Let’s get social

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The online explosion

Social networking in Europe increased by 10.9% in 2010: The highest seen in any global region.

75% of consumers don’t believe companies tell the truth in their advertisements: Consumers are increasingly turning to the opinions of other consumers for information.

46.7% of consumers do write reviews and 29% of consumers consider positive reviews as the most likely factor to make them book a holiday online: 25-40% of people who leave a hotel website do so to read an online review.
Social Media Influence on Travelers

- 70% update their Facebook status while on vacation
- 52% of travelers have changed their original travel plans
- 50% of travel companies surveyed agreed that direct bookings were generated from social media
- 46% check in to a location (e.g., Facebook and FourSquare) while on vacation
- 33% changed their hotel
Most Popular Post Vacation Activities

76% post vacation photos to a social network

55% "liked" Facebook pages specific to a vacation

46% of travelers post hotel reviews

40% post activity/attraction reviews

40% post restaurant reviews
The strategy of social media

- Where does this fit with your current work?
  Have a plan – don’t bite off more than you can chew!

- What do you want to say?
  Clear messages, fully prepared – to give and receive.

- Who do you want to say it to?
  Which channels do your customers use?

- When are you going to say it?
  Sending your message when people want to, and can, read them.
The strategy of social media

- **Where can you say it?**
  How many can you manage and where are your consumers likely to be?

- **How often should you do it?**
  Be regular, but not all at once – time your messages, have breathing space between your updates, blogs and discussions.

- **What do you want customers to do once they have heard you?**
  Make sure you have a clear call to action. Be prepared to target them directly and to respond to them directly – good or bad.
The strategy of social media

- **Make your customers your champions**
  The importance of social media word of mouth. Make it easy for them to share your content ‘share buttons’ ... free wifi!

- **Be visible, be relevant and stay on message**
  Make sure you are part of the place, time and conversation.

- **How long can you keep going?**
  Don’t start out on the social media/marketing route if you can’t sustain it!
Monitor and measure your impact

Are you being retweeted? Which tweets work well? Which links are clicked?

What type Facebook content is most often viewed and shared?

Which blogs are liked?

Which hashtag is taking the world by storm?
Lists
Build lists of key content providers to make it easy to like, share and re-use
Direct your followers to your lists

Hours and hashtags
Make yourself aware of the relevant hours, and engage regularly
Identify hashtags and use them consistently
Keep abreast of industry activity

http://www.pinterest.com/dcmsgov/half-term-greatdayout/
Don’t miss a trick! #homeofsport

Maureen McAllister @McAllisterandCo - Oct 2
Catching a wave or catching a packed tube!? I know I'd vote #Gloucestershire #HomeofSport! englandhomeofsport.com

Hillside Brewery @Hillsidetavern - Oct 10
Vote 'Gloucestershire' to be England's #HomeOfSport! bit.ly/1FWvPlw #Gloucestershire #DeanWye #ForestOfDean
Maureen McAllister @McAllisterandCo · 24h
I spied my Forest, did you obewan- @Knibbsey? #theforestawakens #deanwye

Star Wars @starwars
The Force. It’s calling to you. Tickets on sale now:
Fandango.com/TheForceAwakens #TheForceAwakens
amp.twimg.com/v/307d0ae2-a1f…
VisitBritain @VisitBritain · Jan 28
RT @DeanWye: While we’re talking #UnexpectedGB @VisitBritain.. Take a look @_Tintern_Abbey_, Just beautiful #deanwye

Jean Newman Glock @jeannewmanglock · Mar 10
Wowl @velvetescape: RT @DeanWye: #UnexpectedGB @VisitBritain.. Take a look @_Tintern_Abbey_ Just beautiful #deanwye”
DeanForest&WyeValley @DeanWye · Jan 22
How about this for #UnexpectedGB @VisitBritain? .... Just one of #deanwye's gems!

30 retweets – 50 retweets

VisitBritain 🇬🇧 @VisitBritain · Jan 23
RT @DeanWye: How about this for #UnexpectedGB? .... Just one of #deanwye’s gems!
Another delicious slice of #greatbritain for #frifotos ... how about @_Tintern_Abbey_? @visitwales @VisitBritain

And not forgetting #Paddington's selfie at @_Tintern_Abbey_ and @Chepstowcastle #poseMW #MuseumWeek

@ Dean and Visit Wales
Don’t miss a trick!


http://www.thisissouthdevon.co.uk/Babbacombe-Model-Village-Mayor-unveils-Torquay/story-17125672-detail/story.html
Model pineapples
Don’t miss a trick!

Kents Cavern’s Cavog @KentsCavesCavog · Aug 27
Here I am doing the #IceBucketChallenge bit.ly/VQxbaX #yabbadabaddoo #englishriviera

Kents Cavern’s Cavog @KentsCavesCavog · Nov 2
Best thing about being a caveman ‘ Never get a utility bill and never run out of candles!’

ER Attractions @ERAttractions · Nov 2
@KentsCavesCavog Best thing about being a caveman ‘ easy clothes choice each day small wardrobe!’

Michael Smith Author @coraltone · Nov 2
@KentsCavesCavog No roof repairs!

Kents Cavern’s Cavog @KentsCavesCavog · Nov 2
What do you think the best thing about being a caveman is? Apart from the fact that I rock!
Yey! Boss @Kents_Caveman gave me a TV in the cave for tonight's game!
#WorldCup2014 #myworldcupseat
@TQHeraldExpress

... And we're off! C'mon England... #WorldCup2014 @TQHeraldExpress
#myworldcupseat @BBCSport @GaryLineker
Kents Cavern's Cavog @KentsCavesCavog · Jun 19
Get in. Get in. Get in! ... Go Eng-er-land! Yabbadabbadoo! #EngvURU #WorldCup2014 @TQHeraldExpress @BBCSport

Kents Cavern's Cavog @KentsCavesCavog · Jun 19
Uh oh. Someone got #Uruguay in the cave #sweepstake ... Extra cave cleaning for her tomorrow! #WorldCup2014
Kents Cavern's Cavog @KentsCavesCavog - Jun 19
No consoling us just now @TorbayPeople @TQHeraldExpress .... *no words real tears*

Kents Cavern's Cavog @KentsCavesCavog - Jun 19
Oooouch. Not the best night ...
#WorldCup2014
pic.twitter.com/QDRHs04DKv #EngvURU
@TQHeraldExpress
Lists
Build lists of key content providers to make it easy to like, share and re-use
Direct your followers to your lists

Hours and hashtags
Make yourself aware of the relevant hours
Engage regularly
Identify hashtags and use them consistently

DeanForest&WyeValley @DeanWye · Oct 17
We love joining #satchatUK every weekend, and we'd really like to know if any of our #satchatuk buddies have visited us?