



# Social Media Essentials & Trends for 2023

Presented by

THOMPSON  CO



## About Me

Kailee Stickler

I'm a VP of Digital at Thompson & Co. PR! We're headquartered in Anchorage and do work on behalf of clients like GCI, Travel Alaska, Saltchuk Aviation, the City of Valdez and more.

- Vast experience in social media, graphic design, digital marketing
- Middle millennial
- Dog mom to a miniature dachshund
- Raised in Healy, Alaska

# Agenda

01

Social  
Media  
Overview

02

Social  
Media  
Strategy

03

How to  
Show ROI

04

Social  
Media  
Trends

# Top Social Media Platforms

## for the Tourism Industry



**Facebook**

2.9B users

Good for planning resource,  
longer-form content, social care



**Instagram**

1.4B users

Visual first, multiple post  
formats, community builder

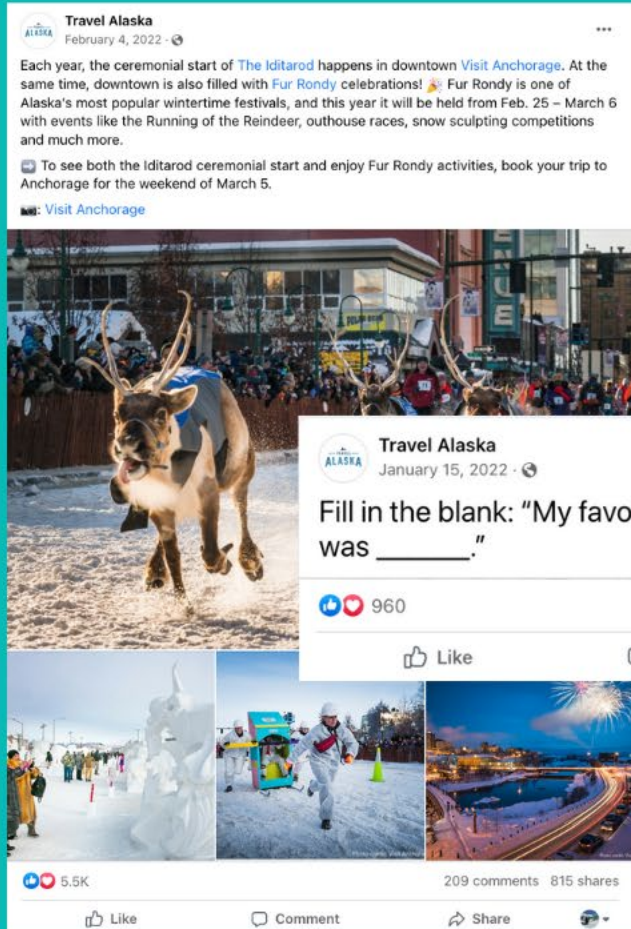


**TikTok**

1B users

Driven by SEO, first for trends,  
not just for younger audiences





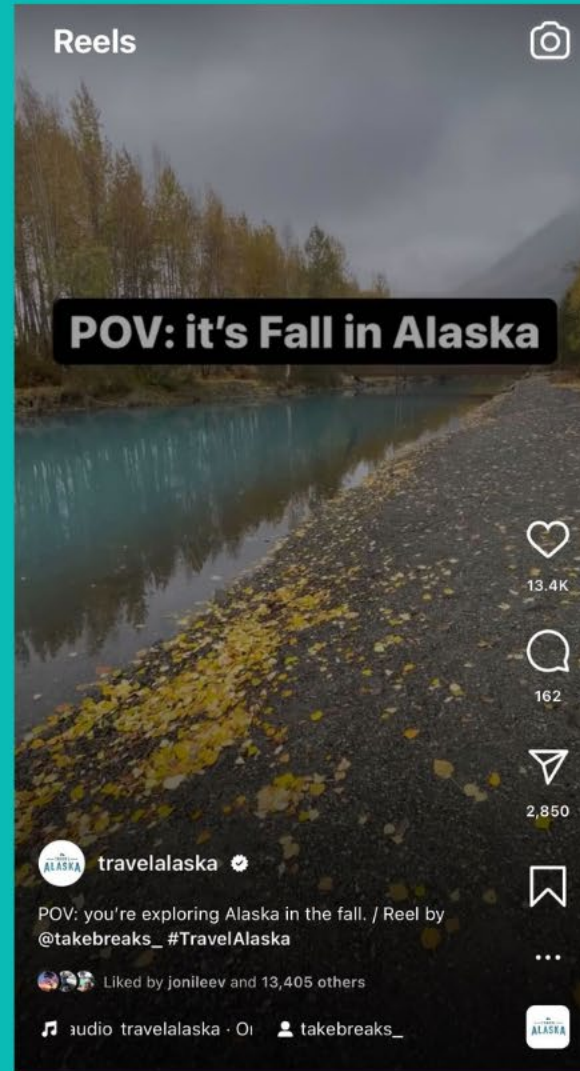
# Facebook

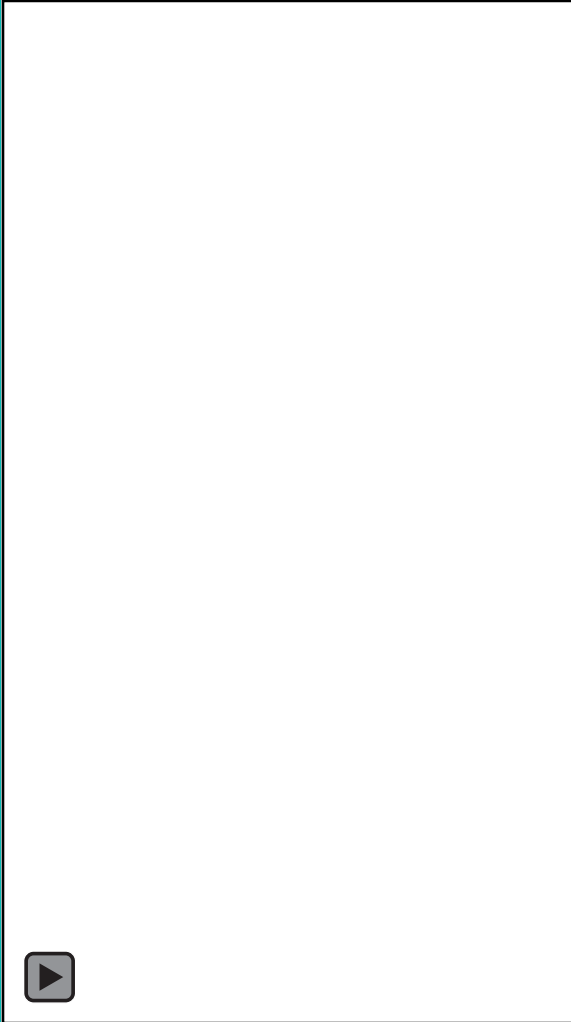
- Create a post formula.
- Identify your content pillars.  
Ex: Planning, inspiration, asking for engagement.
- Establish a goal for your page.



# Instagram

- Instagram Reels are a must — we recommend at least one per week.
- Don't forget about social care!
- Use influencers to increase your audience and content galleries.

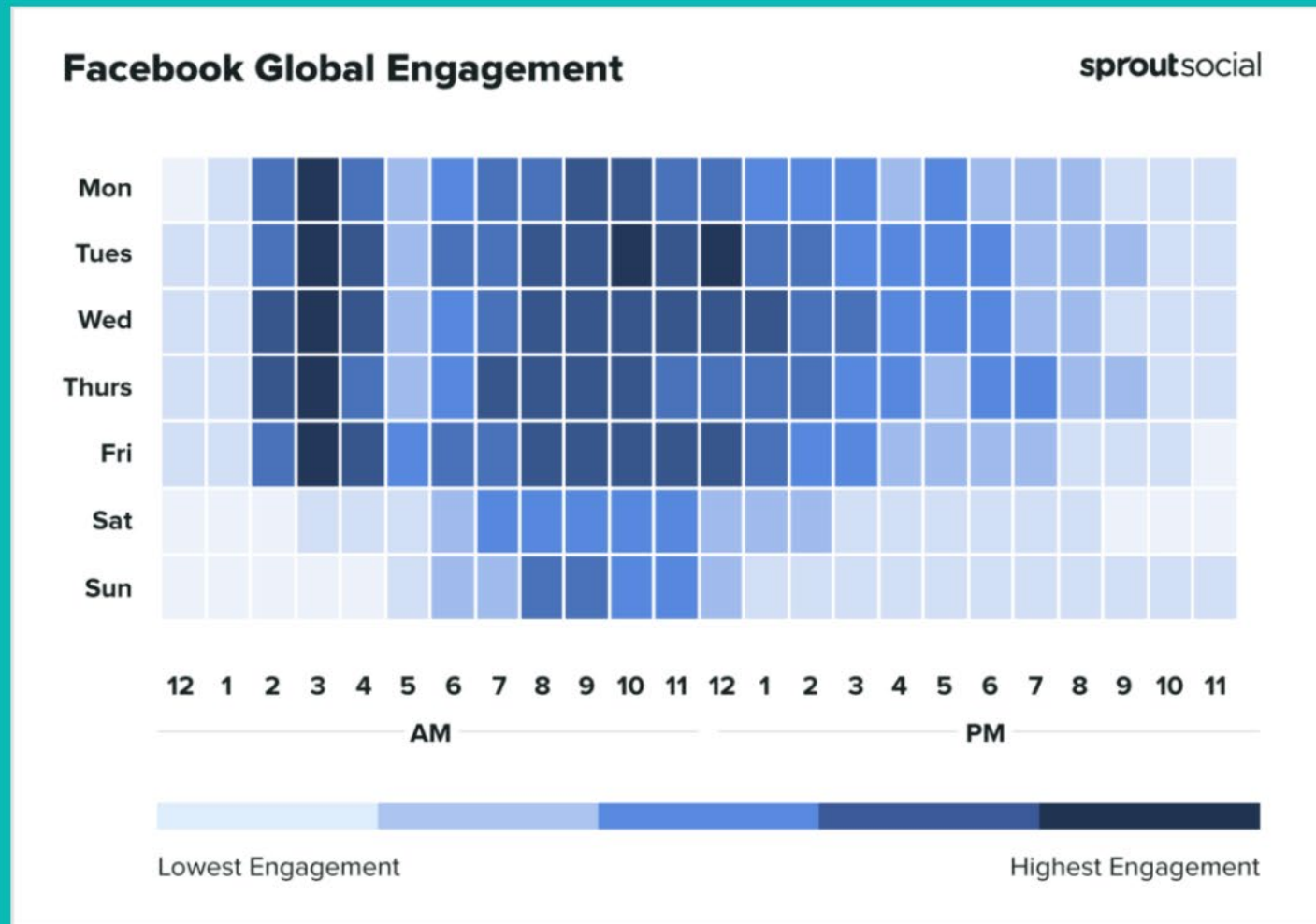




# TikTok

- Don't dive in until you can post consistently – a minimum of five times per week.
- Use it to identify trends.
- Experiment and try new things!

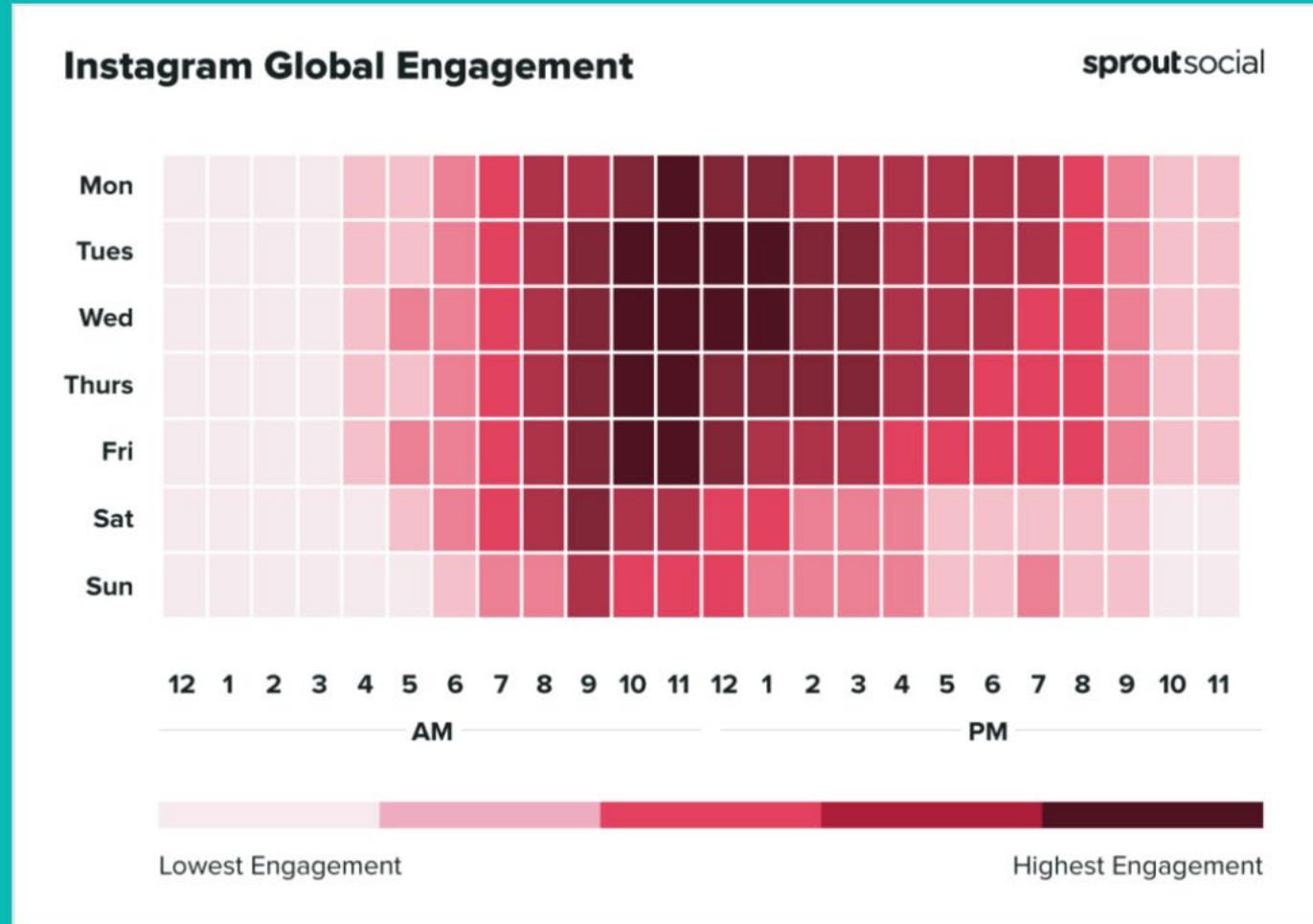
# Best times to post on Facebook: Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon





# Best times to post on Instagram:

**Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays 10 a.m. and 11 a.m.**



What makes your company or brand unique?

**Your Brand**

Where the platforms are heading (video, meme trends)

**The Platforms**

**Social Sweet Spot**

Your audience insights you researched while reflecting

**Your Audience**

What makes your company or destination unique?

**Your Brand**

Tap into internal audiences to create (employees, stakeholders, etc.)

**The Platforms**

Where the platforms are heading (video, meme trends)

**Social Sweet Spot**

Where you can be most effective with sales messaging

Your audience insights you researched while reflecting

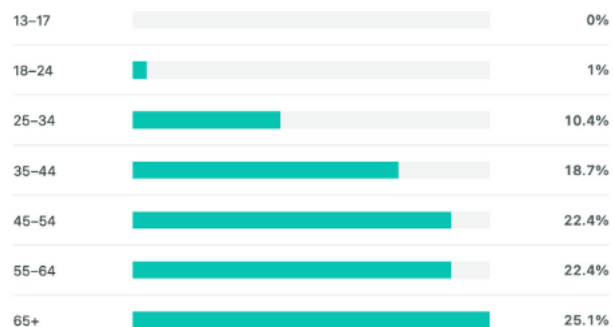
**Your Audience**

Thoughtful experimentation – don't force trends

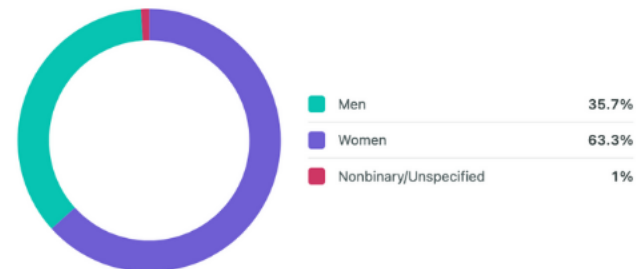
## Page Fan Demographics

Review your audience demographics as of the last day of the reporting period.

### Audience by Age



### Audience by Gender

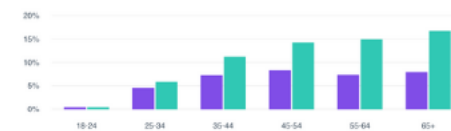


Women between the ages of 65+ have a higher potential to see your content and visit your Page.

## Audience

### Age and Gender

Men 36.30%  
Women 63.70%



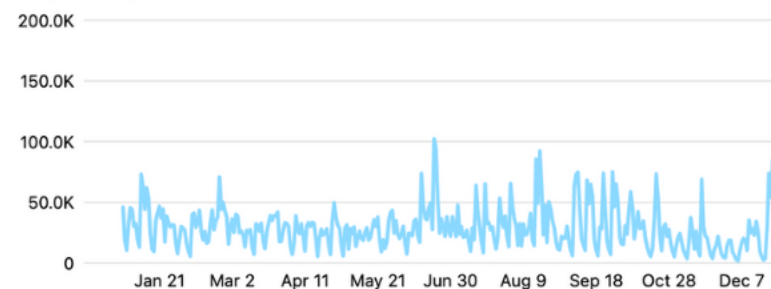
### Location

Cities Countries

Anchorage, AK	3,885
New York, NY	3,273
Houston, TX	2,006
Los Angeles, CA	1,914
Phoenix, AZ	1,570
San Antonio, TX	1,535
Chicago, IL	1,451
Jacksonville, FL	1,194
Las Vegas, NV	1,166
Fort Worth, TX	1,043

### Instagram reach ⓘ

2,273,620 ↑ 29.4%



# How to Show ROI

Looking at your company or destination's social media analytics is so important! Not only is this free visitor data, but it can also help you shape future social media strategies.






# Social Media Trends for 2023 ✨




*Magic write your ideas*



 Magic Write ×

Brainstorm 5 tips to overcome writers block

 Brainstorming ideas for you...



Marina

# AI Goes Mainstream



“

Every once in a while, a tech innovation develops seemingly overnight – and suddenly everyone, everywhere is talking about it. Examples that come to mind include Clubhouse and TikTok. But the pace at which ChatGPT has gone from unknown to ubiquitous seems unprecedented.

Travel Weekly



# UGC Continues to Dominate

User-generated content (UGC) continues to play an important role for the travel industry on social. According to a recent survey, 82% of consumers stated they believed that UGC played a significant role in their decision-making process.



# Questions?

Thank you for joining today! If you need digital or public relations support,  
feel free to email me!  
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