



# Social Media Advice for Trade Partners

We appreciate how difficult the current situation is for all businesses, and at Visit Isle of Man we want to provide you with as much guidance and support as we can.

We are aware that it is not the right time to promote our extraordinary Island and our Islanders, but we recognise the importance of continuing engagement with our visitors, your customers.

The below offers some simple guidance on how to manage your social media during the current and fast-moving COVID-19 situation

## Restricted Phase



Update all social pages, your website and third party sites that your business is closed until further notice. Pin a personal message to the top of your profiles



Share key updates from IOM Government where appropriate



Monitor Visit Isle of Man social channels for content to share



Touch base with your customers and let them know you are thinking of them. Share community messages of support



Use this time to refresh your website and content on third party sites (eg Tripadvisor / Booking.com)

## Improving Situation



Look to provide uplifting and inspirational content - showcasing the Islands' magic, our Islanders and highlighting business which are still open / online



Offer virtual tours or share videos across social channels and your website. Show glimpses of your attraction - remain sensitive, with no calls to action



Monitor Visit Isle of Man social channels for content to share



Reconnect and engage with your customers - send them personal messages and videos



Reintroduce calls to action for contact and booking



Promote special offers and packages



Continue sharing inspirational content about the Island, events and our Islanders



Use #iomstory and re-share content from, and promote, your peers

Be mindful. Be sensitive. Be consistent.