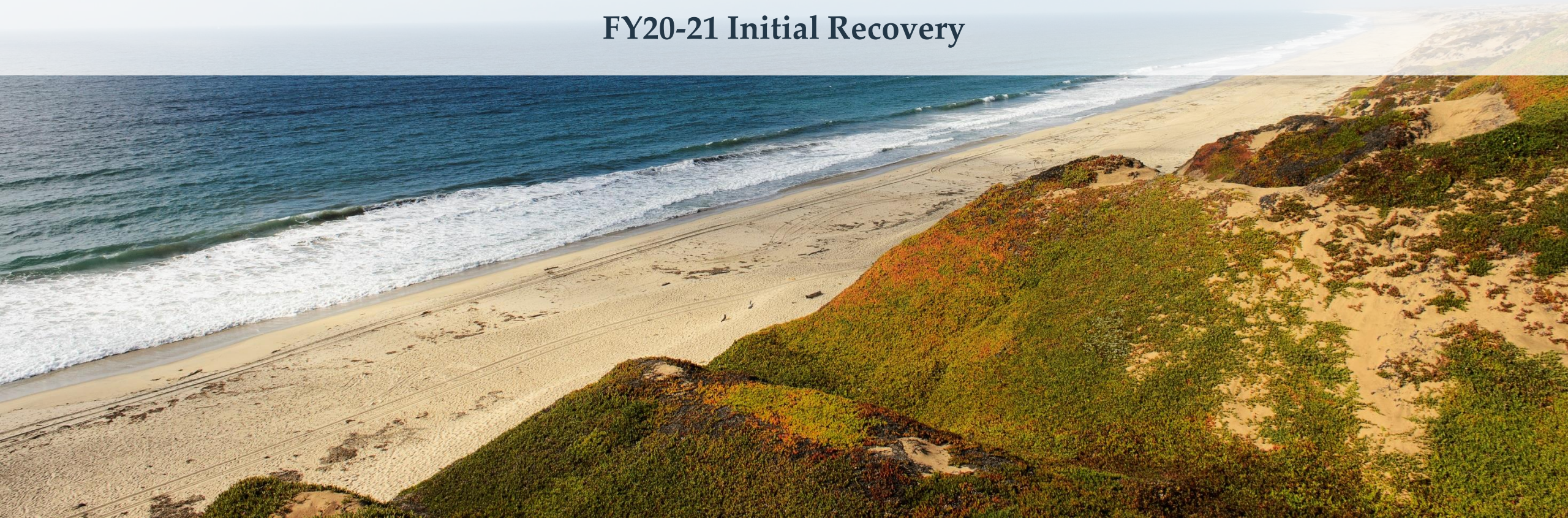




# Social Media Toolkit

## FY20-21 Initial Recovery







This social media toolkit is designed to **educate, unite** and **align** Monterey County's marketing communication efforts with local businesses, in the initial recovery stage of COVID-19. We are all in this **together** as we work towards recovering our tourism economy.

This toolkit provides messages and graphics to:

- Ensure current, mindful and effective messaging that drives visitation locally (and regionally when permitted)
- Assist with the creation of social posts and materials
- Share resources

All social media content in this toolkit is public domain and free to use by anyone for any purpose without restriction under copyright law.

# BRAND IDENTITY

**GRAB LIFE BY THE MOMENTS**

## Our Mission

Putting “Heads in Beds”

## Brand Statement

The Monterey County brand is made up of **moments** – moments inspired by Monterey County’s tranquil beauty and storied history.

These moments become memories and are cherished for years to come.

Monterey County is a destination that lends itself to restoration of mind and body and invigorates the soul.

# BRAND IDENTITY

## DEFINE YOUR BRAND

Our research tells us what ***our customers*** are interested in, what they respond to and what is most effective. Who are we? We are:

### **Voice & Tone**

- Inspirational
- Conversational
- Inviting
- Dynamic
- Authoritative
- Conscious
- Succinct

### **Brand Keywords include:**

- Inspire
- Restore
- Explore
- Exhilarate
- Invigorate



# DIGITAL LANDSCAPE

## SOCIAL MEDIA PLATFORMS

You don't have to do it all. Decide what you have time to manage, where you have the largest following and where you can do well.





# DIGITAL LANDSCAPE

## SOCIAL MEDIA PLATFORMS & AUDIENCES

### Use of different online platforms by demographic groups

*% of U.S. adults who say they ever use the following online platforms or messaging apps*

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1

PEW RESEARCH CENTER



# CONTENT CALENDAR

## Q1 ENGAGEMENT STRATEGY

CONTENT FLIGHTING	JUNE	JULY	AUGUST	SEPTEMBER
THEMES	Q1			
	TRAVEL RETURNS: local deals, staycations, road trips Fall: Harvest, Wine, Indian Summer			
Attractions	Open spaces (social distancing): parks, beaches, golf		Open Attractions	Locals Secrets
Outdoor Activities	Top 5 Outdoor Experiences	Beaches	Indian Summer/ Hiking	Surfing/ Surf Day
Arts, Culture & History		Weekend in Carmel: Responsibly		Art/Artists
Events & Holidays	Monterey's 250th Bday	4th of July	Car Week (Potentially Virtual)/Fall Events	IndyCar/ Jazz Fest
Family	Family Staycation	Family Staycation		
Food & Wine	Open Restaurants & Wineries	Farmers Markets	Artichokes	CA Wine Month
Wildlife		Condors		Sea Otters
Sustainable Travel	World Oceans Day	Road Trip		Monterey Bay
Campaigns/Sweeps	Ongoing Recovery Campaign			
Promotions	Local Specials		Potentially: Seattle/JSX	
Group/Meetings	Virtual Site Tours	Hosting a Mixed Meeting	Outdoor Meetings	New Renovations
Luxury	Virtuoso's Keep Dreaming campaign	Couples Escape		Ultimate Wine Escape



# COMMUNICATION IS KEY

- Infuse Responsible Travel messaging
- Be clear and direct on what visitors can expect
- Continue to share messages that support local businesses
- Link to sites of authority such as the CDC and Monterey County CVB
- Be transparent about business changes and empathetic to concerns
- Always monitor and respond to comments on your social channels





# ENCOURAGE RESPONSIBLE TRAVEL

- Our community is working hard to adhere to health and safety protocols. Travelers need to do the same. We're asking all local businesses to encourage safe and responsible travel to Monterey County. What does that mean? Visit our [Responsible Travel](#) page for details, as well as tools and resources that will help you promote this important message, including complimentary downloadable signage.

Safety guidelines include:

- **Wear face coverings**
- **Maintain social distance**
- **Stay home if you feel ill**
- **Leave no trace behind**

# SAMPLE MESSAGING

- “Travel responsibly.”
- “Your health and well-being is our top priority.”
- “We have changed our operations with your health and well-being in mind.”
- “Continue to follow us for the most up-to-date information on our business changes.”
- “To help keep yourself, our employees and community safe, we ask that you wear facial coverings and follow social distancing during your experience with us.”
- “We encourage you to follow guidelines provided by state, local and county authorities and take all necessary precautions to stay safe.”
- “We modified our business operations for the health and well-being of you and our employees.”
- “While our operations have changed for your safety, our world class hospitality is as prevalent as ever.”

## GROUP MEETINGS & EVENTS

- Promote leisure assets in addition to group specific messaging:
  - “Book a **Future** Transformation”
  - “We’re here to help, now and in the future.”
- Emphasize Monterey County’s scenic beauty and natural, wide-open spaces
- Follow Health & Safety Protocols specific to meetings & events industry standards
- Take a class: Monterey Conference Center is providing post educational classes and resources for meetings and hospitality partners.

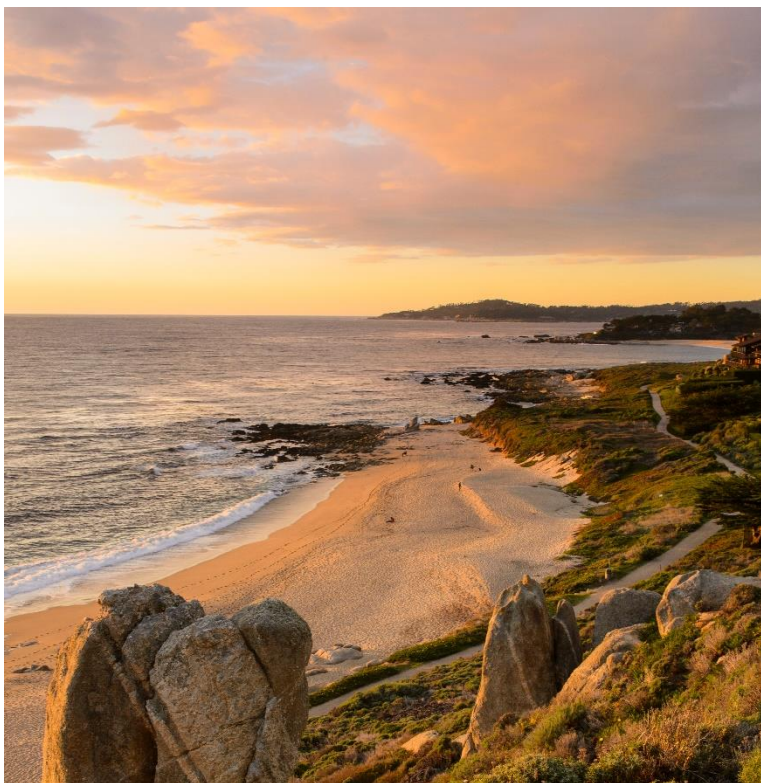




## IMAGE EXAMPLES

### USE VISUAL CUES TO AMPLIFY YOUR MESSAGE

**Do** choose images that evoke emotion.



**Don't** share images that are poorly lit.



**Do** choose images that inspire.



**Don't** share images that are low-quality.





**Do** feature individuals or couples.

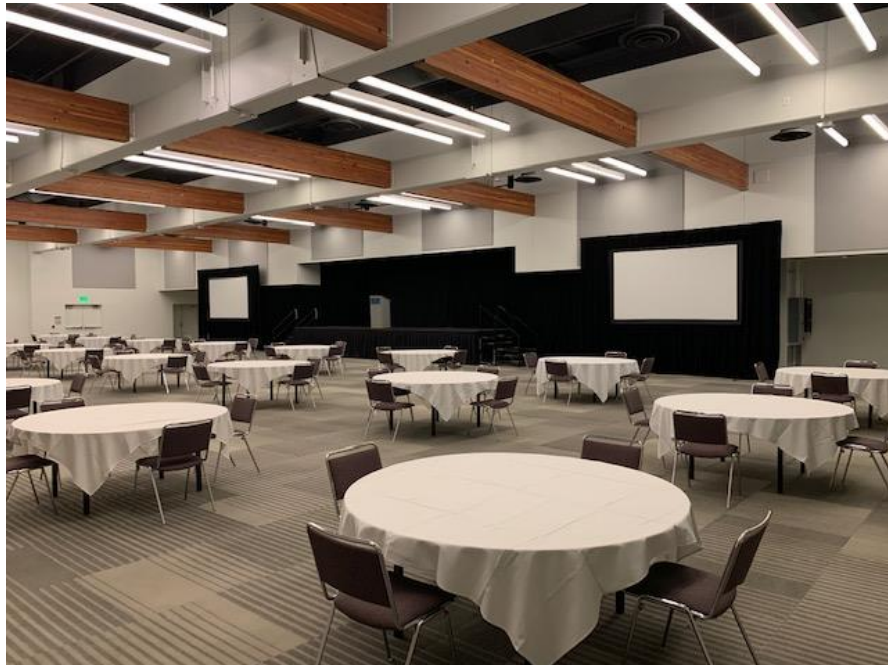


**Don't** show large groups.





**Do** show your new setup.



**Don't** share what it used to look like.



## NEED IMAGES?

### USE OUR IMAGE LIBRARY

We encourage you to visit our digital media library to view and download images of Monterey County for use on social media:

[www.seemonterey.com/media-library](http://www.seemonterey.com/media-library)

Password: Seemonterey2019

# BEST PRACTICES

## ENGAGE IN CONVERSATION

1. Monitor and reply frequently, even if it's just with a simple "thank you" or an emoji.
2. Offer value. Comments can be just as important as captions when you are nurturing trust and relationships on social media.
3. Control the conversation. Take negative conversations offline by asking for details in a private message or DM.
4. Delete offensive comments and setup your security settings.



## BEST PRACTICES

### USE CURRENT MESSAGES & TRENDS

#### Trends

Twitter shows what's trending daily

Popular on IG, Twitter and Facebook:

- National Holidays
- CA Takeout Tuesday
- Throwback Thursday
- Thankful Thursday
- Monday Motivation
- Travel Tuesday
- Follow Friday
- Foodie Friday

#### Hashtags

Always use brand hashtag

Tag popular & relevant hashtags

- #SeeMonterey
- #CaliforniaDreaming
- #TheMomentIsNow
- #VisitCalifornia

*Tag @SeeMonterey for amplification*



# CONTENT TO SHARE

Please feel free to share our content on your social channels.

## **Blogs**

[Monterey County Welcomes Back Travelers](#)

[Take an Epic Virtual Road Trip: HWY 1 Through Monterey County](#)

[5 Ways to Experience Monterey County from Home](#)

[Virtual Relaxation from Monterey County](#)

[Monterey County Musical Escapes](#)

# OPPORTUNITIES

## **Share local specials!**

Tell us about any deals or discounts that you are offering for locals that we can promote.

## **Go Live with us!**

Let us know if you have content for a virtual event. We're thinking wine tastings, yoga classes, and everything in between.

## **Social Media Co-op Opportunities**

Take advantage of affordable co-operative advertising to run promotions on Facebook, Instagram and LinkedIn.

Learn more at [www.seemonterey.com/members/advertising/co-ops/](http://www.seemonterey.com/members/advertising/co-ops/)







THANK YOU

