

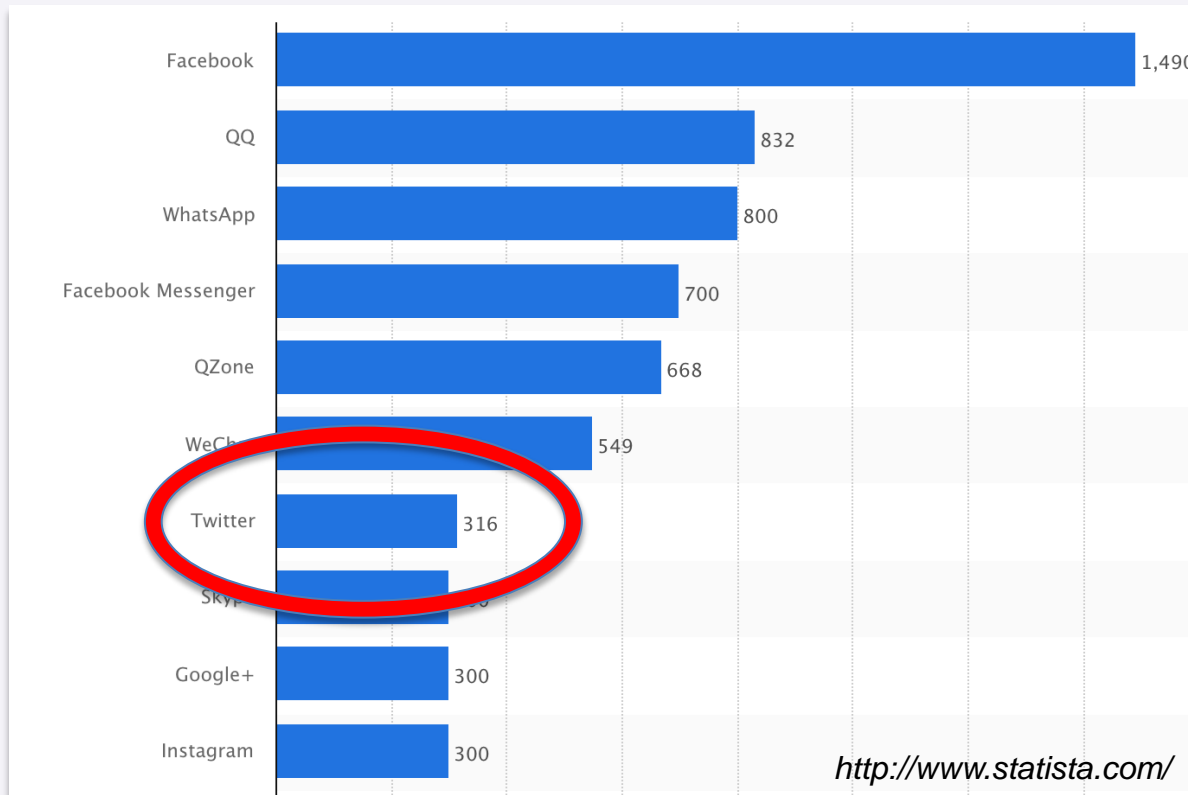
E-Tourism Summit
San Francisco, CA

Social Media Driving Your Content Marketing

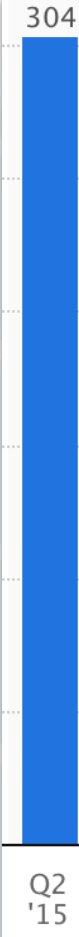
Twitter/Periscope

Brian V. Matson, Senior Director of Strategy & Education
TwoSix Digital

twitter



316 MILLION USERS



What's Up
With
Twitter?



LISTEN



I JUST
WANTED
TO USE TWITTER
ALONE



Of the more than 450 destinations listed on [Skift's social data dashboard SkiftIQ](#), only 12 marketing organizations reply to travelers' tweets in less than two hours.

Destination	SkiftIQ	Response Time (Minutes)	Tweets Per Day (14 days)	Ratio of Tweets:Replies	Followers (Thousands)
Visit Seattle	632	64	14.5	50/50	15.9
Visit Melbourne	566	67	16	80/20	32
Welcome to	477	95	3.5	90/10	53.6

Room for More Engagement

Despite their relative speed, only ten to 20 percent of most of these organization's tweets are replies.

Visit Spokane	429	116	5.4	80/20	7.26
Explore Georgia	674	117	25.1	60/40	35.7
Travel Oklahoma	536	117	4.6	80/20	11.4
Visit Baltimore	478	118	4	90/10	32.3
Tourism Calgary	671	122	35.8	50/50	24

<http://www.marketgeorgia.org/>

ENGAGE



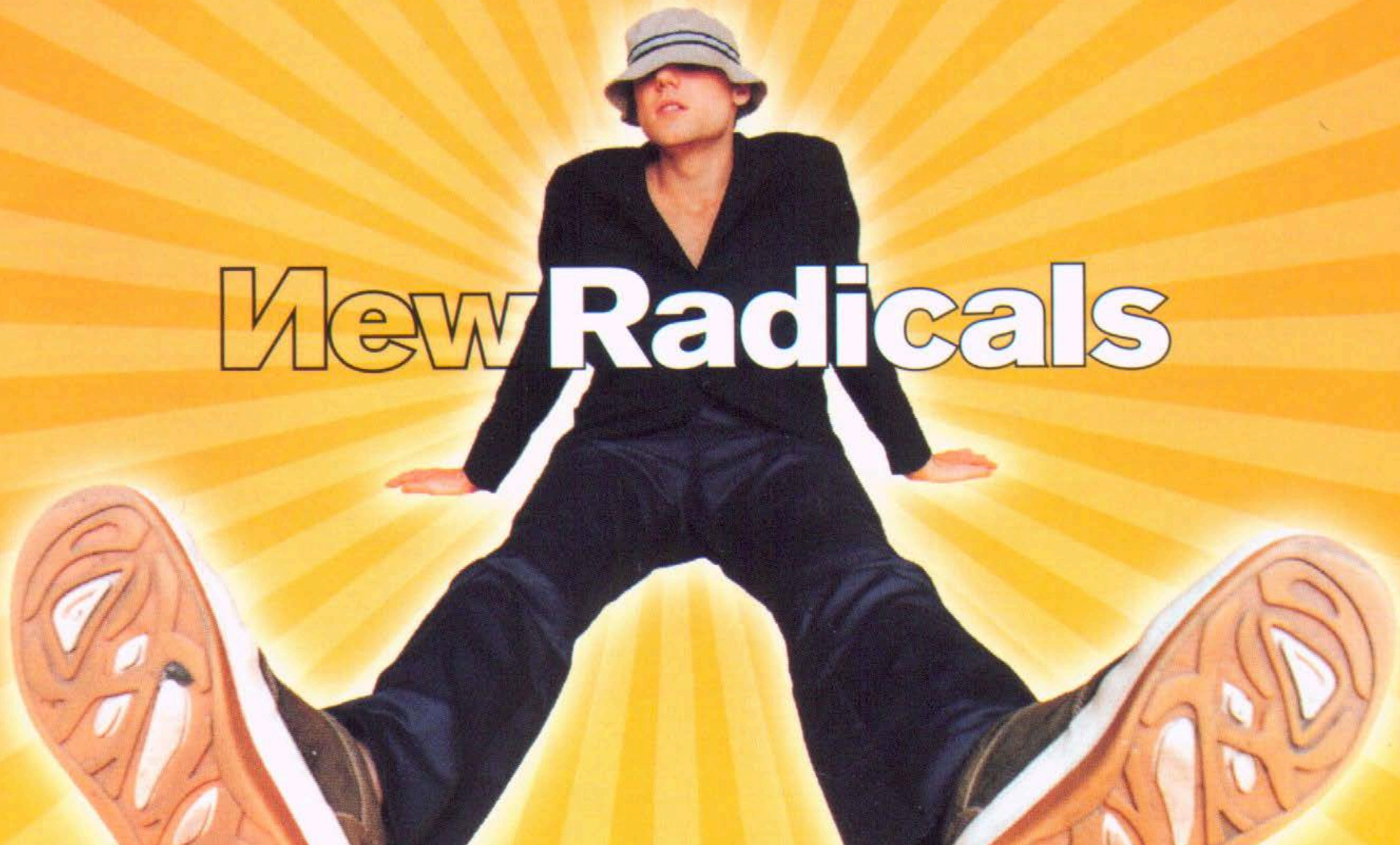
VS



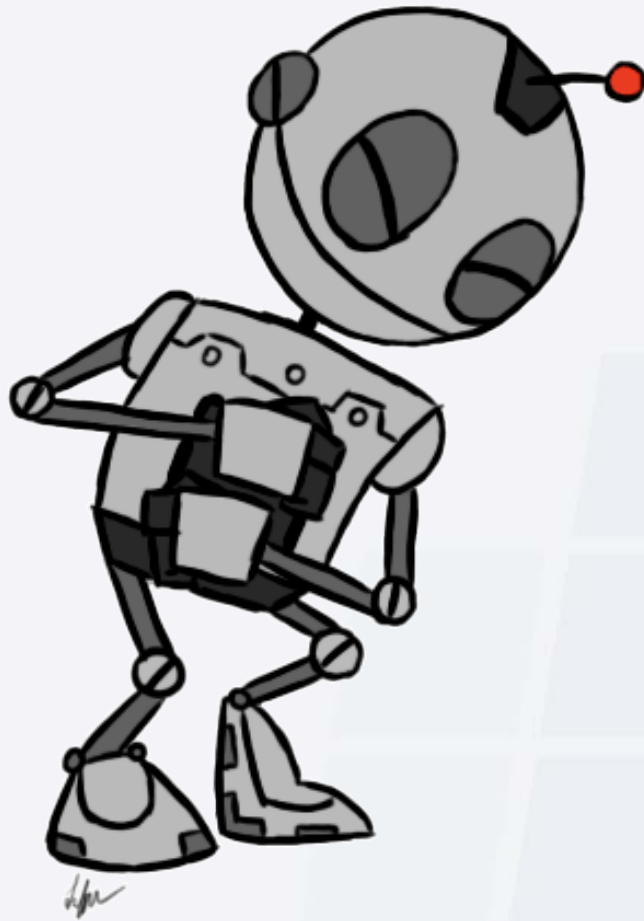


I got the ring bitches!

New Radicals

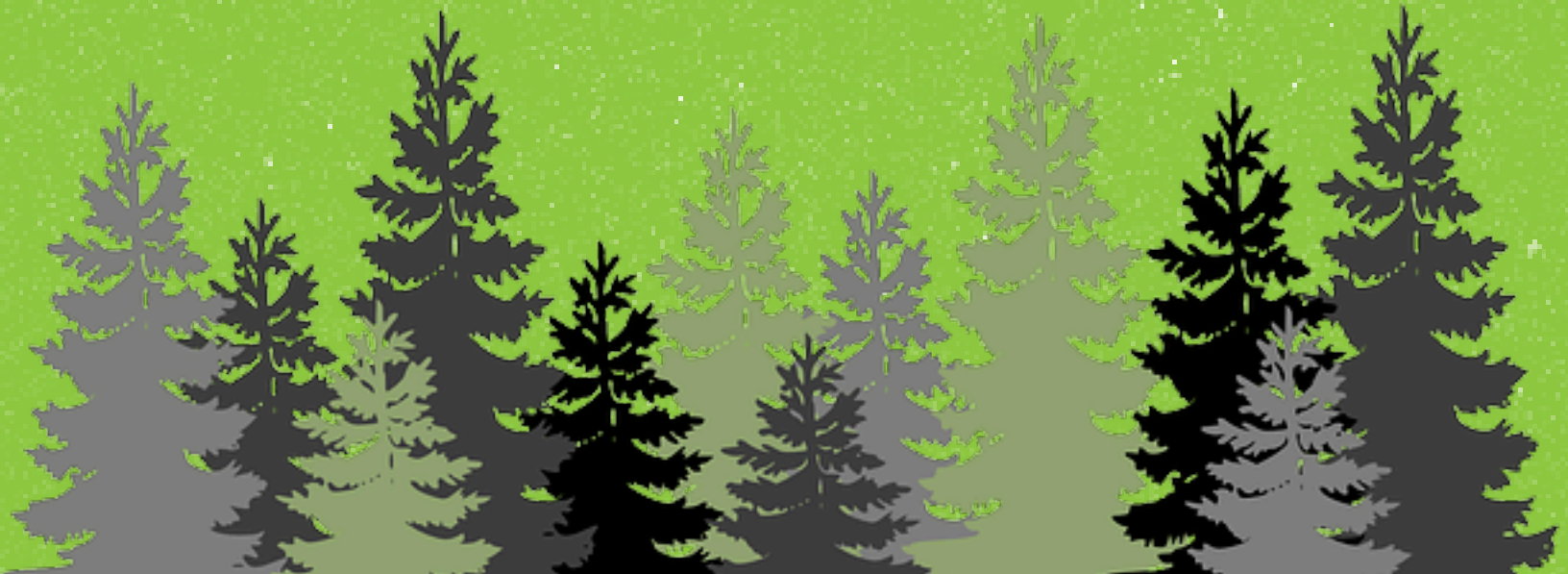
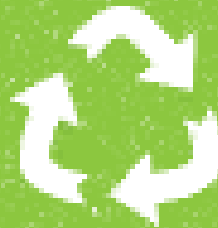


BE HUMAN



“IF YOU’RE
NOT
HAVING FUN
YOU’RE NOT
DOING IT
RIGHT”

RECYCLE

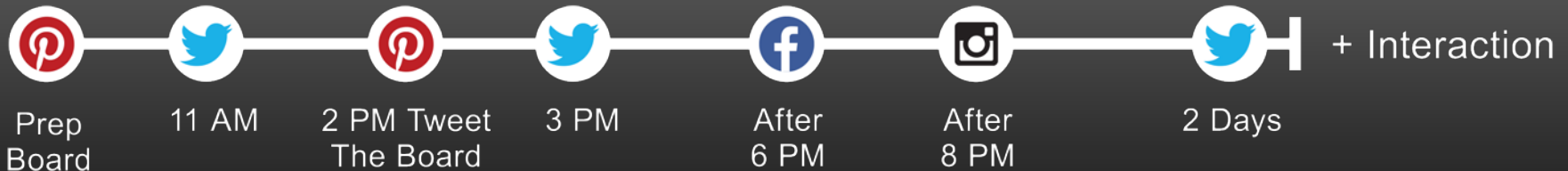




EXTEND THE STORY



SOCIAL MEDIA WITH PURPOSE



REACH

Social Media Marketing

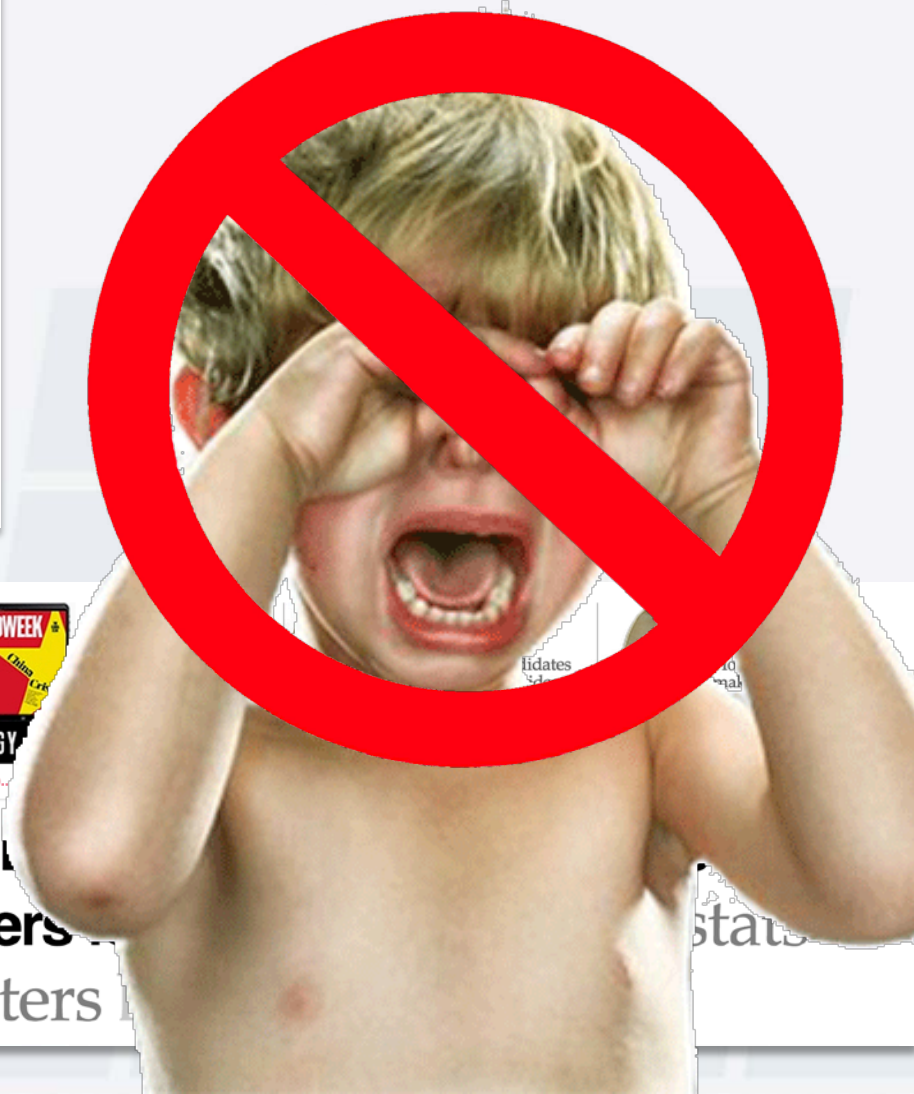
Facebook News Feed Will Throttle Pages' "Promotional" Posts

Starting in January, in another blow to organic reach, users will see fewer posts that are solely focused on sales or sweepstakes or reuse ad copy.

Martin Beck on November 14, 2014 at 6:25 pm



110 minutes
VS
18 minutes





A.C. Terrenal
Photography. 2011



Citytv



About

Blog



Periscope

Explore the world through someone else's eyes.



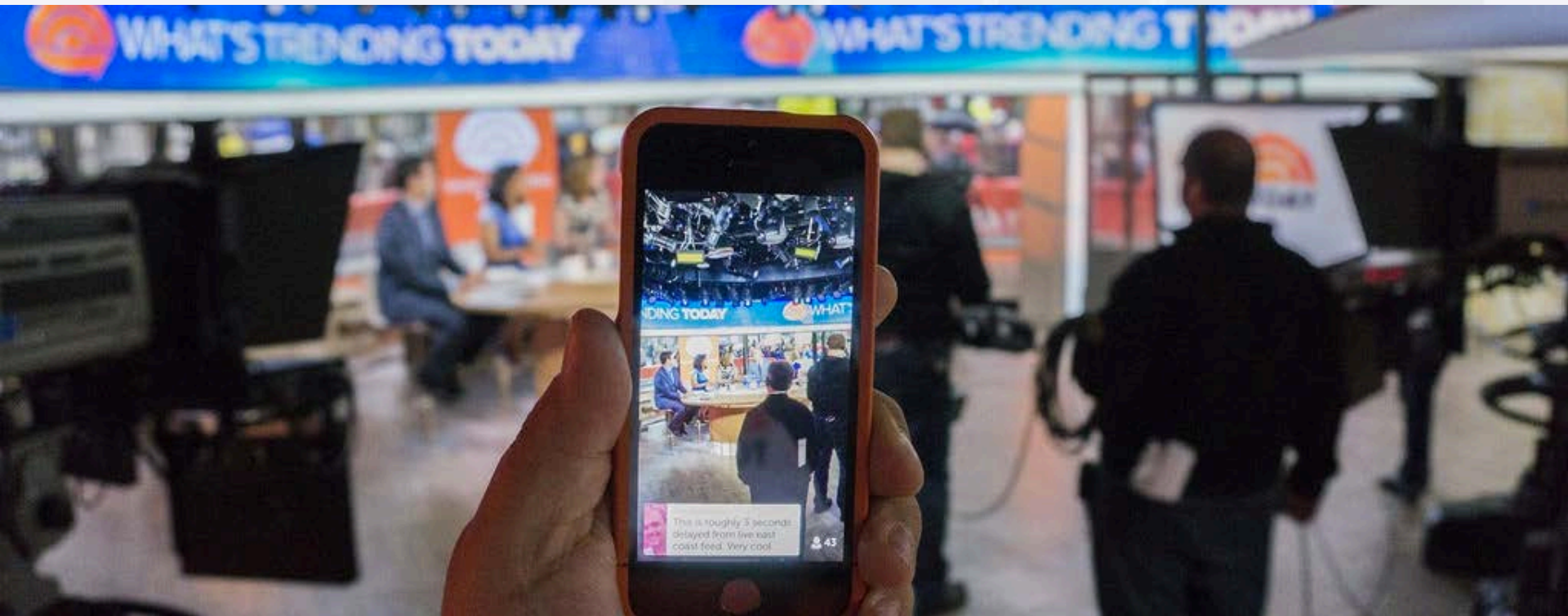
Download on the
App Store



GET IT ON
Google play

“There’s lots of room for destinations to use Periscope....But Periscope isn’t for cowards, you’ve got to have the nerve – and the skill – to deal with the challenges of working live.”

-SKIFTTAKE



BE BOLD





“GumpDay”



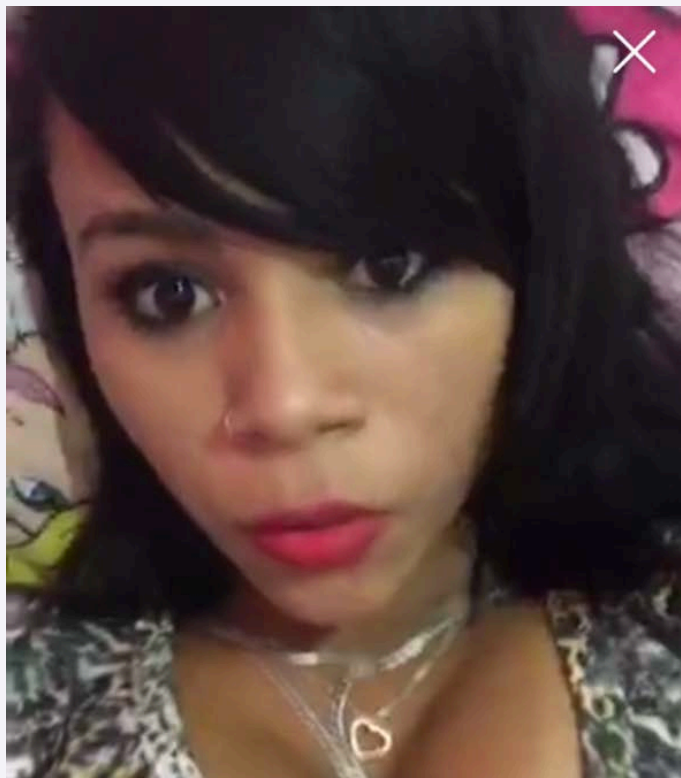


@twiley1012
Had coffee at that corner cafe on
my honeymoon!



TIPS FOR PERISCOPE

- 1.Go Horizontal (NEW Sept 2015)
- 2.Engage with Comments



'Show your boobs': Periscope co-founder explains how video-streaming app plans to tackle abuse

April 15, 2015

☆ Read later

🔒 Broadcast too full...

👤 609

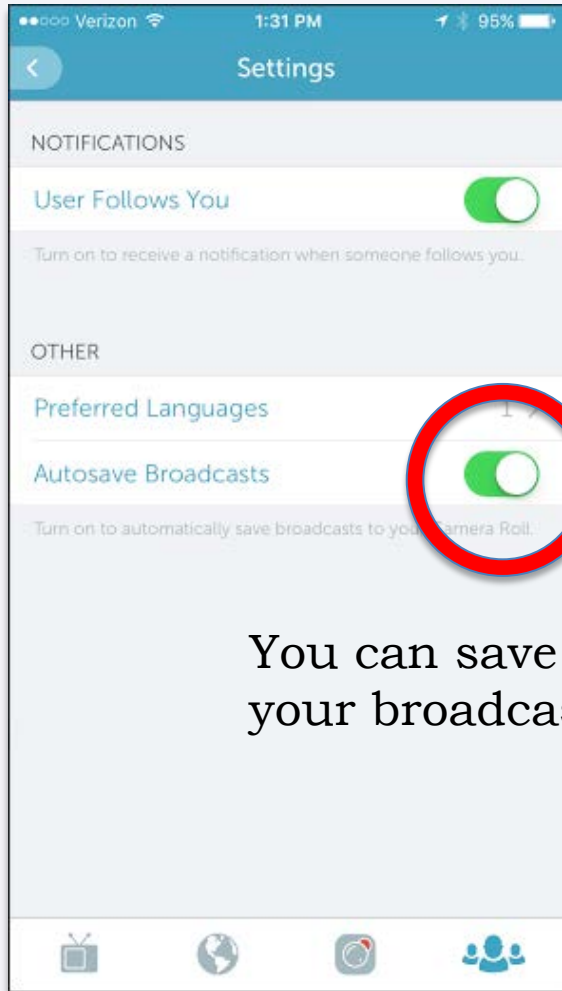
TIPS FOR PERISCOPE

- 1.Go Horizontal (NEW Sept 2015)
- 2.Engage with Comments
- 3.Develop a Regular Schedule
- 4.Use the WiFi networks
- 5.Emojis for the win 🐔 🍹 🍣 🍦
- 6.Be Discoverable
- 7.Show & Tell





DISTRIBUTE



You can save
your broadcasts



EXTEND THE STORY



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@BVMatson