



**POCONO MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

# Top Ways to Get in the Social Mix

# What we'll cover today

- PMVB's social media audience
- How do we plan our content calendar?
- Update the Extranet & Communicate Regularly
- Posting Consistently
- Image & Video Best Practices & Tips
- Questions

# PMVB Audience Overview

Over 650,000 engaged travelers & locals

# PMVB Audience & Followers

FOLLOWERS: +655K Followers



## AUDIENCE ON SOCIAL

Primary: Women 35-54 | Secondary: Women 25-34  
Disposable income, like travel & family fun

## MONTHLY CONTENT PUBLISHED

350-400 pieces of content are published per month  
on all PMVB social channels

## IMPRESSIONS

+6.21M per month

## INTERACTIONS

+97K per month

# Content Calendar

How do we plan our posts and content calendar?

# The Planning Process

- Content Calendar
- Website Data
- Top performing posts
- Review your content, events, and offers
- Hashtag tracking
- Repurpose Content

# Content Calendar

- Your Content Calendar is a living document
- PMVB content calendar is planned 2-3 months in advance
- Content is reviewed monthly for adjustments
- 3 Instagram posts per day / 3-5 Reels per week
- 2-3 Facebooks posts per day
- 3-5 TikTok videos per week
- Pinterest 6-8 weeks out / 2-4 Pins per week

# Content Calendar

- Google Calendar is a great free resource
- It is shareable
- Easy to add categories like social media, newsletters, events, key dates, holidays

April 2022

Today Color: Content Type Weekends: On Link active Customize

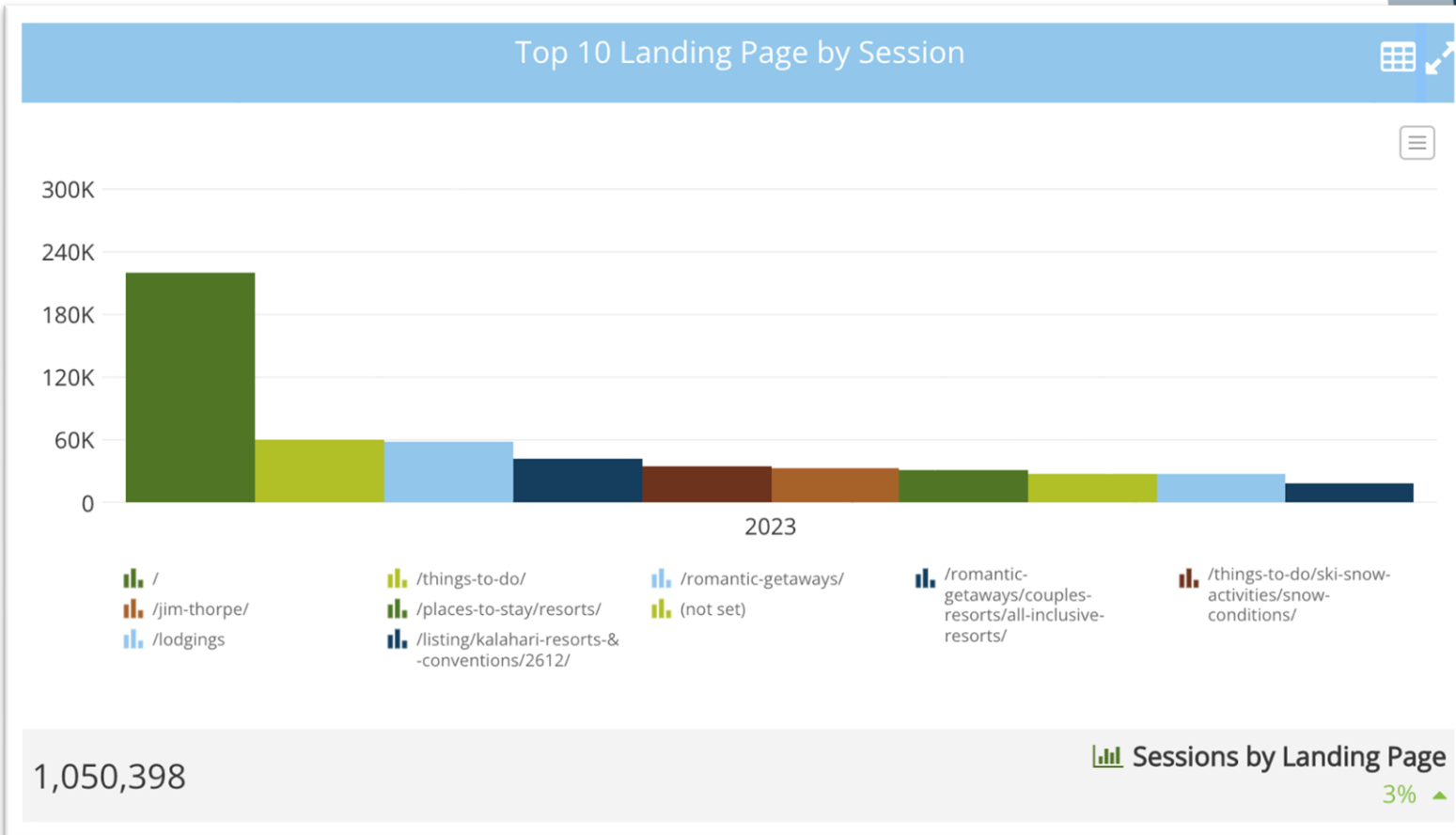
Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>Mauch Chunk Lake</p> <p>✓ IG: Glamping - Camp Temike</p> <p>✓ IG: Glamping - Keen Lake</p> <p>1 more</p>	<p>Nature Center</p> <p>EW ✓ E-NEWS: Member: April PMM</p> <p>✓ POD: PMM April Episode</p> <p>5 more</p>	<p>Boutique FAM Invite...</p> <p>EW ✓ E-NEWS: Consumer April Newsletter</p> <p>✓ FB: Big Screen Escapes</p> <p>4 more</p>	<p>@ Mountain Spring...</p> <p>✓ FB: Cliff Park Trail - Peak of the Week</p> <p>✓ FB: Picturesque Luxury Picnic</p> <p>3 more</p>	<p>Breweries</p> <p>✓ Lehigh Valley Business Filming Day</p> <p>✓ FB: The Hawley Hub</p> <p>5 more</p>	<p>Poconos</p> <p>✓ FB: Wedding Planning in the Poconos</p> <p>✓ IG: Dining in the Poconos</p> <p>2 more</p>	<p>Winery</p> <p>✓ IG: Hiking - Lehigh Gorge</p> <p>✓ IG: Hiking - Raymondskill Falls</p> <p>1 more</p>
<p>10</p> <p>✓ FB: Pocono Glamping at Camp Temike</p> <p>✓ FB: Sunset Sunday</p> <p>✓ IG: Hit the Town - Jim Thorpe</p> <p>✓ IG: Hit the Town - Milford</p> <p>1 more</p>	<p>11</p> <p>✓ FB/IG: Earth Day Kids/PUP</p> <p>✓ FB: Dingmans Falls</p> <p>✓ FB: State Parks in the Pocono Mountains</p> <p>✓ IG: Waterfalls - Hickory Run State Park</p> <p>2 more</p>	<p>12</p> <p>✓ FB: Hannas Farm Market</p> <p>✓ FB: Roebling Inn on the Delaware River</p> <p>✓ IG: State Parks - Hickory Run State Park</p> <p>✓ IG: State Parks - Gouldsboro</p> <p>1 more</p>	<p>13</p> <p>✓ FB/IG: Pocono Jobs at WBC</p> <p>✓ April Content Calendar Monthly Review</p> <p>✓ POD: Working at a Brewery in the Pocono...</p> <p>✓ FB: Delaware Water Gap - Mount Minl</p> <p>6 more</p>	<p>14</p> <p>EW ✓ BLOG: RP: Museums</p> <p>✓ FB: Sightseeing - Jim Thorpe Sidecar Tourz</p> <p>✓ FB: Blog Share</p> <p>✓ IG - See the Poconos - Jim Thorpe Sidecar Tourz</p> <p>2 more</p>	<p>15</p> <p>✓ PMM: Steam Locomotive</p> <p>✓ FB/IG: Latin Easter</p> <p>✓ FB: Shohola Creek</p> <p>✓ FB: Pocono Mountains Waterparks</p> <p>3 more</p>	<p>16</p> <p>✓ Insurrection Distillery Shoot</p> <p>✓ FB: Insurrection Distillery</p> <p>✓ FB: Pohopoco Creek Alpaca Farm</p> <p>✓ IG: Pohopoco Creek Alpacas</p> <p>2 more</p>
<p>17</p> <p>✓ FB: Spring Train Rides in the Poconos</p> <p>✓ FB: Sunset Sunday</p> <p>✓ IG: Trains - Steam Engine</p> <p>✓ IG: Trains - Stourbridge Line</p> <p>2 more</p>	<p>18</p> <p>✓ FB: Dorfinger Glass Museum</p> <p>✓ FB: Rainbow Mountain</p> <p>✓ IG: Agritourism - Farm Arts Collective</p> <p>✓ IG: Hannas Farm Market</p> <p>2 more</p>	<p>19</p> <p>✓ FB: Outdoor Adventure Courses</p> <p>✓ FB: Paradise Lavender Farm</p> <p>✓ IG: Wineries - Three Hammers</p> <p>✓ IG: Wineries - Renegade Wine Tours</p> <p>2 more</p>	<p>20</p> <p>✓ FB: Golf a Round Card and Spring Golf</p> <p>✓ FB: Peak of the Week - Tank Hollow</p> <p>✓ IG: Golf - Golf a round card</p> <p>✓ IG: Golf - Pocono Manor</p> <p>4 more</p>	<p>21</p> <p>WTMJ Video Shoot- Foodie/Restaurants</p> <p>✓ PRESS: PUTP Spring Cleanup Media Alert</p> <p>EW ✓ BLOG: RP: Best Instagram Photo</p> <p>EW ✓ E-NEWS: Member April Newsletter</p> <p>7 more</p>	<p>22</p> <p>✓ PMM Panel Segment</p> <p>✓ FB: Horseback Riding in the Poconos</p> <p>✓ FB: Lehigh Gap Nature Center</p> <p>6 more</p>	<p>23</p> <p>✓ FB: Cottage Rentals in the Poconos</p> <p>✓ FB: Summer Getaway Planning</p> <p>✓ IG: Summer Stay - Skytop</p> <p>✓ IG: Summer Stay - Whitewater Rafting</p> <p>2 more</p>
<p>24</p> <p>✓ FB: Paddle Through the Poconos</p> <p>✓ FB: Sunset Sunday - Otter Lake</p> <p>✓ IG: Sunset of the Month</p> <p>✓ IG: Sunset of the Month</p> <p>1 more</p>	<p>25</p> <p>✓ FB: Bushkill Falls</p> <p>✓ FB: The Cure Cafe on Main</p> <p>✓ IG: Bushkill Falls</p> <p>✓ IG: Bushkill Falls</p> <p>2 more</p>	<p>26</p> <p>✓ FB: Renegade Wine Tours</p> <p>✓ FB: Shawnee Inn Glamping</p> <p>✓ IG: Hit the Water - Shawnee Inn</p> <p>✓ IG: Hit the Water - Mauch Chunk Lake</p> <p>2 more</p>	<p>27</p> <p>✓ POD: Golf in the Poconos</p> <p>✓ PRESS: PUTP Spring Cleanup Wrap w/ Numbers</p> <p>✓ FB: Mt Tammany Spring Hike</p> <p>✓ FB: The Barn at Boyds Mills</p> <p>4 more</p>	<p>28</p> <p>✓ PMM: Upload and Schedule Premiere on Facebook</p> <p>EW ✓ BLOG: NEW: Golf in the Poconos</p> <p>✓ FB: Chantilly Goods</p> <p>✓ FB: Blog Share</p> <p>4 more</p>	<p>29</p> <p>✓ FB: Water Activities in the Poconos</p> <p>✓ FB: Claws N Paws</p> <p>✓ IG: Outdoor Dining - Boulder View Tavern</p> <p>✓ IG: Outdoor Dining - Broadway Grille</p> <p>3 more</p>	<p>30</p> <p>✓ FB: Boundless Yoga</p> <p>✓ FB: Lukans Farm</p> <p>✓ IG: Claws N Paws</p> <p>✓ IG: Claws N Paws</p> <p>1 more</p>











## WEBSITE DATA


Review our website data.

What are visitors interested in?




MARKETING  
DASHBOARD


	Type	Date	Impressions↓	Organic Reach	Paid Reach	Organic Likes	Organic Saved	Organic Comments	Organic Interacti
 Listen to live music amongst the trees at @harmon... MORE VIEW BOOST	📧	Apr 2, 2023 8:00 AM	96.52k	11.7k	49.92k	215	25	9	249
 Experience an open-air ride on the twisting mount... MORE VIEW	📄	Apr 11, 2023 9:00 AM	65.89k	33.81k	19.98k	817	194	32	1,04k
 Relax by a lakeside campfire when you stay at one... MORE VIEW	📄	Apr 14, 2023 2:15 PM	22.35k	18.17k	-	510	62	4	576
 See the Pocono Mountains like never before when ... MORE VIEW BOOST	📧	Apr 14, 2023 6:00 PM	20.29k	19.13k	-	395	52	4	451
 Experience the beauty of camping without the has... MORE VIEW	📄	Apr 28, 2023 9:00 AM	16.01k	11.86k	-	326	44	16	386
 Hard time figuring out what to do? 🤔 How do go-k... MORE VIEW	📄	Apr 6, 2023 6:00 PM	15.58k	12.56k	-	226	22	0	248
 Shopping can work... MORE VIEW									215
 Ready for an adven... MORE VIEW									269



**Scheduled posts**  
You have 51 posts scheduled to be shared.




See all



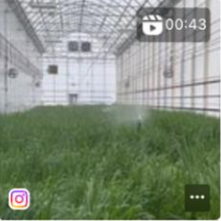
Life is better in hiking boots ...  
Mar 20, 2023, 2:00 PM  
16 likes 0 comments  
284 people reached

Boost post




Ready to trade in your winter ...  
Mar 20, 2023, 2:00 PM  
1 like 0 comments  
518 people reached

Boost post




Spring is finally here! Let's tak...  
Mar 20, 2023, 10:14 AM  
70 likes 5 comments  
3.5K people reached

Boost unavailable




Happy First Day of Spring 🌸 ...  
Mar 20, 2023, 9:12 AM  
18 likes 0 comments  
3.4K people reached

Boost post




Happy First Day of Spring fro...  
Mar 20, 2023, 9:08 AM  
89 likes 0 comments  
2.6K people reached

Boost unavailable



Sunsets at the summit 🌄 ...  
Mar 19, 2023, 6:00 PM  
350 likes 4 comments  
8.3K people reached

Boost post



Sunsets just hit different on t...  
Mar 19, 2023, 6:00 PM  
62 likes 11 comments  
11.4K people reached

Boost post

# REVIEW CONTENT PERFORMANCE

Review top posts from the previous month.

Review posts from the previous three years.

## Events

- Review upcoming month + 1 week
- Events reviewed weekly for new additions

## Offers

- Review all offers for the month / longer offers

## Your Posts

- Review new content from members
- Tag us #PoconoMtns and @PoconoTourism

## UGC – User Generated Content

- See what our visitors are experiencing

## COLLECTING POST CONTENT

Does your business fit the season?

Do you have events and offers on the extranet?

Have you posted in the last 30 days?

EXTRANET

To get training on the Extranet,  
email [CRM@poconos.org](mailto:CRM@poconos.org)

# Hashtag Tracking

## #PoconoMtns

- 91.3K posts
- 5.4K interactions
- 208.4K reach
- 5.2K likes

## #PoconoMountains

- 139K posts
- 9.0K interactions
- 61.5K reach
- 8.4K likes

## #Poconos

- 787K posts
- 7.1K interactions
- 733.3K reach
- 6.7K likes

*Monitor what visitors are posting.*

*Are you missing anything visitors are experiencing?*



## REPURPOSE CONTENT

**April 2022**

98K reach

2.3K Reactions

496 Link Clicks

726 Comments

407 Shares

- Re-Edit the clip
- Add new music
- Change caption

# Where do I start?

Top ways to get on our radar

# Post Consistently

- Posting consistently gives us more content to choose from to create posts
- Posting consistently also lets a visitor know you're open, what's new, what they can expect
- Not posting for weeks or months will hurt the way a visitor sees your business
  - Are they closed? Question quality?

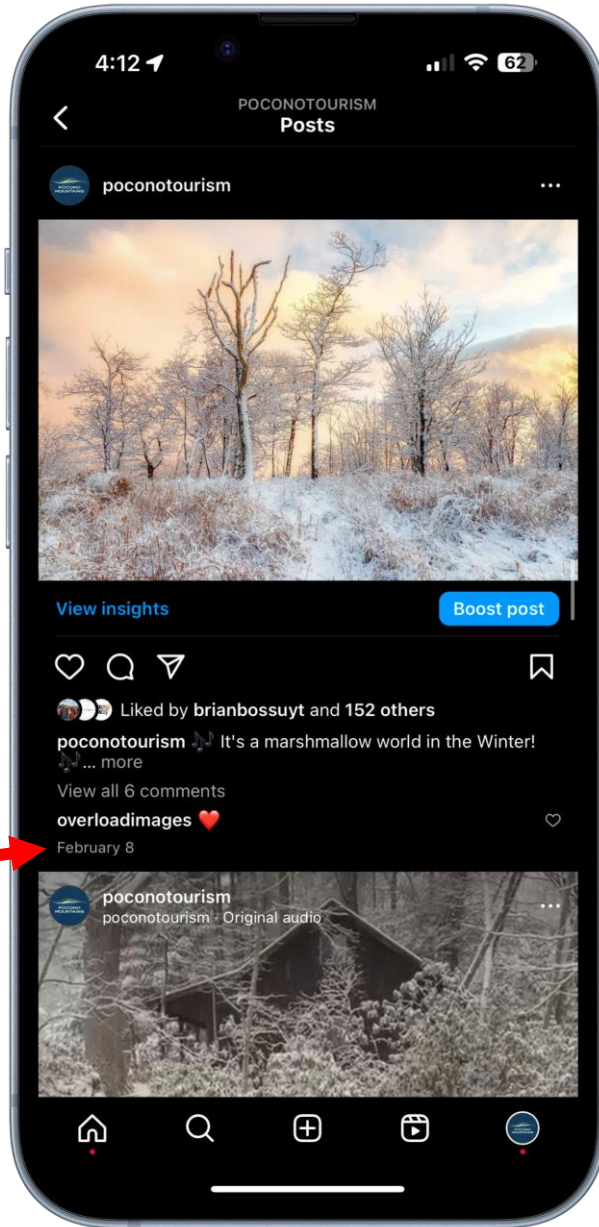




You are planning a family trip this summer and this is what you see...

Thoughts?





You are planning a family trip this summer and this is what you see...

Thoughts?

# Use the Extranet

- Add your events and offers
  - This is where we pull content from for posts
  - These allow us to link back to your listing/event/offer
- Update your photos on your listing

EXTRANET

To get training on the Extranet,  
email [CRM@poconos.org](mailto:CRM@poconos.org)

# Keep us in the loop

- Touch base with us regularly
- Either quarterly or seasonally
- What's New?
  - New product or service, new attraction, menu or drink change, opening for the season, beer/wine/spirits bottling, harvesting, behind-the-scenes, cooking, etc.
- Add these touch points to your calendar

# UGC is a powerful tool

- Use photos taken by guests
  - More authentic
  - People love seeing others like them
  - Always get permission before posting
- This is a great photo! We'd love to feature this pic on our social channels and materials! Please reply with #YesPMVB if we can use your photo! Terms can be found here: <http://bit.ly/371DGgJ> Please reach out to us if you have any questions. Thank you!

# Engagement with UGC

Visitors love seeing themselves in a location.

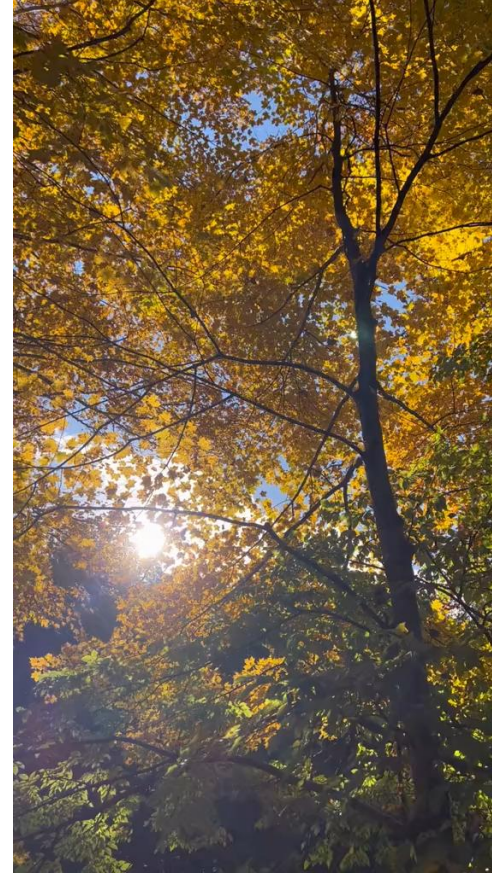
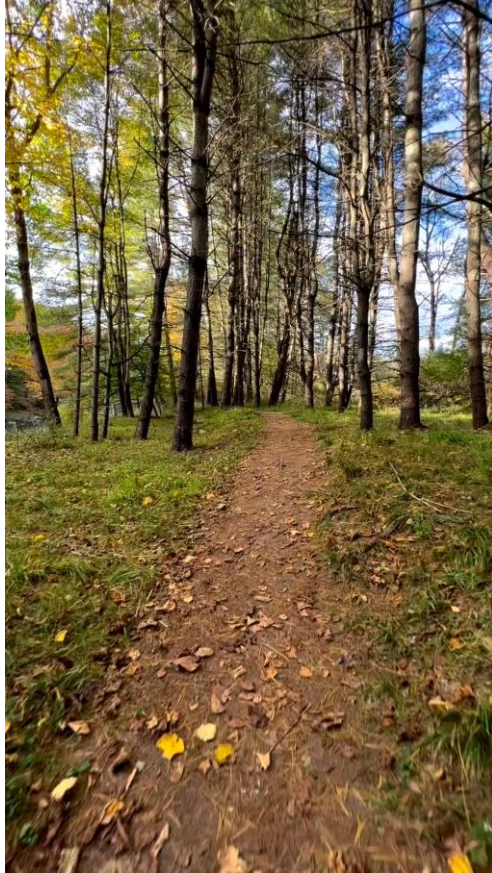


# Batch Capture Content

- One day of shooting = weeks of content
- You can create multiple posts from a single shoot
- Photos/videos do not need to be professional



# One Shoot = Three Videos



# Same Event, Different Content





# Best Practices

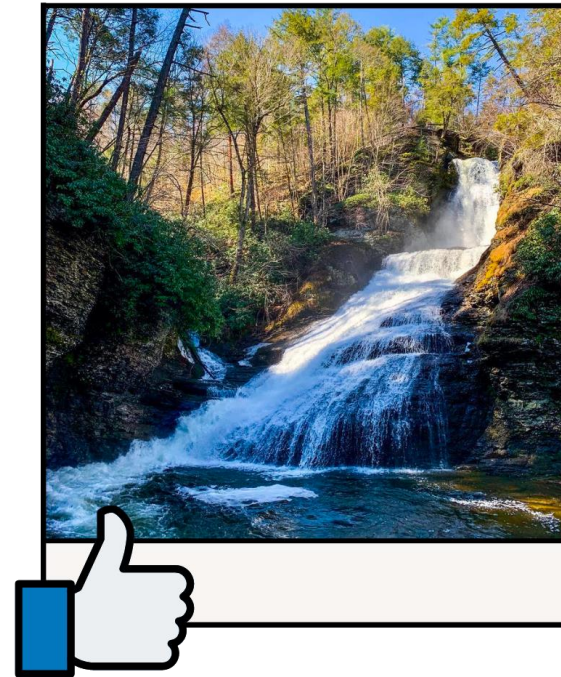
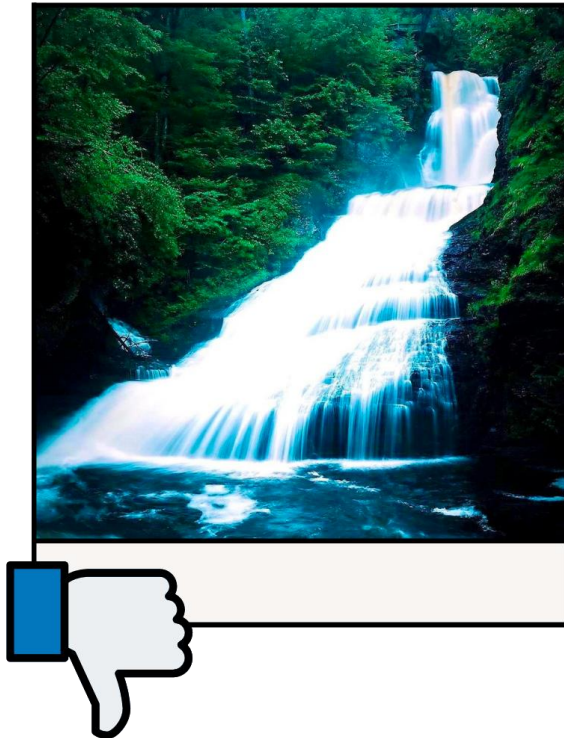
Photo, Video, and Profile Best Practices

# Photo & Video Best Practices

- Video will drive more engagement
- Original content and UGC will perform better
- Text should be limited to 10% or less on an image
- Batch capture content to save time
- Always get permission to post UGC and tag the creator
- Photo release during check-in process?

# Photo & Video Best Practices

- Do not over-edit your images
- Keep videos short and concise. Do not over-edit.



# Best Practices

- Account name should be consistent on all platforms
  - Example: @PoconoTourism
- Keep your personal and business pages separate
- Choose the Professional or Business accounts



## Optimizing Your Page

- A. Have a clear profile image
- B. Include keywords in your Name and Bio
- C. Select your category
- D. Add your website
- E. Add your address
- F. Add contact info

Do this for all your profiles.

# Content Built for the Platform

## INSTAGRAM

Formats:

Photo, Carousel, Reel, Story

Minimize logos, text, graphics

Content has a relatively short shelf life

Capture & copywrite for demo

## TIKTOK

Formats:

Vertical Video, Carousel, Live, Now

Minimize logos, text, graphics

Content can live on for weeks and months

Capture & copywrite for demo

## PINTEREST

Formats:

Story, Graphics, Video

Graphics, videos, and logos are ok

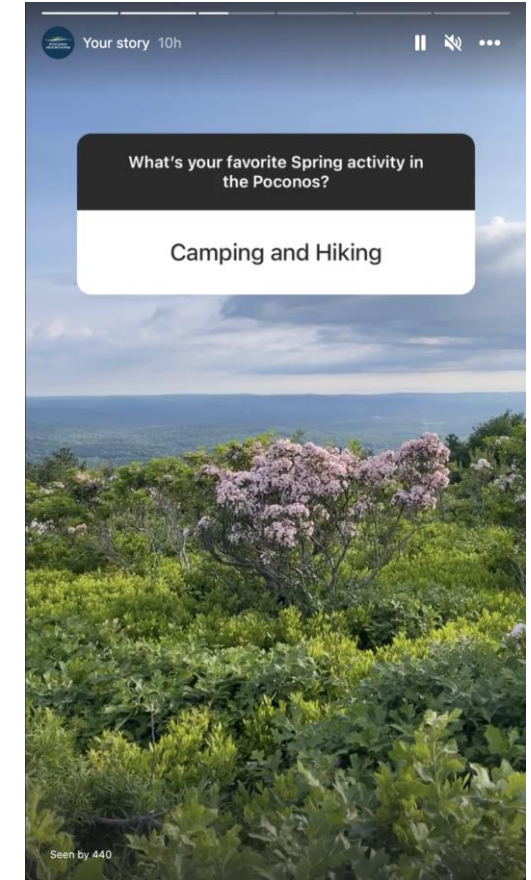
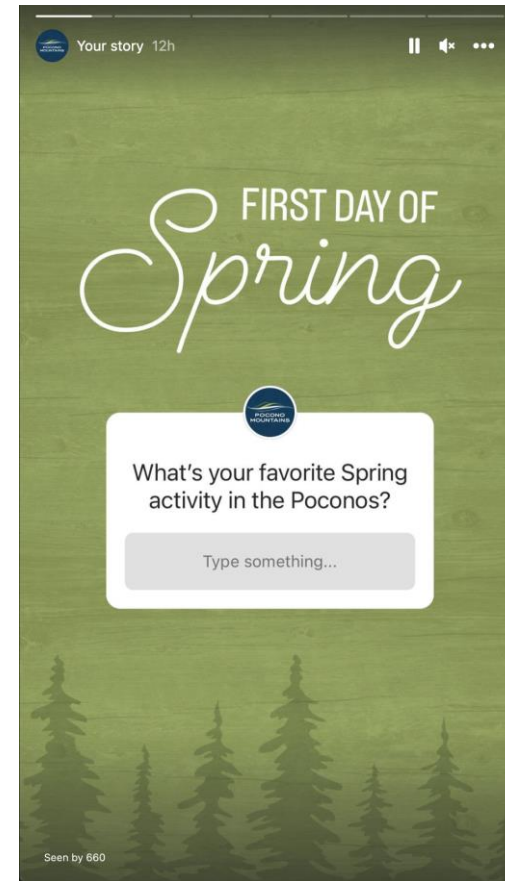
Content can live on for years

Design & copywrite for demo

*Trends carry over to Instagram but rarely the other way.*

# Stories

- Engage current followers
- Increase engagement through polls, Q&A, stickers





# Trends & Audio

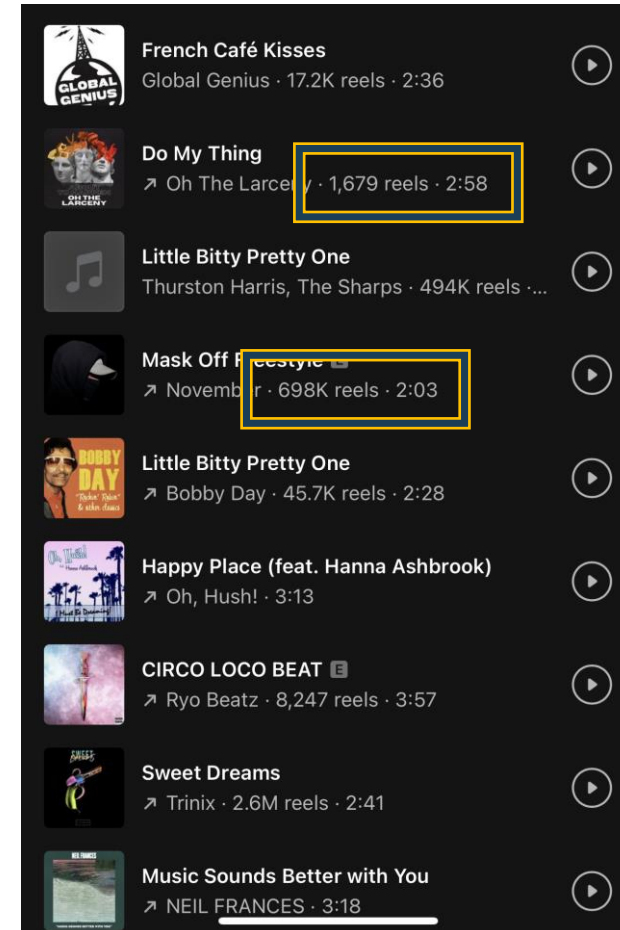


- Use audio that has the appropriate message
- Use audio that fits your brand
- Look at trending audio, filters, techniques, templates
- Trends start quickly and end quickly
- Only jump on if it makes sense



# Trends & Audio

- What would you pick?
  - Audio used on 698,000 Reels
  - Audio used on 1,679 Reels



## Trends for 2023

- UGC – photos and videos
- Short-Form Video
- Reels and Carousels are equally weighted
- Edutainment
- Itinerary based content
- The trip before the trip

What's performing well for others in your category?

SOCIAL MEDIA  
TODAY

SOCIAL MEDIA  
EXAMINER

LATER  
BLOG

## TRENDS FOR 2023

Stay on top  
of trends & algorithm  
changes

What's the  
competition  
up to?

# Questions?

How can we help? What questions do you have?



**POCONO MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

**Thank you!**

# TOURISM DAY SUMMIT

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## 1C - Top Ways to Get in the Social Mix

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