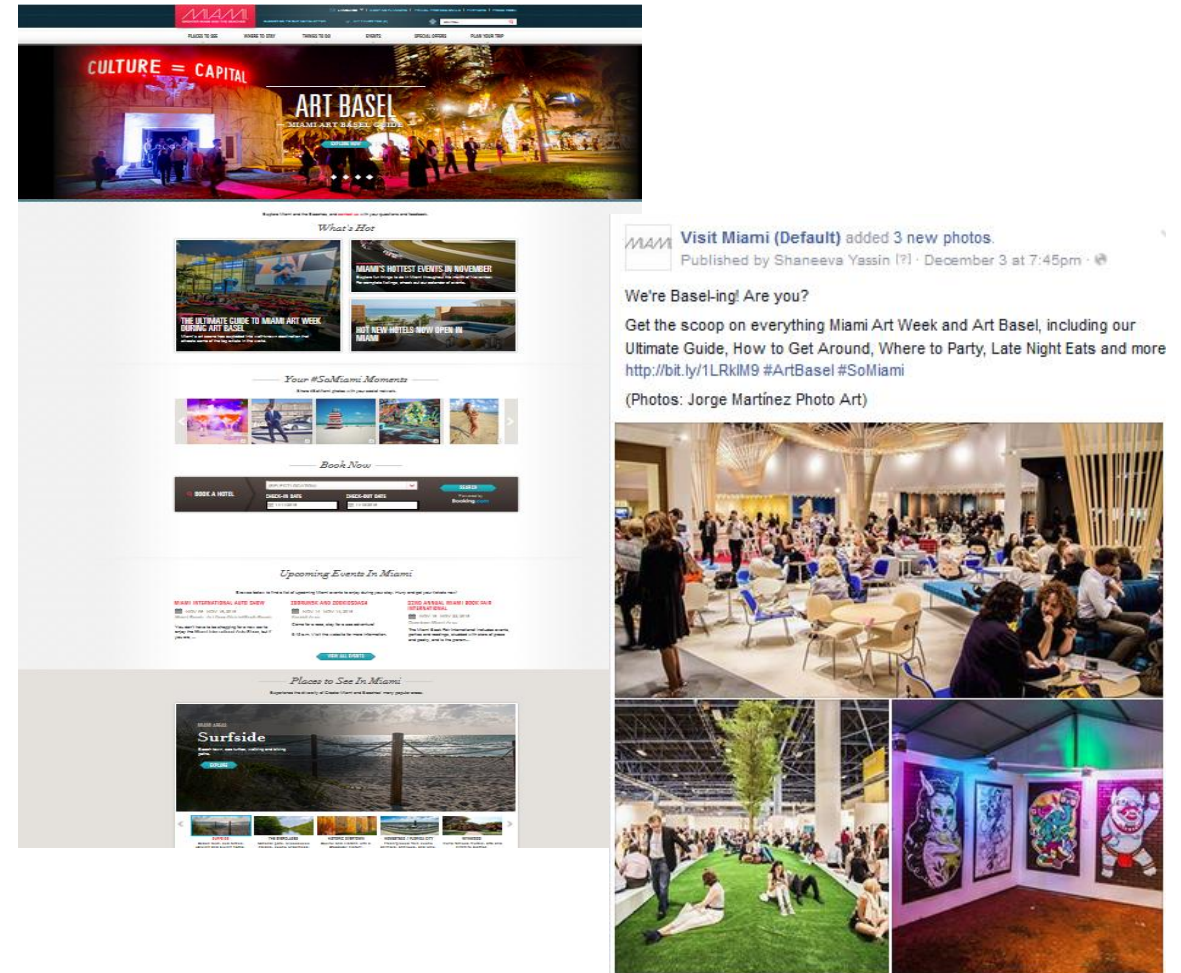


Social Media Marketing

What is social media marketing?

- Social Media is used to create awareness of your brand or self
- **Social Media Marketing**- the process of gaining website traffic or attention/awareness through **social media** sites (Facebook, Twitter, YouTube, etc).
- **Social media marketing** usually centers on efforts to create content that attracts attention and encourages readers to share it across their **social** networks.
- Use social media for personal branding, promoting initiatives you're passionate about (beach/ city cleanup events, EducationFund) and to join conversations.



Social Media Channels

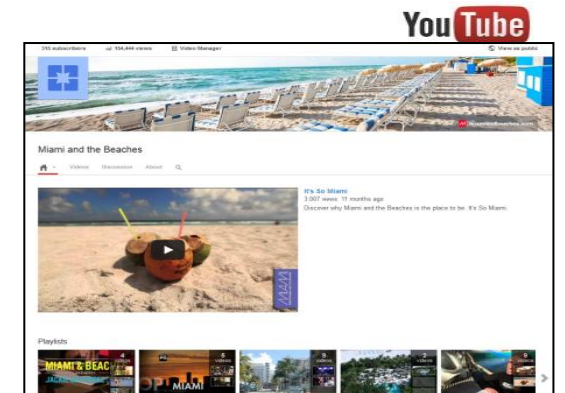
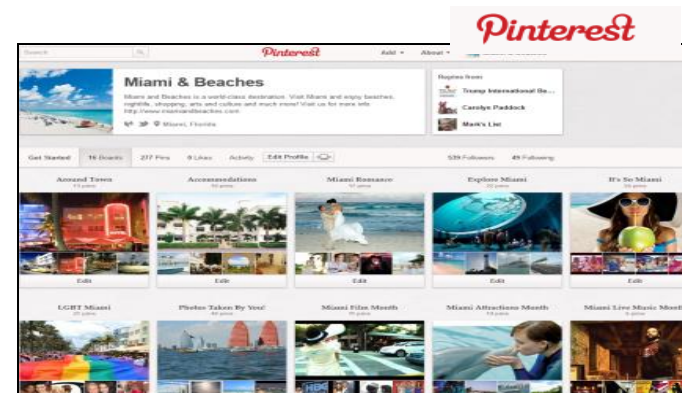
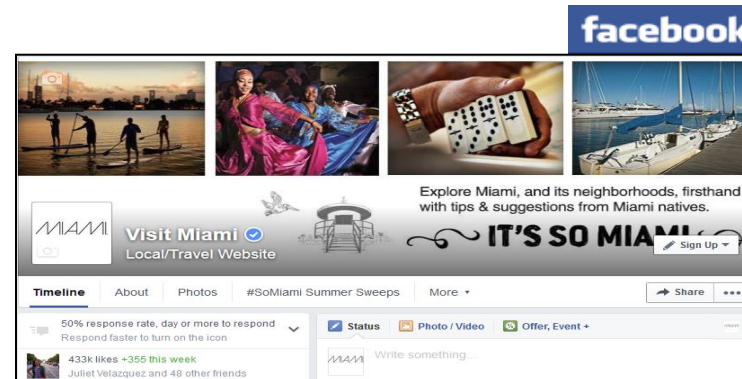
GMCVB social media properties promote events, special offers, nightlife, beaches, giveaways and more.

Facebook
+433,000 fans;

Twitter
+113,000 followers;

Pinterest
+3,700 followers;

YouTube
953,000 views; 235 videos, including 17 It's So Miami neighborhood videos



Social Media Channels

Instagram

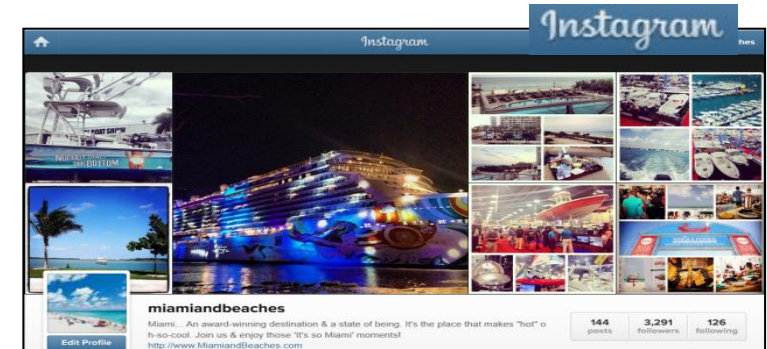
+9,855 followers

Google+

+1,000 followers; 160,000 views; profile assists with SEO

Flickr

GMCVB has used Flickr over the years to house photos for bloggers and media use



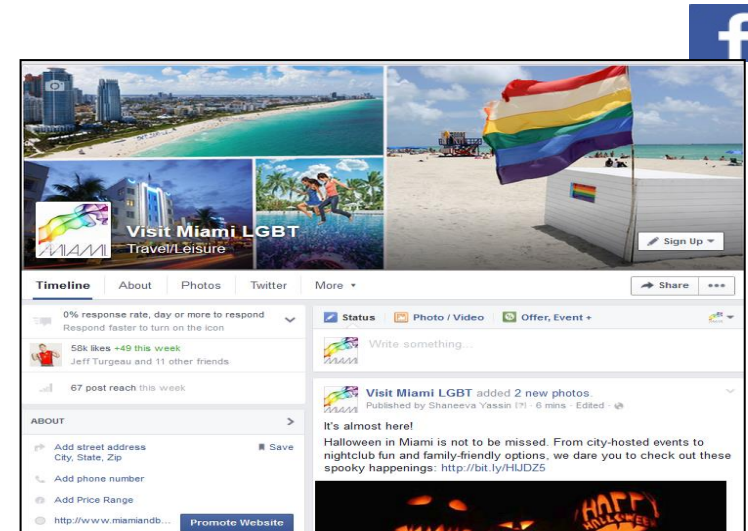
LGBT & Global Social Platforms

LGBT Channels

- Miami has long been known as a popular and open destination for LGBT tourists
- Launched LGBT focused pages in January 2013
- Provide updates about upcoming LGBT events, insider travel information and special deals

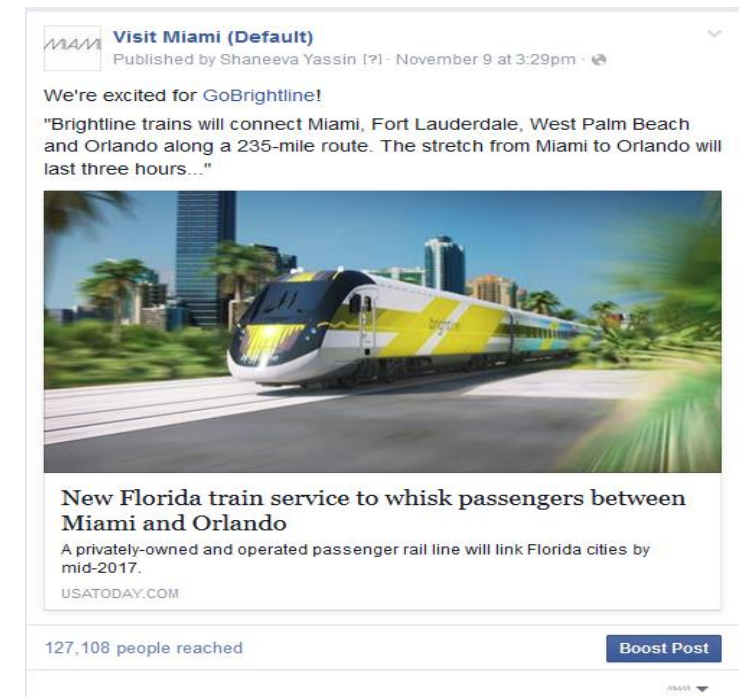
Global Channels

- Latin America
- Brazil
- UK
- Germany



Facebook

Promoting events, miamiandbeaches.com articles, influential third-party content, giveaways year round in Miami, including partnership with hotels, venues and more.



Twitter

Sharing content articles, events, accomplishments, deals, user generate content, industry news and updates, host Twitter chats & more

- Hosting & participating in Twitter chats gives you or your brand a voice, allows you to market your brand, network with like –minded individuals sharing the same interest

Miami and Beaches @MiamiandBeaches · Oct 30
Boating in Miami? Take 20% off your first trip with @SailoBoats: bit.ly/1GC6iOZ
#Miami #Boating #Fishing



Miami and Beaches @MiamiandBeaches · Oct 23
We are talking all things
@TheMiamiBeachCC. bit.ly/MBCC18
#SoMiami #GMCVB15 #GMCVBPartners

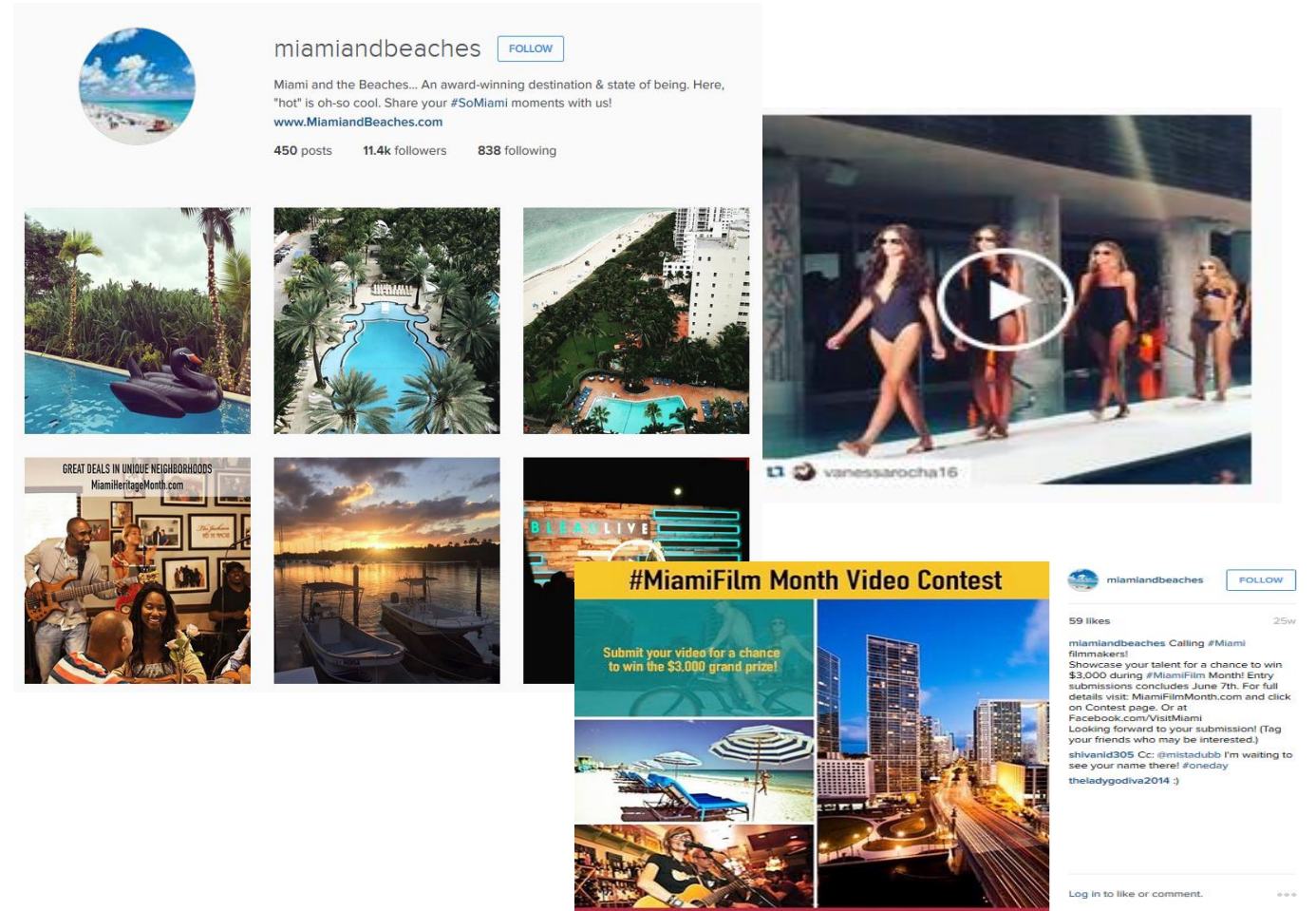


Miami and Beaches @MiamiandBeaches · Nov 2
It's not too late to submit art work for @MiamiBeachBowls Art Battle.
\$2K prize for winner bit.ly/1MUQnwn



Instagram

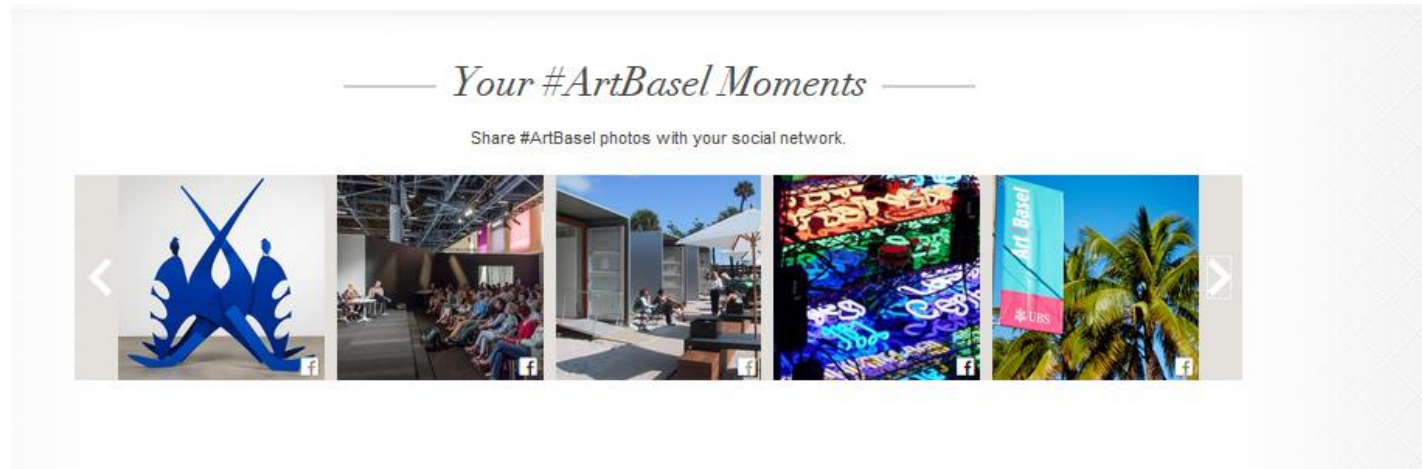
- Promote events, sell the dream, direct to content, promote user generate content.



#SoMiami: User-Generated Content



User-Generated Content



User-Generated Content

— Your #Everglades Moments —



— Your #Wynwood Moments —



— Your #SouthBeach Moments —



Hashtags & Handles

Handle

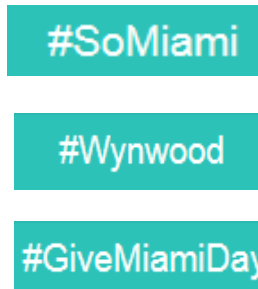
Your name and presence on Twitter/Instagram; used to mention people/ brand in tweets

- @MiamiandBeaches
- @BillTalbert
- @NeatStreetsMIA
- @MayorGimenez
- @TravelLeisure



Hashtags

- Hashtags make words easily searchable, and help to aggregate likeminded conversations (especially for Twitter chats)
- Used to organize TweetChats #MiamiCruise #FLTravelChat
- Used to show what is trending
- Include no more than 2-3 hashtags per tweet (and only when necessary)
- Reserve the use of emojis for special circumstances
- Tag relevant individuals/users and include relevant hashtags when appropriate



Emojis



Twitter

- Tweets should be no more than 140 character
- When retweeting, you can either retweet outright or add a comment on top
- When replying to someone, put a period before the @HANDLE if you'd like that reply to show publically in the feed



Miami and Beaches @MiamiandBeaches · 16h
Thank you. Thank you! It's an honor. #SoMiami

Bruce Turkel @BruceTurkel

Just saw our work with Miami CVB won three national Adrian Awards!!
Congrats to @BillTalbert, @RolandoAedo & @josiellado #Itsomiami



Miami and Beaches @MiamiandBeaches · Nov 19
Yes! #SoMiami



Paradise @ParadiseAgency

A2: Florida is a perfect break to go from winter chill to just chill. #FLTravelChat

Social Media Content

Using it for social presence and personal branding?

- Post ideas:
 - Quotes from a public speakers at events, and including their handle and hashtag.
 - Retweeting or promoting initiatives that you're passionate about or content fro influential sources
 - Posts & tweets should not only be reposted or retweeted content, but also original personal content that gives you a voice
 - Exclusive content, behind-the-scenes, prepping for an event
 - Images
- Lessons learned
 - Use engaging images with all posts
 - Always give credit, including photographer or where content is from
 - Profile photos should be visible & close up; branded photos should be of the brand logo
 - Use shortened link when you can (Bitly)



Your First Tweet

