

Social and Owned Media Optimization

Goal:	To identify and execute on opportunities that improve impact.
Process & Partner Responsibility:	Partner will work directly with the Co-Op team through every step. Initial partner questionnaire to assess partner assets followed by a series of focused 1:1 training calls (including audit findings) paired with hands-on development of content execution across owned media channels.
Key Deliverables:	<ul style="list-style-type: none"> • Digital audit across social presence and owned media - including YouTube, Facebook, etc., in addition to TripAdvisor, and web presence – to identify opportunities that boost impact. <i>(Partners with an identified need for significant website development may request additional NMTD funds at the conclusion of this initiative.)</i> • Assessment of existing assets with actionable insights for improvement • 1:1 Training sessions to learn how to set up digital accounts (for those partners desiring assistance), and social media communications and planning. • Creation of social post content including copywriting and photo sourcing: <ul style="list-style-type: none"> ○ Full year content calendar including access to free management tools ○ 2 social posts per week for 12 months of the year for 2 platforms. ○ A complimentary eMarketer report on the state of social for New Mexico.
Timing & Duration:	As early as Sept 2020; 6 weeks

