

PARTNER EDUCATION SERIES

PRACTICAL SOCIAL MEDIA TIPS



INTROS & AGENDA



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AGENDA

- WHY SOCIAL MEDIA IS IMPORTANT
- CHOOSING THE RIGHT PLATFORM
- EXTENDING BRANDING TO CONTENT
- CREATING & POSTING CONTENT
- ENGAGEMENT
- UNDERSTANDING ANALYTICS
- TRENDS & TIPS
- HOW TO ENGAGE WITH VHB
- Q & A



ABOUT VISIT HUNTINGTON BEACH

WHO ARE WE?

Visit Huntington Beach (VHB) is the official Destination Marketing Organization (DMO) for Huntington Beach, California. A non-profit 501(c)(6) organization, VHB promotes tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels.

We are a private, self-contained, non-member organization, separate from the City, Downtown BID, and Chamber of Commerce.

HOW ARE WE FUNDED?

Funding is derived through a Tourism Business Improvement District (TBID) self-assessment paid by Huntington Beach lodging properties who collect the assessment from paid overnight guests.

OUR MISSION

Support and advocate for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.

THE IMPORTANCE OF SOCIAL MEDIA

WHO?

- MORE THAN **HALF OF THE WORLD** NOW USES SOCIAL MEDIA (62.6%)
- **5.07 BILLION PEOPLE AROUND THE WORLD** ARE ON SOCIAL MEDIA - **259 MILLION NEW USERS** HAVE COME ONLINE IN THE LAST YEAR
- THE AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA IS **2 HOURS AND 20 MINUTES**

WHY?

- INCREASE REACH TO A BROADER AUDIENCE AND ENHANCE MARKETING EFFORTS
- CREATE A DEEPER CONNECTION WITH YOUR AUDIENCE AND POTENTIAL CUSTOMERS
- BRANDING - UNDERSTAND WHO YOU ARE AND WHAT YOU REPRESENT
- SHOWCASE YOUR PRODUCTS AND SERVICES
- CUSTOMER SERVICE TOOL

VHB'S SOCIAL MEDIA ACCOUNTS

	INSTAGRAM	FACEBOOK	THREADS	TIKTOK
ENGAGED FOLLOWING:	120K	85K	20K	1.4K

ACCOUNTS REACHED: BEYOND JUST OUR FOLLOWING

TOP ENGAGEMENT DRIVERS: VIDEOS, QUICK, HIGH-ENERGY CONTENT AND EMOTIONALLY RESONANT POSTS



CHOOSING YOUR PREFERRED PLATFORM

- KNOW YOUR AUDIENCE AND DEMOGRAPHICS
- EACH PLATFORM HAS A SPECIFIC DEMOGRAPHIC IT FOCUSES ON

TIKTOK

AVERAGE AGE 18-34

INSTAGRAM

AVERAGE AGE 18-34

FACEBOOK

AVERAGE AGE 25-44

LINKEDIN

AVERAGE AGE 25-34
WITH A PROFESSIONAL
FOCUS

X

AVERAGE AGE 25-34
61% OF USERS ARE MALE

PINTEREST

AVERAGE AGE 25-34
70% OF USERS ARE WOMEN

IDENTIFYING YOUR AUDIENCE

WHO IS YOUR IDEAL CUSTOMER?

- CREATE A BUYER PERSONA
 - WHAT ARE THEIR DEMOGRAPHICS, BEHAVIORS, AND INTERESTS?
 - WHAT PAIN POINTS DO THEY HAVE?
 - WHAT IS THEIR DECISION-MAKING PROCESS?
- USE SOCIAL MEDIA ANALYTICS
 - FIND OUT WHO IS REALLY ENGAGING WITH YOUR CONTENT



BRANDING

BRANDING ESSENTIALS

COLORS

What colors align with your brand?



VIBE & TONE

What is your brand personality?
What is the feeling you're trying to convey?



BRAND PILLARS

What do you want to share?
What do you want to be known for?
Example: #WaveWednesday 🌊



EXTENDING BRANDING TO CONTENT



CREATING CONTENT

TYPE

- INSPIRATIONAL
- ENTERTAINING
- BEHIND-THE-SCENES
- PERSONAL/BRAND STORIES
- STORYTELLING
- SELLING/CALL TO ACTION (CTA)

TIPS

- HAVE BRAND PILLARS IN MIND
- USE TRENDING AUDIO
- JUMP ON TRENDS QUICKLY
- SHORTER VIDEOS FOR INSTAGRAM AND TIKTOK
- USER GENERATED CONTENT (UGC) - RESHARE OTHER POSTS

ANALYTICS

- SEE WHAT TYPE OF CONTENT PERFORMS THE BEST
 - CHECK ANALYTICS FOR EACH POST
 - WHAT'S YOUR HIGHEST-PERFORMING POST?
 - THIS IS WHAT PEOPLE WANT TO HEAR MORE ABOUT



POSTING CONTENT

CRAFTING CAPTIONS AND HASHTAGS

- **CAPTIONS:** HOOK IN FIRST LINE, CLEAR AND ENGAGING INFORMATION
- **HASHTAGS:** USE STRATEGICALLY, 5 - 15 PER POST
- **BRAND HASHTAGS:** #SURFCITYUSA, #HUNTINGTONBEACH #BEHERE, #VISITHB

surfcityusa 🌊 Dropping in North side HB brb 🕶️

Be sure to tag us in your next wave! #WaveWednesday 👍

🏄 @brettsimpson

📹 @simple_drone

#SurfCityUSA #HuntingtonBeach #BeHere

visit_southoc Date night spots in Orange County!

Here are 5 spots we think you should try in 2025 ⬇️

- @southofnickslagunabeach
- @trattoriatrullo
- @joliehuntingtonbeach
- @tangolaguna
- @trulypizza

What's your favorite date night spot in Orange County?

Share this post with your date 🥰

#datenight #orangecounty #orangecountyrestaurants
#orangecountydatenight #oc #orangecountyfood #ocfoodie

huntingtonrunclub "We met her on the run" - hrc runner 🧑🏻

"First time here, came solo! made friends" - hrc rookie 1

"Was just walking and then one of you told me to run with y'all, so I did" - random walker 🤔

"We surfed on the weekend as a squad" - hrc friends 🏄

Now that's what huntingtonrunclub is all about! 🤔

Shoutout to @asprunning 🏃

&

@mizunorunningusa 🏃

@361usa 🏃

POSTING CONTENT

TAGGING AND COLLABORATING

- **TAGGING:**
 - BOOST REACH
 - OTHER ACCOUNTS ARE NOTIFIED AND CAN RE-SHARE
 - APPEARS IN THEIR PROFILE GRID UNDER TAGGED CONTENT
- **COLLABORATIONS:**
 - EXPAND AUDIENCE & BOOST REACH
 - POST APPEARS IN MAIN FEED OF BOTH ACCOUNTS
 - TIP: CONNECT WITH THE ACCOUNT FIRST TO COORDINATE CONTENT STYLE AND BEST DAY/TIME TO POST



Collaboration post appears like this



Tagged content appears like this



POSTING CONTENT

POST FREQUENCY AND TIMING

- BE CONSISTENT
- QUALITY OVER QUANTITY
- VIDEO CONTENT PERFORMS BEST
- EXPERIMENT AND ADAPT BASED ON ANALYTICS

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



ENGAGEMENT

MEET YOUR CUSTOMER WHERE THEY'RE AT!

RESPONDING TO COMMENTS

- DON'T POST AND GHOST - COMMENT QUICKLY TO THE FIRST COMMENTS TO BOOST ENGAGEMENT
- MAKE SURE YOUR AUDIENCE KNOWS YOU'RE A REAL PERSON
- HAVING PUBLIC COMMENTS HELPS OTHERS GET ANSWERS

USE SOCIAL MEDIA AS A CUSTOMER SERVICE TOOL

- ANSWER QUESTIONS IN YOUR DMS, COMMENTS, ETC. IN A TIMELY MANNER
- MAKE IT EASY FOR PEOPLE TO REACH YOU BY ADDING YOUR CONTACT INFO TO YOUR PROFILE

UNDERSTANDING ANALYTICS

BUSINESS ACCOUNTS AND THEIR BENEFITS

- SWITCH TO BUSINESS ACCOUNTS FOR ANALYTICS BENEFITS
 - ACCESS INSTAGRAM'S PROFESSIONAL DASHBOARD AND FACEBOOK'S BUSINESS SUITE
 - ADVANCED INSIGHTS TO UNDERSTAND AUDIENCE & THEIR BEHAVIOR AND HOW YOUR CONTENT IS PERFORMING

UNDERSTANDING ANALYTICS ON SOCIAL PLATFORMS

- **METRICS:** VIEWS, ENGAGEMENTS, SHARES, TOP CONTENT
 - DEMOGRAPHICS: ARE YOU REACHING THE RIGHT AUDIENCE?
- **OPTIMIZE:** ANALYZE TOP-PERFORMING POSTS

Audience

Last 28 days

[Create post](#)

Follows ⓘ	665
Unfollows ⓘ	152
Net follows ⓘ	513

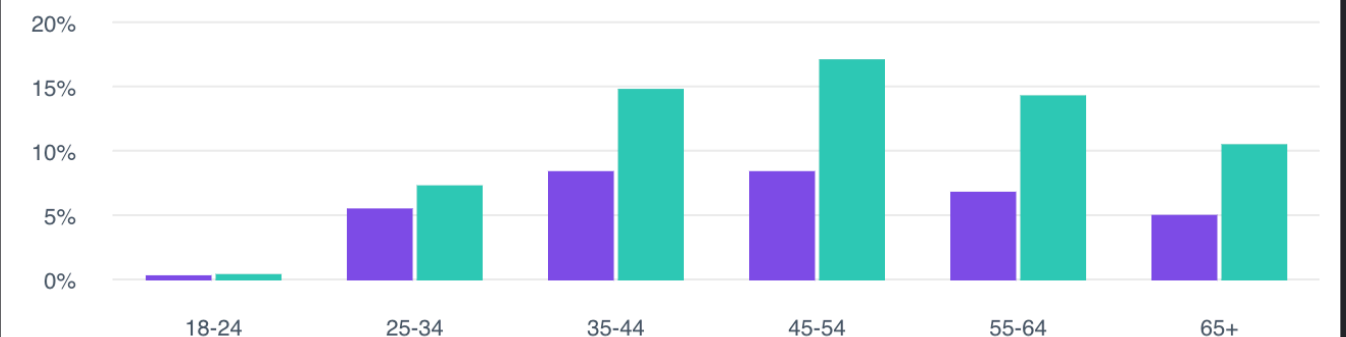
Demographics

Lifetime

Followers ⓘ 89,748

Age and gender

Men 34.90%
Women 65.10%



TRENDS & TIPS

WHAT'S TRENDING

- **Video remains king**
 - Use trending music
- **Playful content**
 - Example accounts: TSA, National Park Service, Wendy's
- **Carousels over a single image**
 - These get more reach
- **Social SEO**
 - Social media is used as a search tool
 - Use keywords in captions
- **AI**
 - The use of AI is increasing, but that doesn't mean you should use it in your content
 - People still look for authentic content
 - AI can be used as an idea generator

HOW TO ENGAGE WITH VHB

- TAG US IN POSTS AND STORIES
 - EVENTS, DEALS, NEW PRODUCTS/SERVICES, ETC.
- COLLABORATING: TYPES OF CONTENT WE ACCEPT
 - VISUALLY-APPEALING, HIGH-QUALITY CONTENT
 - GRAPHICS (FOR STORIES ONLY)
 - FAMILY-FRIENDLY CONTENT
 - RELEVANT TO THE HUNTINGTON BEACH COMMUNITY AND/OR VISITORS
- COLLABORATING: TYPES OF CONTENT WE **DO NOT** ACCEPT
 - POLITICAL
 - GRAPHICS FOR POSTS
 - INAPPROPRIATE ATTIRE, LANGUAGE, OR MUSIC
- TIP: WE HIGHLY ENCOURAGE YOU TO SHARE CONTENT WITH US
 - DROPBOX/WE TRANSFER/GOOGLE DRIVE
 - PHOTOS & VIDEOS OF YOUR BUSINESS



Q & A

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SURF CITY USA® FOODIE AWARDS

- LAUNCHES TODAY!
 - NOMINATION PERIOD: FEB 3 TO FEB 10
 - VOTING ROUND: FEB 14 TO FEB 24

SURFCITYUSAFOODIEAWARDS.COM



PAID MARKETING OPPORTUNITIES

- VISITOR GUIDE AD
- WEBSITE ADVERTISING (DTN)
- **NEW!** ADDITIONAL PAID OPPORTUNITIES
 - SPONSORED BLOG POSTS
 - SOCIAL MEDIA ADS
 - E-NEWSLETTER ADS

**JOIN OUR NEXT MEETING:
MARCH 12 AT 12PM**

RSVP: SurfCityUSA.com/Partners



SPONSORED

The Best Happy Hour in Town

2 for 1 drinks and a \$35 sushi combo that's enough to feed 2 people. Plus a Teppan early bird special for \$31.95.

[Read More](#)

SPONSORED

Luxury Whale Watching Onboard Catamaran Yacht

Fast equals more and longer sightings. Low passenger capacity for an intimate experience. 5-star staff with over 7000 google reviews—4.7 stars rating! View giant blue whales, humpback whales, mega dolphin pods, and more.

[Read More](#)

THANK YOU



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