

WELCOME



Summer Social Media Success

June 27, 2024

HOUSEKEEPING



Post your questions using the Q&A. Our presenters or TNS staff may respond during or after the webinar.



Links and resources will be shared by email.



Webinar recording with Closed Caption available online:
<https://tourismns.ca/webinar-series>





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.

Sign up for DigiPort at <https://nsdigiport.ca/>

DigiPORT

Digital Support for
Nova Scotia's Tourism Sector

Sign up

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

PRESENTER



Kerra Aucoin

- Kerra specializes in working with small and medium-sized businesses eager to enhance their social media presence.
- She combines her natural talent for capturing the attention of the room with her social media savvy to help businesses stand out in the chaotic world of online marketing.
- She gets excited when clients are enthusiastic about collaborating to establish a vibrant brand personality through engaging video and photo content.

Summer Social Media Success: Maximizing Impact with a Dedicated Social Media Team

Transform Your Tourism Business's
Online Engagement and Customer Service

PRESENTED BY



WHO IS KERRA AUCCOIN MANSFIELD?



- OWNER KA SOCIAL MEDIA CONSULTING
- + 9.5 YEARS IN BUSINESS
- + 15 YEARS EXPERIENCE IN MARKETING & EVENTS
- MARKETING/SOCIAL MEDIA EXPERT
- BLOGGER, MOM, WIFE
- ORIGINALLY FROM CAPE BRETON
- LIVING IN HALIFAX/DARTMOUTH SINCE 2001
- CONNECTOR
- LOCAL SUPPORTER
- AUTHOR OF THE EXPLORE LIKE A TOURIST NOVA SCOTIA TRAVEL GUIDE

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



WORKSHOP AGENDA:

- ➔ **Importance of Social Media for Tourism Businesses**
- ➔ **Role of a Social Media Manager**
- ➔ **Creating Engaging Content**
- ➔ **Enhancing Customer Service**
- ➔ **Tracking and Measuring Success**
- ➔ **Q&A**

WHY YOU SHOULD BE ON SOCIAL MEDIA?

01.

4.8 BILLION SOCIAL MEDIA USERS WORLD WIDE

02.

PEOPLE ARE SPENDING AN AVERAGE OF 3 HOURS A DAY ON SOCIAL MEDIA

03.

88% OF CONSUMERS RECOMMEND BRANDS TO THEIR FAMILY & FRIENDS

04.

ALL GENERATIONS ARE ON SOCIAL MEDIA

90.4 % OF MILLINIALS
77.5 % GEN X
48.2% BABY BOOMERS



WHY SOCIAL MEDIA MATTERS FOR TOURISM?

Over 4.48 billion people use social media globally, accounting for nearly 60% of the world's population.

<https://datareportal.com>

IMPACT ON TRAVEL DECISIONS

- ➔ **87% of Millennials use Facebook for travel inspiration, and 50% of Instagram users have discovered new travel destinations on the platform.**
- ➔ **52% of travelers said social media influenced a change in their travel plans.**

ENGAGEMENT WITH TRAVEL BRANDS

- ➔ **74% of travelers use social media while on vacation to share experiences and recommendations.**
- ➔ **70% of travelers update their social media status while traveling, increasing visibility for travel brands.**

<https://martech.zone/social-media-statistics-travel-vacation/>

USER-GENERATED CONTENT

- ➔ **83% of people trust recommendations from friends and family over other forms of advertising.**
- ➔ **Travel-related hashtags on Instagram (#travel, #vacation, #adventure) have billions of posts, showing the massive amount of user-generated content.**



Benefits of using Social Media Marketing



Increased Brand Awareness

- ✓ Reach a Wider Audience
- ✓ Visual Storytelling
- ✓ Hashtags and Trends



Enhanced Customer Engagement

- ✓ **Interactive Content**
- ✓ **Real-Time Communication**
- ✓ **Community Building**



Boosted Sales

- ✓ Targeted Advertising
- ✓ Promotions and Discounts
- ✓ Influencer Partnerships

WHAT IS THE ROLE OF A SOCIAL MEDIA MANAGER?



Key Responsibilities:

- Content creation and curation
- Community management
- Analytics and reporting
- Strategy development



Skills Needed:

- Creativity
- Communication
- Analytical thinking

Consequences of Not Monitoring Social Media Accounts



- Missed Customer Engagement Opportunities
- Lost Sales
- Reduced Loyalty
- Negative Brand Perception
- Unresolved Complaints: Negative comments and complaints left unaddressed can escalate, damaging your brand's reputation
- Public Criticism: Dissatisfied customers may spread negative feedback on other platforms, affecting your wider online reputation

- Decreased Visibility
- Algorithm Penalties
- Follower Decline
- Content Gaps: Inconsistent posting can lead to gaps in content, causing followers to forget about your brand
- Delayed Responses
- Rumor Spread
- Competitor Advantage
- Competitor Edge
- Market Share Loss

Enhancing Customer Service



BEST PRACTICES



- Respond promptly
- Be authentic and empathetic
- Resolve issues publicly and privately

Sample Responses Guide

- Positive feedback
- Inquiries
- Complaints

CREATING ENGAGING CONTENT

The background features a semi-transparent smartphone with various social media icons scattered around it. The icons include speech bubbles, a share symbol, a hashtag, a heart, and a gear. The overall color palette is muted, with shades of blue, purple, and green. Below the main title, there is a horizontal line composed of four segments in different colors: blue, grey, light green, and green.

WHAT PLATFORMS PERFORM WELL FOR TOURISM?



FACEBOOK



INSTAGRAM



PINTEREST



X (TWITTER)



TIKTOK

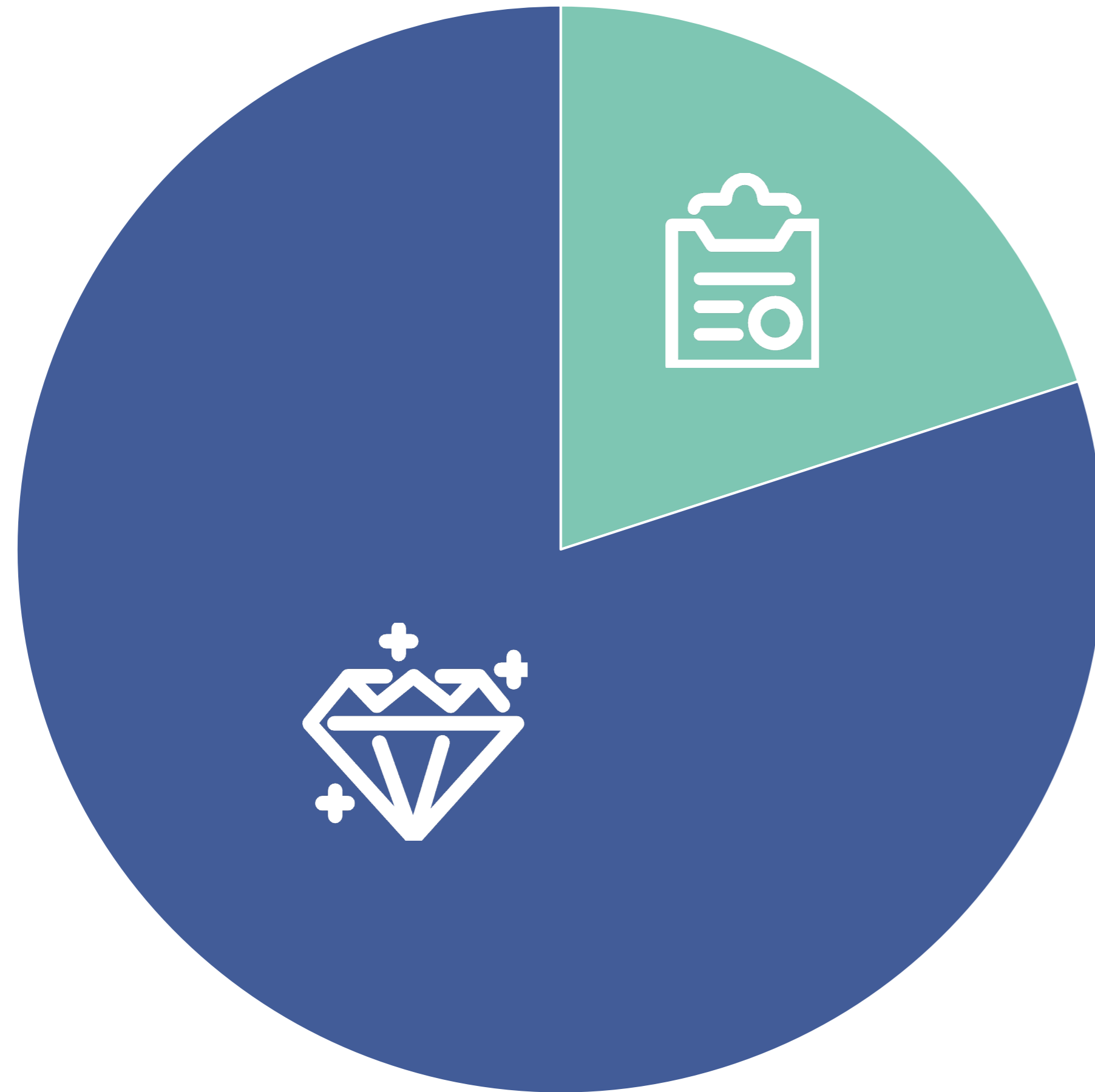


BLOG



GOOGLE BUSINESS PROFILE

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

WHAT CONTENT CAN YOU POST TO SOCIAL MEDIA?



Content Types:

- Stories and Reels
- User-generated content
- Behind-the-scenes
- Customer testimonials

Checklist for Stories and Reels Ideas:

- Day in the life
- How-to guides
- Customer spotlights
- Event highlights



KA Social Media @KASocialMedia · Sep 22

Promote



Welcome to my new followers!

Time to introduce myself 🙌 I'm Kerra Aucoin Mansfield, I'm the owner of KA Social Media, I'm the author of The Social Media Content Planner & Explore Like a Tourist NS Travel Guide. I love nachos and good conversations! Tell me something about you!

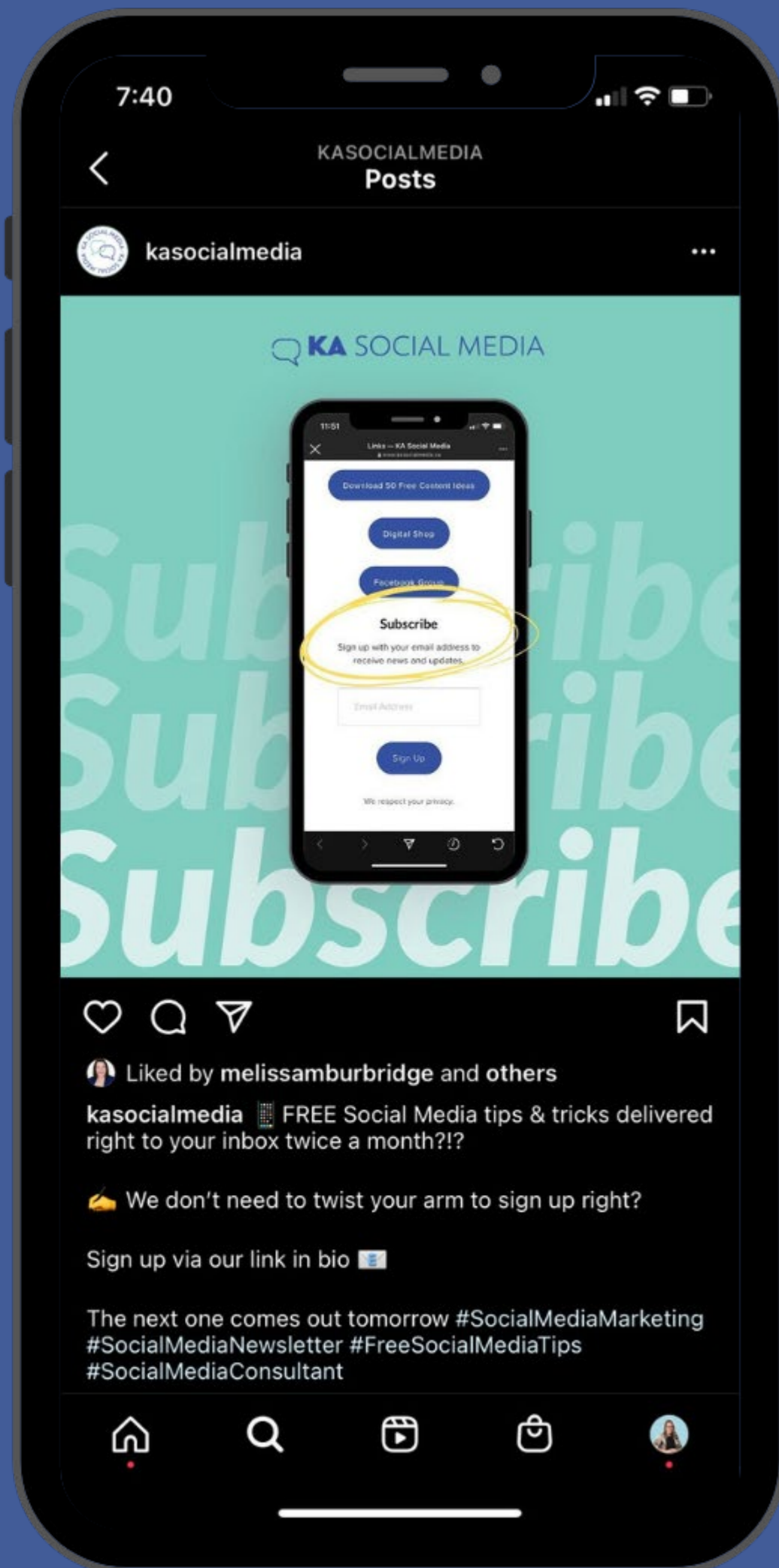


INTRODUCE YOURSELF/YOUR BUSINESS

SHOWCASE YOUR BUSINESS

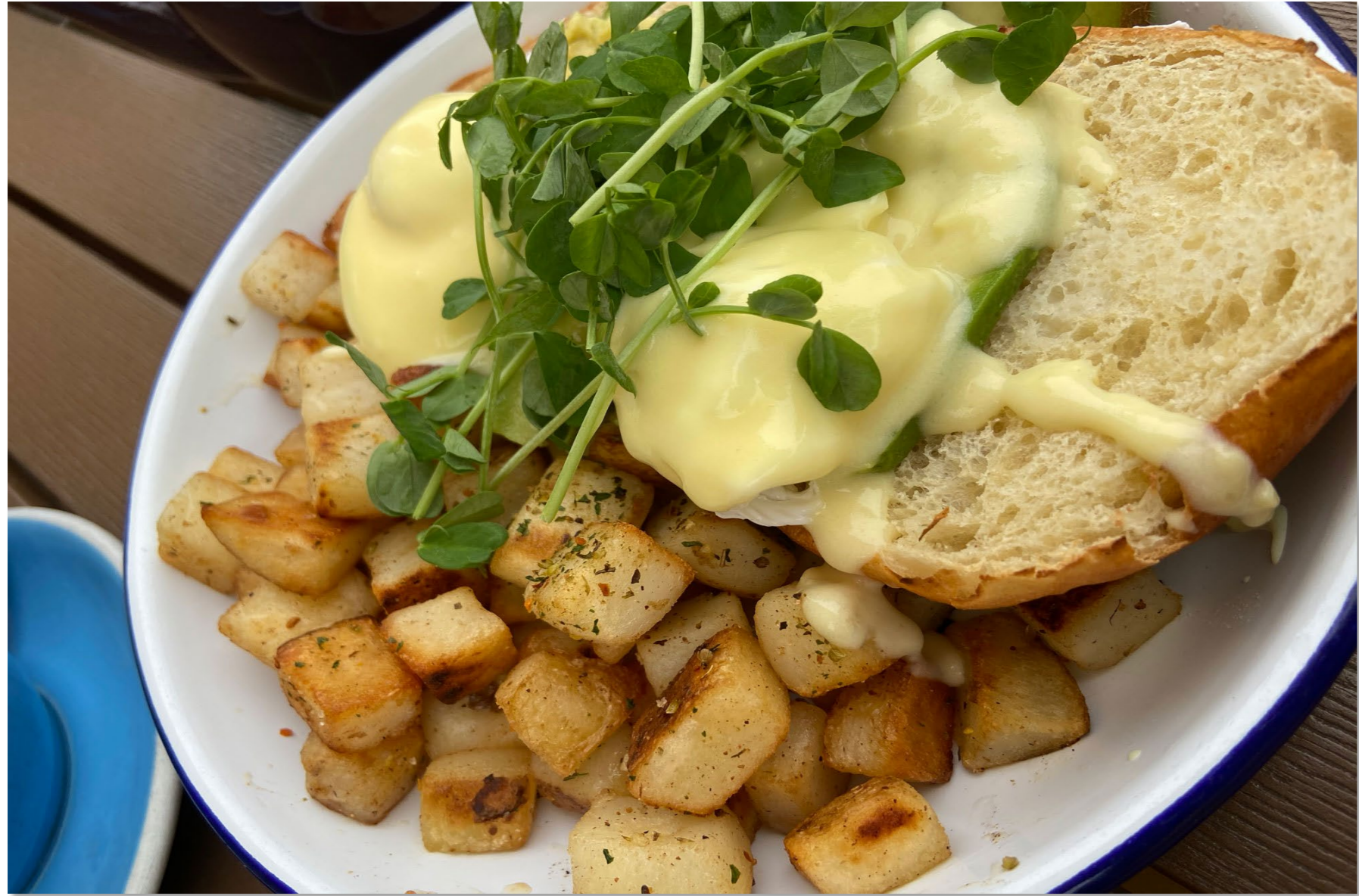
- ✓ Accommodations/Amenities
- ✓ Rooms
- ✓ Things to see/do where you are
- ✓ Activities for kids
- ✓ Restaurant
- ✓ Views





PROMOTE YOURSELF

Website, Newsletter, Offerings



DINING OPTIONS

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



QUOTES



Shubie Beach, Dartmouth NS



Dundee Resort , Cape Breton NS



THINGS TO DO IN THE AREA



POLLS

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



USER-GENERATED CONTENT




Any type of content created by unpaid contributors



Pictures, videos, testimonials, tweets, blog posts, and everything in between

We love sharing our Vintage Vacations experience with families. 🥰
There is something special about staying in an Airstream. 🥰
Making those special summer memories is what it's all about!
[#discoverhalifax](#) [#novascotia](#) [#staycation](#)



 **Explore Like A Tourist Nova Scotia**
★ Favorites · June 22 at 5:38 PM · 🌐

[Shubie Campground](#) has added 5 glamping Airstreams to their lot for this season! These airstreams that have been renovated and decorated for the perfect staycation... [See more](#)

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



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



"Kerra offers a tailored, efficient and creative guidance to getting your social media presence to work for you. **Her passion and enthusiasm for local businesses, big or small, is evident and encouraging.**"

Jaymie

Jaymie AuCoin, Business Owner



TESTIMONIALS



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

Check In & Out

Cancellation Policy

Dining

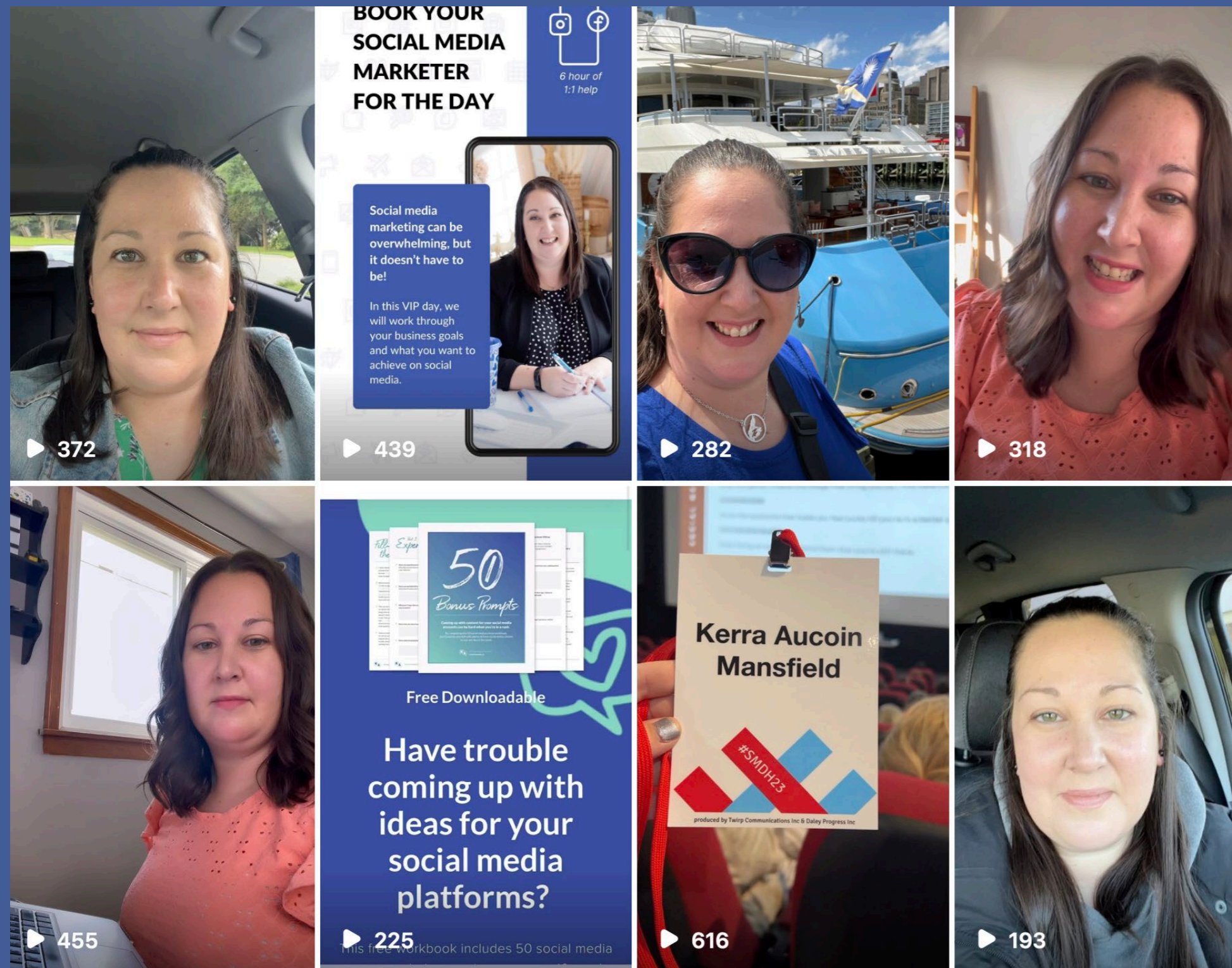
Seasonal Rates

Pet Policies

Changes for our Housekeeping Services for 2021

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)**



SHORT FORM VIDEO

WHAT CONTENT CAN YOU CREATE IN THE MOMENT?

- ✓ Last minute vacancy
- ✓ Daily Specials
- ✓ Events/Activities happening that day/week
- ✓ Live music
- ✓ Events/Activities happening in your area
- ✓ Tour/New Products/Services
- ✓ User Generated Content

CLIENT LOVE



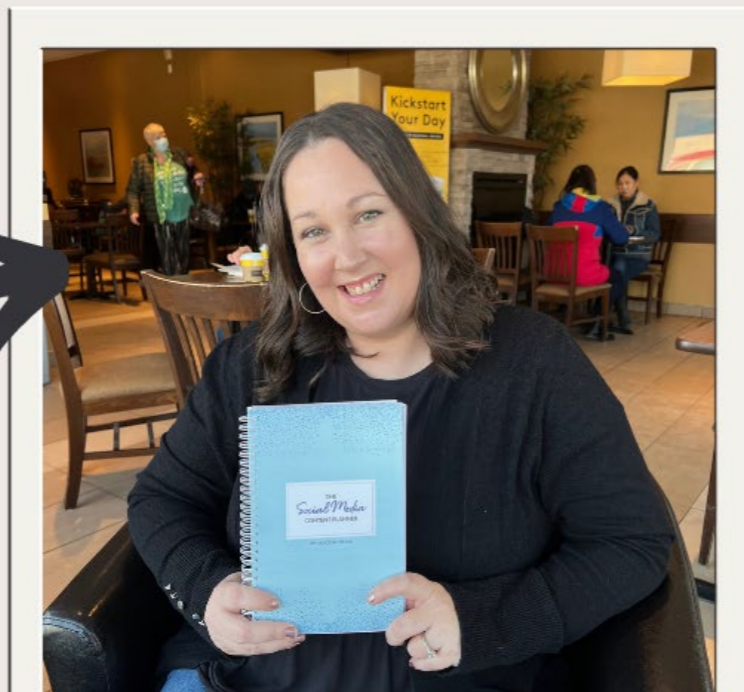
Nothing but love for ann

She has the purest inten
brand. I would definitely
her.

Highly recommended!

OH HELLO

ka social media



ME

Social Media Consultant

OTHER IDEAS

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



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

1) QUOTES: HUMOUR, INSPIRING OR MOTIVATIONAL

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.*

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).*

4) BEHIND THE SCENES

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



Kerra
AuCoin
Mansfield

43 Short Form Video Ideas for the Tourism Industry

Photography & Videography

LEARN MORE



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9 Off-Season Social Media Strategies to Boost Your Tourism Business

Social Media Management

LEARN MORE

Find these on Digiport

Tracking and Measuring Success

KEY METRICS



- Engagement rate
- Follower growth
- Conversion rate
- Customer sentiment

Tools to Use:

- Google Analytics
- Social media insights (Facebook, Instagram, Twitter)
- Third-party tools (Hootsuite, Sprout Social)

KEY TAKEAWAYS



Book your 1:1 Expert

Book Your 1:1 Expert > Kerra AuCoin Mansfield



Kerra AuCoin Mansfield

Bilingual Social Media Strategist, Speaker & Trainer, KA Social Media

👉 **Copywriting, Digital Marketing, Marketing Consulting, Coaching and Training, Social Media Management**

Kerra combines her natural talent for capturing the attention in the room and social media savvy to help your business stand out in the chaotic world of online marketing.

Social media comes naturally to Kerra. With a Bachelor of Commerce in Marketing and Human Resources Management, understanding how authentic digital engagement could benefit both customers and companies alike seemed obvious.

But while social media might come naturally, it doesn't come easily to anyone. It takes work. While working in local advertising, Kerra recognized a need for support and education in the field of social media marketing and KA Social Media Consulting was born.

✉ kerra@kasocialmedia.ca

🖱 <https://www.kasocialmedia.ca/>

🌐 <https://www.linkedin.com/in/kerraaucoin/>

<https://nsdigiport.ca/digital-experts/kerra-aucoin-mansfield/>

QUESTIONS?

Follow online at @KASocialMedia

Sign up for our newsletter at KASocialmedia.ca

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UPCOMING WEBINARS

Webinars will pause for July/August and resume in September.



See recordings of previous webinars and related tip sheets:

<https://tourismns.ca/webinar-series>

EXPORT Travel Trade Program

The EXPORT Travel Trade Program aims to help Nova Scotia tourism businesses develop partnerships with tour operators and travel agents to increase national and international sales. The program offers support through two streams: Travel Trade Readiness and Marketplace Support.

Application deadline:

June 30, 2024, at 4:00pm

<https://tourismns.ca/export-travel-trade>



STAY CONNECTED WITH TNS

- 🌐 Contact Business Development: TNSBusiness@novascotia.ca
- 🌐 Corporate website: <https://tourismns.ca/>
- 🌐 Consumer website: <https://novascotia.com>
- 🌐 TNS News & Resources: <https://tourismns.ca/news-resources>
- 🌐 Corporate X (formerly Twitter): <https://twitter.com/TourismNS>
- 🌐 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia/>

