The background image shows a coastal landscape. In the foreground, a wooden boardwalk or path leads from the bottom left towards the center. To the right of the path is a wooden fence made of vertical posts connected by dark, thick ropes. The ground is sandy with some low-lying coastal vegetation. In the background, the ocean is visible with white waves breaking against a rocky shore. The sky is a pale, hazy blue. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text 'Social Media Workshop FY 21-22' in a dark blue, serif font.

Social Media Workshop FY 21-22



WORKSHOP GOALLS

To **educate, unite** and **align** Monterey County's marketing communication efforts with local businesses.

Discuss and review messages and graphics to:

- Ensure mindful and effective messaging that drives visitation
- 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



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.

Our Mission is putting “Heads in Beds”

BRAND IDENTITY

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.





MCCVB CONTENT CALENDAR

Content Flighting	Integrated Content Calendar FY 2021-2022				
	November	December	January	February	March
	Q2		Q3		
	Winter: Holiday Travel, Winter Wildlife		Spring: Outdoor Adventure, Wildflowers		
Events	- Big Sur Food & Wine 11/4-6 - Velocity Invitational 11/11-14		- Monterey SwingFest 1/12-17 - Carmel Culinary Week 1/14-23	- AT&T Pro Am 1/31-2/6	- Jazz Bash by the Bay 3/4-6
Holidays	- Dia de los Muertos 11/1-2 - Veteran's Day 11/11 - Thanksgiving - Black Friday	- Christmas - New Years Eve	- New Years - National Plan for Vacation Day 1/25 - Whalefest 1/26	- Black History Month - Valentine's Day - National Clam Chowder Day 2/25	- International Women's Month - International Women's Day 3/8 - St. Patrick's Day 3/17
PR Calendar	- Best Places to Golf in Monterey County	- New in 2022 - Wellness Experiences in the New Year	- Romantic Getaways - Whale Watching	- Culture-Filled Getaways (museums, music, outdoor art)	- Earth Day - Sustainable Meetings
VCA PR Calendar	- New Year's Eve - California's Sustainable Wineries	- Wellness and Detox Travel - Diversity Across California's Tourism Businesses - What's Old and Still Worth Visiting	- California's Cultural Hotspots	- Accessible Destinations	- Must-Try Cocktails and Where to Find Get Them - Undiscovered Nature in the Gateway Cities
VCA Travel Stories Content	- Culinary	- Holiday Focus			
Attractions	- 7 Hikes to Take Your Breath Away	- Christmas on the Coast - Pinnacles National Park	- 2022 Monterey County Bucket List	- Cannery Row	- Harvest Season
Outdoor Activities	- Winter Surf	- Outdoor Wellness Activities	- Golf	- Top Outdoor Experiences	- Camping
Arts, Culture & History	- Monterey Walking Tours - Handcar Tours	- Local Holiday Gift Guide	- Murals	- Monterey County Black Caucus - National Steinbeck Center	- Monterey Jazz History - The Women of Monterey County
Family		- Family Holiday		- Spring Road Trips	
Food & Wine	- Craft Beer and Breweries	- Outdoor Dining with a View	- Carmel Culinary Scene	- Clam Chowder on the Wharf	- Farmers Markets
Wildlife	- Winter Wildlife	- Tidepooling	- Whale Watching	- Birding	- Dolphins
Sustainable Travel	- Sustainable Big Sur	- Planning Ahead for 2022	- Leave No Trace	- Sustainable Moments 2.0	- Tourism Matters
Promotions, Sweeps	- Holiday Specials	- Holiday Specials			
Group Meetings	- "All In" - Book Now Promotion	- "All In" - Book Now Promotion	- "All In" - Book Now Promotion	- "All In" - Book Now Promotion	- Sustainable Meetings
Luxury	- Luxury Food & Wine experiences		- Wellness & Relaxation	- Couples Escape	

FY 21-22
Content Calendar

CONTENT

CONNECTING BRAND IDENTITY TO CONTENT

We communicate by:

Being inspirational

Being helpful

Giving people something to talk about

Reasons why visitors come to Monterey County – where does your brand align?

Scenic Beauty

Outdoor Adventure





BEST PRACTICES

COMMUNICATION IS KEY

- **Respond** to messages in a timely fashion
- Infuse [Responsible Travel](#) messaging into your social posts
- Be **clear and direct** on what visitors can expect when visiting
- 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





BEST PRACTICES

ENGAGE IN CONVERSATION

- **Monitor and reply frequently**
even with a quick and simple response
- **Control the conversation**
take negative conversations offline with a private DM
- **Offer value**
comments are important when you are nurturing trust and relationships on social media
- **Don't engage with trolls**
although some negative feedback is reasonable, if things get out of hand delete offensive comments and block if you have to

BEST PRACTICES

PUT A PLAN INTO PLACE

Phase 1

Plan ahead with
a content calendar

Phase 2

Develop and
maintain your
social voice and
tone. Stay
authentic to your
brand, be relevant
and relatable

Phase 3

Location, location,
Location! Tag your
geolocation
in your posts

Phase 4

Always use a brand
hashtag, and use popular
and local relevant hashtags,
such as #SeeMonterey
#VisitCalifornia #Monterey
#CaliforniaDreaming



ENCOURAGE RESPONSIBLE TRAVEL

Responsible travel:

- reduces negative impacts to our county
- supports our local businesses and communities
- respects our residents and travelers' health and safety
- preserves the cultural and natural resources of what is loved most about our destination.

Encourage safe and responsible travel to Monterey County.
Visit our [Responsible Travel](#) page for tools and resources

Safety guidelines include:

- | | |
|--------------------------|---------------------------------|
| ■ Masking up as needed | ■ Embracing community & culture |
| ■ Staying home when sick | ■ Supporting local businesses |
| ■ Camping responsibly | ■ Leaving no trace |

IMAGE EXAMPLES

Do choose images that evoke emotion



Don't choose images that are poorly lit



IMAGE EXAMPLES

Do choose images that inspire



Don't choose images with low quality



IMAGE EXAMPLES

Do feature individuals or couples



Don't show large groups



IMAGE EXAMPLES

Do show your setup



Don't share what it used to look like



FREE IMAGE RESOURCES

Visit our digital media library to view and download images of Monterey County URL:

www.seemonterey.com/medialibrary

Password: Seemonterey2019

Please credit SeeMonterey.com unless otherwise noted





CONTENT TO SHARE

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

Recent Blogs:

[Take a Culinary Road Trip This Fall](#)

[Explore Pet-Friendly Monterey County](#)

[3 Wellness Activities to Enjoy in Monterey County](#)

[Monterey County's Food & Wine Scene](#)

[Take an Inspired Trip to Monterey County](#)

[Find Your Moment in Monterey County](#)

RECENT CAMPAIGNS

NOW IS THE MOMENT



- [Now is the Moment](#) to embrace the unique experiences and natural beauty of Monterey County, inspirational messaging that speaks to Monterey County moments
- **Opportunities to inspire & connect,** ask your audience to share themselves in the moment during their Monterey County visit using #SeeMonterey
- **Create your own Point of View footage** to showcase moments including epic sunsets, hotel room views or rolling vineyards.
- **Now is the Moment Campaign** [Toolkit](#)
- **Television/CTV Commercial:** [“Now Is The Moment” :30](#)

RECENT CAMPAIGNS

“ALL IN” GROUP AND MEETINGS CAMPAGIN

- [“All In”](#) is designed to showcase our destination's diverse and compelling meeting spaces and invite groups to plan an all inspired, all incredible meeting
- “All In” Group and Meetings Campaign [Toolkit](#)
- Follow Health & Safety Protocols specific to meetings & events industry standards outlined on our [Travel Alerts page](#)
- Destination Inspiration Video: [“All inspired” :30](#)

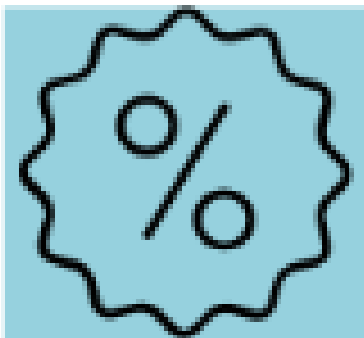


MONTEREY
MEETINGS

ALL INSPIRED



GET INVOLVED



Keep us informed

Tell us what your business is up to! Share any deals or discounts that you are offering our locals, upcoming events, new menu items, etc. to promote. Members can update their listings via the Extranet.



Go live

Go live and bring your social audience into your special event or experience, whether it be wine tasting, yoga classes, and everything in between.



Tag us

Use the hashtag **#SeeMonterey** or tag us **@seemonterey** for amplification.



MORE WAYS TO GET INVOLVED

EARNED MEDIA OPPORTUNITIES

Add us to your press list

send your latest press releases and news/updates to media@seemonterey.com for inclusion in media pitches, press releases and industry updates.

Participate in media hosting

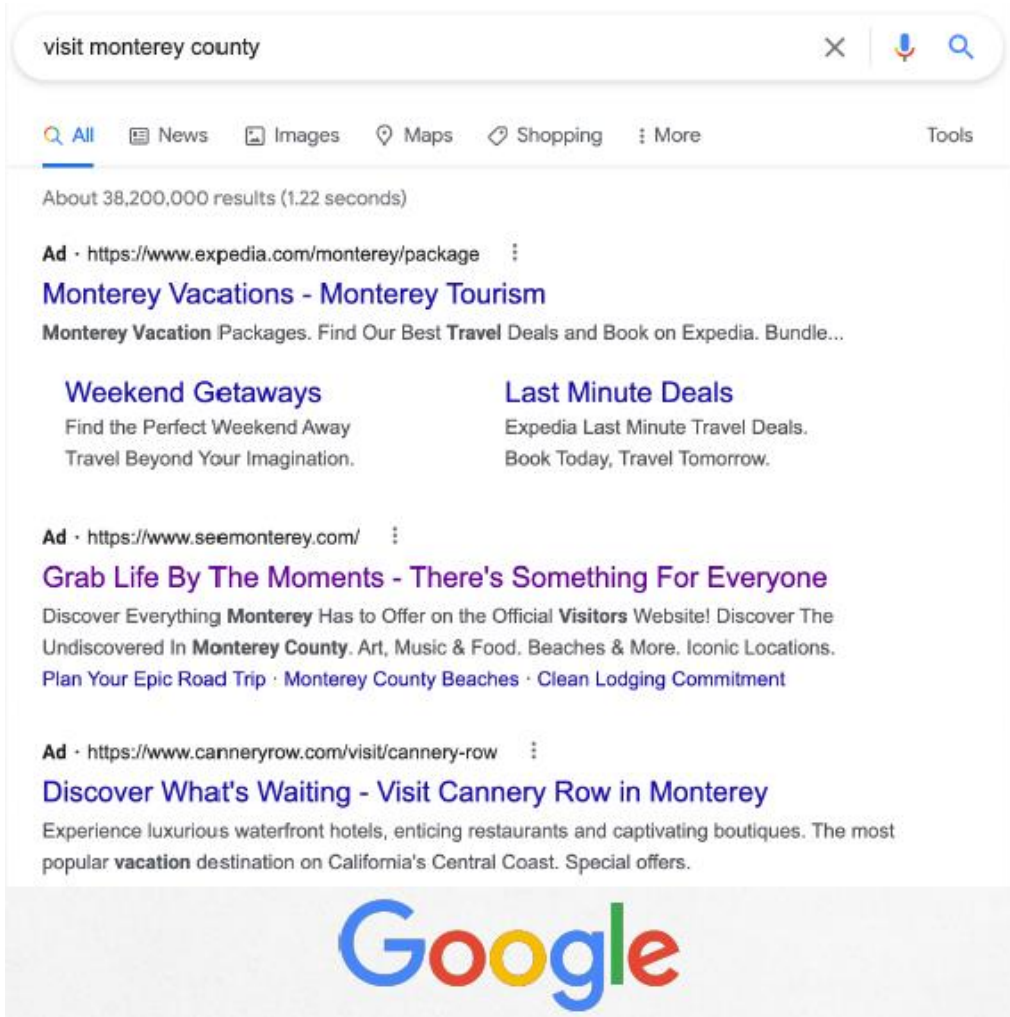
make sure you are signed up to receive media hosting requests and respond when interested to be considered.

Submit information in content requests

fill out relevant information for your business in content requests for inclusion in media opportunities, social media and on [SeeMonterey.com](https://www.seemonterey.com)

EVEN MORE WAYS TO GET INVOLVED

CO-OP CAMPAIGNS



Concept

Acknowledge value of Brand keywords and strategize an efficient approach to better serve the destination and its Partners.

Goals

- Collaborate with Partners on existing search strategy to offer a complimentary solution that is either more efficient or drives incremental traffic to their site.
- Identify collaborative goals and objectives
- Offer opportunities for transparency to partner results/outcome

Metrics

- Awareness (impressions)
- Engagement (clicks, CTR, CPC)
- Conversion (clicks to partner sites, cost per click to partner site).

Contact us if you are interested in learning more at

Marketing@seemonterey.com

THANK YOU!