Managing Your Online Footprint

with Ashby Brame
On a recent webinar hosted by TripAdvisor and DMAI, a 2015 study found that personal recommendations, video/images, reviews, and social were the most effective forms of content to inspire consumers to travel to specific destinations.
• Managing your online review profiles and responding to reviews
• Best practices for social media management and content creation
• Understanding Facebook’s Business Page
• A brief introduction to Facebook promotion
FIRST QUESTION(S):
Do you “own” your profile?
Do you have the back-end log-in info?

Claiming your review site page/profile is imperative to controlling information and reviews – the things that effect your brand!
What am I missing out on?
What am I missing out on?
The JCVB pays to advertise with sites like Trip Advisor and Facebook. If you aren’t in control of your presence on these sites, then you are missing opportunities to market your business. Consumer WILL find you on these sites and they ARE forming opinions of your business.
Review Site Management allows you to...

- Correct Content – hours, menu, picture, promotions, etc.
- Have one person in charge of updating the profile and responding to reviews – that way the “voice” of the page remains consistent.
- Read and Respond – to positive and negative reviews to manage your image
- Cycle out images and videos when menu items or the décor changes
- Link potential customers to your social channels and website
- Share good reviews on social media!

Side Note: please also keep the JCVB up to date on these changes

- “The cinnamon sugar are a favorite as are the peanut butter with chocolate sprinkles.” in 10 reviews
- “Although a cake doughnut, it was so soft and light, not too sweet, with just the right dusting of cinnamon sugar.” in 17 reviews
Review Sites

**Responding to negative reviews is key.** Do not delete them (most sites do not give you the option)

Be polite. Be apologetic. Correct misinformation for future guests reading the review

If at all possible, contact the guest directly via phone or email outside of the review site to continue the conversation and/or offer recompense
Get out ahead of a bad review by contacting the customer post-interaction and offering a direct method of reviewing your business.

Send automated emails – Fishbowl, Constant Contact, or Mail Chimp – that thank the guest for their patronage.

Invite them to share their experience with you directly through a given email or phone number.
Review Sites

A guest who would have complained online may now contact you directly – because they’ll feel enabled to share their grievance.

Someone happy with their service probably won’t take the time to contact you directly and may still leave an online review if they were going to any way.

*To sweeten the deal regardless, add a small offer to the follow-up email.*

We invite you to share your experience with our manager, Mr. John Smith, by emailing him at jsmith@google.com.
Get Social

Social Starter Pack Recommendations:

Add-ons:
Get Social

Social Starter Pack Recommendations:

The most used platforms by the general public and travelers.

JCVB is active daily on these channels and can share your posts.

Conducive to long and short form storytelling with images and both mobile and desktop access.

Add-ons:
Get Social

Social Starter Pack Recommendations:

Add-ons:

The JCVB also has YouTube, Pinterest, Google+, Tumblr, and Flickr. While not active on Periscope, the JCVB does have an account and can assist you with Periscope. Snapchat is just now starting to be adopted by businesses, especially those targeting under 30s. Consider these options only after you feel you’ve mastered the 3 above.
What do I post?

- 80/20 Rule – 80% of updates should give value to your followers and 20% should be promotional. **What is the difference?**
What do I post?

• Break big news on social first
• Celebrate milestones
• Ask questions about a photo or video
• Include special content, offers, or behind the scenes access
• Weekly expert tips/themes (#TriviaTuesday or #WineWednesday)
• Ask questions, polls, surveys
• Top ___ Lists – use sparingly (Top 5 Places to Snap the Perfect Instagram)
• Funny (appropriate) GIFs/meme
• Share content from website, other social channels (do not over-automate)
• Always include image/video | Always include links
• Always link from your website to your social channels
Pictures are CRITICAL

- Relevant
- Timely (exception: #tbt)
- Good Quality (clear, not professional)
- Be cautious of words in photos if promoting your post
- Video is even better
Don’t be afraid to cross-pollinate.

Link to the JCVB website on your social channels and website. Share all the free information we have with your guests and customers.

Everything in moderation.
Posting Dead Zones

Literally the worst times to post on social media.

Twitter 8 PM - 8 AM
Facebook 12-8 AM
LinkedIn 9 AM-5 PM
Instagram 12 AM-12 PM
Tumblr 12 AM-12 PM
Pinterest 1-7 AM 5-7 PM
Google+ 6 PM-8 AM

Timing Is Everything

Twitter 1-3 PM
Facebook 1-4 PM
LinkedIn 5-6 PM
Instagram 5-6 PM
Tumblr 7-10 PM
Pinterest 8-11 PM
Google+ 9-11 AM

All times are Eastern Standard Time.
Understanding Facebook’s Business Pages

If nothing else, clean up your page.
Cleaning Up Your Facebook Business Page

• Much like your review sites, make sure ALL information is present and correct
  • menu, hours, contact, website, etc.

• Are your images and videos up to date?

• Did you know Facebook also hosts reviews? Have your read/responded to them?

• When is the last time you updated your cover photo or profile picture?

• Do you have outdated tabs that need to be altered?
  • Add a tab about signing up for your newsletter if you have one

• Be sure to check-in daily/weekly, your notifications will let you know if you need to respond to a comment or direct message

• Explore your insights and get to know your audience
How to alter your Facebook Business Page link
Johnston County Visitors Bureau/Smithfield, NC is the official destination marketing organization for the entire county.

- 235 E Market St
  Smithfield, NC
- (919) 989-5687
- Typically replies within a day
  Message Now
- [http://www.johnstoncounty...](http://www.johnstoncounty...)
Q: Why is this important?
A: For ease of linking and ease of discovery.

Example
Without Edit: https://www.facebook.com/Taverna-Agora-115335770849/?fref=ts
With Edit: https://www.facebook.com/JoCoVisitorsBureau
Facebook Post Promotion

If you’re not spending $5/day on Facebook promotion then your page and posts aren’t being seen. It’s a pay to play model now. $$$

[Some campaign options now include your Instagram account]
Spend time exploring the different ways that Facebook will now let you target people using Geographic, Demographic, Behavioral, and Interest-based methods.
Select your content/photo(s) and accounts before placing the ad. Review the look of the ad on the right side of the page.
Click to read TripAdvisor tips and tricks!

Watch videos about Facebook marketing basics and learn how you can easily set-up $1-5/day promotions on Facebook about your business!

Click to view the JCVB Press Room with links to press information and a Photo/Video Library!

Read more on Facebook Help about navigating your page insights!
Is your brain on fire? Call me.

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