



Essential Facebook for Tourism



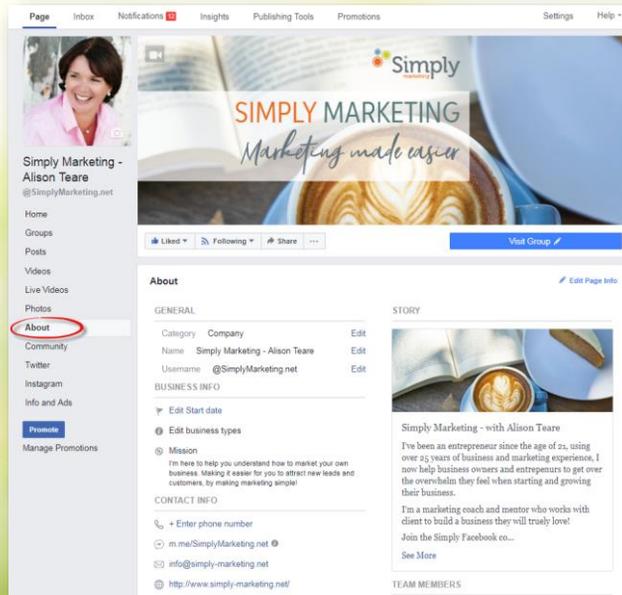
First let's

*Spring Clean*

Simply marketing

VISIT ISLE OF MAN im

# Go back over your Facebook settings



3

Essential Facebook for Tourism



# Have you set up the story?



### Simply Marketing - with Alison Teare

SIMPLY MARKETING - ALISON TEARE · SUNDAY, JULY 1, 2018

I've been an entrepreneur since the age of 21, using over 25 years of business and marketing experience, I now help business owners and entrepreneurs to get over the overwhelm they feel when starting and growing their business.

I'm a marketing coach and mentor who works with client to build a business they will truly love!

Join the Simply Facebook community in the Simply Marketing and Social Media Group  
<https://www.facebook.com/groups/simplymarketingandsocialmedia/>

Connect with me:

Find me on LinkedIn  
<http://uk.linkedin.com/in/alisonteare/>

Instagram [https://www.instagram.com/simply\\_marketing/](https://www.instagram.com/simply_marketing/)

Twitter <https://twitter.com/AlisonTeare>

### Our Story

ADDRESS MEET US · THURSDAY, DECEMBER 16, 2017

Address Meet Us with over 20 years experience producing the finest quality Mince, Burgers, Buns, Casseroles and Cooked Meats for the highest quality Mince Shop, from local South Devon.

"If you start with quality you will end with a quality product."

Buy Direct - with FREE Delivery

We will now provide orders over £25.00 with FREE Delivery.

We specialise in creating the perfect meat items. If you are looking for quality or wanting for quick or cheaply priced we just want to thank you for your support, we are happy to provide what you need in quantities to suit your requirements.

- Burgers - (chicken / beef)
- Sausages - Beef / Pork / Cumberland / Whole Dragon / Pork & Saus / Chicken / Cumberland / Chipolata
- Meatballs - with or without sauce
- Casseroles - Ham/Beef / Mince / Rabbit
- Beef - Steak / Roasting Joint / Roasting Steak / Mince/Beef / Blood Bone Beef /
- Pork - Whole / Belly / Chop / Roasting Joint / Ribs / Ham Steaks
- Bacon Products - Dry Cured / Smoked / Sticks / Bacon / Chops / Slices /
- Cooked Meats - Roast / Honey Roast / Water Thin
- Cooked Meats - Roast Beef / Tin Tripe / Black Pudding

"If you start with quality you will end with a quality product."

4

Essential Facebook for Tourism



Check all  
your  
settings

The screenshot shows the Facebook Page Settings interface. The top navigation bar includes 'Page', 'Ad Center', 'Inbox 20+', 'Notifications', 'Insights', 'Publishing To...', 'More', and 'Settings' (circled in red). The left sidebar lists various settings categories, with 'Messaging' highlighted by a red box. The main content area displays the 'Messaging Settings' for a page, including sections for 'General Settings', 'Response Assistant', and 'Appointment Messaging'. Under 'General Settings', there are two toggle switches: 'Use the Return key to send messages' (set to 'Off') and 'Prompt people to send messages' (set to 'On').

5

Essential Facebook for Tourism



You need a *strategy*  
for Social Media



6

Essential Facebook for Tourism

# Why is this important



- ✓ If you want to stay sane!
- ✓ If you want to see results
- ✓ If you want to save time



7

Essential Facebook for Tourism



## The Facebook lifecycle



8

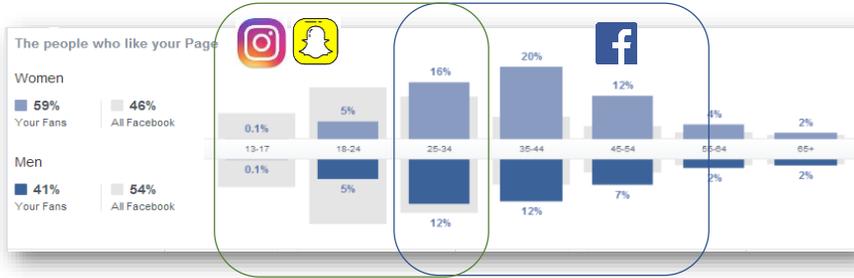
Essential Facebook for Tourism

# Are you in the right place?



WEBSITE – WEBSITE - WEBSITE

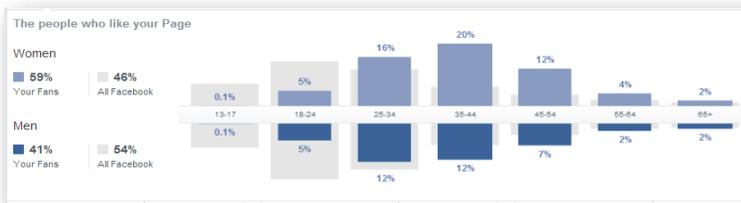
Viewer ...  How to ...



# You are in the right place



- Hospitality
- Agriculture
- Sports
- Journalist
- Academics
- Entertainment



# Who do you want to attract?



50+ looking forward to retirement. Mid-High level careers



Busy working families of all ages. Focused on the needs and wants of their children



20-40 something! Child free singles and couples Educated to degree level – work long hours



Couple & groups of friends in their 60's - Have worked hard and are now enjoying their retirement

11

Essential Facebook for Tourism



# Understanding what Facebook wants

*Facebook owns Instagram*



12

Essential Facebook for Tourism



## Why is this important



- ✓ Facebook makes changes and we need to keep up
- ✓ Working with Facebook rather than against it
- ✓ Believe it or not these change will actually help you

13

Essential Facebook for Tourism



## Why is this important



What is an algorithm?

You need to train your algorithm

14

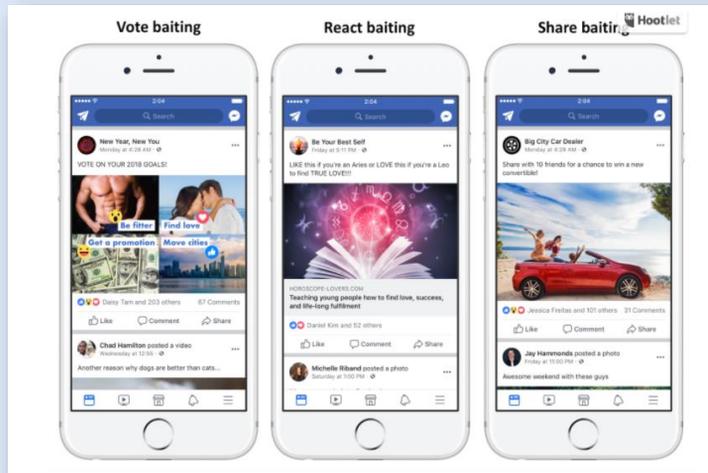
Essential Facebook for Tourism



*Fooling someone*



into  
interaction to  
get more  
reach is a NO  
GO!



15

Essential Facebook for Tourism

*Here's what Facebook said ...*



But recently we've gotten feedback from our community that public content -- posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other.

It's easy to understand how we got here. Video and other public content have exploded on Facebook in the past couple of years. Since there's more public content than posts from your friends and family, the balance of what's in News Feed has shifted away from the most important thing Facebook can do -- help us connect with each other.

We feel a responsibility to make sure our services aren't just fun to use, but also good for people's well-being. So we've studied this trend carefully by looking at the academic research and doing our own research with leading experts at universities.

16

Essential Facebook for Tourism

# What triggers reach

17

Essential Facebook for Tourism

## Active Interactions vs. Passive Interactions

Active (Positive)	Passive (Neutral)
<ul style="list-style-type: none"> <li>• Commenting </li> </ul>	<ul style="list-style-type: none"> <li>• Clicking </li> </ul>
<ul style="list-style-type: none"> <li>• Sharing </li> </ul>	<ul style="list-style-type: none"> <li>• Watching </li> </ul>
<ul style="list-style-type: none"> <li>• Reacting </li> </ul>	<ul style="list-style-type: none"> <li>• Viewing / Hovering </li> </ul>

18

Essential Facebook for Tourism

# Triggers which determine your reach



- ✓ Average time spent on content
- ✓ Person sharing a link on messenger
- ✓ Multiple replies
- ✓ Overall conversation



- ✓ Time of posting
- ✓ Type of post
- ✓ How informative the post is



So how do we get  
Facebook to *love* you



## Why is this important



- ✓ Gives you far greater reach
- ✓ Saves £££ on adverting
- ✓ Builds real relationships
- ✓ It makes Facebook more enjoyable for everyone
- ✓ Ultimately leads to more customers

21

Essential Facebook for Tourism



## So what now ...



You don't need a huge audience ...  
You need an engaged audience.

Unless your aim is to become a social media influencer

22

Essential Facebook for Tourism





# The *Big* three

23

Essential Facebook for Tourism

# Number 1



# Produce **great content** and be helpful

24

Essential Facebook for Tourism



# Number 2



## Be consistent

25

Essential Facebook for Tourism



# Number 3



## Consider your social media as a community

26

Essential Facebook for Tourism





# Think of your page

*As a community*

27

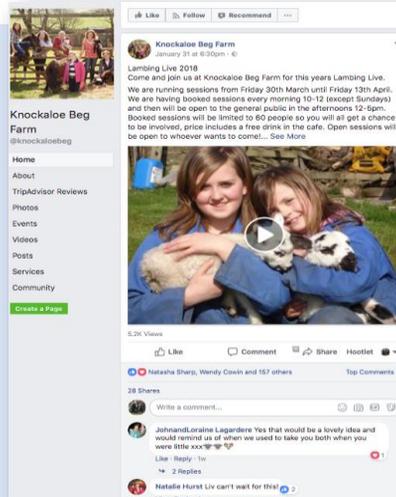
Essential Facebook for Tourism



# What to post . . .



*What's*  
happening



28

Essential Facebook for Tourism

# What to post . . .



Ask a question

# What to post . . .



Answer a question or solve a problem



# What to post . . .



## Timely or trending posts



31

Essential Facebook for Tourism

# What to post . . .



## Celebrate the things that make community



32

Essential Facebook for Tourism

# What to post . . .



*Share* real experiences



33

Essential Facebook for Tourism

# Ask yourself . . .

## Why would anyone want to follow your page?



34

Essential Facebook for Tourism



Maybe . . .



- ✓ Place you want to be
- ✓ Genuinely interested in their content
- ✓ It's fun
- ✓ Source of information
- ✓ Feels like a community
- ✓ Good images and photographs

35

Essential Facebook for Tourism



## Who is your ideal customer ...

36

Essential Facebook for Tourism



## Who is your ideal customer?



### Create 2 Ideal Customers – Your Facebook & Your Instagram

- ✓ Start with a name
- ✓ Age
- ✓ Where they live
- ✓ Eating out
- ✓ Work
- ✓ Problems and fears

37

Essential Facebook for Tourism

In relation to the products and services you provide ...

What are their biggest fears?  
What problems do they have?



38

Essential Facebook for Tourism



# Guess who?



Brechfa Forest Barns - totally dog friendly holiday cottages  
@brechfaforestbarns

- Home
- About
- Photos
- Reviews
- TripAdvisor
- Videos

Nothing so disappointing as unrequited love, eh Alfie? 🐶  
Poor Oscar - 1 month after Alfie's arrival and he's absolutely knackered!!  
#escubeagle #escubeagleinstagram #beaglesofinstagram

10 hrs · 103 · 10 Comments · 3 Shares · 940 Views

# Guess who?



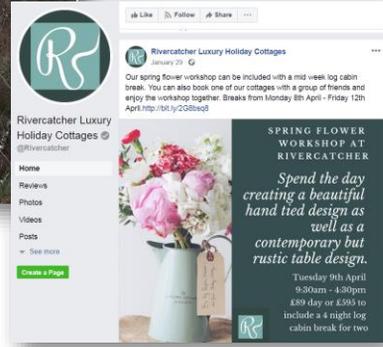
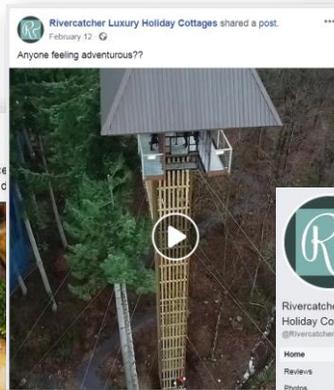
Rivercatcher Luxury Holiday Cottages  
@Rivercatcher

- Home
- Reviews
- Photos
- Videos
- Posts
- See more
- Create a Page

Rivercatcher Weddings - Exclusively Yours...for the whole weekend.  
<http://bit.ly/2Tj1fn>  
Photo Andy Walden Photography

1 Comment · 4 Shares

# Guess who?



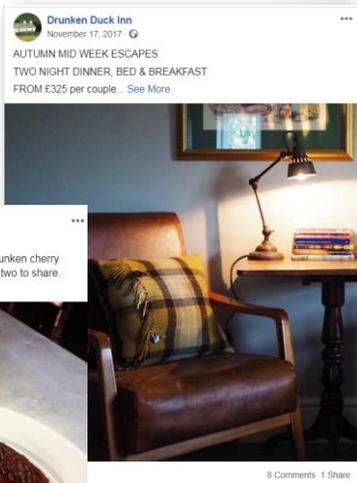


# Make your content count

*So What*

*Let's make it count*







- 5 Reasons why
- 3 Underrated gems
- 8 Best walks
- 10 Pictures of what it's really like ...
- A cottage for all seasons



- Great places to eat
- 3 Things you should know before visiting
- Isle of Man in autumn
- 5 Family adventures
- 5 Ways to explore

**Bude & North Cornwall**  
March 17 at 6:30 PM

This afternoon, somewhere in north Cornwall. How much would you like to live here?!  
Can anyone name the location? 😊



42 likes · 20 Comments · 2 Shares

Like Comment Share Hootlet

Most Relevant

Write a comment...

**Ruthy Halcyondaze** Port Quinn. Visited and it was lovely and quiet.  
Like · Reply · 5d

**Julie Robertson** Port Quinn definitely just packing  
Like · Reply · 5d

**Bude & North Cornwall** created a poll.  
January 7

Which is your favourite Bude beach?



70% Summerleaze 30% Crooklets

This poll has ended. 295 Votes

23 likes · 15 Comments · 2 Shares

Like Comment Share Hootlet

Most Relevant

Write a comment...

**Andrew Willcocks** Summerleaze was our most commonly visited when I was a child, so has happiest memories for me, though Sandymouth and Duckpool figure highly too.  
Like · Reply · 10w

**Vikky Millin** Summerleaze. 😊😊  
Like · Reply · 10w

**Intrepid Travel**  
March 21 at 7:00 AM

Have you got any Kenya pictures to share?



INTREPIDTRAVEL.COM

**17 photos of what it's really like on a Kenya safari**  
Curious about a Kenya safari? From spotting the Big 5 animals to spendin...

61 likes · 26 Comments · 4 Shares

Like Comment Hootlet Share Hootlet

**simply marketing**

**Brittany Sather** I'd love to hear which trip everyone went on also! The Serengeti Trail has been calling my name 🙌  
Like · Reply · 2d

**Diane Parish Salyer** Maasai warrior. July 2018 on your Kenya and Tanzania Safari Under Canvas trip.



3 likes · Reply · 2d

**Belinda Carter**



4 likes · Reply · 4d

**Intrepid Travel** Great photo, Belinda!



# Facebook and Instagram are totally different

## Reposting just doesn't work ...

*Get to know your audience ...*

To buy from you they need to

**KNOW, LIKE & Trust YOU**



*You know ....*

What you want to achieve  
Who your ideal customer is

*Now...*

What content are you going to  
post to attract them?



53

Essential Facebook for Tourism



“Instead of focusing on what makes  
content popular and attention grabbing,  
we need to focus on what makes content  
*personal and conversation worthy*”



54

Essential Facebook for Tourism





**Simply**  
marketing

*Now*  
*imagine*

You are posting  
**ONLY** to them

55 Essential Facebook for Tourism

VISIT ISLE OF MAN *im*



marketing

**Comes from video**

56 Essential Facebook for Tourism

VISIT ISLE OF MAN *im*

Creating video doesn't have  
to be a nightmare

Start small

Embrace raw

Don't look for perfection

57

Essential Facebook for Tourism

VISIT  
ISLE OF MAN 

*Why is this important*

 Simply  
marketing

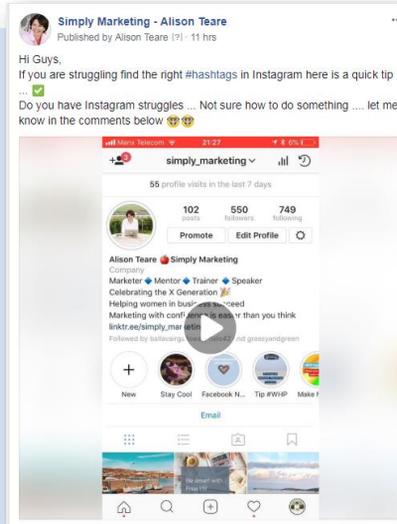
- ✓ Not a nice to have – It's a MUST have
- ✓ What Facebook wants
- ✓ What the algorithms love

58

Essential Facebook for Tourism

VISIT  
ISLE OF MAN 

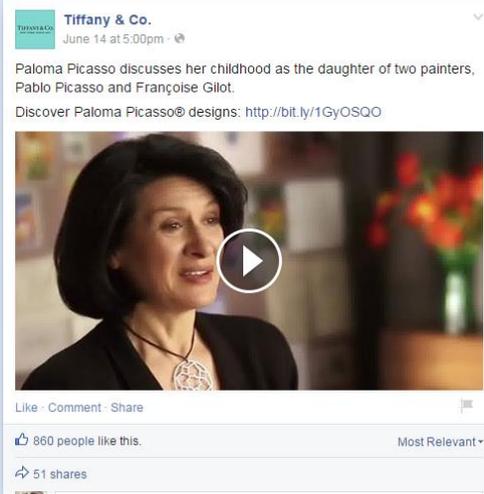
# Short clips



# Voice overs



# Interview others



61

Essential Facebook for Tourism

# Upload pre-recorded



62

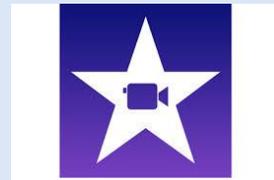
Essential Facebook for Tourism

# Make a video with an App



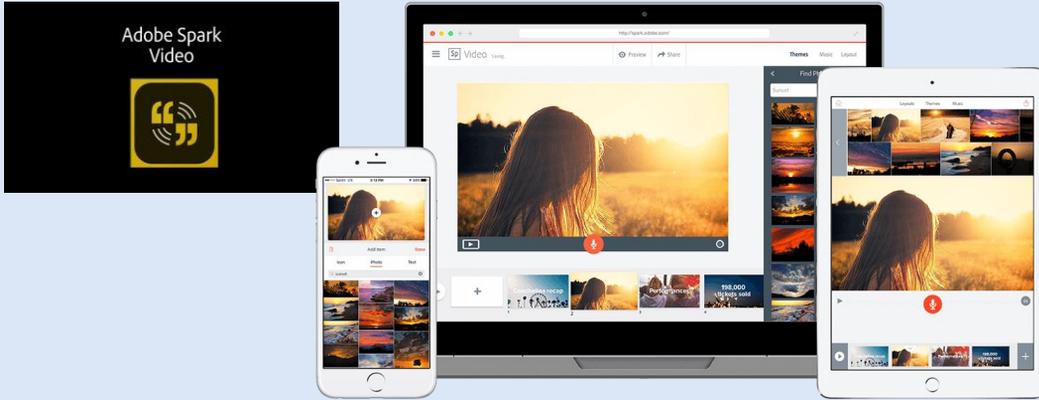
63 Essential Facebook for Tourism

# Make a video with an App



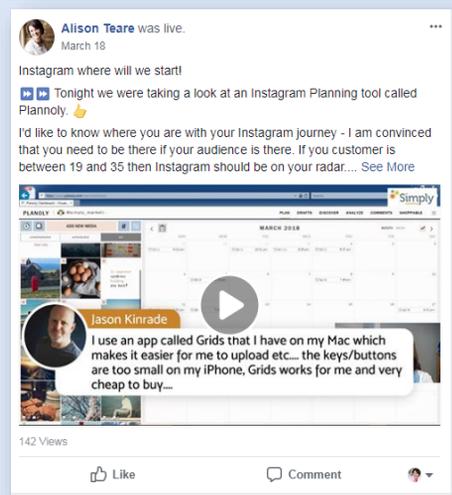
64 Essential Facebook for Tourism

# Make a video with an App



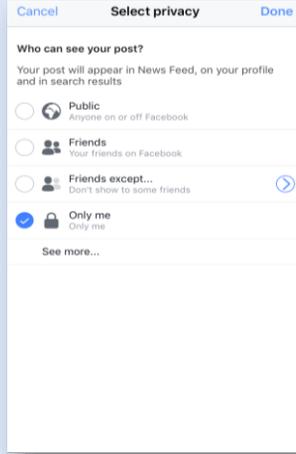
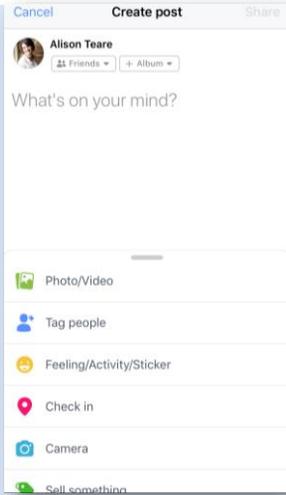
65 Essential Facebook for Tourism

# LIVE



66 Essential Facebook for Tourism

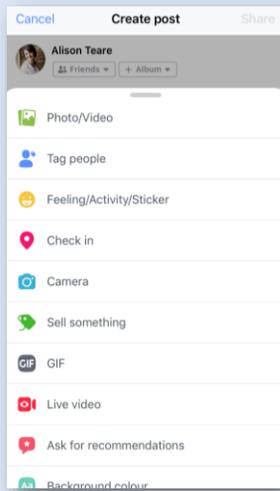
LIVE



*You can practice*

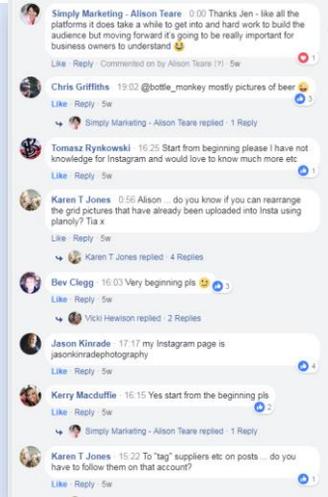
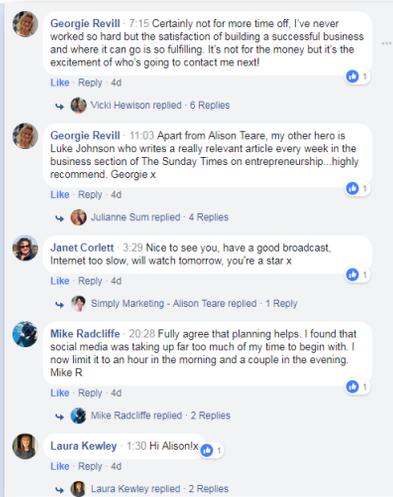
LIVE

*You can filter*

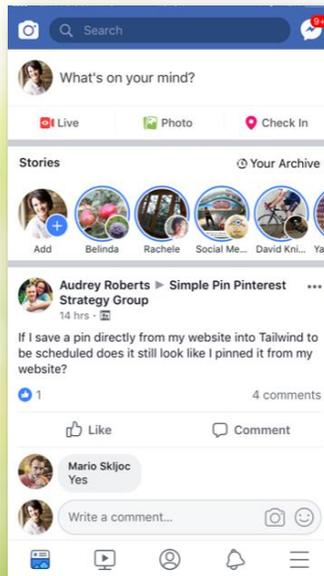




*Gets up to 60% more reach*



You will love Stories on Facebook & Instagram

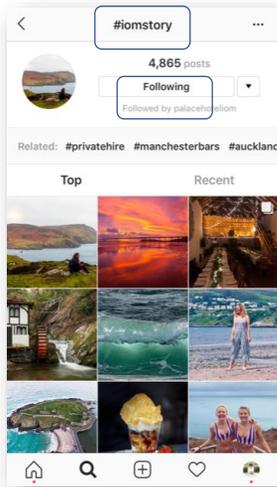


# What is a hashtag and how do we use it?



71

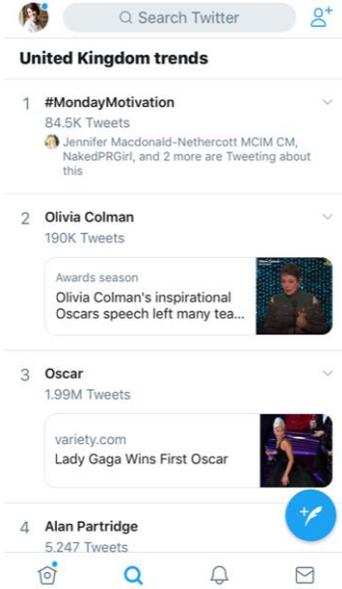
Essential Facebook for Tourism



72

Essential Facebook for Tourism





## Trending



Simply marketing



## WHICH SOCIAL MEDIA PLATFORMS USE HASHTAGS?

ALL OF THEM,  
BUT THEY ARE MOST EFFECTIVE ON:



The hashtag will also work on YouTube, LinkedIn, Snapchat and Facebook but is not integral to the way we use the platform as Instagram & Twitter.

\*Hashtags also work on Instagram Stories.

## HOW MANY HASHTAGS?



For the purposes of your social media try adding 1 or 2 relevant hashtags to each post if you are using any of the other platforms.

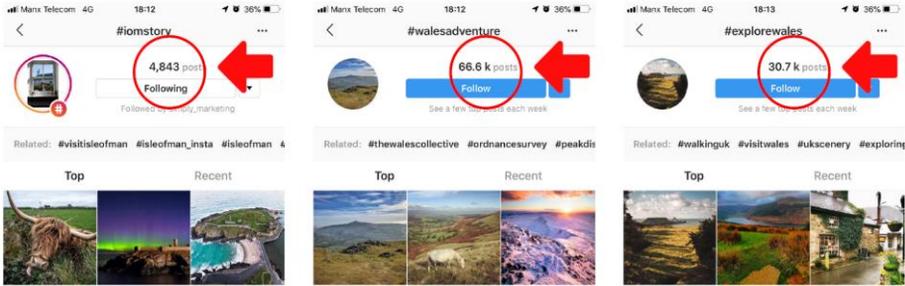
Simply marketing



# #IOMSTORY

WE CAN GIVE TOURISM ON THE ISLE OF MAN A SHARE OF THE 'VOICE' ONLINE BY USING A SIMPLE #

#IOMstory is relatively new in comparison to others. By working together, we can raise our voice and be seen in an online space.



**We can increase the share of voice on the Isle of Man**  
**SIMPLY by raising our voices**  
**with positive message & images**



**#IOMstory**

**#IsleOfMan**

**#IOM**

**#Visitisleofman**

**@visitisleofman**

**@BiosphereIOM**

**@ourislandim**