

TOURISM DAY SUMMIT



Breakout Session 2A

Thank You for Being a Friend:
Timeless Social Media Wisdom from The Golden Girls

Presented by

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Thank You for Being a Friend:

Timeless Social Media Wisdom from the Golden Girls



Dorothy:

Be Knowledgeable



Dorothy: Be Knowledgeable

Know your Analytics

- **What are analytics?**
- **How to find your analytics.**
- **Regularly analyze your analytics and adjust your strategy as needed.**



Dorothy: Be Knowledgeable

Set Goals

- **Use the S.M.A.R.T Method**
(Specific, Measurable, Achievable, Relevant, Time-Based)
- **Use your analytics to reach your goals**



Dorothy: Be Knowledgeable

Create a Content Calendar

- **A Content Calendar will help you:**
 - Keeps you organized
 - Efficiency: Allows you to batch-create content
 - Keeps your content consistent
 - Can provide content inspiration

Refer to your Analytics and Goals and adjust your content as needed



Sophia:

Be a Consistent Storyteller



Sophia: Be a Consistent Storyteller

Keywords

- Using SEO in your content
- Niche down



Keyword Case Study: The Swiftwater Hotel

Original Copy

☀️ Exciting News! ☀️

Get ready to experience luxury like never before at @TheSwiftwater, a brand-new boutique hotel opening soon in the Pocono Mountains.

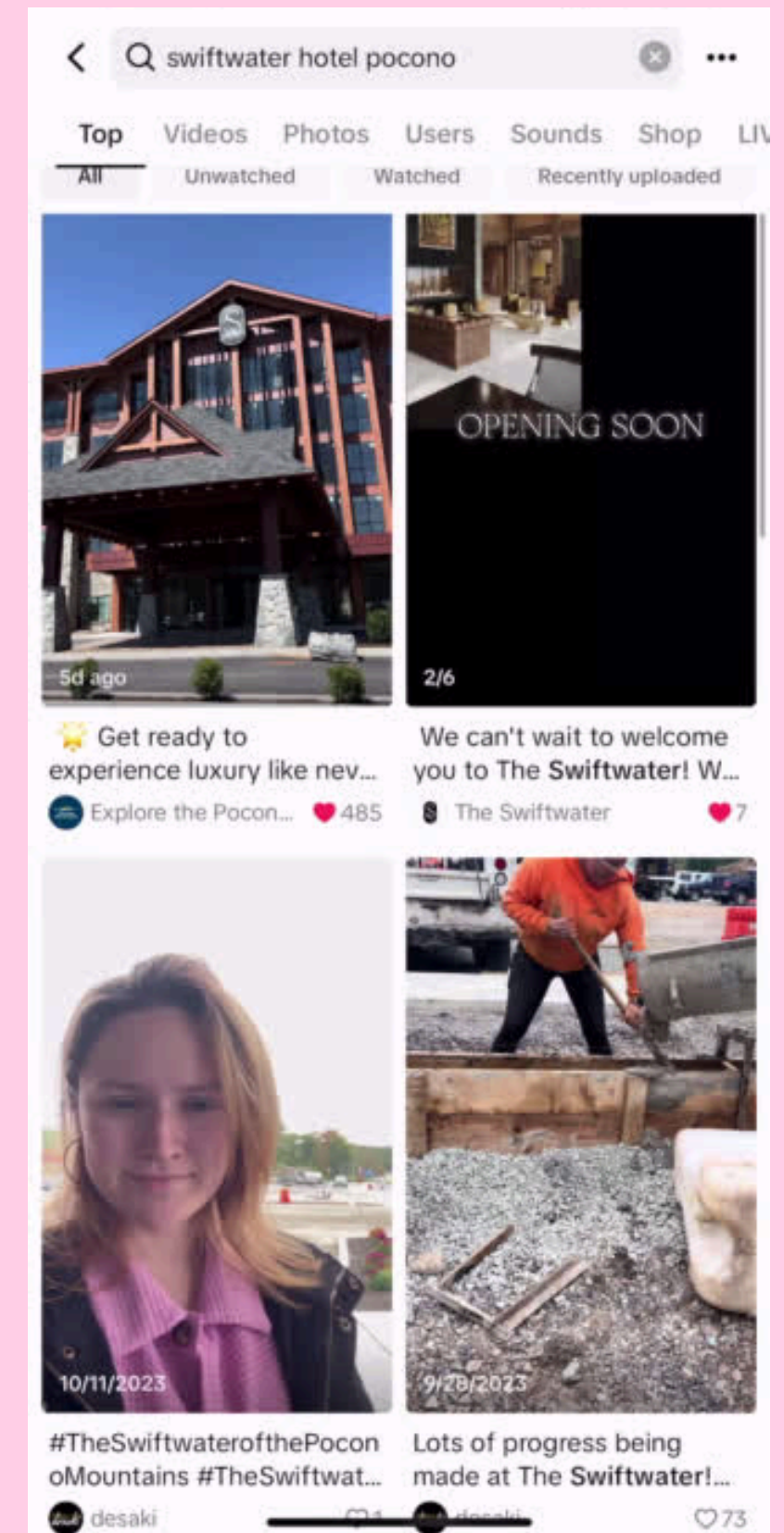
Luxurious and serene, yet conveniently close to major attractions, it's the perfect retreat for your summer getaway. Book now for the ultimate luxury escape to the Poconos!

#PoconoMountains #PoconoMtns
#TheSwiftwater #PennsylvaniaCheck
#Pennsylvania

TikTok's analysis of the content



TikTok's SEO Results



Sophia & Dorothy: like mother, like daughter

Brand Voice & Visual Consistency

- **Use your analytics to help determine your brand voice for your audience**
- **Consistent use of fonts, colors and visuals**
- **Remember that your business account is for your business not you**



ROSE:

Be Authentically You



Rose: Be Authentically You

Don't “Blow Your Own Vertubenfulgen”

- **Avoid “Selling” your business on social**



Rose: Be Authentically You

Practice Social Listening

- **Monitor what is relevant to your area**
- **Get feedback from your audience and work it into your content calendar**



Rose: Be Authentically You

Keys to Authenticity

- **Posting Original content**
- **Utilizing UGC**
- **BTS**
- **Being transparent and admitting mistakes**



Blanche:

Be a Flirt



Look at the shameless way

Blanche: Be a Flirt

Get Engaged- Keeping the “social” in social media

- **Set time aside each day to engage with your follower's content**
- **You don't always have to tie engagement back to your business**
- **Support others in your community**



Blanche: Be a Flirt

Build Your Community

- Promptly reply to comments, mentions, and messages
- Utilize UGC (repost content to your stories)



You're Golden: Now let's recap

Dorothy

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Know your Analytics
Set Goals
Create a Content Calendar

Sophia

Be a Consistent Storyteller

Keywords
Brand Voice & Visual Consistency

Rose

Be Authentically You

Don't "Blow Your Own Vertubenfulgen"
Practice Social Listening
Keys to Authenticity

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Be a Flirt

Keeping the "social" in social media
Build Your Community



Thank you for being a Friend!

