *directly* to them.

Pro tip:

Boost your post for a little as \$1 to \$10 for added exposure!

The screenshot shows the analytics for a Facebook ad. The 'Actions' tab is selected, displaying a bar chart with the following data:

Category	Count
868 Link Clicks	868
39 Page Likes	39
191 Post Likes	191

Below the chart, the 'Other' section provides demographic and geographic details:

- End Date: March 31st, 12:01pm
- Age: 25-65+
- Gender: Female
- Other: Location: United States: Anderson, Elkhart, Indianapolis, Kokomo, Marion, Merrillville, Muncie, Peru, South Bend Indiana; Defiance, Lima, Toledo Ohio
- Boosted By: Kristen Guthrie

The ad content on the right is for 'Visit Fort Wayne' and features a pink background with the text: 'Win a Girls' Getaway to the 2016 Vera Bradley Annual Sale in Fort Wayne! One lucky winner (and three lucky friends) will win a prize package valued at over \$1,200 - including an overnight hotel stay, VIP shopping experience, lunch, dinner, chocolate, gift baskets and more! <http://bit.ly/1Ct5A11>' and a graphic for the 'Vera Bradley annual outlet sale' with the text 'ENTER TO WIN A GIRLS' GETAWAY'.



Facebook



WHAT ... DO YOU WANT?

Facebook

Boost Post



AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

Women Visitor

[Edit Audience](#) | [Create New Audience](#)

Location:

United States: Chicago (+10 mi) Illinois; Indianapolis ...

Interests:

Family, Zoo, Midwestern United States, Shopping an...

Age:

25 - 44

Gender:

Female

BUDGET AND DURATION

Total budget ⓘ

\$5.00

DESKTOP NEWS FEED

MOBILE NEWS FEED



Visit Fort Wayne

Sponsored · 🌐

👍 Like Page

Travelocity names Fort Wayne the #5 best U.S. city to visit with kids!



20 Best U.S. Cities To Visit With Kids: Fort Wayne

Looking for a kid-friendly getaway without the long flight? Check out these 20 U.S. destinations that are perfect for families, and just around the corner!

TRAVELOCITY.COM

21 Reactions 4 Comments 16 Shares

👍 Like

💬 Comment

➦ Share



[Terms & Conditions](#) | [Help Center](#)

Cancel

Boost



Facebook

“Clean, concise, consistent.”

Write your posts for the skim readers.
= >100 characters


ALWAYS use (best) photo.

Run tests for best posting times =
1 PM to 3 PM weekdays

Don't go silent. Make a plan and stick
to it *every day*.

Visit Fort Wayne at DeBrand Fine Chocolates.
Published by John Patrick Felts [?] · February 13 at 2:01pm · 🌐

Chocolate heaven. Still time to pick up a box for your sweetie! ❤️



4,408 people reached [Boost Post](#)

👍 Like 💬 Comment ➦ Share

👤 Mary Michelle Moore, Pj Mossing and 171 others ⌵ Chronological



Twitter

“Plan for the future.”

Take 1-2 hours a week to create a detailed content calendar.

- Date of post
- Time of post
- Write out full message
- Measure results (link clicks, likes, shares, etc)

BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO



Twitter

“Tweet. Repeat.”

It’s O.K. to share same content more than once.

Pro tip: Adjust message, new photo, same link to information.



Visit Fort Wayne @VisitFortWayne · Mar 3

A green [#FortWayne](#) tradition! Get Green Fest returns on March 12. bit.ly/1pidurR



Visit Fort Wayne @VisitFortWayne · Mar 8

Get Green Fest! Watch the St. Mary's River turn green on Saturday. [#FortWayne](#) bit.ly/1pidurR

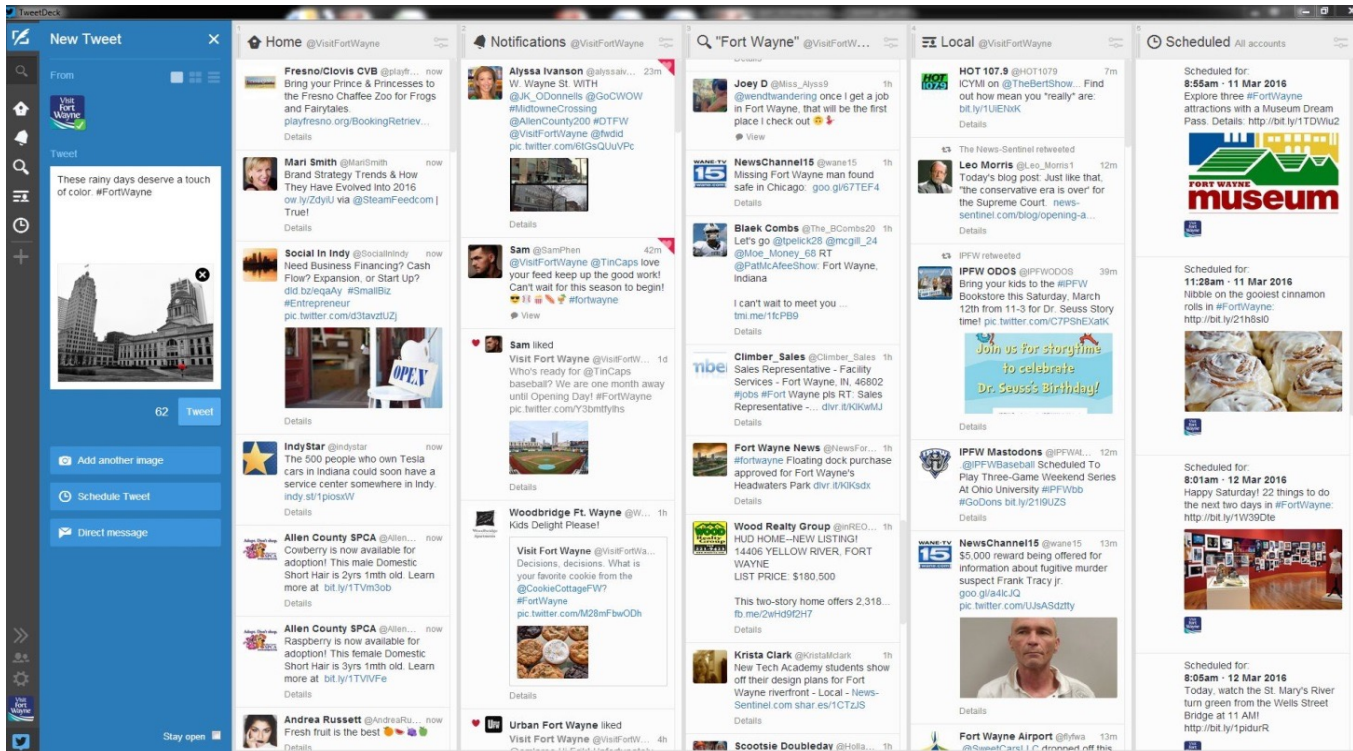




Twitter

“Add a shiny tool to your toolbox.”

Become an expert of TweetDeck or Hootsuite!





Instagram

“Don’t sell me. Inspire me.”

- Create a visually inspired experience for the audience.
- More colors, more shapes, more lines, the better.

Pro tip: Keep message between 20-50 characters. Ask a question, share a quote, be funny.



visitfortwayne
Fort Wayne, Indiana

3w



♥ 241 likes

visitfortwayne Sunday brunch date at @trubblebrewing. #FortWayne #MyFortWayne

View all 17 comments

imageober I had the exact same thoughts @hmkern12



Instagram

“Sharing is caring.”

- User-generated content connects brands to audience.
- Create unique hashtag for fans to participate.

Pro tip: Share across other social channels and link back to Instagram page.



♥ 22 likes

flyfwa Happy #FridayFlyday! How great are the colors in this #wingshot? Taken en route to FWA from ORD. (📷 Nick Lutes) #flyfwa #flylocal



Periscope and YouTube



Periscope



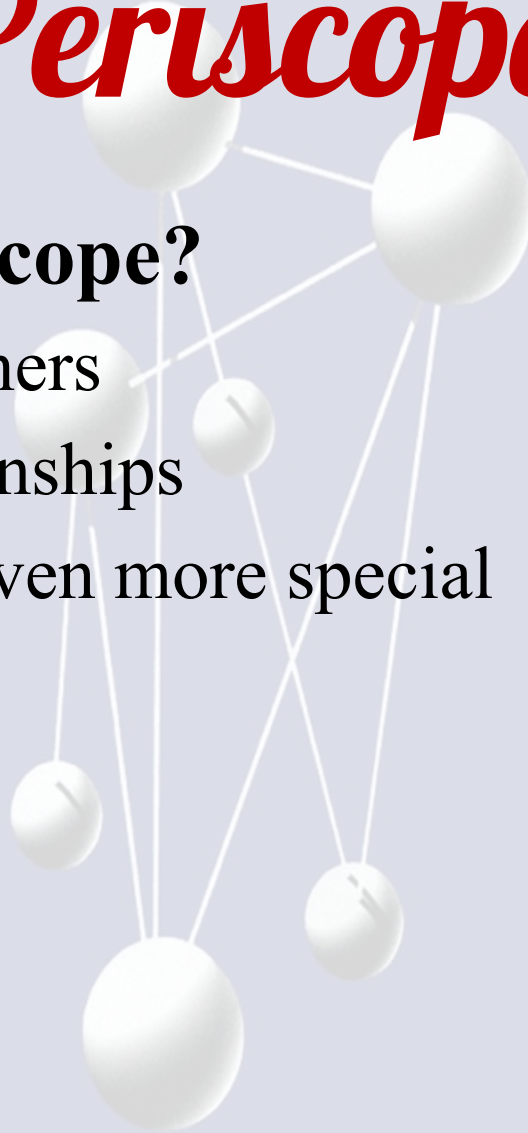
Periscope



- **What is Periscope?**
 - Broadcast yourself live online in **real time**
 - Developed after the 2013 protests in Turkey
 - Acquired and relaunched by Twitter in 2015
 - March Apple iOS
 - May Android

Periscope

- **Why use Periscope?**
 - Engage customers
 - Deepen relationships
 - Make events even more special

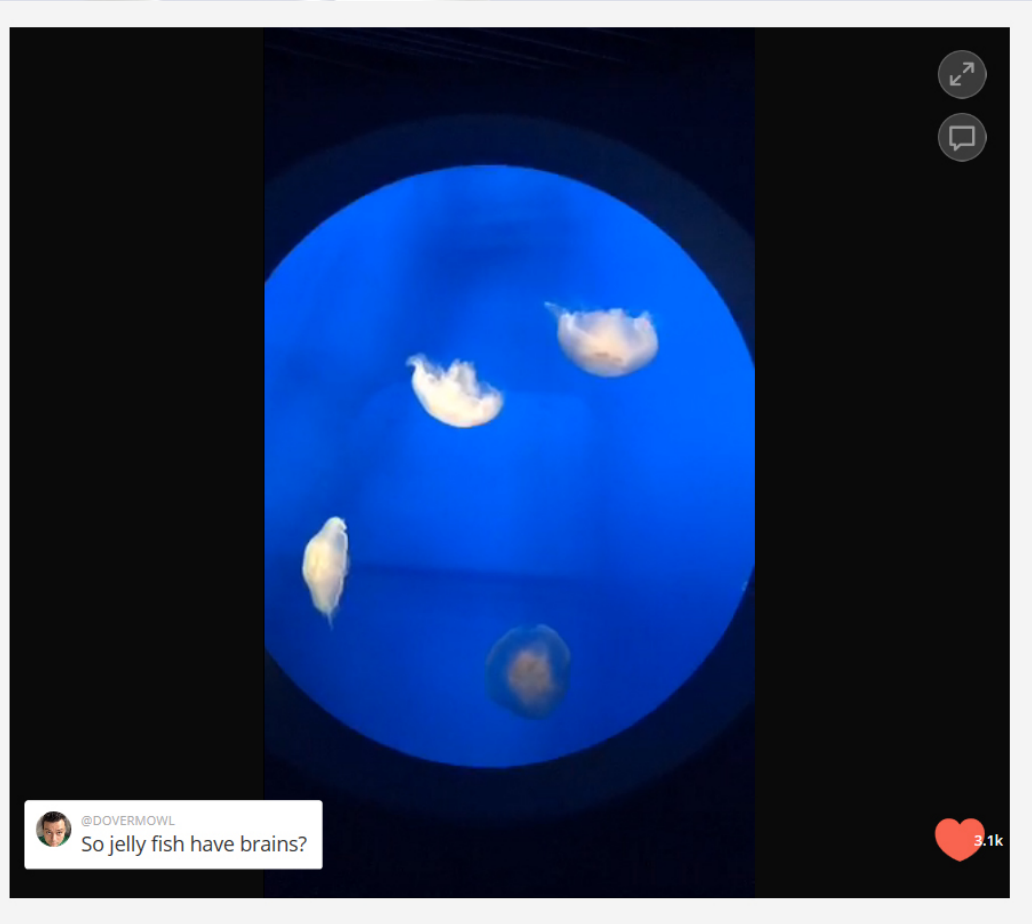
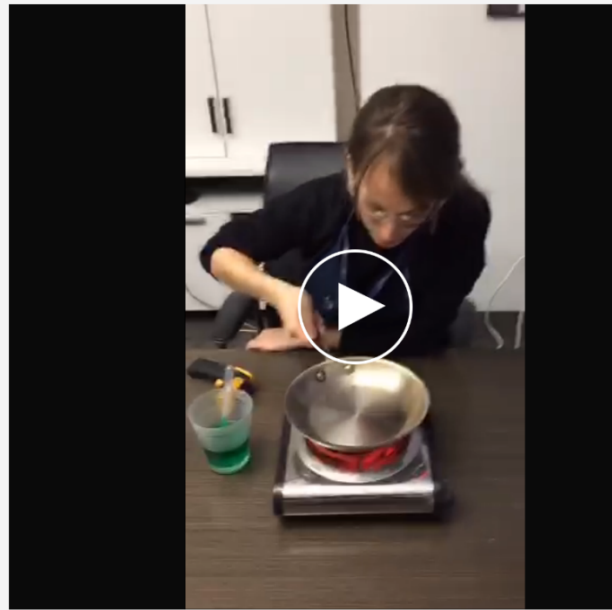


Periscope



- **How do I use it?**
 - Behind the scenes
 - Broadcasting special events
 - Get feedback and interact
 - [Science Friday](#)
 - [Monterey Bay Aquarium](#)
- ***Pro Tip:*** Have a good Wi-Fi connection or mobile hotspot.

Periscope



Periscope



- **How do I sign up?**
 - Download the app for [iOS](#) or [Android](#)
 - Sign up with Twitter account or Mobile Number
- **Important:** Scopes delete automatically after 24 hours. Be sure you have a way to save them.
- **Pro Tip:** Link your scopes to an archive like [katch.me](#).
- **Pro Tip:** Make sure your phone has enough storage to archive the scope.

YouTube



- **Why use YouTube?**
 - Archive your videos
 - **YouTube is a new go-to for searching**
 - Connect with new and potential fans

YouTube



- **How do I use it?**
 - Collect all the video files you want to share
 - Prep each video with detailed descriptions and keywords
 - Create new high-quality videos showcasing your attractions and programs
 - Upload videos and start [connecting with your fans](#)

YouTube

FOR THE MILLIONTH TIME, WE'RE NOT BREAKING UP.

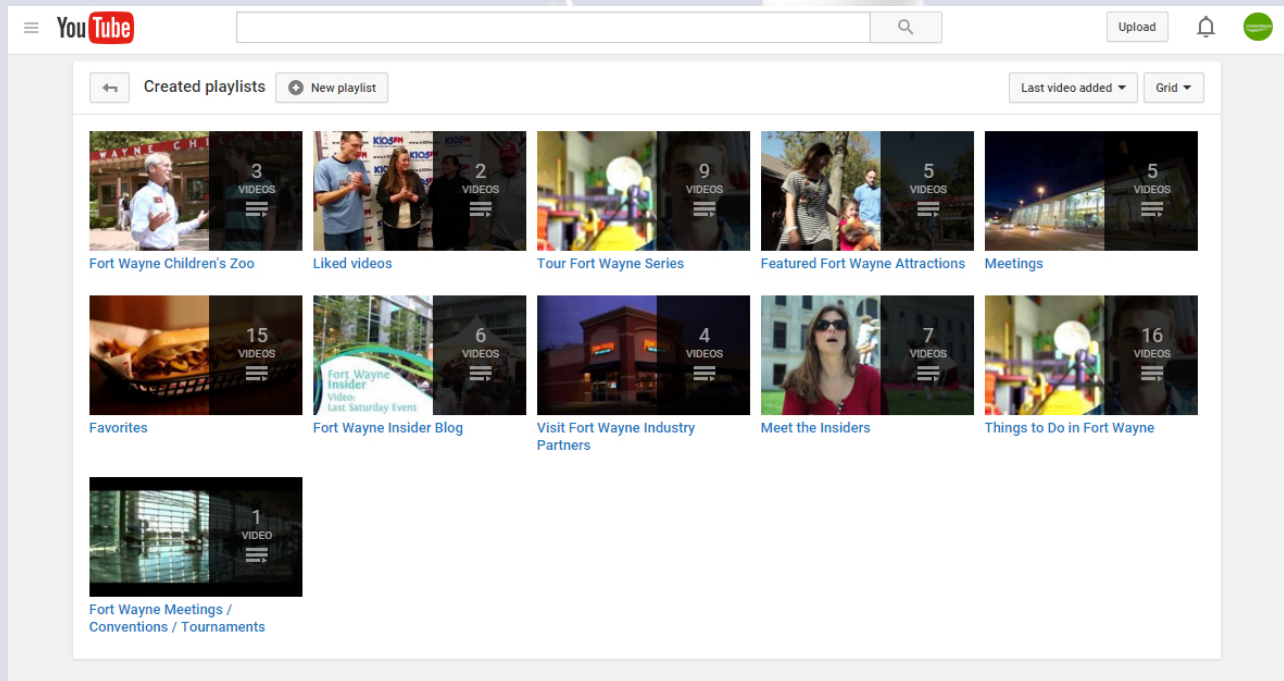
AND NOBODY'S GOING SOLO!



Four Fighters

- [YouTube](#)

YouTube



- **Pro Tip:** Create [playlists](#) to group videos by interest.

YouTube



- **How do I sign up?**
 - Create a Google Account for your company
 - Create a YouTube Channel
- ***Pro Tip:*** Verify your YouTube account to create custom video cover photos.

Keep on Rockin'



VisitFortWayne.com
INDIANA

Download presentation at VisitFortWayne.com/connect