

2nd MUS.NET Training

SOCIAL MEDIA

and Cultural Tourism marketing and audience development

PROJECT MUS.NET.

Museum Network (607340-CREA-1-2019-1-IT-CULT-COOP1)



A background image showing a person's hand holding a black pen with gold accents, writing on a white document. The document has some faint text and a signature line. The entire image is overlaid with a semi-transparent pink filter.

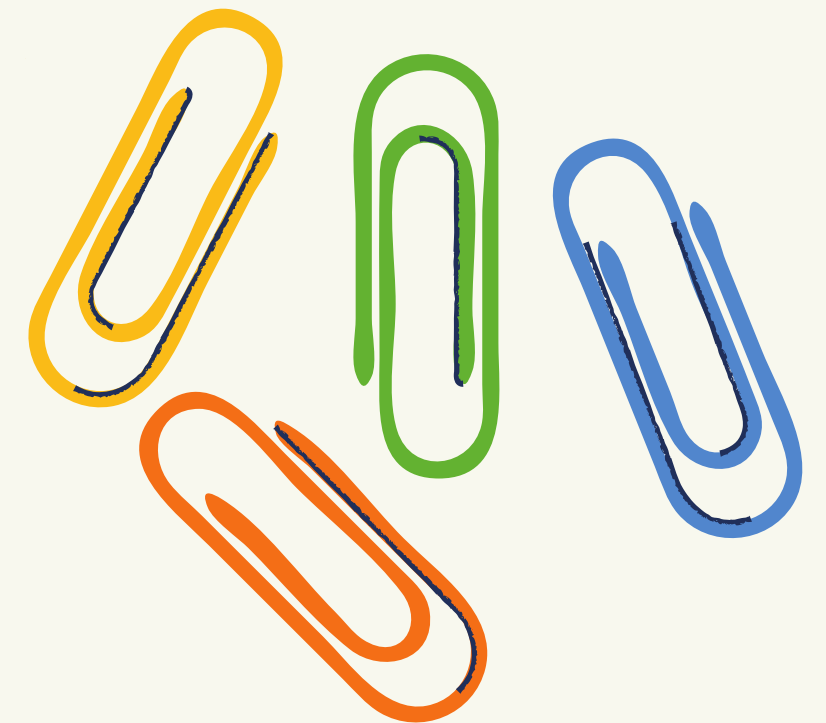
**Please, fill in the
registration form
(available also in the
chat area).**

Training schedule

10.00 am CET – 12.00 pm CET: (moderator: Butterfly Arc S.r.L. + all partners participating)
introduction of the training session, general layout of the training, attendance check,
introduction of the tool Draw Alive and its functions
effective use of the Draw Alive in the organization
popularization of Draw Alive among target audience (children, youngsters primarily)
Paper Draw Alive Set Up
Tablet Draw Alive and Commercial Venues
custom projects of Draw Alive in different organization

12.00 am CET – 12.30 pm CET- e-Coffee break

12.00 am – 15.00 pm CET: (moderator: RIS Mansion Rakičan + all partners participating)
short presentation of social media used in the project
effective use of different social media in audience development
use of social media in marketing and branding
effective use of hashtags
Q&A, final assessment and evaluation





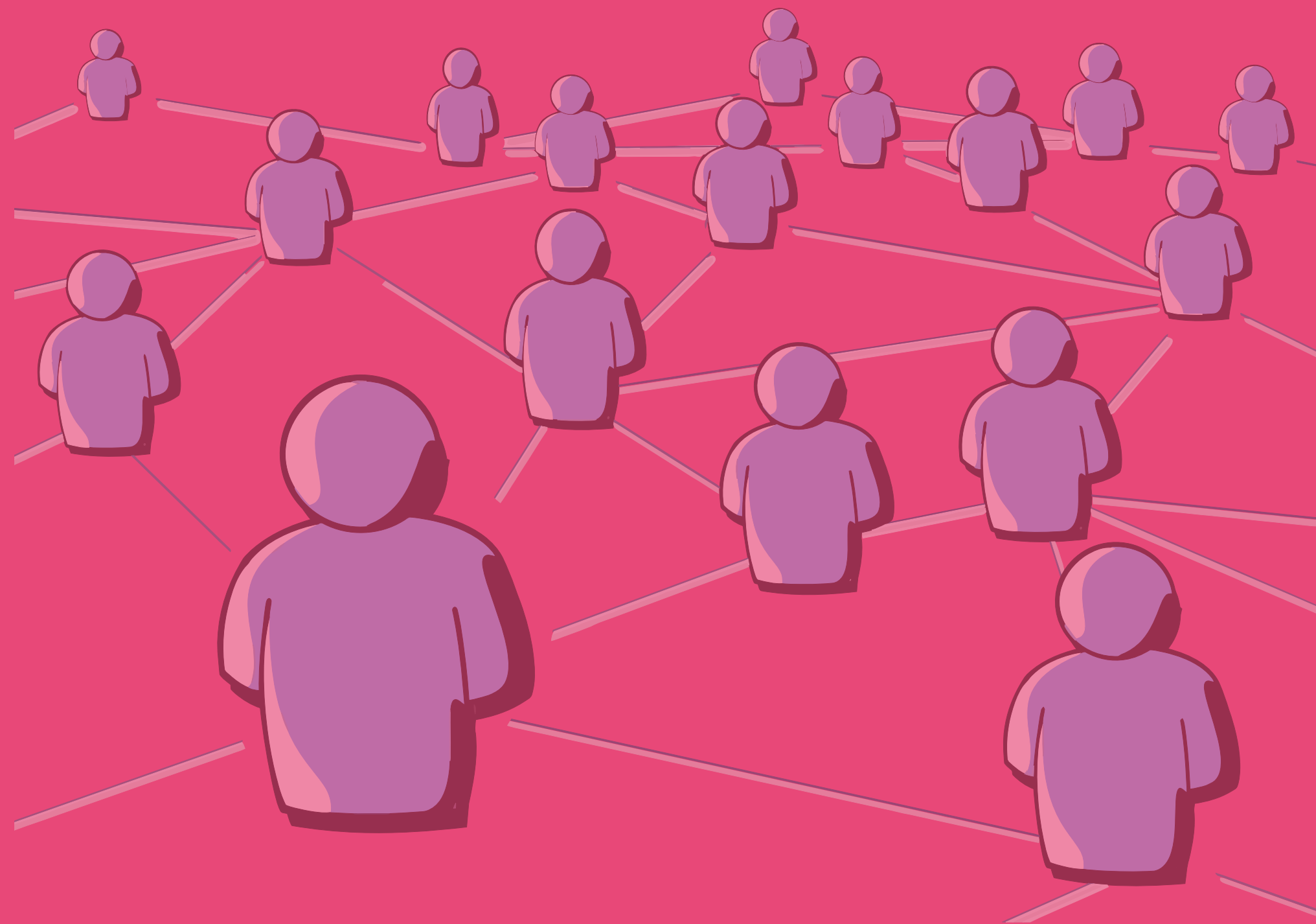
Draw Alive software presentation

Butterfly Arc.




Using social media in Cultural Tourism

(marketing, audience development)





Why do we need social media in tourism?

- 
- Travel is one of the most shared topics on Facebook, Twitter and Instagram.
 - People love sharing new experiences and travel is full of them; in addition, they like sharing their upcoming travel plans and reminiscing about them after they have returned.



- People usually distrust ads, but are more open to peer recommendation or review on social media, as they can easily get them thinking about their next adventure.
- Social media, unlike ads, allows them to share written testaments, qualities, share pictures, videos and capture the heart and imaginations of their network.





5 Ways Social Media Has Changed Tourism Marketing



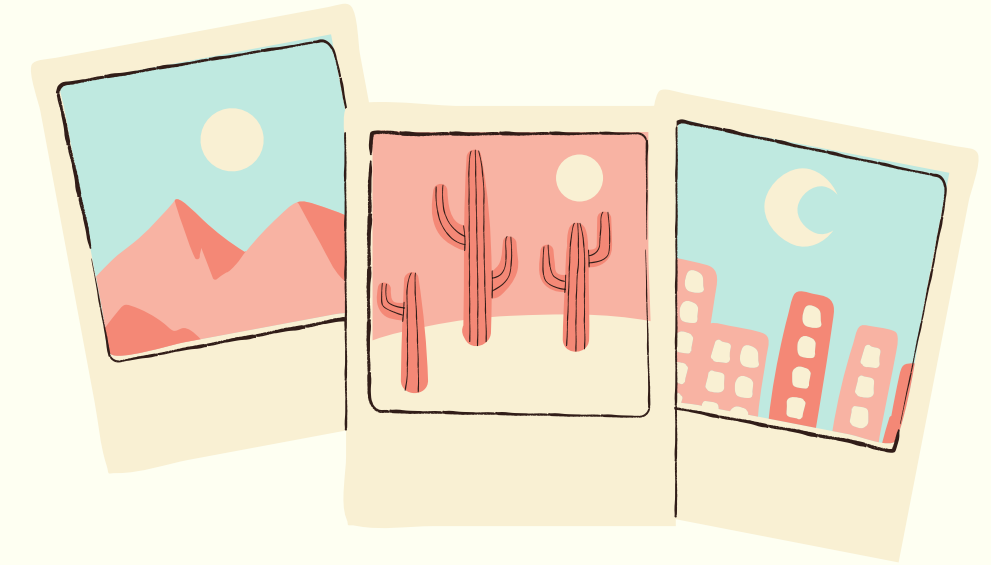
1. TRAVEL RESEARCH

- The way travelers conduct their trip research has changes. They do most of their planning online and often turn to social media to ask questions and research.
- Travel photos and videos are among the most popular types of content shared online. Even those who aren't posting media content perhaps post comments on Facebook, send tweets on Twitter etc. about their experience. Recently, social media platforms have also become an excellent resource for gathering information about destinations, accommodations, activities, dining and more.
- Good example is: Facebook's Recommendations feature which allows users to ask for advice from their peers. Users are gathering feedback from their networks on everything from hotels to travel gear to the destinations themselves.





5 Ways Social Media Has Changed Tourism Marketing



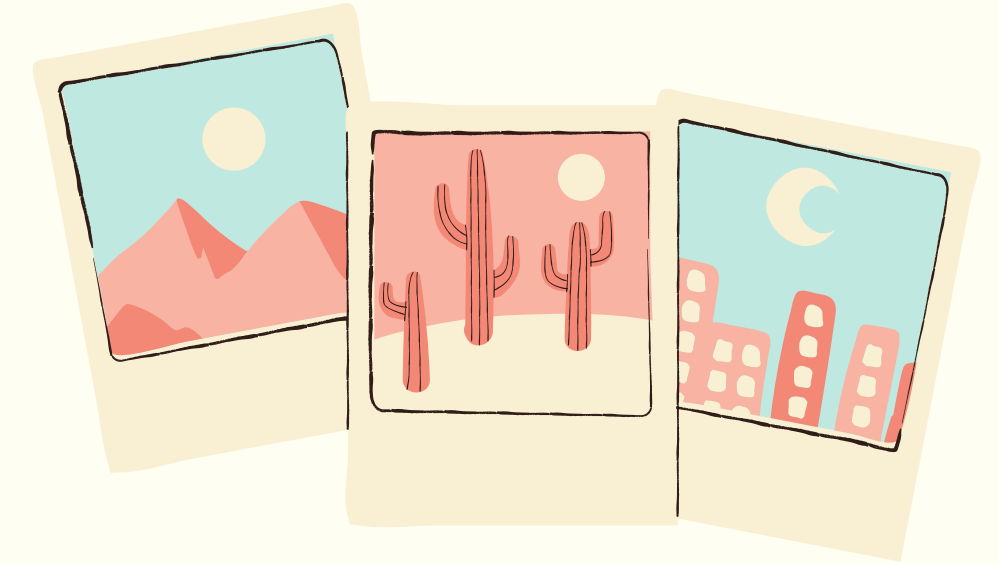
2. DESTINATION DISCOVERY VS SOCIAL SHARING

- Countless travelers are deliberately turning to social media for help when planning trips, but social media is also a massive source of inspiration for would-be-travelers without a destination.
- Social media thus play a crucial part in enhancing visibility of your destination, product etc. and informing potential visitors about your offer.





5 Ways Social Media Has Changed Tourism Marketing



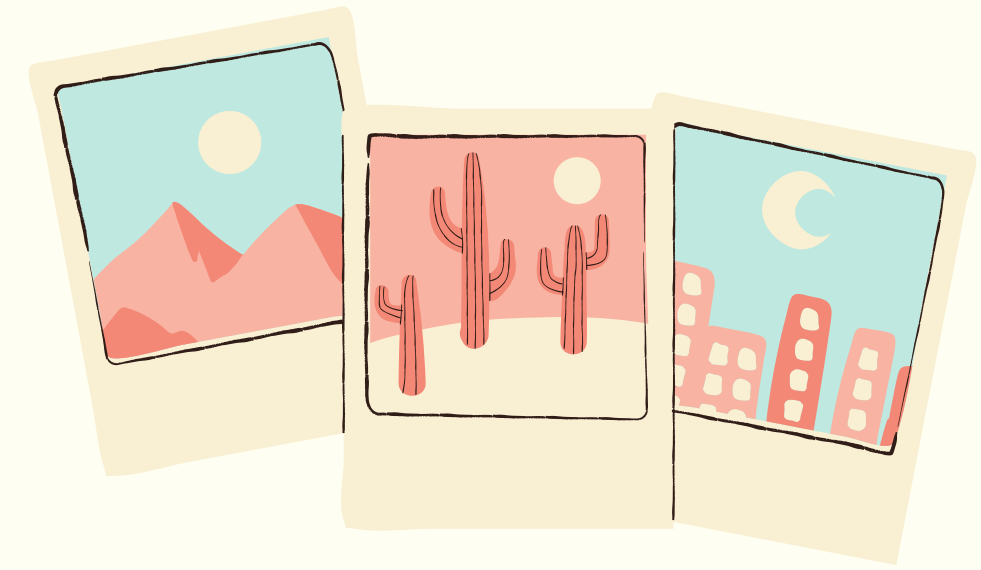
3. THE PERFECT CUSTOMER SERVICE PLATFORM

- One of the least talked about - but most important-ways in which social media has changed tourism marketing is the ability to provide superior customer service. Social media allows brands to field questions, comments and concerns in a single place as many hours of the day as they see fit and showcase their professionalism at the same time.
- Directing your customers toward a Facebook page e.g. gives you the opportunity to provide instant support via Comments or Messenger when issues arise. One of the additional benefits is that you can field these issues out in the open and develop a reputation of quality service and professionalism with both current and potential customers.





5 Ways Social Media Has Changed Tourism Marketing



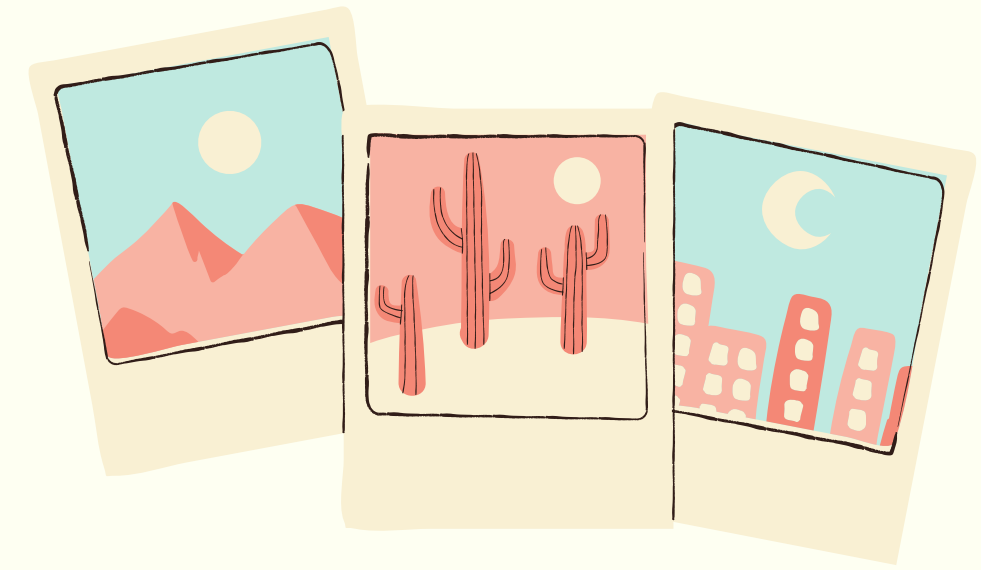
4. TRAVEL REBOOT

- In order to stay relevant online agencies and other stakeholders should be using social media to showcase their abilities to provide their customers with unique experiences that one may have trouble securing without professional help.
- Among other thing (e.g. hotel and ticket bookings) customers can also book activities and experiences online via social media.





5 Ways Social Media Has Changed Tourism Marketing



5. SHARING PROGRAMS

- Positive customers' reviews are valuable and most of them realise that. In fact, many of today's travelers already expect to receive some form of compensation or benefit in exchange for their review on social media.
- As such, people are familiar with the steps of posting, hash-tagging and verifying their share with a hotel or attraction staff in order to redeem their reward.



Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

DEMOGRAPHICS



2.7
Billion users

Ages 25-34



353
Million users

Ages 30-49
68% Male



442
Million users

Ages 30-49
78% Female



2.3
Billion users

All ages



740
Million users

Ages 46-55



1.2
Billion users

Ages 25-34



689
Million users

Ages 18-24

PURPOSE

Building
Relationships

News & Articles;
Conversation

“Scrapbook-
ing”

“How To”,
Lifestyle,
Educational

News & Articles;
Networking

Building
Relationships;
Conversation

Building
Relationships,
Conversation

BEST FOR

Building
Brand Loyalty

Public Relations

Lead Generation;
Clothing, Art &
Food Businesses

Brand
Awareness;
Lead Generation

Business
Development;
Brand
Awareness

Lead Generation;
Retail, Food,
Entertainment,
Beauty
Businesses

Building
Brand Loyalty
& Community

DOWNSIDE

Limited
Reach

280
characters
or less

Images and
video only;
Narrow
demographic

Resource
intensive

Limited
interactions

Images and
video only

Videos only;
Very specific
demographic

Tips to Make the Most of Social Media and Tourism Marketing

SEEK OUT SHARES

- You're far more likely to have your customers sharing about your brand if you're actively incentivize sharing, this we know. For example, your museum could give out a free tickets or small gifts from a museum shop.
- You would also want to email new guests (via the email). You're goal is to get more people sharing honest reviews and social posts about their experience with your brand so you can increase your overall exposure and brand awareness.
- Lastly, get them to post interesting photos or videos that are relevant to your brand and industry with a unique hashtag. Make sure they tag you in their post so their networks are exposed to your business.



Tips to Make the Most of Social Media and Tourism Marketing

PREPARE FOR NEGATIVE FEEDBACK

- Another excellent way to stay ahead of the game is to prepare for the inevitable. There will always be those that encounter problems or are just looking for a reason to complain. Instead of simply letting them do so, be prepared to respond in the best way possible. Be prepared for every possible problem you can imagine going wrong and train your teams to handle them correctly.
- Social listening is the active monitoring of social channels for mentions of your brand name. It's a great way to catch those who haven't actively reached out with a formal request or complaint, but have mentioned your organization in a negative tweet or Facebook post, for example.



Tips to Make the Most of Social Media and Tourism Marketing

WOW VISITORS BEFORE THEY TRAVEL

- Another great way to use a variation of social listening is to discover travelers who are planning a trip to your city or town. Searching for hashtags related to your location will inevitably help you find people still in the planning stages of their trip. It can also be helpful to put yourself in the place of your target persona.
- Which destinations would provide the best mix of activities, entertainment, and good value? And where would they find out about your products? As well as the standard Google search, parents might check reviews on Facebook or gather ideas from a discussion forum.
- Before you undertake any other marketing activities, it's critically important to have a profile of your target customer pinned down.



Tips to Make the Most of Social Media and Tourism Marketing

LEVERAGE VISUAL MEDIA

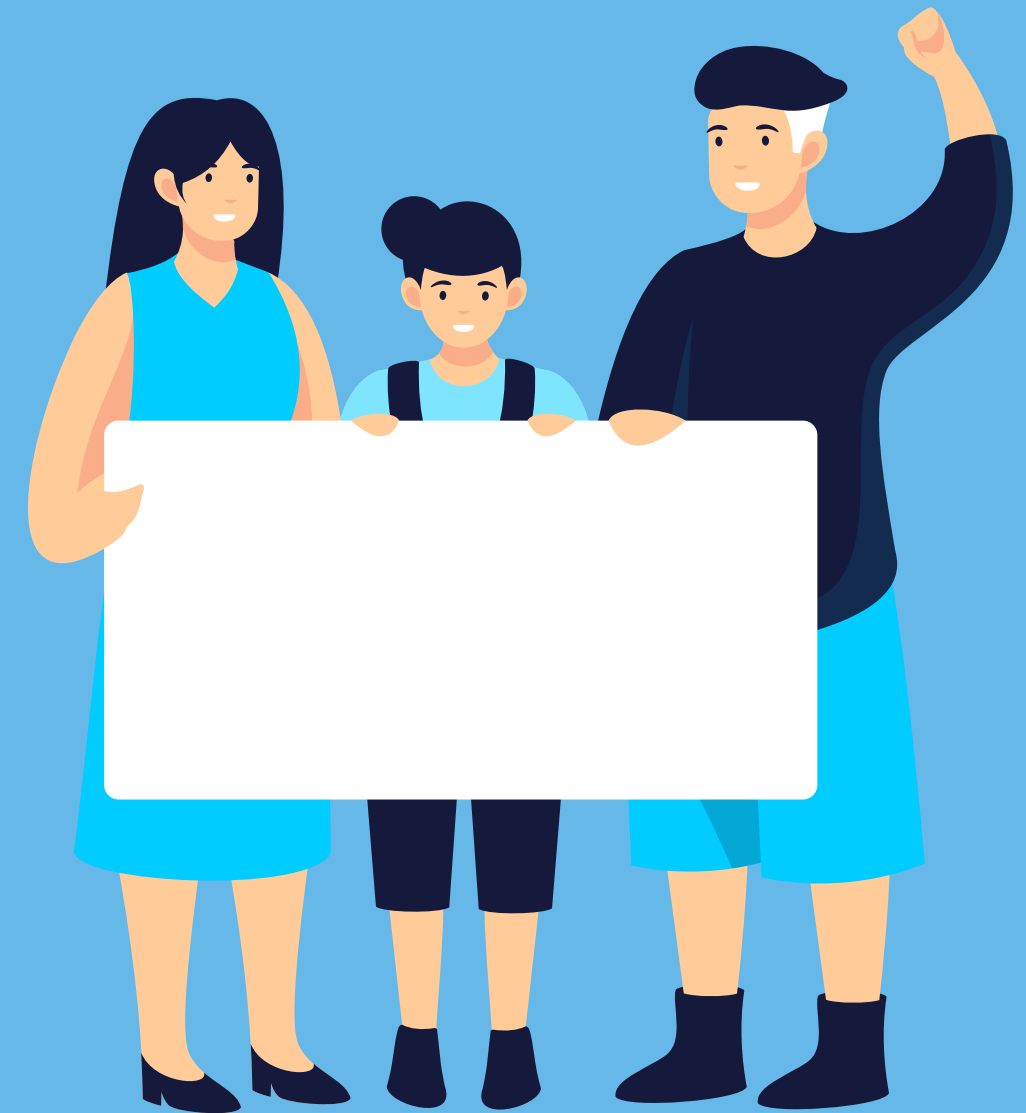


- Social media is rife with competition, particularly in the travel and tourism industry, but there are creative ways to use this to your advantage and stand out.
- Travel has the unique selling point that it can play on the wanderlust of others so pictures and video can work wonders.

Tips to Make the Most of Social Media and Tourism Marketing

PAID AD CAMPAIGNS

- You can also advertise directly on platforms like Facebook, Instagram, and Twitter.
- Setting up an account on each platform is simple, and running a campaign is relatively straightforward.
- You'll also have access to engagement data and insights that are useful for finessing your content and strategy, both now and in the future.



Tips to Make the Most of Social Media and Tourism Marketing

FOLLOW THE 80/20 RULE

- Use just 20% of your content to promote your brand, and dedicate 80% to content that really interests your audience and engages them in conversations.
- Things like polls or quizzes, relevant outside articles, sharing related posts, or posting photo journals are great ways to mix up your content, while still keeping eyes on your attraction.



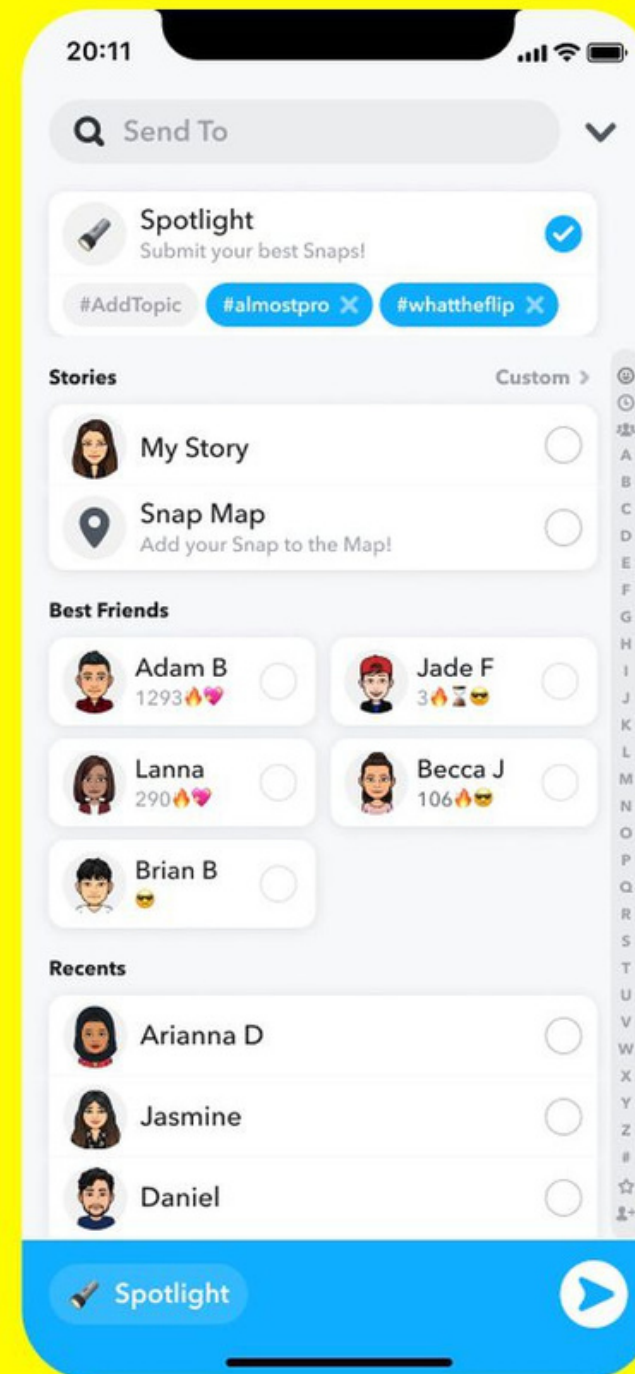
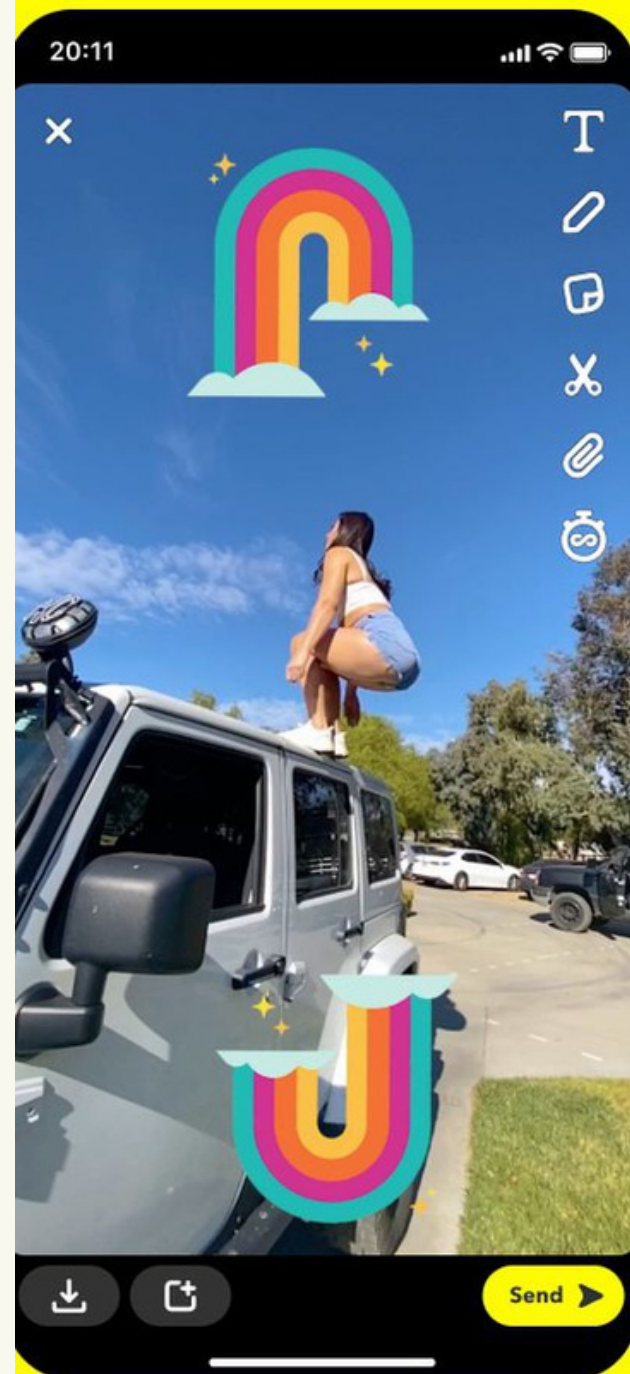


4 Fast and Engaging Ways to Create Content for Social Media

SNAPCHAT



- If there is one social network that is worth learning now, it's probably Snapchat. That is, if you're interested in targeting younger travelers (millennials, Gen Z). It's the fastest growing social network and could be well worth integrating into your social marketing strategy.
- Snaps are quick snippets of what's happening right here and now. It gives your following the most authentic view of what goes on behind the scenes at your organization.





4 Fast and Engaging Ways to Create Content for Social Media

TWITTER

- Twitter is a tried-and-true method of reaching potential travelers. Tweets are 140 characters and allow you to voice short travel tips, specials, and promos, or even photos and videos related to your brand.
- Twitter is one of the most popular platforms for social listening and establishing a social media customer service handle. If you're going to participate, you'll need to have an active Twitter handle that's regularly updated with engaging content. To make the most of each tweet, remember to consider who you're speaking to.
- Don't post travel tips about your destination unless they apply to the personas you're marketing to. For example, you wouldn't post family friendly activity ideas if you were targeting couples for romantic getaways.



4 Fast and Engaging Ways to Create Content for Social Media

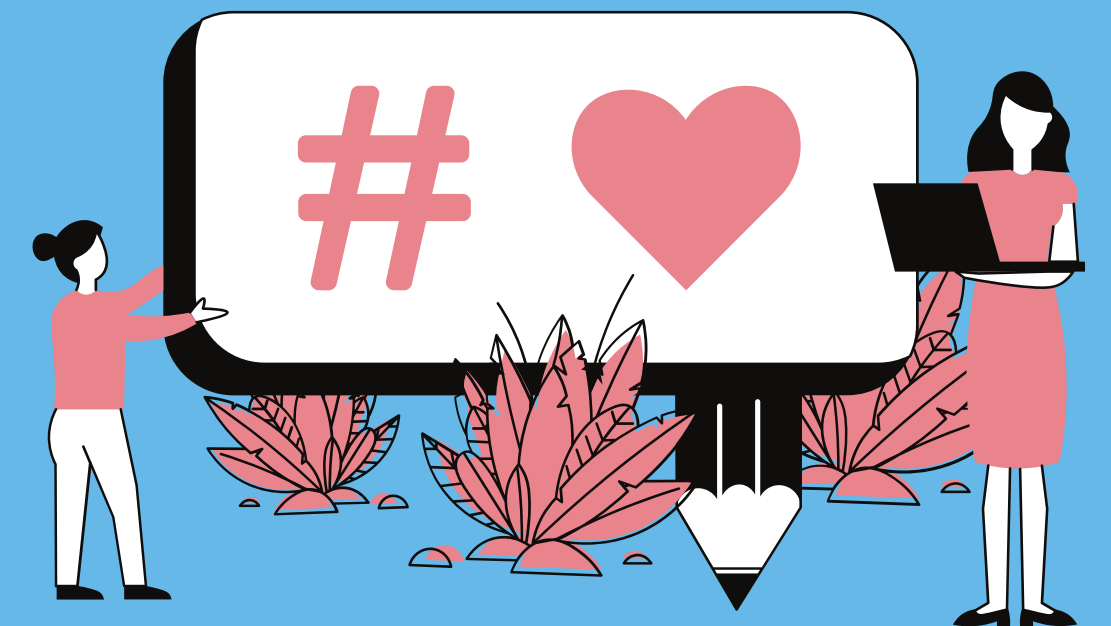
FACEBOOK AND INSTAGRAM



- While you may already be posting regularly to your Facebook or Instagram accounts, consider going live on a regular basis to give your audience a firsthand look at what's going on behind the scenes in your organisation. Live videos are becoming more popular and receive priority in Facebook's newsfeed.
- Going live is a great way to get peoples attention, just be sure you have something fun and exciting to share. Whatever makes your brand fun, unique, and exciting, be sure to share it with the world!

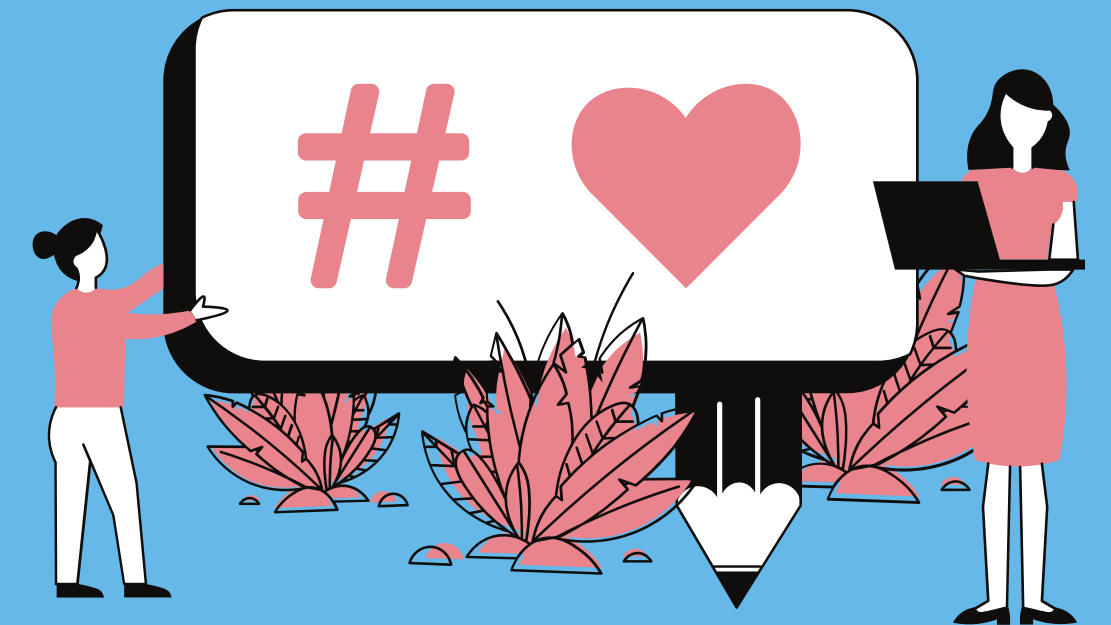
USING HASHTAGS - THE BASICS

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.



TIPS FOR USING HASHTAGS

- Use hashtags (1 or 2 only) when they make sense and when you use something relevant that people can filter or to find more relevant conversation.
- Use industry specific hashtags and create your own if they will be relevant to your audience.
- If you are currently using hashtags in a campaign on Twitter or Instagram, start including those hashtags in your Facebook content (cross social platform branding is important).
- Use tools like Hashtagify.me to find other trending hashtags related to your specific tag.
- Create and save hashtag groups for future use. Cluster them by product, campaign, or topic so that you can quickly pull them up whenever needed.



4 Fast and Engaging Ways to Create Content for Social Media



LinkedIn groups are a great way to reach out and offer some no-obligation value to your visitors. LinkedIn groups exist for users to come together and share information about most topics business, including travel.

You can:

- Include Employee LinkedIn Profile
- Use LinkedIn as a Publishing Platform
- Join a Discussion Group or Create Your Own
- Advertise to specific target groups





Singapore Tourism Board

Leisure, Travel & Tourism



View all 1,131 employees

See jobs

Follow

Overview

Jobs

Life

About us

The Singapore Tourism Board (STB) is the leading economic development agency for Singapore's tourism sector. It aims to differentiate Singapore as a destination, delivering on its promise to provide a concentration of multi-faceted and user-centric travel experiences, as well as positioning Singapore as a future-facing and inspiring destination.

Vision:

A vibrant and inspiring Destination Singapore that we are proud of.

Mission:

To shape a dynamic tourism landscape for Singapore in partnership with industry and community.

Values:

Integrity - #Do the Right Thing!

We are reliable, fair and honest in our dealings with our stakeholders, partners and colleagues.

We uphold the Board's reputation.

Team - #Succeed Together

Succeed, Bond and Learn as a team.

Affiliated pages



VisitSingapore Business Events

Leisure, Travel & Tourism

Singapore, Singapore



Careers@Gov

Government Administration

Similar pages



Changi Airport Group

Aviation & Aerospace



Singapore Airlines

Airlines/Aviation

Singapore, Singapore



Marina Bay Sands

Hospitality



VisitSingapore Business Events

Leisure, Travel & Tourism

Singapore, Singapore

Show more similar pages ▾

Browse jobs

Marketing jobs

1,275 open job

Tourism jobs

20 open jobs

Manager jobs

3,823 open jobs

Hotel Management jobs

47 open jobs



Slovenian Tourist Board

Leisure, Travel & Tourism

Slovenia 🍀 A green boutique global destination for high-end visitors seeking diverse and active experiences & peace.

Follow

View all 57 employees

About us

The Slovenian Tourist Board (STB) is a national tourist organisation responsible for planning and carrying out marketing policies in regard to Slovenia’s comprehensive tourist offerings. Furthermore, this organisation is also entrusted with the task of developing Slovenian tourism. Find out more at www.slovenia.info.

Website	http://www.slovenia.info
Industries	Leisure, Travel & Tourism
Company size	11-50 employees
Headquarters	Ljubljana
Type	Public Company
Founded	2015

Affiliated pages



Slovenian Tourism on Virtual Tour/Business events
Leisure, Travel & Tourism
Ljubljana, Slovenia

Similar pages



Ljubljana Tourism
Leisure, Travel & Tourism



Croatian National Tourist Board
Leisure, Travel & Tourism



Maribor - Pohorje Tourist Board
Leisure, Travel & Tourism
Maribor, Slovenia



SPIRIT Slovenia Business Development Agency
Government Administration

Show more similar pages

Other tools to Make Your Tourism Social Media Marketing More Effective

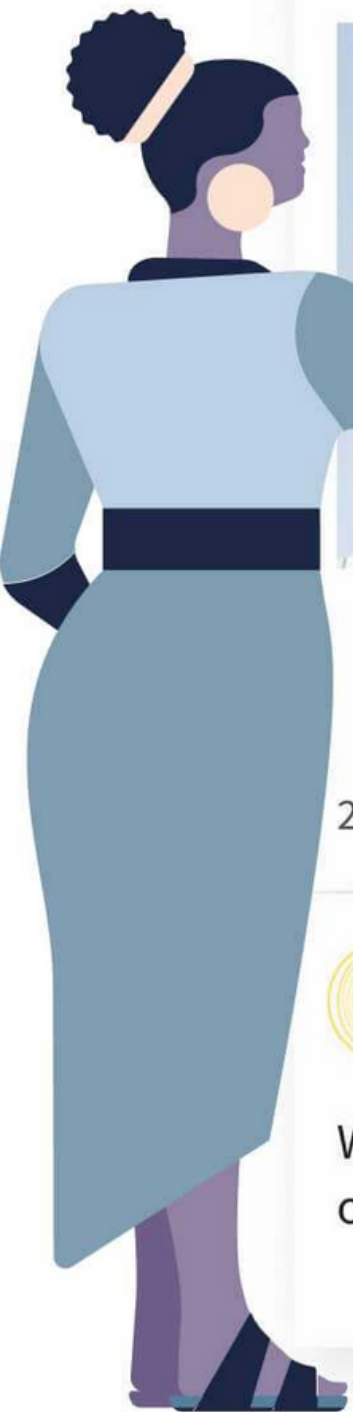


HOOTSUITE



- Hootsuite is a great tool to help optimize your social listening activities. It helps you monitor multiple social networks at once, saving the hassle of sifting through each platform on a daily basis.
- It has a number of other functionalities that will help your social media marketing across the board, so be sure see if it fits your needs and can help your organization.





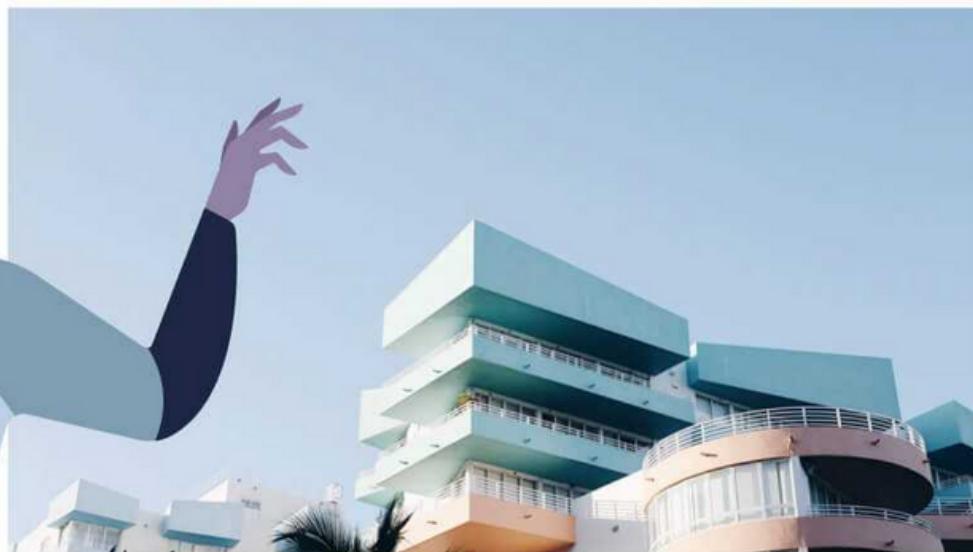
My Posts



Nest Hotels

2d • View on Facebook

Where's your favourite nest hotel location?



2 likes • 4 comments



Nest Hotels

21h • View on Facebook

We love the art deco inspired architecture of our Miami beach hotel.

Scheduled



You have 1 draft this week

[View draft](#)



Nest Hotels

Today at 12:15pm

Hotelier magazine has announced the winners of its inaugural Hotel Design Awards. Nest Hotel has won in the category of Hotels under 200 rooms! <http://ow.ly/12345678>



[View more in Planner](#)



Inbox (5)



Private Message • Nest Hotels

5m



Melanie Wilkins

Pretty sure I left my sunglasses at the till in the reception. Is there a lost and found?



Comment on "Members of t..." • Nest Hotels

5m



Kat Villaneuva

The deluxe suite is a little pricey but worth it.



Will the libraries be closing over the holidays?



BUZZSUMO

Buzzsumo



- BuzzSumo is a great tool to understand what's trending on various social networks.
- If certain types of content are especially popular and receiving plenty of shares and like, for example, you would be well served to emulate that content when creating your next blog post, YouTube video, Instagram photo, or snap.
- Like Hootsuite, it comes packed full of additional tools to help optimize your social media marketing.



Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year

Show Specific Range ▾

☐ In-Depth Articles Only ⓘ

Language ⓘ show ▾

Country (TLD) ⓘ show ▾

Filter Domains ⓘ show ▾

Content Type:

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos

Uncheck All

brand publishing

Q Search!

Export

+ Create Alert

Enter a topic or domain: big data, cnn.com. ▾ Advanced Search Options Save Search

ⓘ Results not relevant enough? Click here to search for "brand publishing" in the article's title only

Sort by: Total Shares ▾








		FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES
<div><div>The Brand as Publisher Masterplan - Reinventing Content Marketing for the Next Decade</div><div>moz.com - More from this domain</div><div>By Simon Penson - Mar 24, 2016</div><div>Article</div></div>	<div><div> View Backlinks</div><div> View Sharers</div><div> Share</div></div>	<div>417</div>	<div>482</div>	<div>2.6K</div>	<div>40</div>	<div>116</div>
<div><div>Publish Brand Unveils Its "Samsara" Take on the Onitsuka Tiger Colorado Eighty-Five MT</div><div>hypebeast.com - More from this domain</div><div>By Hypebeast - Apr 17, 2016</div><div>Article</div></div>	<div><div> View Backlinks</div><div> View Sharers</div><div> Share</div></div>	<div>2.1K</div>	<div>2</div>	<div>97</div>	<div>27</div>	<div>0</div>
<div><div>Addicted to the brand: The hypocrisy of a publishing academic</div><div>lse.ac.uk - More from this domain</div></div>	<div><div> View Backlinks</div><div> View Sharers</div><div> Share</div></div>	<div>22</div>	<div>23</div>	<div>222</div>	<div>2</div>	<div>0</div>

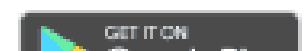
BUFFER

- It's another all-in-one social media marketing tool, chock-block full of handy features to help you make the most of every social media marketing action.
- You can use a Buffer Chrome extension to add any content you find on the Web to the Buffer queue. This adds a bit of fun and creativity to the whole process of content aggregation and sharing, because for once you don't have to plan what to share in advance.
- Your posts still will be shared at the best possible times. You can also track links to see which content is most popular with your readers.



[Add a Social Account](#)

- ✓  slanoué 0
- ✓  Buffer 8
- ✓  buffer
- ✓  Buffer 5
- ✓  Buffer 1
- ✓  bufferapp 0
- ✓  buffer 9


[Content](#) 
[Analytics](#) 
[Schedule](#) 
[Settings](#) 
[Queue](#) 17
[For Review](#) 10
[Content Inbox](#)


[List](#)
[Calendar](#)

Today

☒ Show empty slots

☐ Shuffle


9 Essential Social Media Manager Skills and Qualities Found in Industry Leaders 🔑 <http://buff.ly/2jyoz5V> [New #BufferPodcast!]



10:03 PM (PST) via Web  brian.p@bufferapp.com

Tomorrow



How We Power Remote Work: 7 Tools We're Using at Buffer to Collaborate & Stay Productive 🌐💻📱 <http://buff.ly/2k1cPvN>



1:22 AM (PST) via Web  brian.p@bufferapp.com



- Awario is a social media listening tool made for solopreneurs and small businesses.
- It doesn't require a large budget, yet it covers all major social media listening features: finds mentions of your brand or any other keyword on all major social media platforms, including influential forums like Reddit; breaks mentions down into positive, negative, and neutral ones; shows you a list of influencers; and offers reports with all the stats on the authors that mention your brand.



Dashboard

Mentions

Air New Ze... 99+ 30.4K

British Air... 43 391.8K

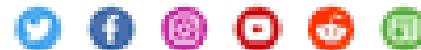
Lufthansa 9 316.9K

Leads

Reports

British Airways

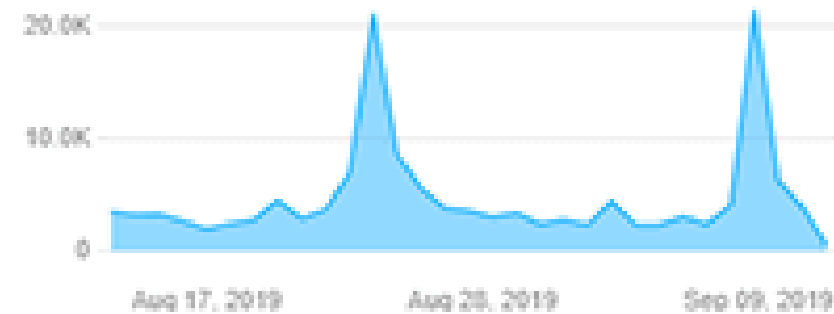
+ Compare



Last 30 days

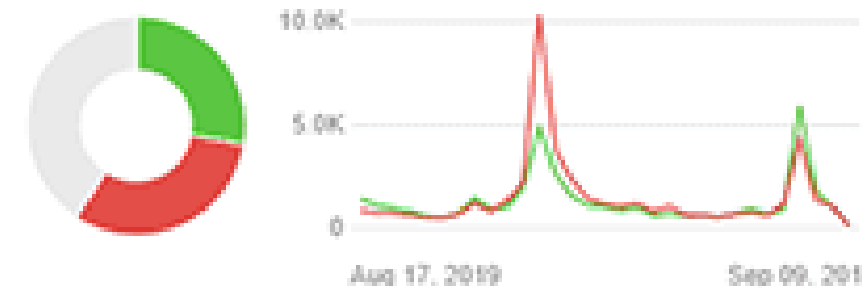
Mentions

144.7K +12%



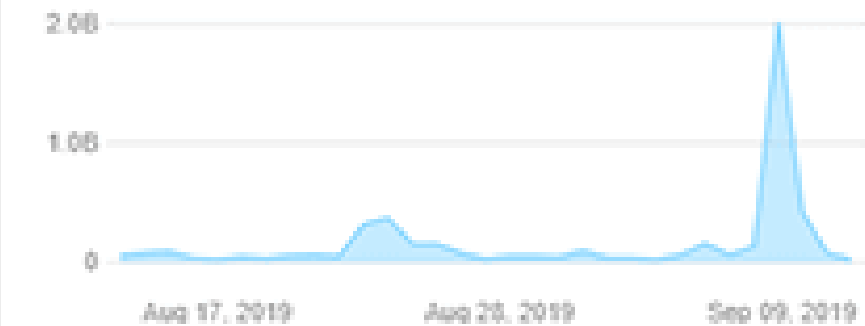
Sentiment

Positive 27.7% Negative 31.6%



Reach

5.0B -26%



Mentions

Influencers



China Daily

No. 15 Huixin Dongjie, Chaoyang District, 北京市, 100029, ...
... cancelled. On Monday, British Airways pilots went on strike to argue for profit sharing. The strike has led to 17,000 British Airways planes being ...



BBC News

Broadcasting House, London

British Airways said the problems had caused disruption to flights heading to, or passing over, France and Spain.



The New York Times

@nytimes · New York City, United States

Here's what the British Airways pilot strike means for travelers <https://nyti.ms/34wBNrz>



CNN

@CNN

Nearly all British Airways flights canceled as pilots go on strike <https://cnn.82UJC99Q> <https://t.co/MwZVEYQDNh>



BBC Breaking News

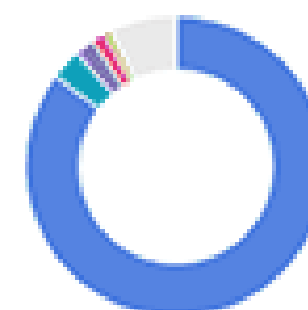
@BBCBreaking · London, United Kingdom

British Airways admits it emailed passengers "in error" when it advised them their flights were cancelled

Countries



Languages

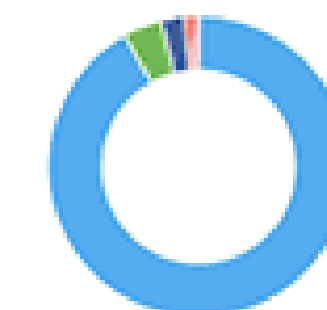


English	85.2%
Spanish	3.3%
Thai	2.1%
French	1.4%
German	0.7%

Topic cloud

british airways pilots customer airlines
pilots strike british passengers
airline new flight pilot call trying
dm hi ba help flights like pilots
uk flying nearly fly airways hours
phone nearly fly airways
huelga cancelled strike email
september #britishairways airport
pilot strike days airways pilots travel
cancel pilots need pay london heathrow

Sources



Twitter	91.8%
News/Blogs	4.1%
Facebook	2.5%
YouTube	0.6%
Reddit	0.6%
Instagram	0%





- Mention offers real-time social media monitoring, and you can set up alerts for your brand, your competitors, and your industry.
- With this tool, you can view and respond to each like, tag, or mention right in the app. You can also sort mentions by importance or significance, and even set up filters, including by source or by language.
- Mention also offers two options tailored to the different who need social media monitoring: small businesses focused on their own branding and agencies working on behalf of their clients.



Nasa
59,308 mentions

MENTIONS

Inbox

Unread

32

Priority

Favorites

Social Messages

More...

TAGS


TASKS

ACTIVITY

Space X
35,903 mentions

Add a new alert

Recherche ...					
All Sources					
elle.com	22h	Mode brand of the yar	Just Tried the new Nasa website, and it's just an insane brand!		
nytimes.com	22h	Plumes From Saturn's Moon	Could icy moons like Saturn's Enceladus in the outer solar system be home to microbes		
Vogue Media	22h	Expedition 51-52 Crew Docks	After launching earlier in the day in their Soyuz MS-04 spacecraft the Commander Fyodor...		
@vogue	22h	Vogue Magazine	@Mention @Statusbrew May 10, 1969: @NASA Apollo 10 transmit the first color		
@elliotpuzenat	22h	Elliot Puzenat	Will never get sick of the Philipines skyline from up here. Magic!		
Uber Company	22h	Nasa partnership with Uber US	Super Excited to announce a partnership with Nasa this year! They provides Agency...		
selenagomez.news.co	22h				



238 Likes

Will never get sick of the Philipines skyline from up here. Magic! 22h

Eugene Austin Great pic @trougemagazine !

Awesome picture! @elliotpuzenat

SEND

PERFECT AUDIENCE

- Perfect Audience is a retargeting tool that can be used for Facebook advertising. It is very effective for your business.
- Retargeting is a big part of any advertising strategy – or at least it should be. Perfect Audience simplifies the process and helps you set up campaigns and view results.
- It provides info on impressions served, clicks back, conversions, and cost. The tool can be used for the Web and mobile as well as Facebook.



🚩 All Campaigns -

📅 Last 30 Days

30,874,049
IMPRESSIONS SERVED

51.33

183,053

CLICKS BACK TO YOUR SITE

0.543%

17,431

CONVERSIONS

Conv. Value
\$0.00

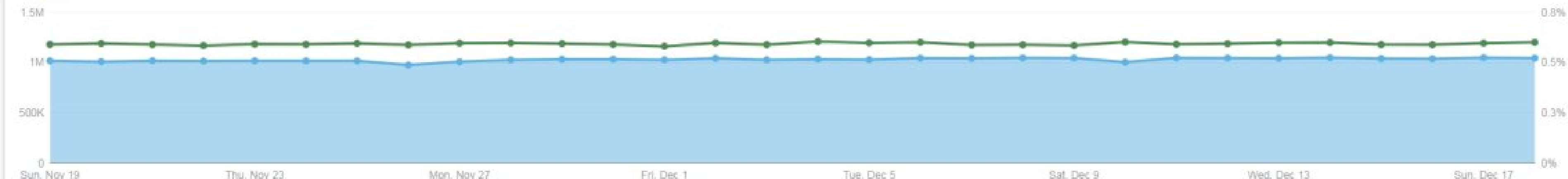
\$38,066.32

COST

52.18



VS. CTR =



[Campaigns](#)
[Ads](#)
[Conversions](#)
[Inventory](#)

Columns: 4

④ Export Reports -

Campaign	Impressions	Clicks	CTR	CPM	CPC	ACPA	CTC	CTC%	VTC	VTC%	Conv.	ACONV.	Cost	Budget	Revenue
Max's Cell Phone Campaign <small>No conversion goal (?) Fix</small>	436,899	2,467	0.56%	\$1.23	\$0.22	\$4.28	25	1.01%	101	0.02%	126	0	\$539.06	\$140/week	\$0.00
Smartphone Campaign	0	0	---	-	-	-	0	---	0	---	0	0	\$0.00	\$250/week	\$0.00
Total (Active)	436,899	2,467	0.56%	\$1.23	\$0.22	\$4.28	25	1.01%	101	0.02%	126	0	\$539.06		\$0.00
Total (Inactive)	30,437,150	180,586	0.59%	\$1.23	\$0.21	\$2.17	4,380	2.43%	12,925	0.04%	17,305	1,489	\$37,527.26		\$0.00
Total	30,874,049	183,053	0.59%	\$1.23	\$0.21	\$2.18	4,405	2.41%	13,026	0.04%	17,431	1,489	\$38,066.32		\$0.00

+ Show inactive campaigns (55)