

Scrappy Social



What We'll Discuss

Agenda:

- Icebreaker
- Current landscape and impacts of 2020
- Channel Best Practices
- Content support
- Questions



Which social channels have you been leaning into throughout the pandemic?



Current State of Social



What Happened in 2020?

80%

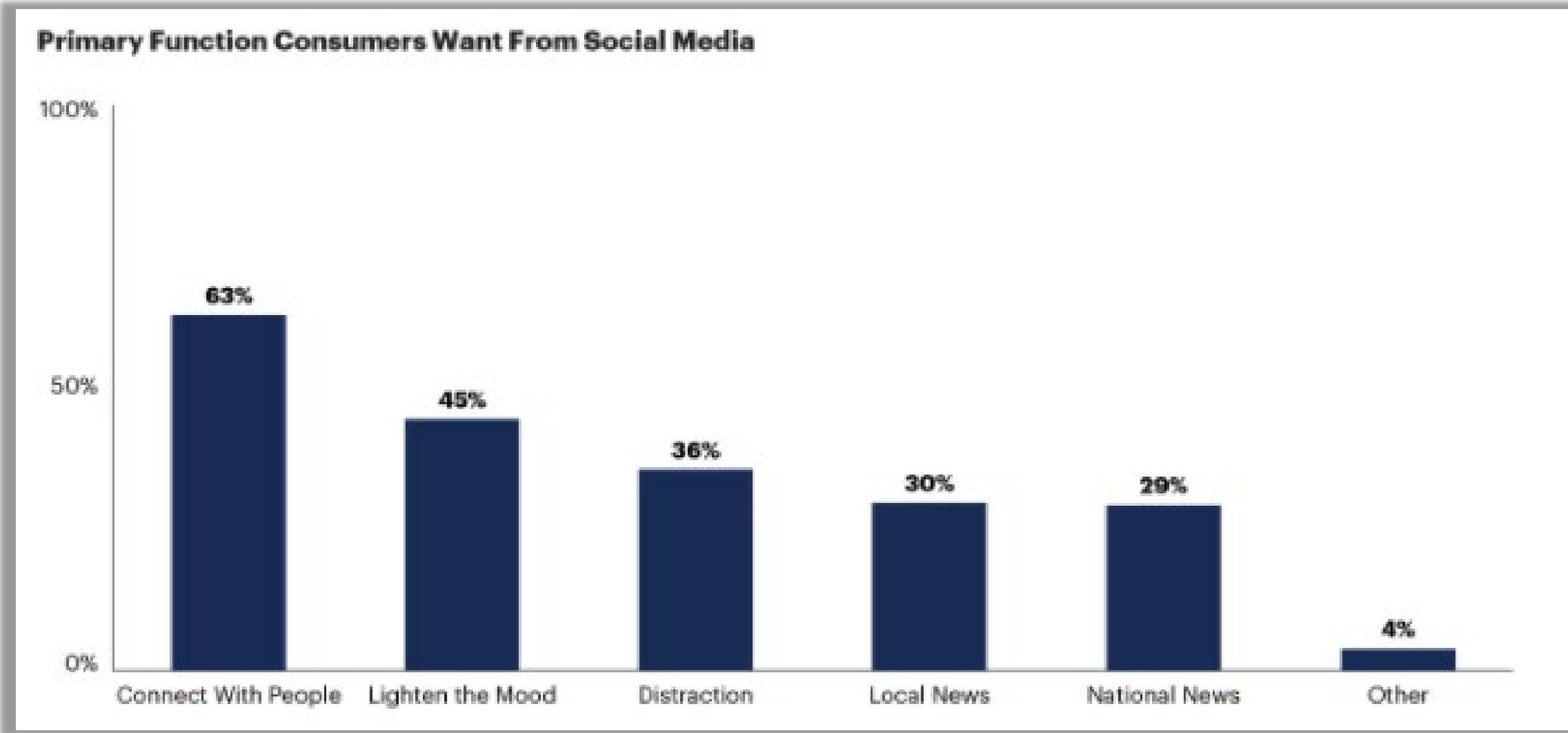
increase in digital
content
consumption
among US and UK
users

Facebook and
Instagram Live
views **doubled**
during early
April

Influx of new
platforms and
channel
popularity



Social's Primary Function Shifted



Tried and True Channels Compete with New Offerings

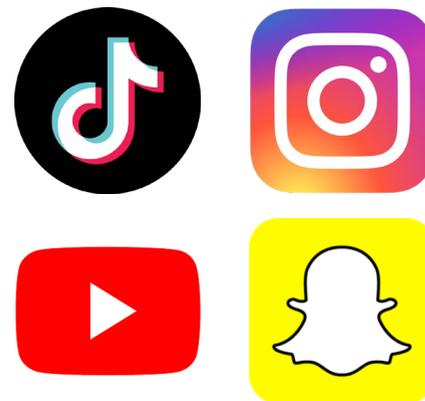


Facebook remains the undisputed leader

Facebook owns 3 of the most popular social apps: Facebook, Instagram and WhatsApp



Messaging apps are emerging as an important social element that is outpacing traditional social media usage with over 20 apps available



Consumption soared in 2020 year due in part to a new focus on short-form video entertainment after an explosion of TikTok popularity



More Channels ≠ More Posting

86%

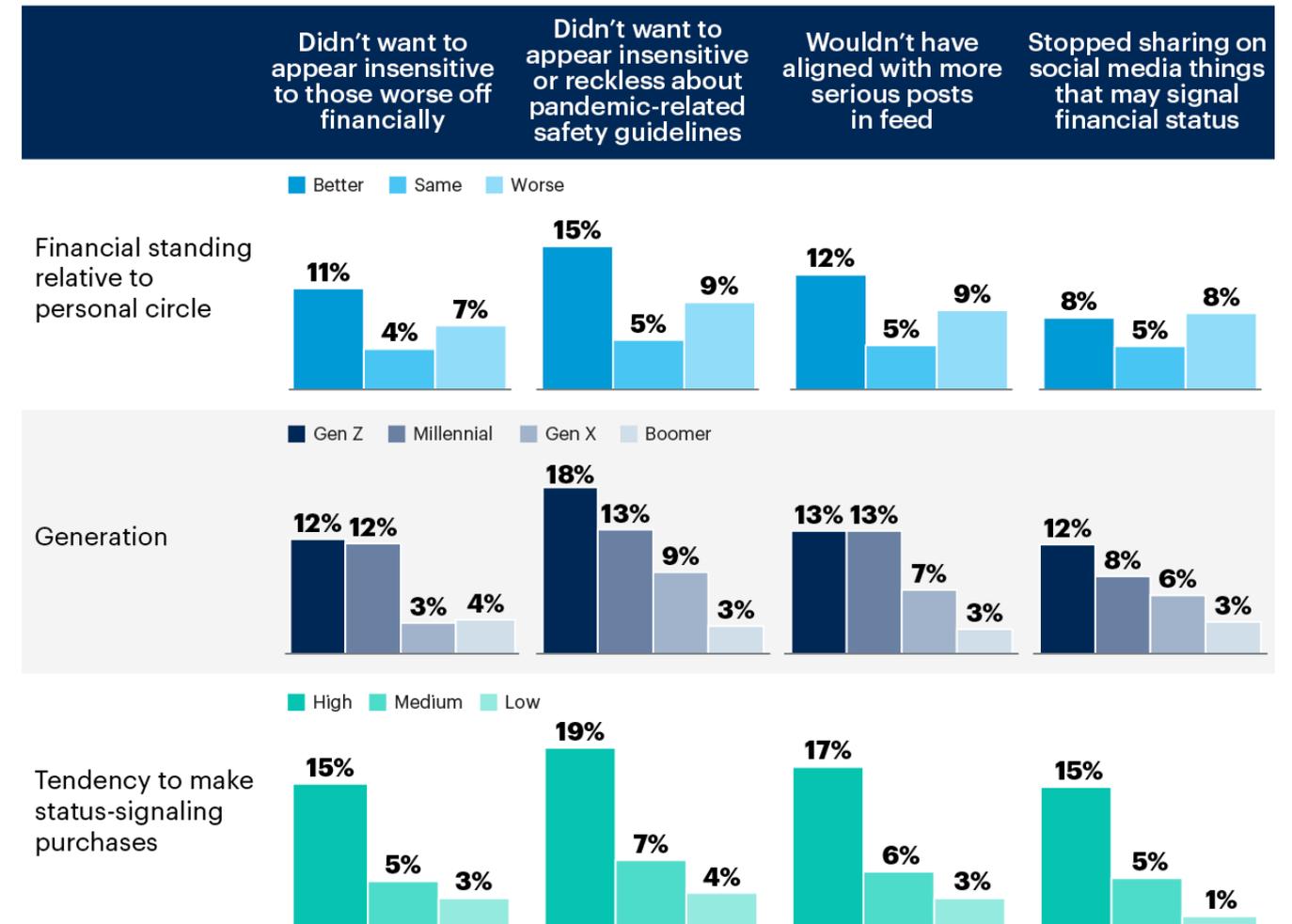
agree that they have seen a shift in the types of content from others on social media.



I'm not doing as much that is 'shareable' and it doesn't seem like the right time to share much online given the climate of the country.

-Shelby, a Caucasian Millennial from suburban Michigan

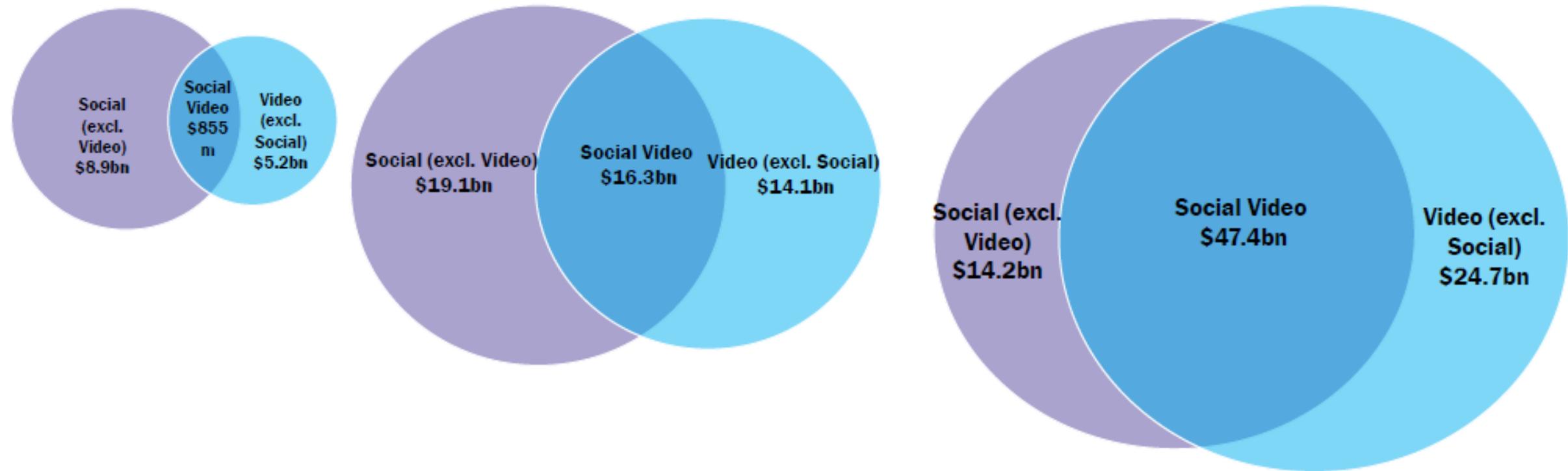
Percentage of Consumers Who Have Not Posted to Social Media in the Past Six Months for the Following Reasons, by Category



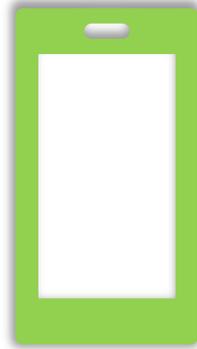
n = 1,380
 Source: Gartner Consumer Behaviors and Attitudes Survey (September 2020)
 740220_MC



The Rise of Social Video



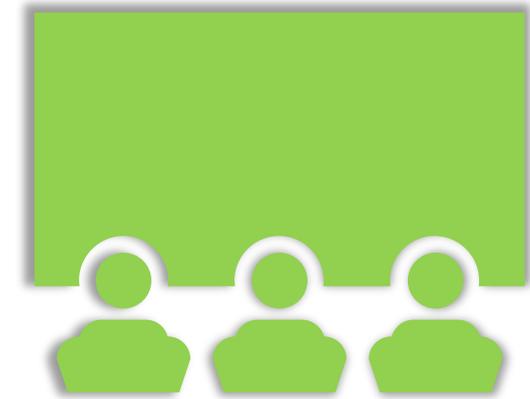
The Opportunity



Capture consumers and users at a time where we've seen media consumption at an all-time high.



Connect users to groups and other like-minded people to build a sense of community.



As many users reflect on their posting, provide a space for entertainment.



Channel Best Practices



Channel Best Practices

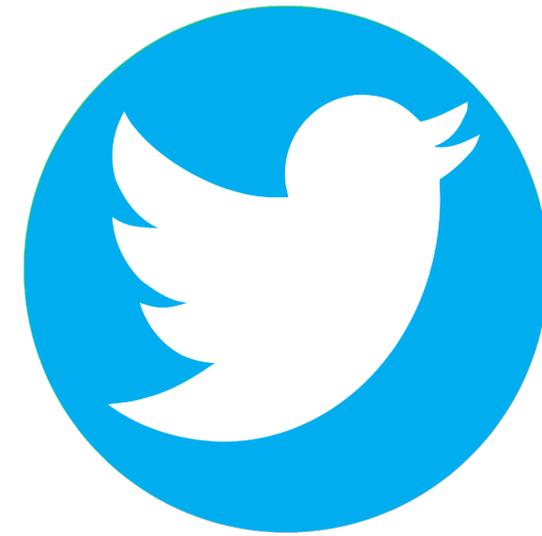
Determine a consistent and manageable posting cadence



3-5 posts per week



3-4 posts per week



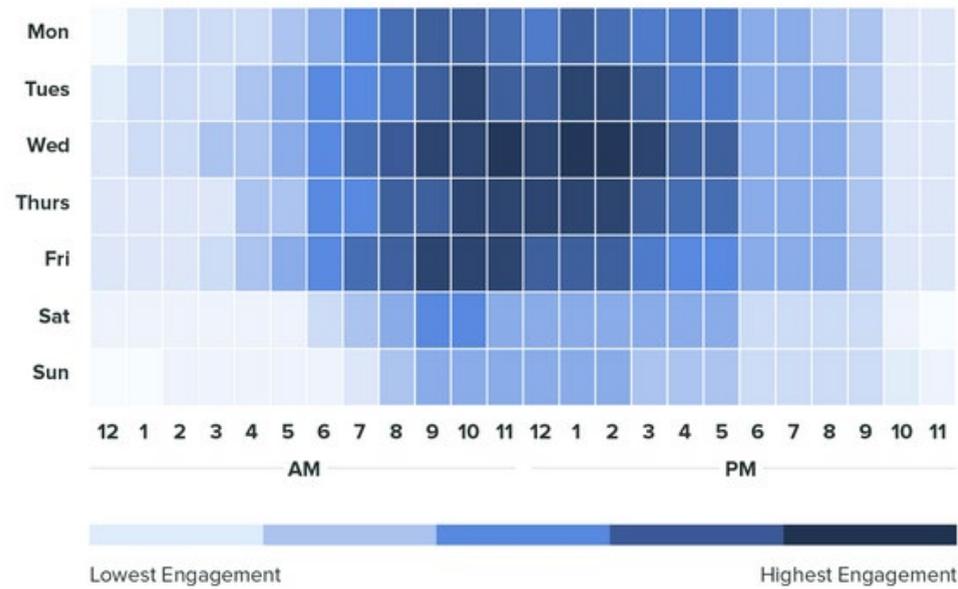
1 tweet per day



Channel Best Practices

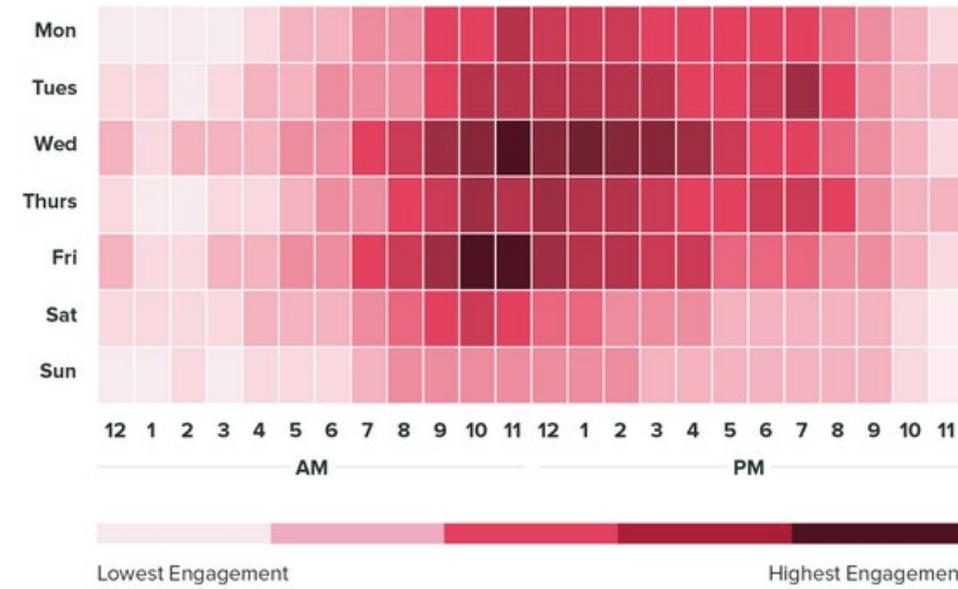
Facebook Global Engagement

sproutsocial



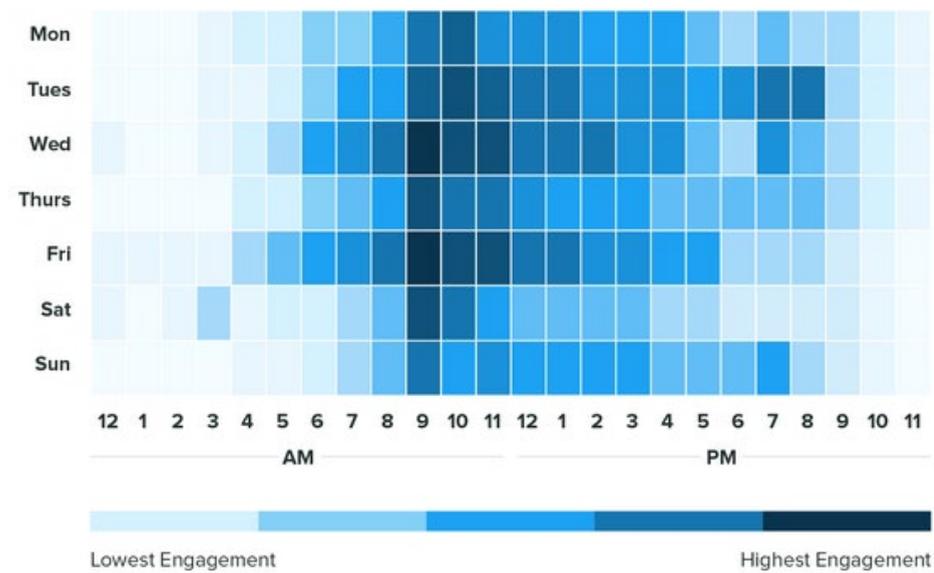
Instagram Global Engagement

sproutsocial



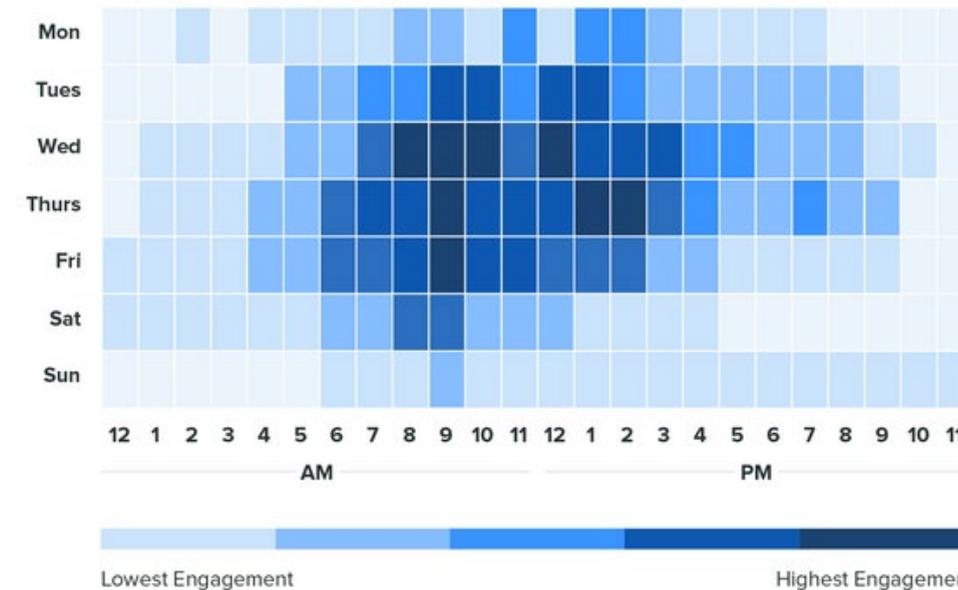
Twitter Global Engagement

sproutsocial



LinkedIn Global Engagement

sproutsocial

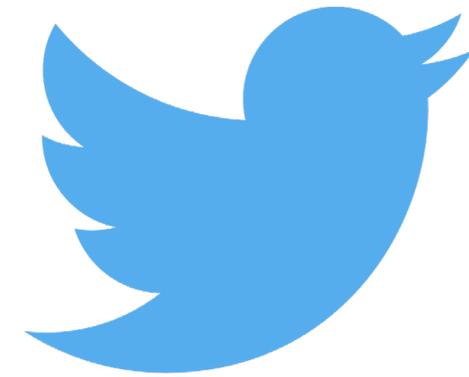


Channel Best Practices

Lean into free tools and resources to do the heavy lifting

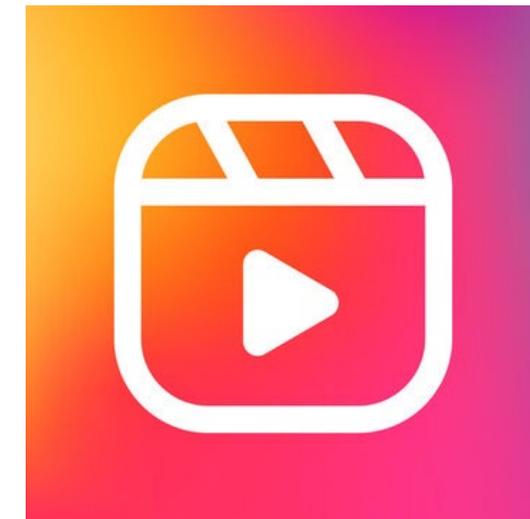


Hootsuite



Channel Best Practices

Don't get swept up in the clutter and flashy new features



Content Tips & Tricks



Editorial Calendars

Social media accounts want to abide by the rules of thirds: 1/3 promoting your product or services, 1/3 interacting with others, and 1/3 sharing industry news and tips you believe your followers could benefit from.



Editorial Calendars

Leverage sites like National Day Calendar for content inspiration

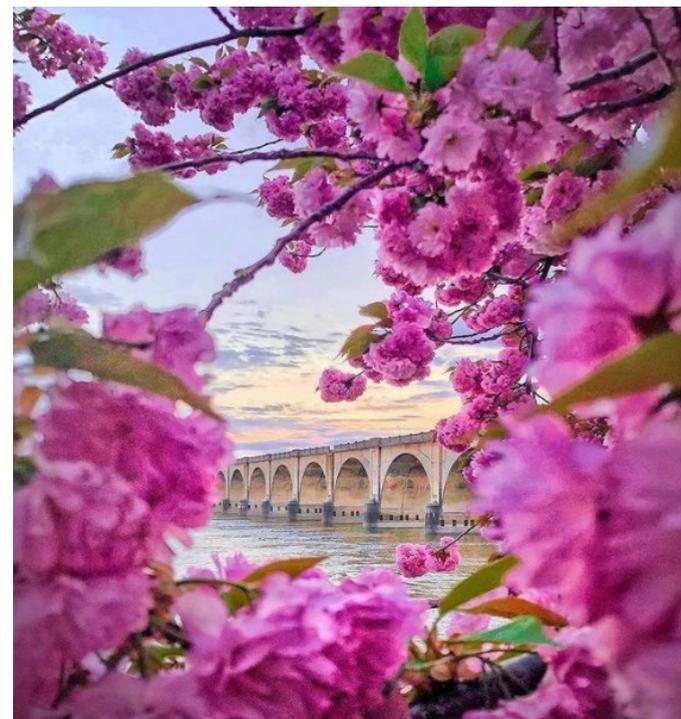
- Reference tourism editorial calendar for content themes and holidays to chime in on
- Looking for additional inspiration? Check out [National Day Calendar](#) for monthly holidays that can be tapped into on social media



Seasonal Content

Quarterly transition content to seasonally relevant imagery & messaging

- Reference tourism editorial calendar for content themes and holidays to chime in on
- Leverage Pennsylvania tourism seasonal hashtags: [#FallInPA](#), [#PASnowDays](#), [#SpringItOnPA](#), [#PASummerDays](#)



visit_pa • Following
Harrisburg, Pennsylvania

visit_pa Spring is in full bloom 🌸
👤: @atypicalgentleman .

#visitPA #SpringItOnPA #Pennsylvania
#SpringTime #Harrisburg

42w

marybethkuniega Wow! Gorgeous!
42w 1 like Reply

1,909 likes
MARCH 28, 2020

Add a comment...



visit_pa • Following
Pont, Pennsylvania

visit_pa No #FallInPA 🍂 day is complete without a stop at a roadside stand 🍎🍌🍌
👤: @jjobu

..

..

..#MadeInPA #visitPA #PAHappyTravel
#FallVibes #FallFoliage #RoadTrip

13w

johndoesparenting @jahanainrealife
13w 1 like Reply

— View replies (1)

Liked by Phillygrub and 2,019 others
OCTOBER 17, 2020

Add a comment...



visit_pa • Following
McConnells Mill State Park

visit_pa Hot chocolate goals 🍫🥤
👤: @haileighsenatore

..

..

..#PASnowdays #HolistayPA
#hotchocolate #winterwonderland🌨️

5d

visitpaamericana Yum 🍫
5d 1 like Reply

covidinc So cute!!! 🍫🥤
5d 1 like Reply

nestadventures This is so cute!!
997 likes
5 DAYS AGO

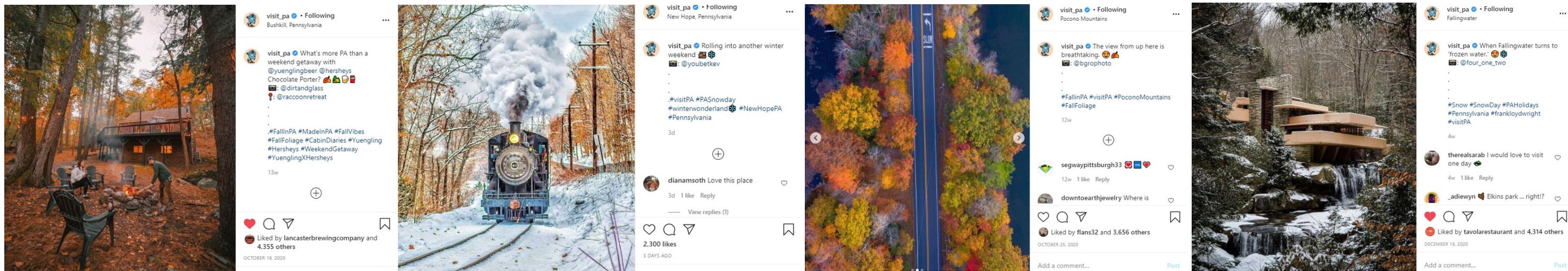
Add a comment...



User Generated Content (UGC)

Leverage user generated content across all channels, but specifically IG

- Leverage UGC as daily content on your channels. Search your tagged photos, hash-tagged photos, and location tagged photos for imagery relevant to your area
- Once you find a photo you like, reach out to the user directly to secure permission to repost
- If they request payment and you do not have funds to fulfill, respectfully decline and let them know that you will keep them in mind in the future. Do not use their photo.



Example comment: Hi there! Beautiful photo 😊 We would love to feature it in an upcoming social media post. Please respond to confirm that we have permission. We'd be sure to credit you! Thank you!



Media Coverage

Sprinkle articles from local & national outlets as well as visitPA on social

- Share relevant news or accolades from local or national outlets on social media
- Leverage articles on visitPA that feature events and experiences in your local DMOs.
 - Submit new items on a monthly basis to the Tierney team for inclusion in upcoming articles



Greater State Tourism Campaigns

Trending Conversations

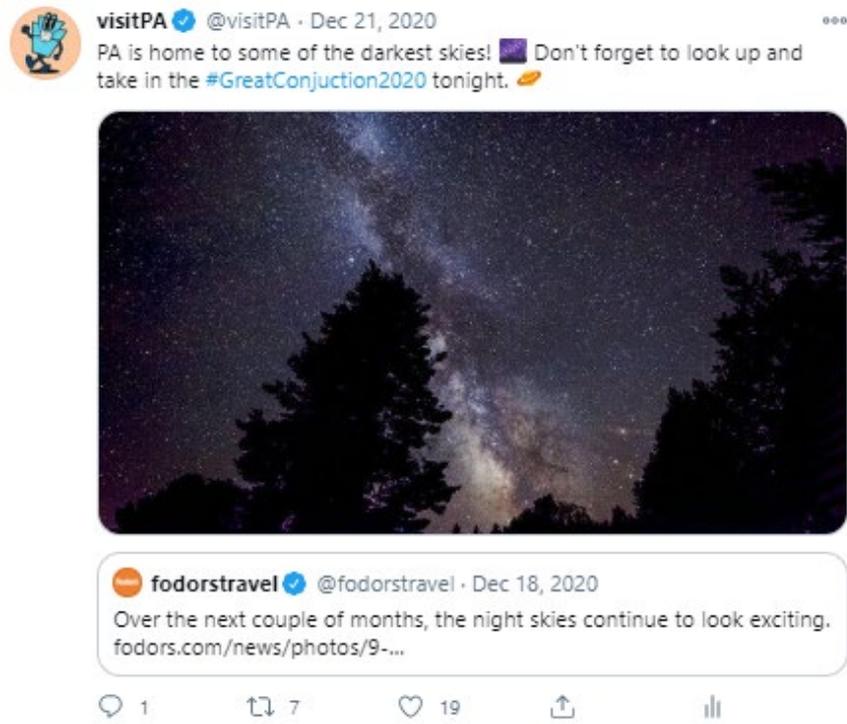
- Tap into greater marketing campaigns from the Pennsylvania Tourism office as an opportunity to support your own partners locally
 - CarryoutPA - feature local restaurants in your area that are offering takeout or outdoor dining
 - HoliStayPA - feature local partners that are offering virtual experiences for users to explore and engage with
 - Dinner and a movie: Encourage followers tune into movies that may have been filmed/based locally and encourage them to support a local business that relates to the movie



Trending Conversations

Tap into trending social moment with your own localized twist

- Tap into trending moments in time on social and add a localized twist



Partner Requests

Uplift community partners by sharing their virtual events and activities

- Uplift community partners by sharing their virtual events and activities via links to their event registration, promoting their Facebook or Instagram livestream events, or engaging with their content once live



visitPA
Published by Tierney · January 12 at 4:33 PM ·

What's on tonight's menu? [Blue Sparrow](#) is serving up a new recipe to try at home! #HoliStayPA

Luke Cypher
Pittsburgh, PA
Blue Sparrow Food Truck

Hi, my name is Chef Luke and I run the Blue Sparrow Food Truck.



visitPA
Published by Tierney · January 11 at 5:05 PM ·

'Hay' there! 🌾 Looking for more family-friendly ways to celebrate #PAFarmShow virtually? This week, experts from [The Calving Corner](#) and [Whitaker Center for Science and the Arts](#) have three creative STEM workshops planned. 🧪👩🏫👨🏫 Tune in below to find more information! #HoliStayPA

The Calving Corner was live.
January 11 at 10:01 AM ·

Are you ready to make your own milk masterpiece while learning about chemistry and dairy farming? The Whitaker Center educators will lead you through this hands... See More



visitPA
Published by Tierney · January 10 at 12:26 PM ·

Did someone say chocolate?! 🍫 Our friends at [The Hershey Story](#), [The Museum on Chocolate Avenue](#) are sharing a sweet treat to make and enjoy at home. 😊 #HoliStayPA

I also have crushed coconut, I have crushed candy canes, peanut butter, some marshmallows



COVID-19 Conscious Content

Make sure that messaging is consistent with local and state ordinances

- Be conscious of “what” and “where” you are promoting as it relates to local and state ordinances
- Include “know before you go” language, tips, and information for each experience so that user expectations are met before they arrive at a destination



From the Source: Best Practices by Social Channel



Best Practices: Instagram

Reference these specs when sharing photos or videos on Instagram

Instagram image sizes for feed photos:

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels
- Supported aspect ratios: Anywhere between 1.91:1 and 4:5
- Recommended image size: Width of 1080 pixels, Height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)

Instagram carousel image sizes:

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels
- Aspect ratio: landscape (1.91:1), square (1:1), vertical (4:5)

Instagram Stories ad image dimensions and guidelines

- Recommended resolution: 1080 x 1920 pixels.
- Minimum resolution for Stories ads: 600 x 1067 pixels.
- Aspect ratio: 9:16.
- All formats should be either JPG or PNG.
- Max image size is 30MB.



Best Practices: Facebook

Reference these specs when sharing photos or videos on Facebook

Facebook image sizes for posts and timeline photos:

- Facebook automatically resizes and formats your photos when they are uploaded for the timeline to be 500 pixels wide and to fit the 1.91:1 aspect ratio.
- But avoid pixilation or slow load times by remembering these sizes:
 - Recommended size: 1200 x 630 pixels
 - Minimum size: 600 x 315 pixels
- Facebook image sizes for Facebook Stories: 1080 x 1920 pixels (recommended).



Best Practices for Page Posts on Facebook

Posts are often the first impressions people have of your business, so make sure they attract and engage potential customers. Use these best practices to reach your business goals with posts:



Best Practices: Facebook

Tips and Tricks for Strong Facebook Content

Keep posts simple: In general, simple posts with clean creative are best at capturing an audience's attention. Try these steps:

- Keep your color scheme clean and consistent
- Include recognizable images
- Use minimal, concise and impactful text

Pin significant posts: If you have major news or an announcement, pin it to the top of your Page. Anyone that visits will see it first. It can encourage engagement or inform customers of upcoming changes or events. Make sure to keep track of your pinned post, so it doesn't become outdated. For example, if you pin a post about an upcoming event, remove it after the date to avoid user confusion.

Note: To help businesses communicate important COVID-19 related information with their customers, Facebook introduced a COVID-19 Business Update tag. This tag can be applied to any post related to COVID-19, such as content about temporary service changes, available inventory, gift cards and donations, and new practices around health and safety. Adding the tag will help more people in your community see it. [Learn more.](#)



Best Practices: Twitter

Reference these specs when sharing photos or videos on Twitter

Twitter images sizes for in-stream photos:
1024 x 512 pixels (recommended)

- Minimum size: 440 x 220 pixels
- Recommended aspect ratio: 16:9
- Supported formats: GIF, JPG and PNG
- Maximum file size: Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.

A Month of Tweets: Seeking inspiration for how to best use Twitter? Reference Twitter's suggested content calendar for fresh new ideas



**Double click for editable version*



Best Practices: Twitter

Tips and Tricks for Strong Twitter Content

Quick Twitter tips:

- Limit to 1-2 hashtags per Tweet
- Be conversational
- Keep your copy short and sweet
- Use images, GIFs, and/or videos whenever possible
- Test, test, test (and use analytics to see what works)
- Monitor events and trending conversations
- To help drive traffic and link clicks, use web cards and link previews whenever possible



Keep it short: Tweets can contain up to 280 characters but being concise is in Twitter’s DNA and it’s good for marketing. Aim to keep every Tweet focused on one specific message, rather than trying to communicate multiple ideas. If you have more to say, link out to your website or start a Tweet thread.

Make clear calls-to-action: Every time you Tweet, ask yourself “what do I want people to do when they see this?” and then write it out. Tell your audience to comment below, or to follow you, or to sign up today. If there’s something urgent, emphasize it. Don’t be shy and always make the next steps clear.

Add visuals, especially video: Bold images, GIFs, and videos add a touch of personality and increase results. Twitter internal data revealed there’s over 2 billion video views per day on the platform. For effective, memorable videos — remember to include your company’s logo, add subtitles so people don’t need headphones, and keep the video short (6-15 seconds is the sweet spot).



Best Practices: Twitter

Tips and Tricks for Strong Twitter Content

Curate and connect with Retweets and replies: Retweeting relevant content and replying to Tweets are great ways to maintain a robust Twitter presence. Retweet. positive customer feedback, helpful articles, and ideas that align with your business's authentic voice. Be responsive to mentions and switch to Direct Messages to resolve complex issues.



Ask questions and run polls: Twitter is all about conversation. Asking questions is an effective way to interact with your audience, show your brand's personality, and gather feedback. Get feedback on new products, ask a playful question, or have your followers be the tiebreaker on a decision.

Incorporate timely and relevant hashtags: Hashtags allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business and stick to one or two hashtags per Tweet. Track daily trends on the "Explore" tab to identify popular topics you can tie your brand to in an authentic way.

Tweet your launches: Twitter is the best platform for brands to launch something new. And it doesn't have to be as big as a new (re)brand or product. Launching a seasonal promotion, sale, or event? How about a new partnership? Broadcast it on your timeline. Break your news on Twitter.

Test your voice: Twitter is the place to be bold for audiences and businesses alike. Evolve your voice on Twitter by testing your creativity and taking a few risks. Add in emoji or a touch of sass or silliness — and let the engagement be your guide.

