



# Planning Ahead for Engaging Year-round Social Media Content

Thursday, May 12, 2022







This webinar is offered in partnership between Tourism Nova Scotia and Digital Nova Scotia through DigiPort, a one-stop-shop of interactive services and educational opportunities to help tourism businesses develop digital marketing skills and access professional support to improve their online presence.

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Get in touch with our network of digital marketing strategy experts.





### Kerra AuCoin Mansfield

- Kerra is the Founder, Social Media Consultant and Strategist at KA Social Media. She graduated from Saint Mary's University in 2006 with a double major in Marketing and Human Resources Management & Industrial Relations
- Since she founded KA Social Media, Kerra has helped 100s of small business owners and entrepreneurs succeed online.
- For four years, she helped organize BlogJam Atlantic, the only Blogging conference east of Toronto.
- Kerra is also an instructor with Workplace Education teaching small business owners and entrepreneurs how to use social media to increase their online presence.







# PLANNING AHEAD FOR ENGAGING YEAR-ROUND SOCIAL MEDIA CONTENT

**PRESENTED BY** 





### WHO AM !?



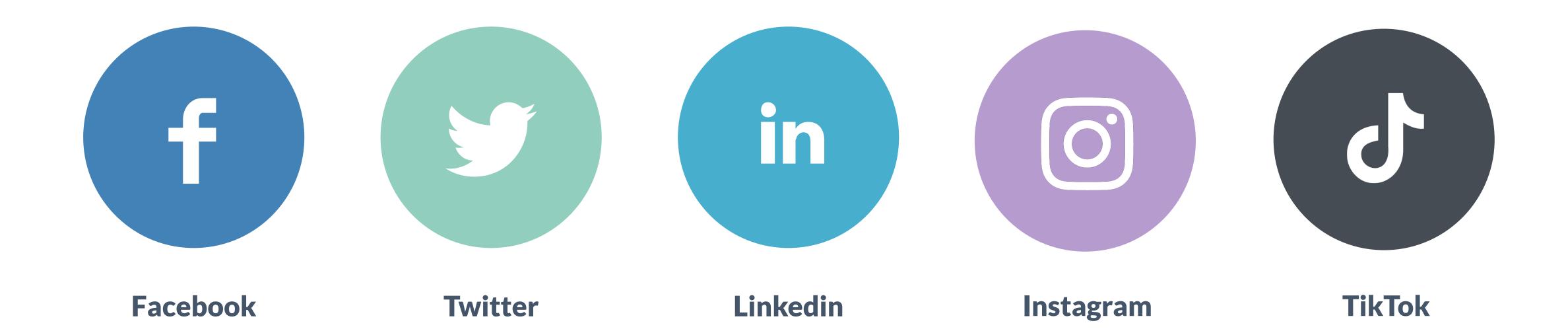
- Owner, KA Social Media Consulting
- ✓ 7.5 years in business
- Marketing/Social Media expert
- ✓ Lifestyle blogger, influencer, mom, wife
- Originally from Cape Breton
- ✓ Living in Halifax/Dartmouth since 2001
- Local Lover
- ✓ Proud SMU graduate

# IN MY SPARE TIME, I LIKE TO:

- Travel & explore Nova Scotia
- Try new restaurants
- Support local businesses
- Appreciate the province's natural beauty
- Seek out great local tourism experiences
- Promote tourism-related businesses in and around Nova Scotia



# WHAT ARE THE BEST PLATFORMS FOR SOCIAL MEDIA MARKETING?



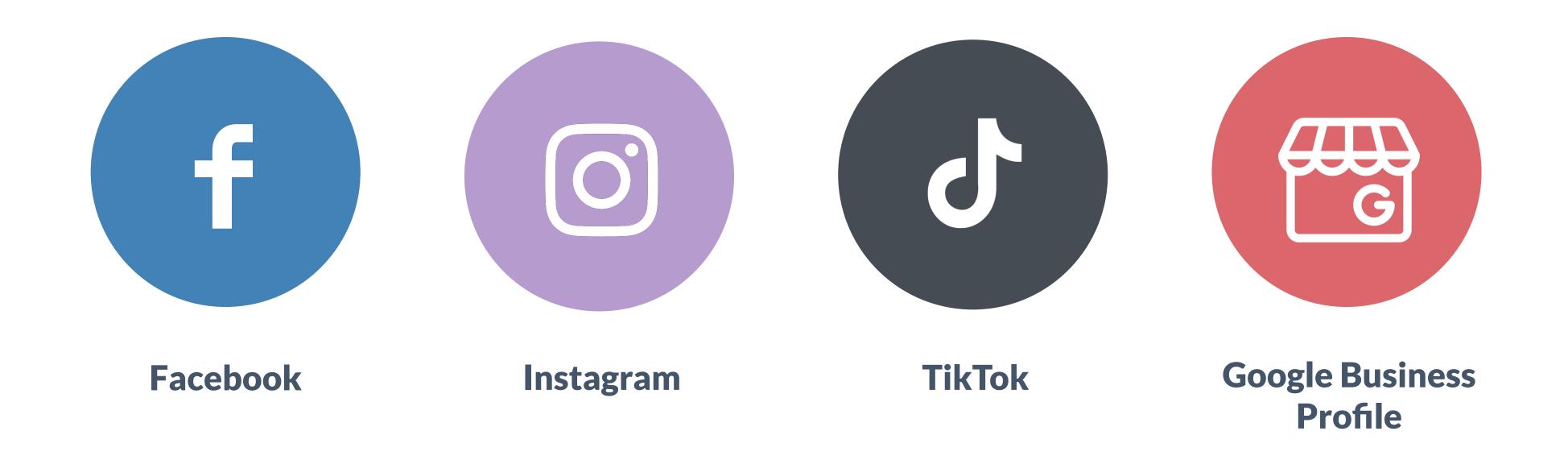
# WHERE IS YOUR TARGET MARKET?

Don't try to lure them where you want them to hang out.



Hang out where they are already hanging out!

# WHAT PLATFORMS PERFORM WELL FOR TOURISM?



# WHAT CAN SOCIAL MEDIA DO FOR YOU?



**Lead Generation** 



**Build Brand Awareness** 



**Client Retention** 



**Email List Building** 



**Education of Services** 



**Increase Sales** 

# POST FREQUENCY BREAKDOWN BY PLATFORM



FACEBOOK
3-5 times per week



INSTAGRAM
5-10 times per week



PINTEREST

3-8 times per day

21-56 times per week



TWITTER
7-21 times per week



LINKEDIN
3-5 times per weekday



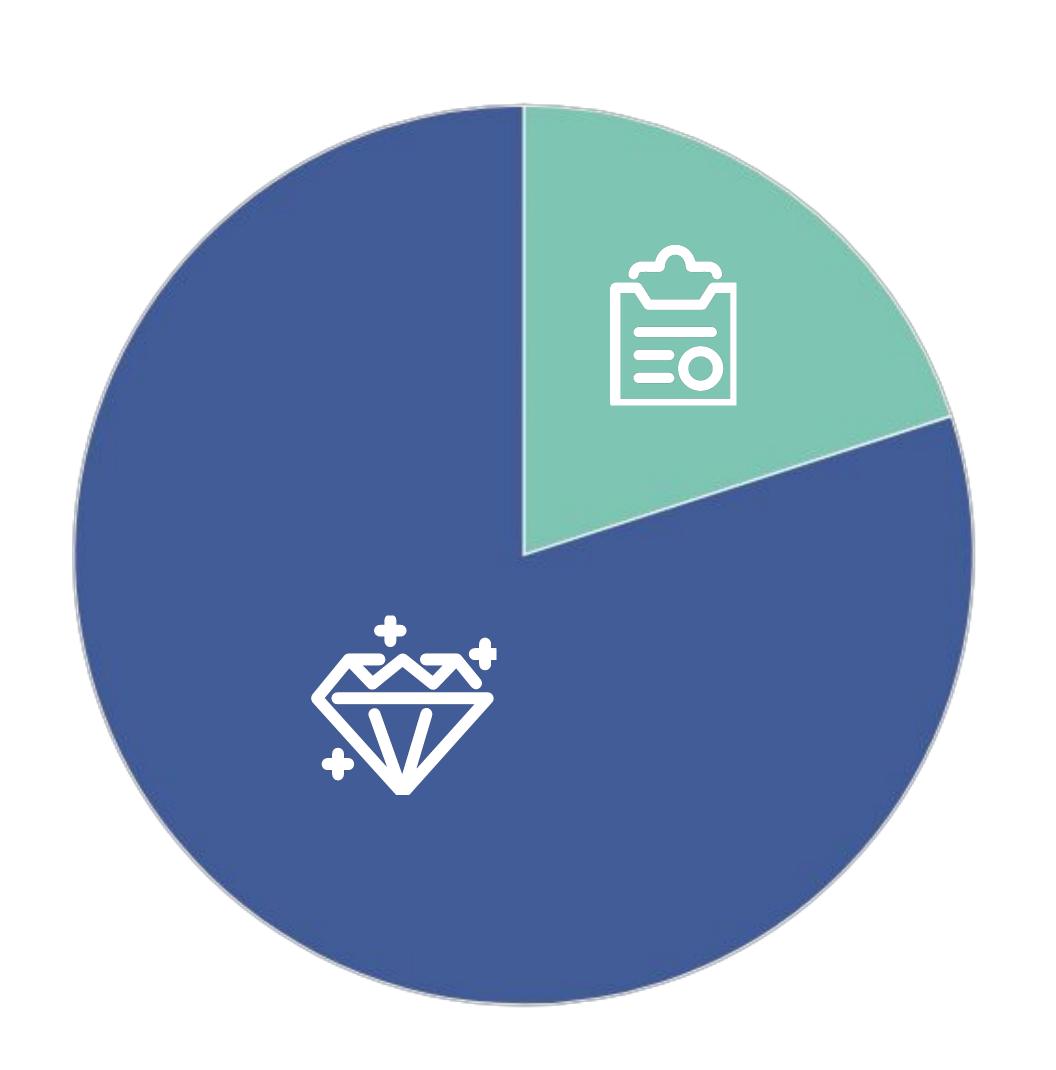
BLOG One post per week



**TIKTOK** 

1-3 times per day7-21 times per week

# WHAT IS YOUR CONTENT DESIGNED TO DO?



- 80% of your posts should inform, educate, engage or entertain your audience
- 20% can directly promote your brand



### STRATEGY 25-35 SOCIAL SHARING LARGEST ALL AROUND PICTURES & YEAR OLDS OPPORTUNITIES 540 MILLION VIDEOS ACTIVE USER 1 + BILLION 200 HILLION - NOT AS HAM ACTIVE USERS ACTIVE USERS BRANDS ARE USE OF # 300 USER SHARE HAS HTA HILLION LIKES COHUNICATING WITH CUSTO HERS

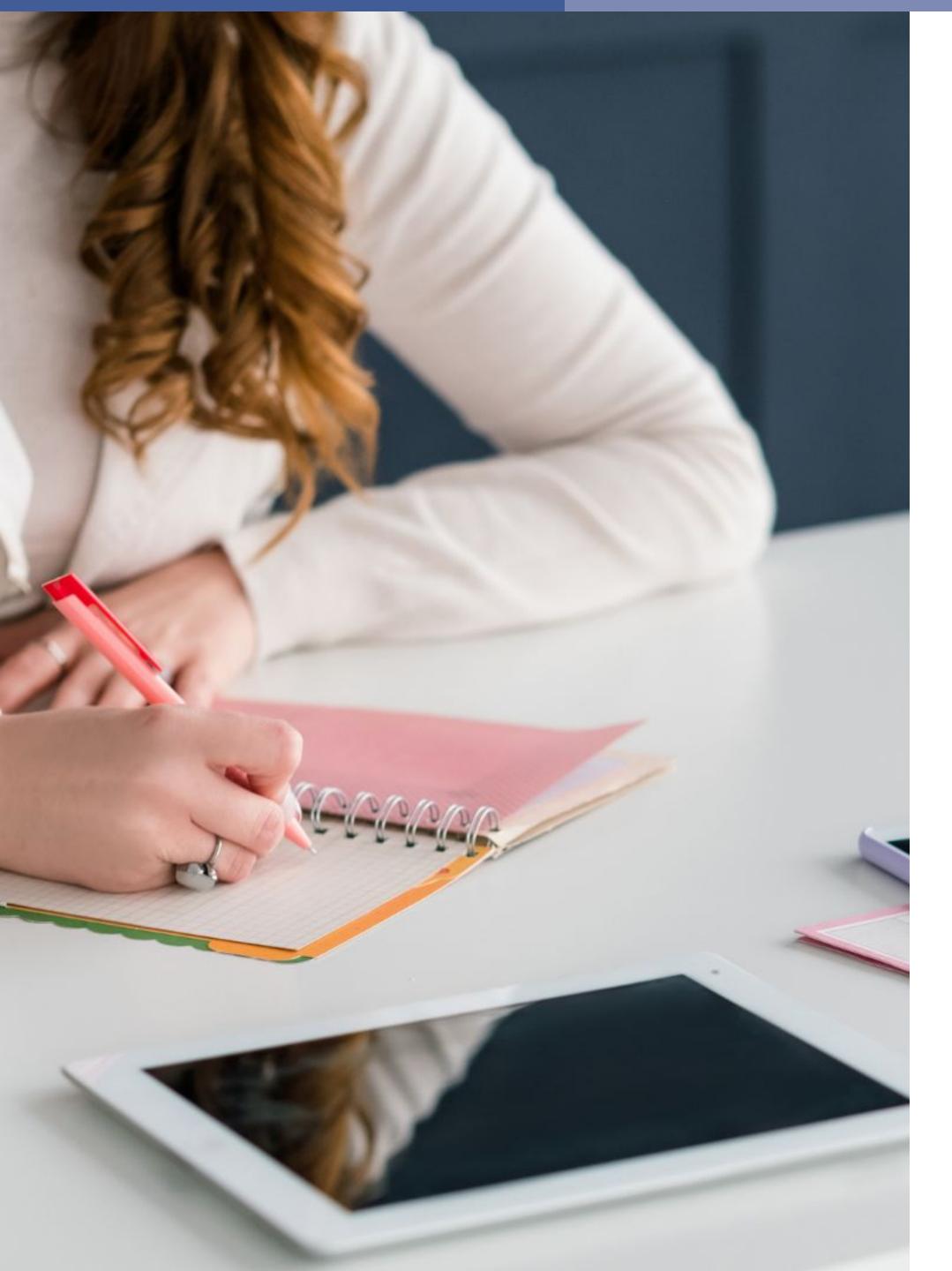
# 1. SAVE TIME BY PRE-PLANNING

- Plan ahead
- **Batch your work**
- Avoid multi-tasking
- Avoid excessive scrolling



# 2. POST CONSISTENTLY

- Consistently showing up is key to building relationships
- Unlimited opportunities to be seen
- Real connections
- More free time to engage



# 3. MAKE FEWER MISTAKES

- Work on your own time
- Work at your best time
- More time to fact checking
- More time to confirm details



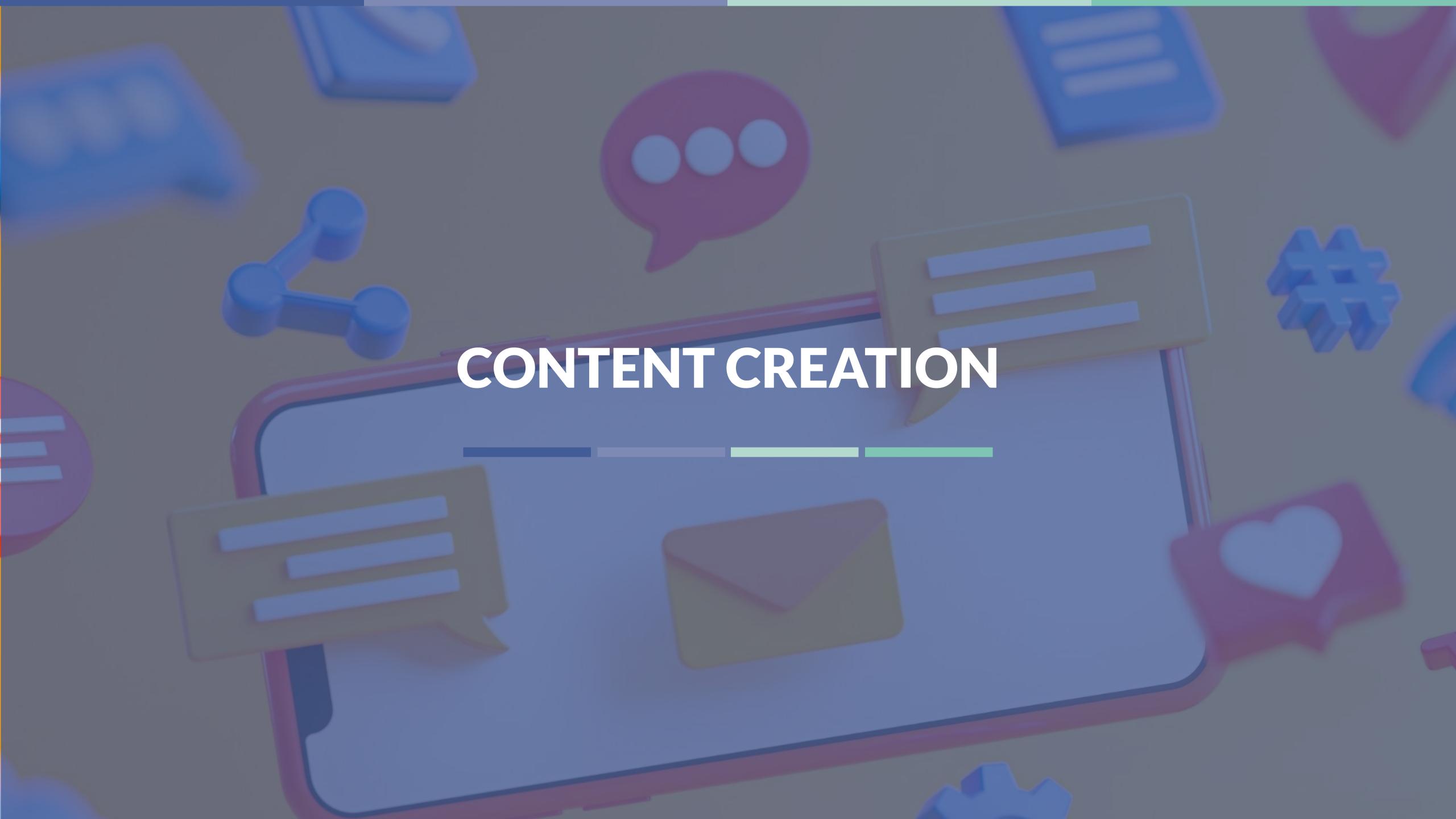
# 4. MAKE BETTER QUALITY CONTENT

- Better content = better engagement
- Consistent brand voice
- Content that supports your overall marketing goals

# -50%

# 5. TRACK WHAT WORKS

- Social Media Insights
- Provide opportunity to schedule and experiment with your content





# PLANNING AHEAD: YOUR SOCIAL MEDIA CONTENT PLAN

- What events and launches are planned for the season?
- How much content do you need to plan and schedule?



# HOW DO YOU CREATE A CONTENT CALENDAR?



Start with an annual overview



**Collect ideas** 



Plug content into your monthly calendar



# EVERGREEN CONTENT VS. NON-EVERGREEN CONTENT

- What's the difference?
- When should you use one vs. the other?





### **EVERGREEN CONTENT**

- **Continually relevant**
- Stays "fresh" for readers
- Like the trees, evergreen content is considered sustainable and lasting. Wordstream.com



# **USER-GENERATED CONTENT**

- Any type of content created by unpaid contributors
- Pictures, videos, testimonials, tweets, blog posts, and everything in between

# EVERYDAY TASKS TO INCREASE YOUR SOCIAL MEDIA GROWTH



- **Plan, Plan, Plan**
- Planned engagements
- Use Hashtags
- Daily/Weekly Tasks
- **Evergreen content**
- Plan live content



# BENEFITS OF LIVE CONTENT

- Puts a face to the brand
- Builds trust & status among your followers
- Consistency

### WHAT CONTENT CAN YOU POST TO SOCIAL MEDIA?

- Quotes
- Behind The Scene
- Fill in the blanks
- ✓ Polls

- Get personal
- Recommendations
- Tips
- Products/Services

- Questions
- Staff bios
- Accommodations
- Things to Do



# QUOTES

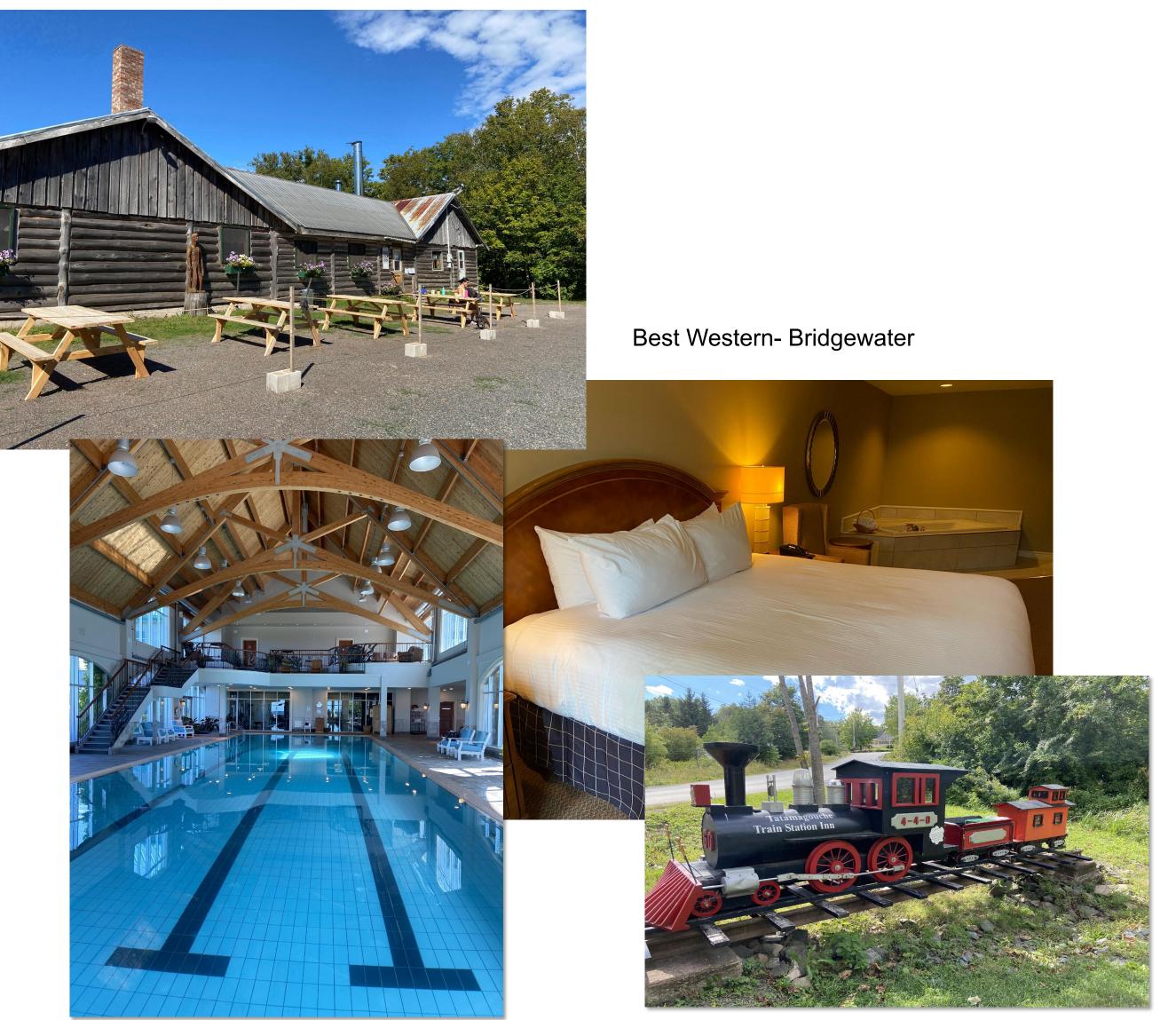




Shubie Beach, Dartmouth NS

Dundee Resort, Cape Breton NS

### Sugar moon Farm



# SHOWCASE YOUR BUSINESS

- Accommodations/Amenities
- Rooms
- ✓ Things to see/do where you are
- Activities for kids
- Restaurant
- Views



Brooklyn Warehouse, Halifax NS



New Scotland, Dartmouth NS



# **DINING OPTIONS**

- Add Photos of your restaurant/ other dining accommodations
- Do you offer picnics? Dining on the ocean?

# Our Unique Experiences

# THINGS TO DO IN THE AREA



Multiple Dates

Oceanfront Creations V

Get your Ticket



Multiple Dates

Salt Water, Lobster and Tunes  $\checkmark$ 

Get your Ticket

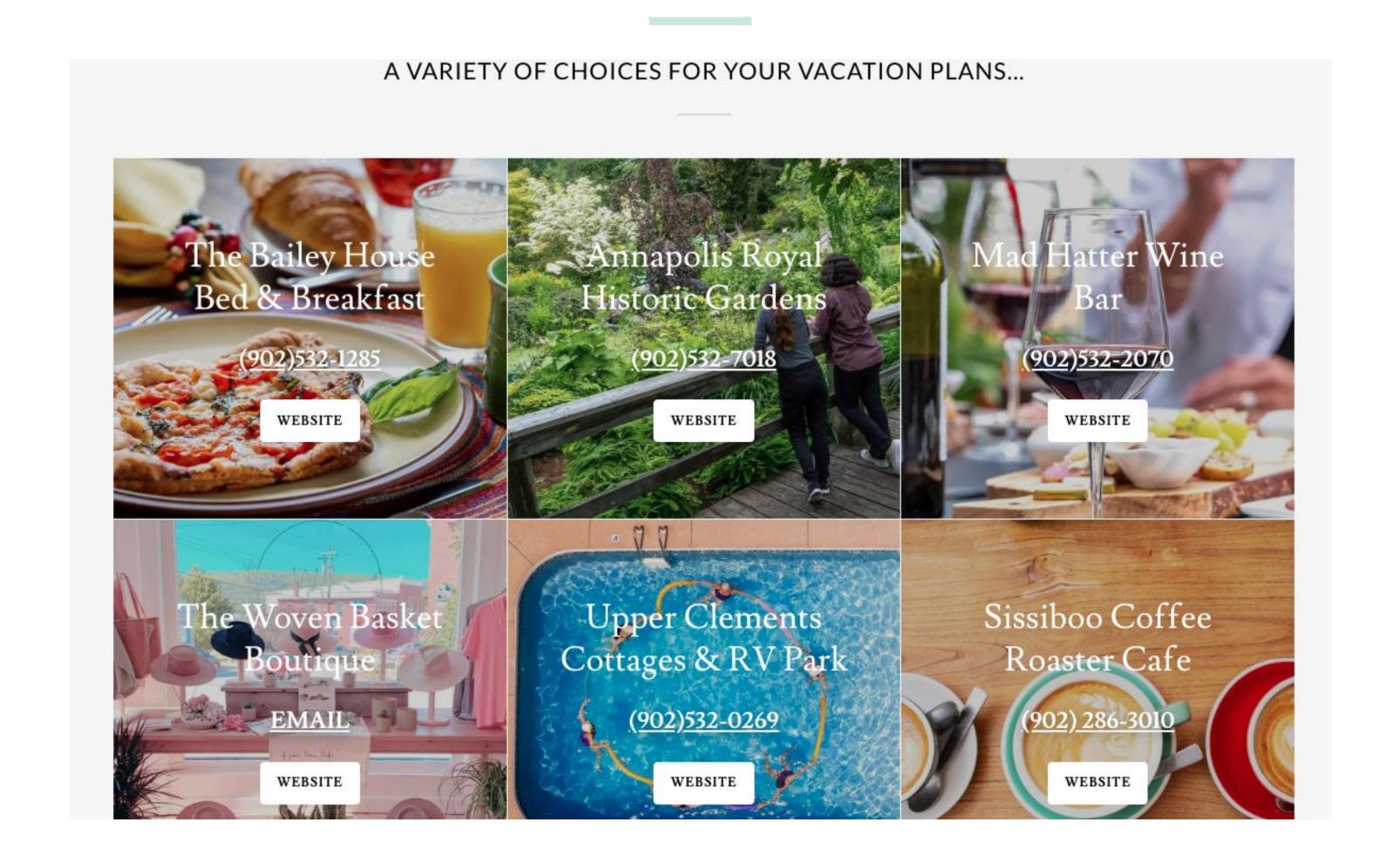


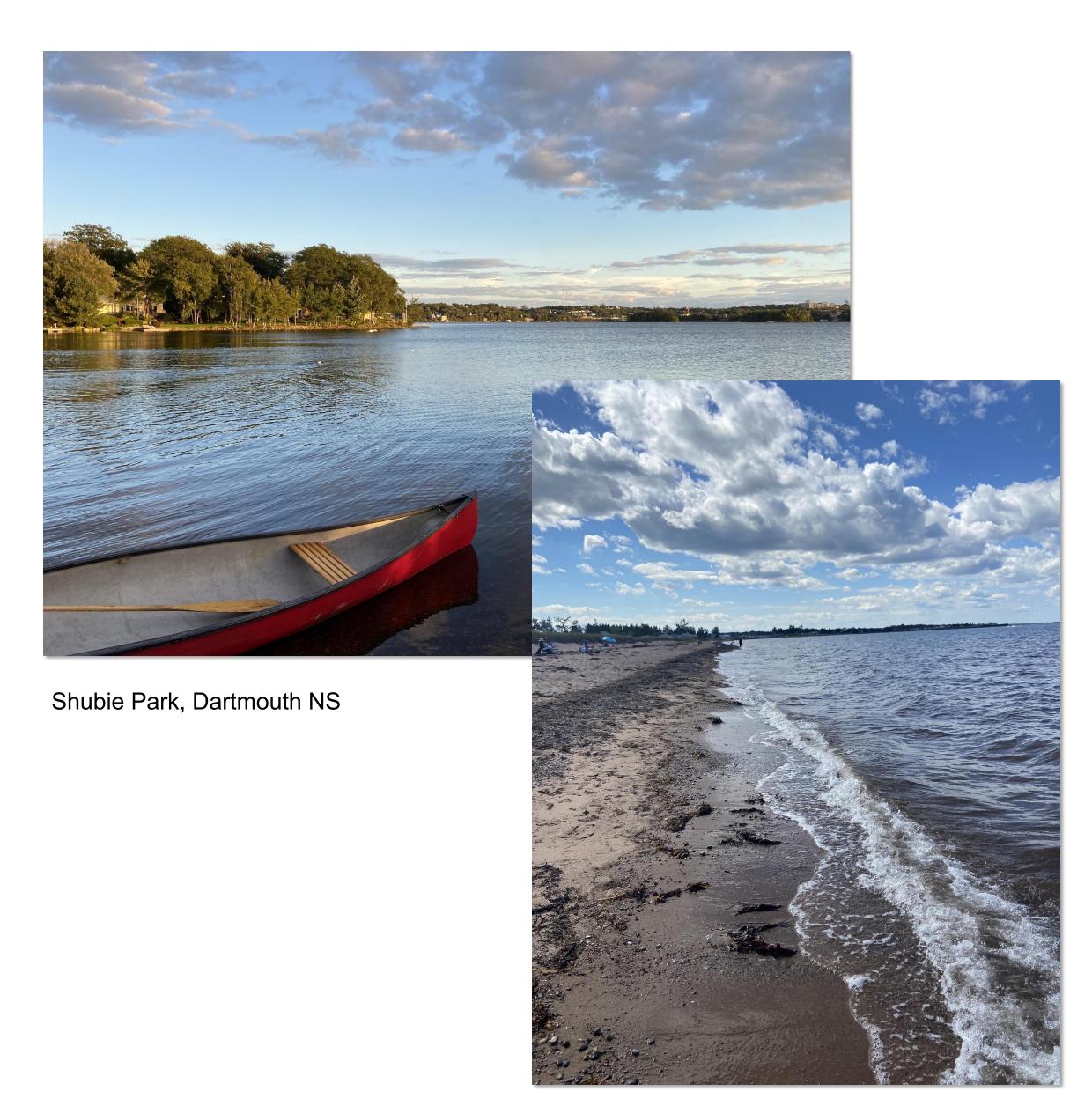
Multiple Dates

Masks Workshop ✓

Get your Ticket

# THINGS TO DO IN THE AREA





**Rushton Beach** 

# **POLLS**

- Ocean or Lake?
- Breakfast in Bed or Restaurant?
- Hiking or Beach?
- ✓ Sports or Relaxing?
- ✓ Picnic or Restaurant?
- ✓ Staycation or Vacation?
- Cottage or Camping?



Aucoin Bakery, Cheticamp NS

# BEHIND THE SCENES

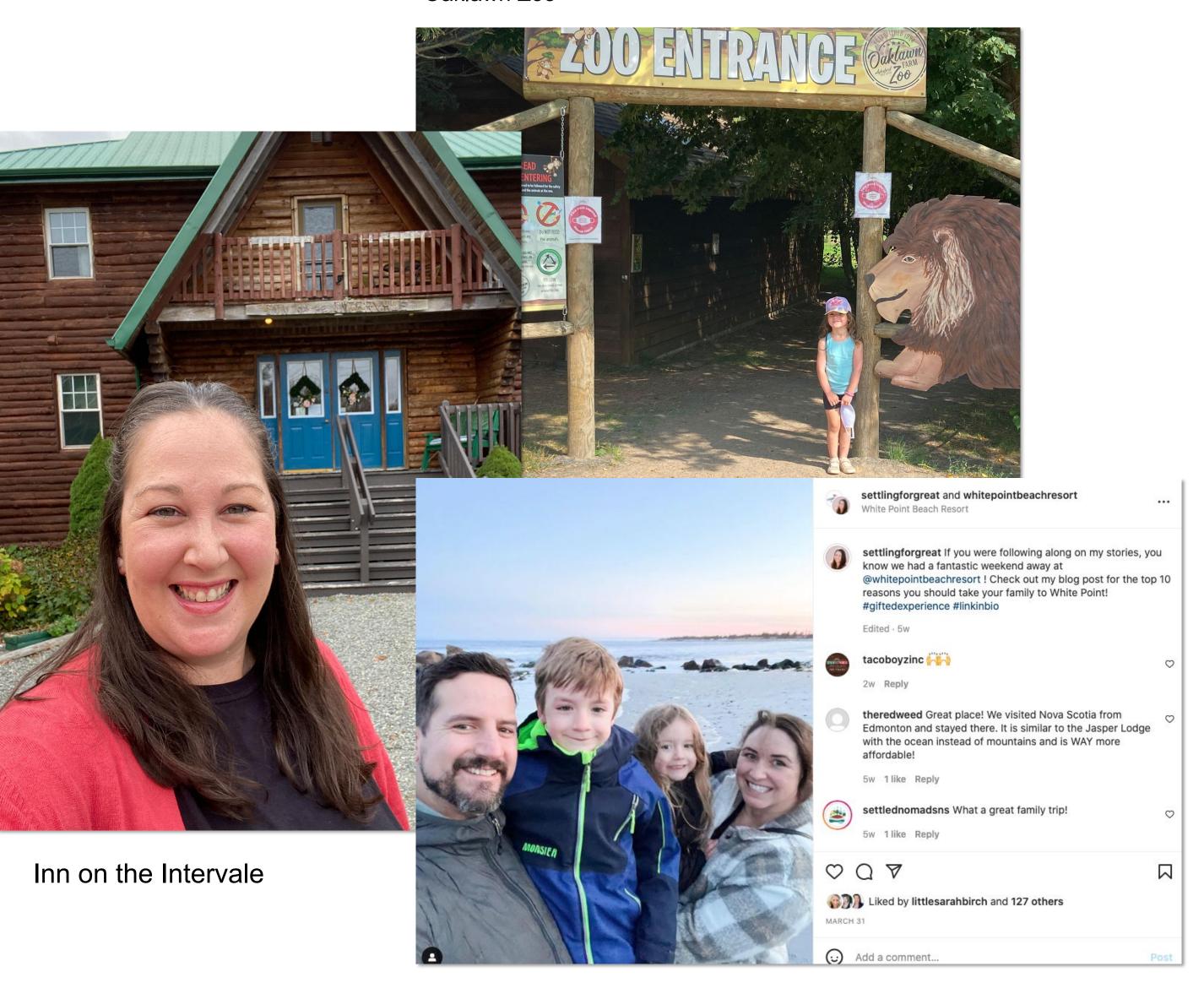
- Your chance to show your guests what goes in to making your operation a success
- Readers form an emotional connection with you when they see the work you put in



# FREQUENTLY ASKED QUESTIONS

- Gives you a chance to address some common questions guests may have about your product or service
- Cuts down on customer service calls by answering common questions on multiple channels (Website, social)

#### Oaklawn Zoo



# USER GENERATED CONTENT (UGC) OR FAN PHOTOS

- Photos of your guests and clients enjoying your property
- Readers identify with people having fun at your business

### NS TOURISM 2022 ADVERTISING CAMPAIGNS





https://tourismns.ca/marketing/advertising-campaigns



## LOCAL HISTORY/ HIDDEN GEMS

- ✓ Showcase some underrated local attractions that get less exposure than the well-known spots
- Readers like feeling they've ventured off the beaten path



### **CLIENT LOVE**



Nothing but love for ann

She has the purest intenbrand. I would definitely her.

Highly recommended!

### **OH HELLO**

ka social media



## **OTHER IDEAS**

- Caption this
- Staff/Owners
- Testimonials
- Repurpose old content

## WHAT CAN YOU DO NOW TO PLAN FOR NEXT SEASON?



- ✓ Take LOTS of pictures
- ✓ Take LOTS of videos
- Get testimonials
- Ask customers questions
- Ask customers how they found you
- ✓ Favorite menu items

## WHAT CONTENT CAN YOU CREATE IN THE MOMENT?

- ✓ Last minute vacancy
- Daily Specials
- Events/Activitieshappening that day/week
- ✓ Live music

- Events/Activities happening in your area
- ✓ Tour/New Products/Services
- User Generated Content

## TOOLS FOR CREATING CONTENT

### TOOLS FOR CREATING CONTENT

CANVA

Lumen5

Pablo

PicMonkey

Easel.ly

Quozio

✓ Imovie

✓ PixIr

Boomrang

Wave Video

Mojo

Giphy

Stencil

Life Lapse

Adobe Spark

Source: https://optinmonster.com/best-visual-content-creation-tools/



### TOOLS FOR SCHEDULING CONTENT

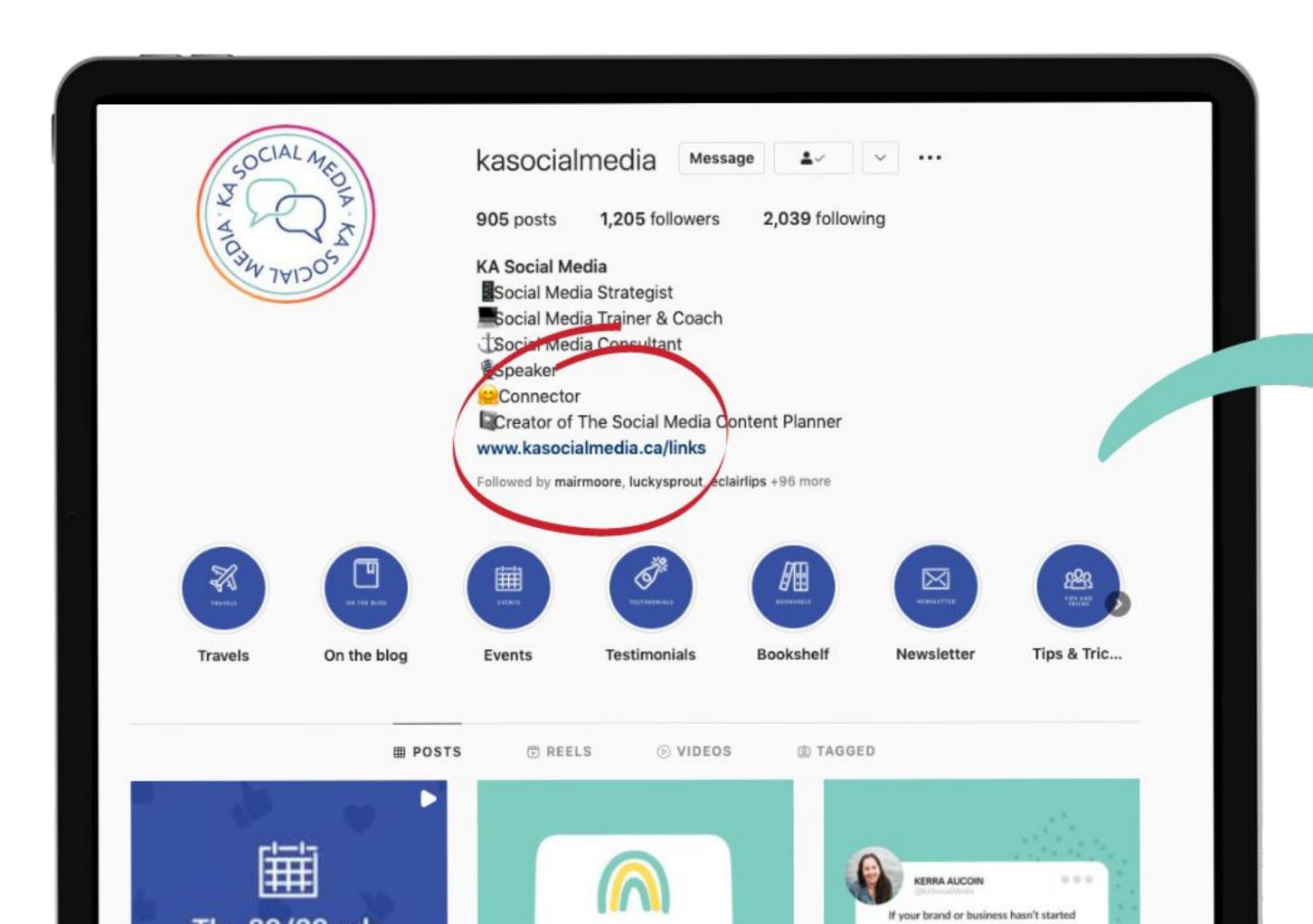
- Meta BusinessScheduler
- Buffer
- Hootsuite
- AgoraPulse

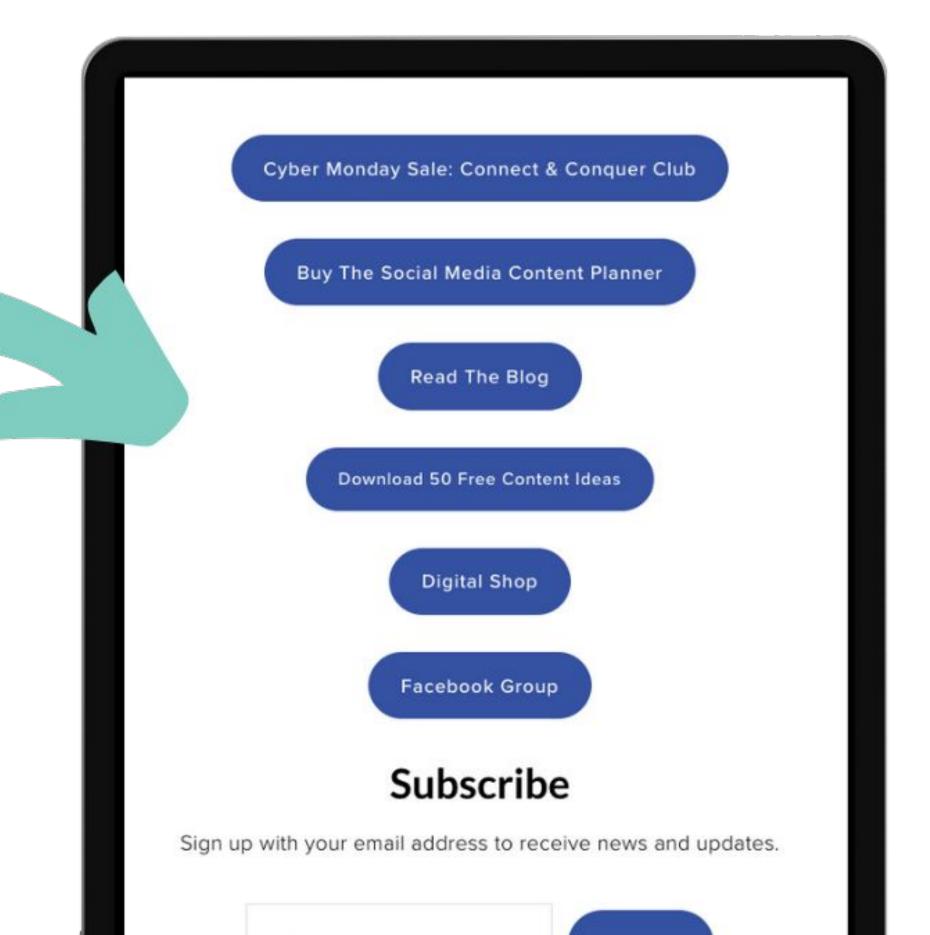
- MeetEdgar
- Hey Orca
- Planoly
- ✓ Later
- TweetDeck

- CoSchedule
- Zoho
- SocialBee
- Tailwind

Source: https://influencermarketinghub.com/social-media-posting-scheduling-tools/

## WHY YOU NEED YOUR OWN LINK FOR INSTAGRAM







## 45 IDEAS FOR YOUR TRAVEL OR TOURISM BUSINESS

The number one thing I hear from my clients is that they lack ideas for content and know they should be posting on social media on a regular basis but simply don't know what to post about and where to start!

#### The main thing to remember is that:

- 80% of your content should be: Educational,
   Informative, Engaging and Entertaining
- 20% Sales/Promotion

#### Before posting think of this:

- People will get to KNOW you
- · Then they will start to TRUST you
- Then they will BUY from you



Quotes work really well as everyone loves a good

#### 2) FILL- IN-THE BLANK POSTS

Ask your followers to fill in the blank about your business. Example: If I had a million \$\$\$ I would \_\_\_\_\_ while visiting \_\_\_\_\_ business name.

#### S 3) POLLS

Most people will click on your poll than answer a question! Include a few polls a month in your feeds.

Bonus you can do these directly in a Facebook Group or Twitter.

Think something about your business. When dining at \_\_\_\_\_ My favorite meal to eat is (List 4 of your popular food menu items).

#### %்த 4) BEHIND THE SCENES

People want to see what happens in your business, they want the candids, they want to see your

45 Ideas For Your Travel/Tourism Business

KA SOCIAL MEDIA
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Weekly Scheduling	What content will you post?	What Platforms Will You Use?	Notes:
Monday			
Schedule your content for the week via a scheduling platform such as Buffer, Agora Pulse, Co Schedule ect. (Approx. 2 hours, depending on content)			
Tuesday			
Follow 5-10 new people per platform. Choose people that are in your industry, someone you admire or a potential lead for your business.			
Wednesday			
Interact with your current followers on each platform for 15 minutes. Like posts, comment on specials, share related material, etc.)			
Thursday			
Invite 5 new people to your Facebook page. Start with who has liked your posts and if they aren't currently liking your page you can invite them directly.			
Friday			
Comment on 5-10 Instagram posts with REAL authentic comments. Do this to potential clients or people within your industry or fellow entrepreneurs.			
Saturday			
Check your social media analytics to see which posts did well last week. Use your analytics to determine what type of content YOUR users like seeing.			
Sunday			
Research popular hashtags for your industry and test them to your posts for the following week.			

Instructions: Print out this sheet to keep next to your computer. Each week, fill in the first column with promotions, blog posts, industry news, etc from our 50 content ideas guide to give you a direction for your posts. Choose what platforms you'll use and if there will be different content for each. Fill in the notes column with any possible holidays or events to keep in mind.

Weekly Scheduling





## **KEY TAKEAWAYS**





## FIND ME ONLINE

- Helpful blog posts
- Social Media advice
- ✓ Free downloads & resources

## KASocialMedia.ca



## THE SOCIAL MEDIA CONTENT PLANNER

- ✓ 12 months, undated
- ✓ Soft cover, white coil-bound
- ✓ Step-by-step strategy
- ✓ Goals & regular check-ins
- Writing space for your ideas
- Weekly checklists
- Social media cheatsheets





### STAY CONNECTED WITH TNS

- Contact Business Development: TNSBusiness@novascotia.ca
- Corporate website: <a href="https://tourismns.ca/">https://tourismns.ca/</a>
- Consumer website: https://novascotia.com
- TNS News & Resources: https://tourismns.ca/news-resources
- Corporate Twitter: <a href="https://twitter.com/TourismNS">https://twitter.com/TourismNS</a>
- Corporate LinkedIn: https://www.linkedin.com/company/tourismnovascotia/





