



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

# Social Media & Tourism

## Keeping up with Social

# What will we cover...

- Content Calendar & Content Planning
- Best Practices & Account Security
- Trends for 2022
- Accessibility & Inclusion
- How to keep up with all the changes
- Future of the platforms

# Update on @PoconoTourism



179,874



445,861



12,037



907



3,490



4,700



1,509

New @PoconoMeetings on Twitter and LinkedIn

# Update on @PoconoTourism



179,874

**REACH**

3,168,598

**NEW FOLLOWERS**

6,082



445,689

818,286

7,750

All data is YTD through April 27, 2022



# Content Calendar

- A living document that ties your marketing together.
- Helps create a process to your content creation.
- Keeps your content & posting consistent.
- Allows you to organize & take control of your content.
- Help identify successful content & track performance.
- Identify gaps in content strategy.

# Content Calendar




April 2022							Today	Color: Content Type	Weekends: On	Link active	Customize
Sun	Mon	Tue	Wed	Thu	Fri	Sat					
Mauch Chunk Lake ✓ IG: Glamping - Camp Temike ✓ IG: Glamping - Keen Lake 1 more	Nature Center EW ✓ E-NEWS: Member: April PMM ✓ POD: PMM April Episode 5 more	Boutique Farm Invite... EW ✓ E-NEWS: Consumer April Newsletter ✓ FB: Big Screen Escapes 4 more	@ Mountain Spring... ✓ FB: Cliff Park Trail - Peak of the Week ✓ FB: Picturesque Luxury Picnic 3 more	Breweries ✓ Lehighton Business Filming Day ✓ FB: The hawley Hub 5 more	Poconos ✓ FB: Wedding Planning in the Poconos ✓ IG: Dining in the Poconos 2 more	Winery ✓ IG: Hiking - Lehigh Gorge ✓ IG: Hiking - Raymondskill Falls 1 more					
10 ✓ FB: Pocono Glamping at Camp Temike ✓ FB: Sunset Sunday ✓ IG: Hit the Town - Jim Thorpe ✓ IG: Hit the Town - Milford 1 more	11 ✓ FB/IG: Earth Day Kids/PUP ✓ FB: Dingmans Falls ✓ FB: State Parks in the Pocono Mountains ✓ IG: Waterfalls - Hickory Run State Park 2 more	12 ✓ FB: Hannas Farm Market ✓ FB: Roebeling inn on the Delaware River ✓ IG: State Parks - Hickory Run State Park ✓ IG: State Parks - Gouldsboro 1 more	13 ✓ FB/IG: Pocono Jobs at WBC April Content Calendar Monthly Review ✓ POD: Working at a Brewery in the Pocon... ✓ FB: Delaware Water Gap - Mount Minst 6 more	14 EW ✓ BLOG: RP: Museums ✓ FB: Sightseeing - Jim Thorpe Sidecar Tourz ✓ FB: Blog Share ✓ IG - See the Poconos - Jim Thorpe Sidecar Tourz 2 more	15 PMM: Steam Locomotive ✓ FB/IG: Latin Easter ✓ FB: Shohola Creek ✓ FB: Pocono Mountains Waterparks 3 more	16 Insurrection Distillery Shoot ✓ FB: Insurrection Distillery ✓ FB: Pohopoco Creek Alpaca Farm ✓ IG: Pohopoco Creek Alpacas 2 more					
17 ✓ FB: Spring Train Rides in the Poconos ✓ FB: Sunset Sunday ✓ IG: Trains - Steam Engine ✓ IG: Trains - Stourbridge Line 2 more	18 ✓ FB: Dorfinger Glass Museum ✓ FB: Rainbow Mountain ✓ IG: Agritourism - Farm Arts Collective ✓ IG: Hannas Farm Market 2 more	19 ✓ FB: Outdoor Adventure Courses ✓ FB: Paradise Lavender Farm ✓ IG: Wineries - Three Hammers ✓ IG: Wineries - Renegade Wine Tours 2 more	20 ✓ FB: Golf a Round Card and Spring Golf ✓ FB: Peak of the Week - Tank Hollow ✓ IG: Golf - Golf a round card ✓ IG: Golf - Pocono Manor 4 more	21 WTAJ Video Shoot- Foodie/Restaurants PRESS: PUTP Spring Cleanup Media Alert EW ✓ BLOG: RP: Best Instagram Photo... EW ✓ E-NEWS: Member April Newsletter 7 more	22 ✓ PMM Panel Segment ✓ FB: Horseback Riding in the Poconos ✓ FB: Lehigh Gap Nature Center 6 more	23 ✓ FB: Cottage Rentals in the Poconos ✓ FB: Summer Getaway Planning ✓ IG: Summer Stay - Skytop ✓ IG: Summer Stay - Whitewater Rafting 2 more					
24 ✓ FB: Paddle Through the Poconos ✓ FB: Sunset Sunday - Otter Lake ✓ IG: Sunset of the Month ✓ IG: Sunset of the Month 1 more	25 ✓ FB: Bushkill Falls ✓ FB: The Cure Cafe on Main ✓ IG: Bushkill Falls ✓ IG: Bushkill Falls 2 more	26 FB: Renegade Wine Tours FB: Shawnee Inn Glamping IG: Hit the Water - Shawnee Inn IG: Hit the Water - Mauch Chunk Lake 2 more	27 POD: Golf in the Poconos PRESS: PUTP Spring Cleanup Wrap w/ Numbers FB: Mt Tammany Spring Hike FB: The Barn at Boyds Mills 4 more	28 PMM: Upload and Schedule Premiere on Facebook EW BLOG: NEW: Golf in the Poconos FB: Chantilly Goods FB: Blog Share 4 more	29 FB: Water Activities in the Poconos FB: Claws N Paws IG: Outdoor Dining - Boulder View Tavern IG: Outdoor Dining - Broadway Grille 3 more	30 FB: Boundless Yoga FB: Lukans Farm IG: Claws N Paws IG: Claws N Paws 1 more					

- Google Calendar is a great free resource
- It is shareable and easy to add categories

# Content Planning

- Know your audience/demo for each platform.
- Plan out your content and review regularly.
- Replicate content that has performed well.
- Look at businesses with similar niche and audience.
- Content should engage, educate or excite.

# Content Planning

POST DETAILS						POST COPY		POST INSIGHTS				
								1,925,672	2,051,867	69,489	1,666	3,393
STATUS	DATE	COUNTY	MEMBER	PLATFORM	SOURCE	CREATIVE	COPY	REACH	IMPRESSIONS	REACTIONS	COMMENTS	SHARES
APPROVED	02/11/22	Carbon	Blue Mountain R	INSTAGRAM	UGC	<a href="https://www.instagram.com/p/CZ2N2xtZEa/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CZ2N2xtZEa/?utm_source=ig_web_copy_link</a>	Head to @BlueMtResort this season for the snow tubing adventure of a lifetime with no experience required! See you there! ❄️ 📍: @nic0le.g0nzalez	72,713	81,161	1,865	41	529
APPROVED	02/08/22	Carbon	Small Town - Jim	INSTAGRAM	UGC		Jim Thorpe's Winterfest celebration takes place on February 19th and 20th! Explore the town and check out ice carving demonstrations, horse-drawn carriage rides, the popular Mug Walk, and more! ❄️ #PoconoMtns 📍: @riagreco	59,519	65,051	3,869	52	315
APPROVED	02/09/22	Carbon	Campitel Poconos	INSTAGRAM	Member		Book your "glamping" adventure in the #PoconoMtns with @CampitelPoconos this winter! Immerse yourself in nature from the comfort of a tiny house or container home! 🏡 #Poconos #PoconoMountains #PoconoProud #CampitelPoconos #Glamping #Camping #Winter	42,750	53,015	615	22	141
APPROVED	02/07/22	Carbon	Blue Mountain R	FACEBOOK	Member		Blue Mountain Resort is your destination for an endlessly amazing winter adventure in the #PoconoMtns! ❄️ <a href="http://www.poconomountains.com/f964/">www.poconomountains.com/f964/</a>	35,332	40,832	644	26	15

We track posts by platform, county, and member.

# Best Practices

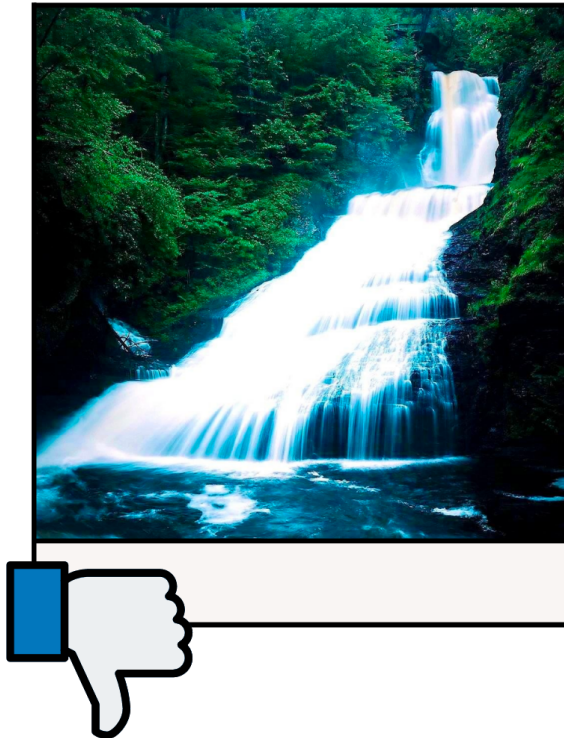
- Account names consistent on all platforms - @PoconoTourism
- Keep your personal and business pages separate.
- Post on a consistent schedule. Algorithm loves consistency.
- Answer comments in a timely manner.
- Conduct a yearly social audit to track post performance.

# 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 image.
- Always get permission to post UGC and tag creator.

# Photo & Video Best Practices

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



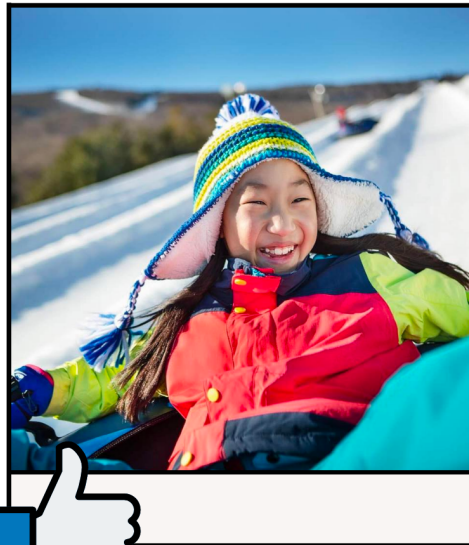
# Engagement

- Replicate content that has performed well previously.
- Respond to all comments in a timely manner.
- Respond in a way that will encourage conversation
- Add a CTA and strong hook to your caption.
  - Ask a question | Did you know | Tell us about | Have you seen this?



# Engagement with UGC

Visitors love seeing themselves in a location.



# Account Security

- Ensure two-factor authentication is turned on.
- Have a back-up admin in case you get locked out.
- Do not use the same password for multiple your accounts.
- Change your password regularly.
- Use caution when conducting giveaways/contests.
- Check weekly for social app and iOS updates.

# Verified Emails From Facebook

- @business.fb.com
- @support.facebook.com
- @fb.com
- advertise-noreply@facebookmail.com
- update@em.facebookmail.com
- @mediapartnerships.fb.com

All account related issues will also be in the app as a notification or in Settings > Account Status

# Accessibility on Social

- 85% of people do not have audio on while scrolling.
- Use closed captions on all videos.
- Add ALT Text to images. 26% of users use screen readers.
- Emojis are not text to speech compatible. Use in moderation.
- Be aware of flashing content. Add a warning.
- Hashtag Capitalization for readability.
  - #PoconoMtns vs. #poconomtns

# Be Inclusive on Social

- Travelers who see themselves are more likely to book a trip and recommend a location to others.
- Be aware of the who is/is not in your marketing content.
- The check the box mentality will no longer work.
- Show accessibility in your content.
- Provide content that promotes mental health/self-care.

# Trends to Watch in 2022

- Short-form vertical video is here to stay.
  - TikTok expected to surpass 1.5 billion users in 2022.
- On-platform shopping will be streamlined.
- Social Audio - Podcasts and Live Audio continue to grow.
- Original/Organic content will get a boost.
- #NoFilter. Users are over the over-editing.
- Micro-influencers and creators will get a place on platforms.

# Keeping Up With The Changes

- Follow social media blogs, podcasts, YouTube creators.
- Check out the platform's own blogs.
  - Adam Mosseri of Instagram provides weekly video updates.
- Jump in on a webinar or take an online course.
- Use of the platforms themselves regularly.

# Future of the Platforms

- Facebook makes the shift to the Metaverse.
- Digital currency built-in to social.
- AR and VR campaigns and product launches.
- Recruiting goes social.
- Drive to keep you on the platform.
- Accountability. Giving back. Human behind the brand.



# Resources

These resources will be shared after Tourism Day

- [Social Media Examiner](#)
- [Sue B – The Instagram Expert](#)
- [Social Media Today](#)
- [AdEspresso](#)
- [Later](#) | [HubSpot](#) | [Hootsuite](#) | [Sprout Social](#) | [Meltwater](#)
- [Adam Mosseri - Head of IG](#)

# Contact Us!

BRIAN BOSSUYT

Executive Vice President/CMO

570-534-4543

[bbossuyt@poconos.org](mailto:bbossuyt@poconos.org)

KEVIN FURST

Social Media Manager

570-534-4591

[kfurst@poconos.org](mailto:kfurst@poconos.org)

*New Social Media Coordinator coming on in May*



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