Social Media Driving Your Content Marketing

Twitter/Periscope

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What's Up With Twitter?

316 MILLION USERS

http://www.statista.com/
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.

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

Room for More Engagement

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

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

vs

@BVMatson
I got the ring bitches!
BE HUMAN

“IF YOU’RE NOT HAVING FUN YOU’RE NOT DOING IT RIGHT”
RECYCLE
EXTEND THE STORY
SOCIAL MEDIA WITH PURPOSE

Prep Board | 11 AM
2 PM Tweet The Board | 3 PM
After 6 PM | After 8 PM
2 Days

+ Interaction

@BVMatson
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
Periscope

Explore the world through someone else's eyes.
“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
FOLLOW FORREST through SAVANNAH!

Tune into the Visit Savannah Periscope page Thursday, Sept. 17 at noon (EST).

“GumpDay”
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

Broadcast too full... 609

@BVMatson
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 😆 алкоголь суши 🍦
6. Be Discoverable
7. Show & Tell
DISTRIBUTE

You can save your broadcasts

EXTEND THE STORY