




Social Media for Attraction Providers

Welcome



Become a Marketing Detective

Introduce the person sat next to you ...
What does this person sell?
What can you buy from them?

A close-up photograph of a hand holding a Swiss roll ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. It is topped with a large, soft-serve scoop of white vanilla ice cream and a chocolate wafer roll. The hand is holding the cone by the wafer, with a white paper napkin tucked under it. The background is a blurred blue sky and water.

Do people know what
you SELL?
Do people know who
you are?

Get to know your audience . . .

People buy from people

To buy from you they need to
KNOW, LIKE & Trust YOU



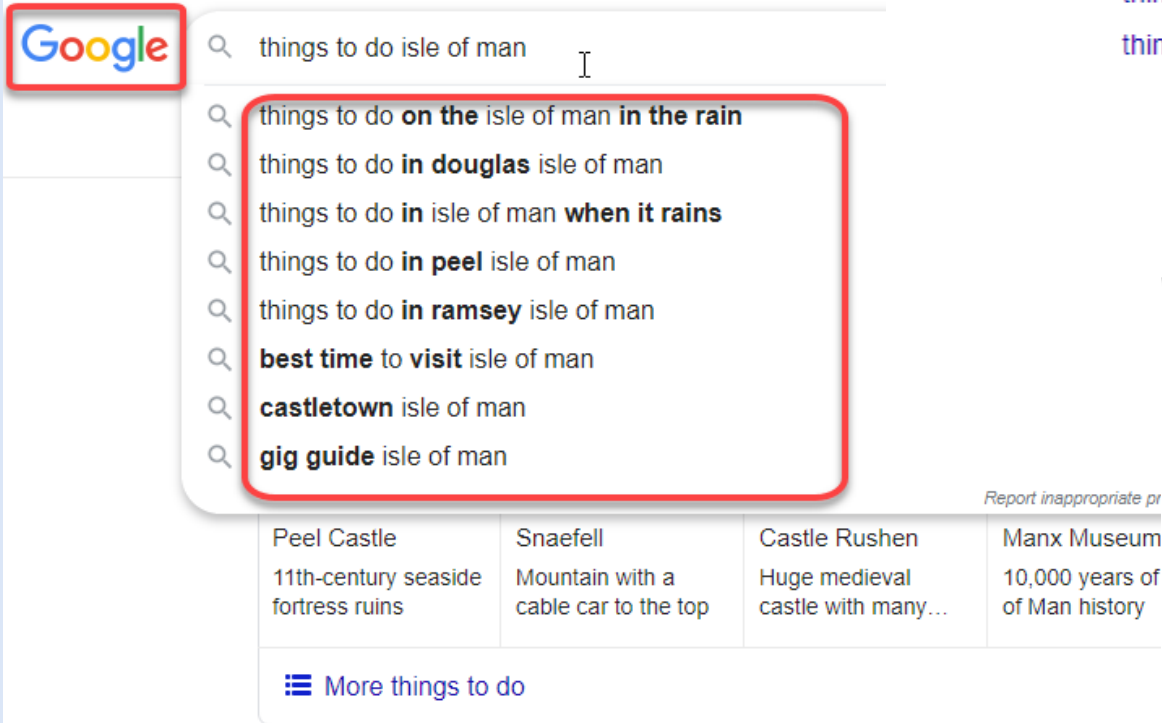
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What do you want to happen?



What is SEO?
Search Engine Optimisation

We GOOGLE it ...



Google

things to do isle of man

- things to do **on the isle of man in the rain**
- things to do **in douglas** isle of man
- things to do **in isle of man when it rains**
- things to do **in peel** isle of man
- things to do **in ramsey** isle of man
- best time to visit** isle of man
- castletown** isle of man
- gig guide** isle of man

Peel Castle
11th-century seaside fortress ruins

Snaefell
Mountain with a cable car to the top

Castle Rushen
Huge medieval castle with many...

Manx Museum
10,000 years of of Man history

More things to do

Things to do - Visit Isle of Man
<https://www.visitisleofman.com> > things-to-do

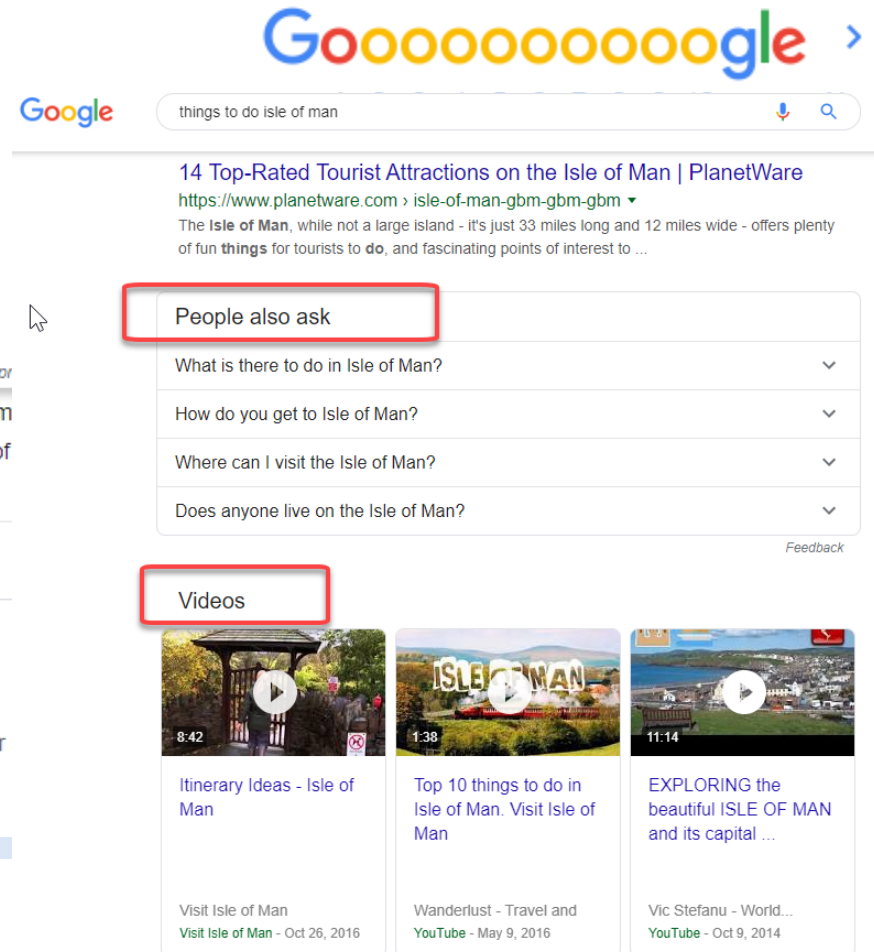
Plan a full itinerary for **things to do** on the **Isle of Man**, the perfect holiday destination for weekend break or a longer holiday. Points of interest, places to stay ...

[Family Activities](#) · [Attractions](#) · [Family Attractions](#) · [Tours & Sightseeing](#)

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Searches related to things to do isle of man

- things to do **on the isle of man in the rain**
- things to do **in douglas** isle of man
- things to do **in isle of man when it rains**
- things to do **in peel** isle of man
- things to do **in ramsey** isle of man
- best time to visit** isle of man
- castletown** isle of man
- gig guide** isle of man



Google

things to do isle of man

14 Top-Rated Tourist Attractions on the Isle of Man | PlanetWare
<https://www.planetware.com> > isle-of-man-gbm-gbm-gbm

The **Isle of Man**, while not a large island - it's just 33 miles long and 12 miles wide - offers plenty of fun **things** for tourists to **do**, and fascinating points of interest to ...

People also ask

- What is there to do in Isle of Man?
- How do you get to Isle of Man?
- Where can I visit the Isle of Man?
- Does anyone live on the Isle of Man?

Feedback

Videos

- Itinerary Ideas - Isle of Man
Visit Isle of Man
Visit Isle of Man - Oct 26, 2016
- Top 10 things to do in Isle of Man. Visit Isle of Man
Wanderlust - Travel and
YouTube - May 9, 2016
- EXPLORING the beautiful ISLE OF MAN and its capital ...
Vic Stefanu - World...
YouTube - Oct 9, 2014

You are a publisher

*Online is now your
magazine*

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You need a *strategy*
for Social Media

What do you want to happen?

- ✓ Spending time online
- ✓ What do you want to happen
- ✓ What would be a WIN

Write 3 WINS



- 
- A close-up photograph of a hand holding a large ice cream cone. The cone is a 'KISS' brand wafer cone, filled with vanilla soft-serve ice cream and topped with a chocolate wafer cookie. The background is a blurred blue sky and water.
- Address seasonality
 - Change customer demographic
 - Sell more
 - New booking
 - Loyalty and returning customers

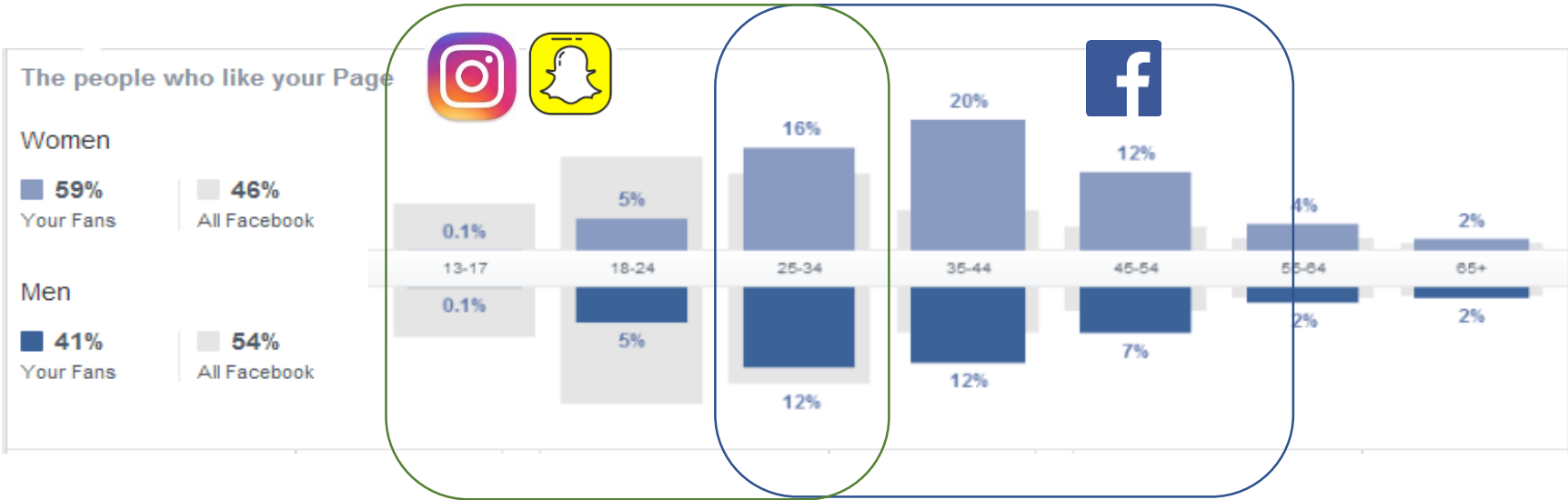
Who are you posting to?



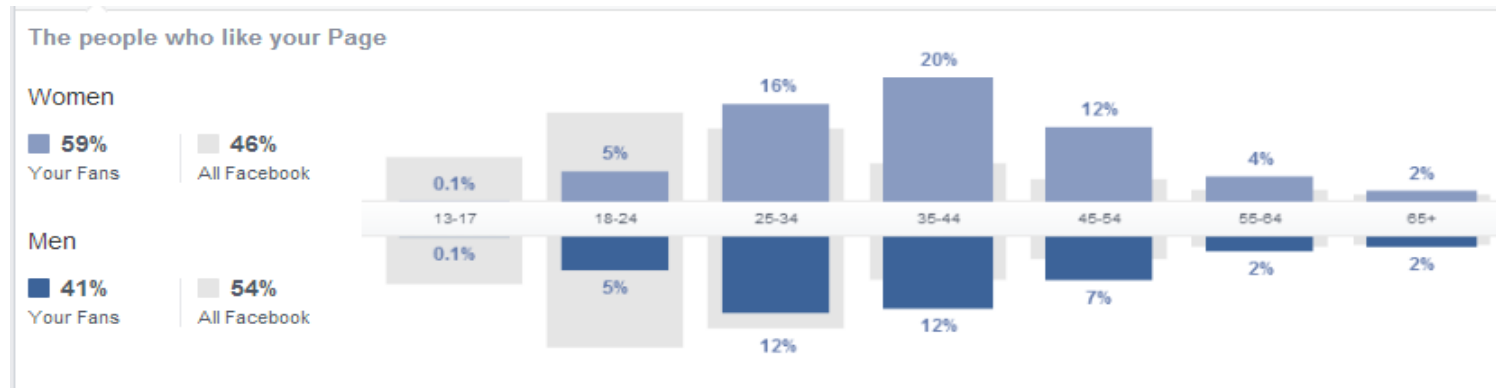
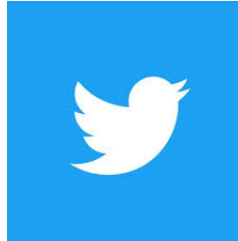
EMAIL

WEBSITE – WEBSITE - WEBSITE

Viewer ... How to ...



You are in the right place



A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. The ice cream is a thick, white vanilla soft-serve with a chocolate wafer stick sticking out of the top. The hand is holding the cone by the bottom, which is wrapped in a white paper napkin. The background is a blurred blue sky and water.

Package your services

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TOP Gift for 2020 . . .



Memories



TOP Gift for 2020 ...

Sell memories
Emotions sell



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A close-up photograph of a hand holding a vanilla soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. The ice cream is a thick, creamy white swirl, topped with a chocolate wafer stick. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

What content to share

Who is your ideal customer?



- ✓ Start with a name
- ✓ Age
- ✓ Where they live
- ✓ Are they bringing a family
- ✓ What type of holiday
- ✓ How long do they have
- ✓ Problems and fears related to a holiday in the Isle of Man

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Now imagine
You are posting
ONLY to them

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Repurposing content ...



Content everywhere ...

Facebook post

Facebook advert

Video

Instagram post

Instagram story

Tweet

YouTube video

Radio interview

Podcast

Blog post

Press release

Poster

Postcards

Website

Other peoples

audiences

Collaboration

TripAdvisor

Guest book

Pinterest

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Repurpose Testimonials



- ✓ TripAdvisor reviews
- ✓ Taken from visitors book
- ✓ Video testimonials – Facebook/YouTube/ Website
- ✓ From social media – screenshot add to highlights

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Understanding what ALL social media wants



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Why is this important



- ✓ All social media 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

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Why is this important



What is an algorithm?

You need to train
your algorithm

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Fooling someone into interaction to get more reach is a NO GO!






So how do we get
Social Media to *love*
you

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Work the algorithm

Active Interactions vs. Passive Interactions

Active (Positive)

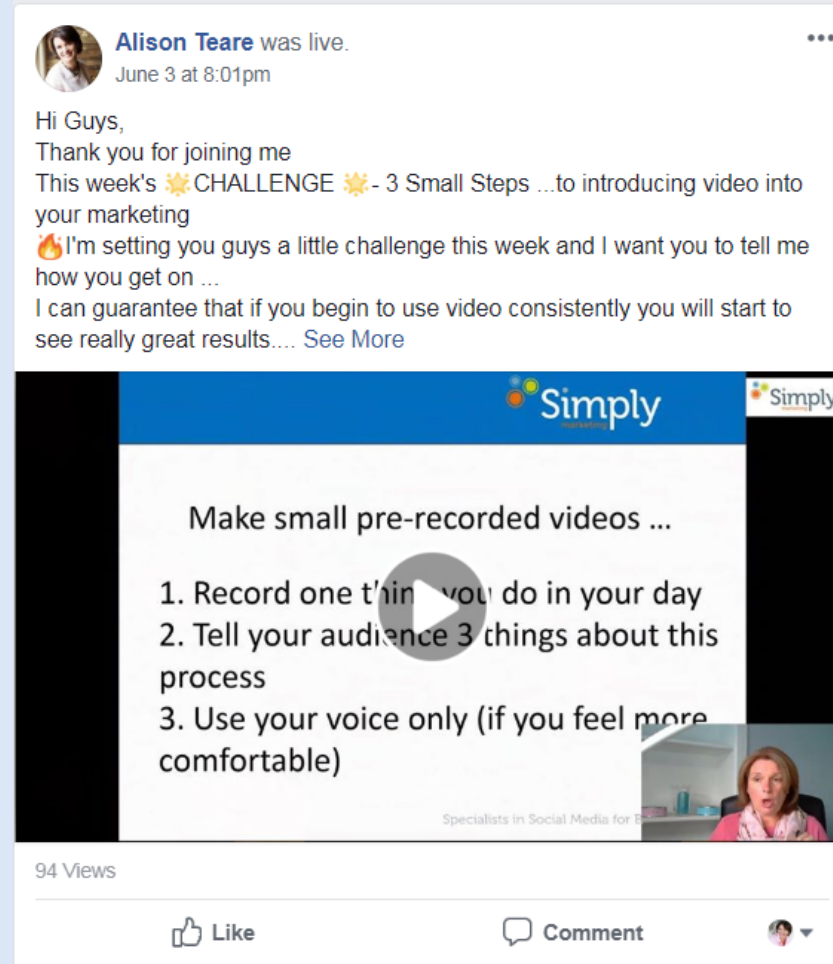
- Commenting 
- Sharing 
- Reacting 

Passive (Neutral)

- Clicking 
- Watching 
- Viewing / Hovering 

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

Why is this important

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

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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

The *Big* three



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Number 1



Produce **great content**
and be helpful

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Number 2



Be consistent

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Number 3



Consider your social media
as a **community**

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What is a community?

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Conversation . . .

National Trust
Yesterday at 8:05 AM · 🌐

When the red red robin comes bob bob bobbin' along, you know it's the first day of December.
You'll want the sound on for this one.



Download

Click to expand

2.7K 206 Comments 672 Shares

Like · Reply · 18h



Author

National Trust They're sure to be keeping an eye on him for you.

Like · Reply · 3h



Terry Devlin Coate water country park Wiltshire.



Like · Reply · 20h



Judy Fisher This little robin wakes me up every morning with her beautiful singing



Like · Reply · 1d



Most Relevant is selected, so some replies may have been filtered out.



Like · Reply · 3d · Edited



Author

National Trust What a beauty. Do you find Cobham Wood a peaceful place to wander in?

Like · Reply · 3d



Feizal Mowlabocus Yes indeed, the cows that graze there don't seem to be bothered and I made sure I gave them their space. The woodland is very characterful with some great looking trees.

Like · Reply · 3d



Feizal Mowlabocus



Like · Reply · 3d

Two-way ...

National Trust
November 26 at 7:45 AM · 🌐

As the seal pup season continues, we can't help but wonder what the final count will be. At Blakeney Point alone, just 25 pups were born in 2001, compared with 3,012 born last winter.

With your support, we're looking after the places seals call home so they can continue to thrive. Thank you.




👍❤️😄 2.2K 125 Comments 143 Shares

Like Comment Share

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Hayley Timmins Not at blakeney point but not far down the coast at winterton on sea. Beautiful!



Like · Reply · 3d

Author
National Trust They're such a joy to watch. Thanks for sharing, Hayley.

Like · Reply · 3d

Louise Andrew Sam!!!!!!

Like · Reply · 5d

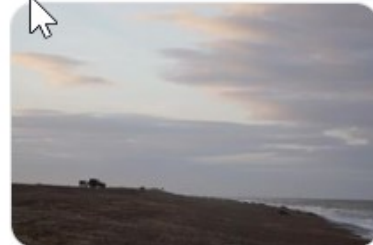
Anna McCrae Remember to sing to seals so that they can sing back to you. Thanks for a great share. X

Like · Reply · 4d

Top Fan
Carole Ellefsen Love seals! ❤️

Like · Reply · 5d

Mat Clifford A stunning and very rewarding place to walk to this time of year!



Like · Reply · 5d

Author
National Trust Agreed. Are you lucky enough to live locally?

Customer relations . . .

- Reply and be seen to care
- Stand out from the crowd – reply to question with a video in the comments
- Send an audio message

A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a 'Milk Kiss' brand, with the words embossed on the waffle cone. The ice cream is white and appears to be vanilla, with some chocolate shavings on top. The hand is holding the cone with a white paper napkin. The background is a blurred beach scene with blue water and a clear sky.

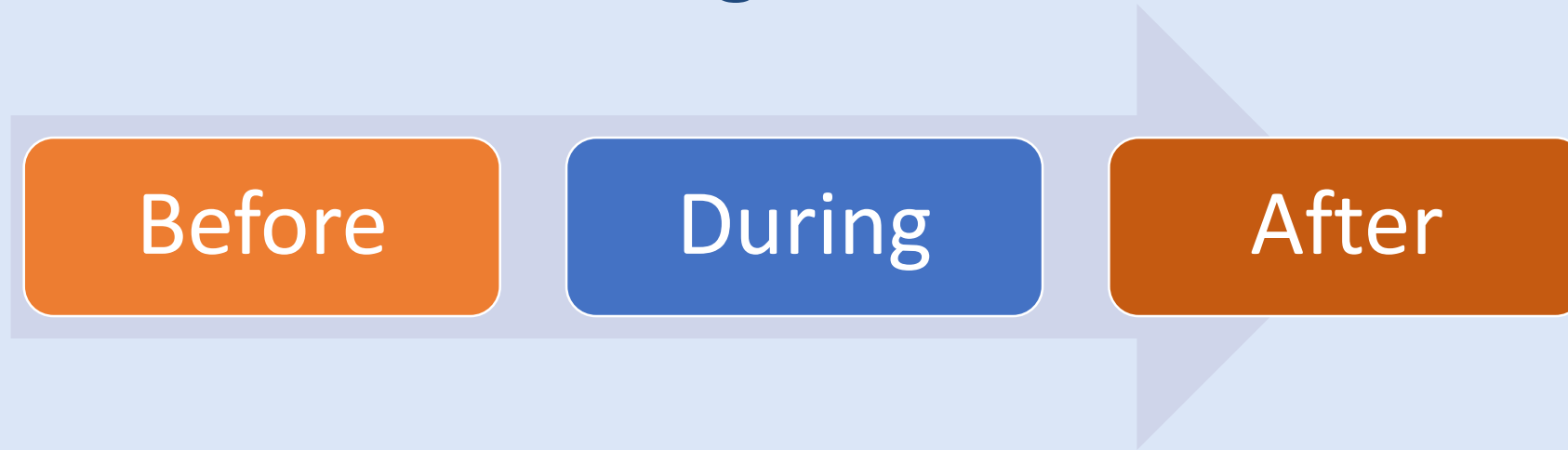
Event Timeline

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Not in isolation

This is a journey

Content before during and after the event



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Collaboration

Competition
isn't always a
threat

How can you collaborate



- Interview others
- Write blogs about others – Link backs are great for SEO
- Videos and joint ventures – can cut costs
- Referral schemes

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How can you collaborate



- Coupons and discounts
- Share others content – photographers / attraction providers / restaurants / taxi companies

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How can you collaborate

A screenshot of a Facebook post from 'Go Ape!' dated October 30. The post text reads: 'We've teamed up with Ellis Brigham and Walker Books for the launch of Helen Skelton's new book Wild Girl: How to Have Incredible Outdoor Adventures. Follow the link below for your chance to win a £100 Ellis Brigham Gift card, a Go Ape Family ticket and a copy of the book. Enter before the 30th of October. Terms and conditions apply. https://goapetri.be/2owGhyk'. Below the text is a promotional graphic with a green and brown background. It features the text 'WIN A GO APE FAMILY TICKET' and 'PLUS a £100 Ellis Brigham gift card and a copy of Wild Girl'. The graphic also includes a photo of a child ziplining and the cover of the book 'Wild Girl' by Helen Skelton, illustrated by Liz Kay. The book cover is red with white and yellow text. At the bottom of the post, it shows 22 likes, 1 comment, and 1 share.

Go Ape!
October 30 · 🌐

We've teamed up with Ellis Brigham and Walker Books for the launch of Helen Skelton's new book Wild Girl: How to Have Incredible Outdoor Adventures. Follow the link below for your chance to win a £100 Ellis Brigham Gift card, a Go Ape Family ticket and a copy of the book. Enter before the 30th of October. Terms and conditions apply.
<https://goapetri.be/2owGhyk>

WIN
A GO APE
FAMILY TICKET

PLUS a £100 Ellis Brigham
gift card and a copy of
Wild Girl

HELEN SKELTON
**Wild
GIRL**
How to have
INCREIBLE OUTDOOR
ADVENTURES
Illustrated by LIZ KAY

WALKER BOOKS

22 1 Comment 1 Share

Marketing made easier

A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'MILKISS' embossed on it. The ice cream is a thick, white vanilla swirl. The hand is holding the cone with a white paper napkin. The background is a blurred beach scene with blue water and a clear sky.

What others say

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Repurpose Testimonials



- ✓ TripAdvisor reviews
- ✓ Taken from visitors book
- ✓ Video testimonials – Facebook/YouTube/ Website
- ✓ From social media – screenshot add to highlights

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A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a 'Milk Kiss' brand, with the words embossed on the waffle cone. The ice cream is white and appears to be vanilla, with some chocolate shavings on top. The hand is holding the cone with a white paper napkin. The background is a blurred blue sky and water.

Aspirational content

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A place you would like to be in winter



What would you post?

What medium would you use?

What would be the message?

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Content for this couple?



Marketing made easier

Content for this family?



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Real Engagement . . .
Comes from video

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A close-up photograph of a hand holding a Swiss roll ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. It is topped with a large, soft-serve scoop of white vanilla ice cream and a chocolate wafer roll. The background is a blurred blue sky and water.

Why Video

60% more
engagement and
reach with video

*Creating video doesn't have to be
a nightmare*

Start small

Embrace raw

Don't look for perfection

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Why is this important

- ✓ Not a nice to have – It's a MUST have
- ✓ What social wants, because it's what the audience wants
- ✓ What the algorithms love

Adding you video to your social

Where will I put my video



LinkedIn Video upload and Live

Twitter Video upload and Live

Instagram In your grid – stories – IGTV and LIVE

Facebook Video upload, Live and Stories
Watch Party

YouTube Video upload and Live

Comments – Replies – Messenger



Where will I put my video



Record on mobile – upload directly

Use GoPro – break into smaller

Interview or record others

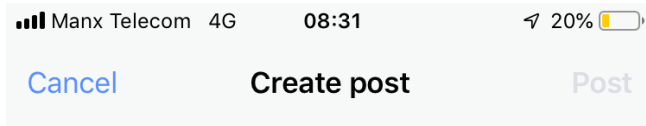
Voice over video

Use a mobile APP – create a short film



LIVE Video



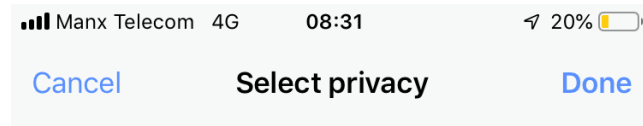


Alison Teare

Friends

What's on your mind?

- Photo/Video
- Tag people
- Feeling/Activity
- Check in
- Live video
- Background colour



Who can see your post?

Your post will appear in News Feed, on your profile and in search results

- Public
Anyone on or off Facebook
- Friends
Your friends on Facebook
- Friends except...
Don't show to some friends
- Only me
Only me
- See all



Practice going LIVE on your personal page

Set your post to 'ONLY ME'



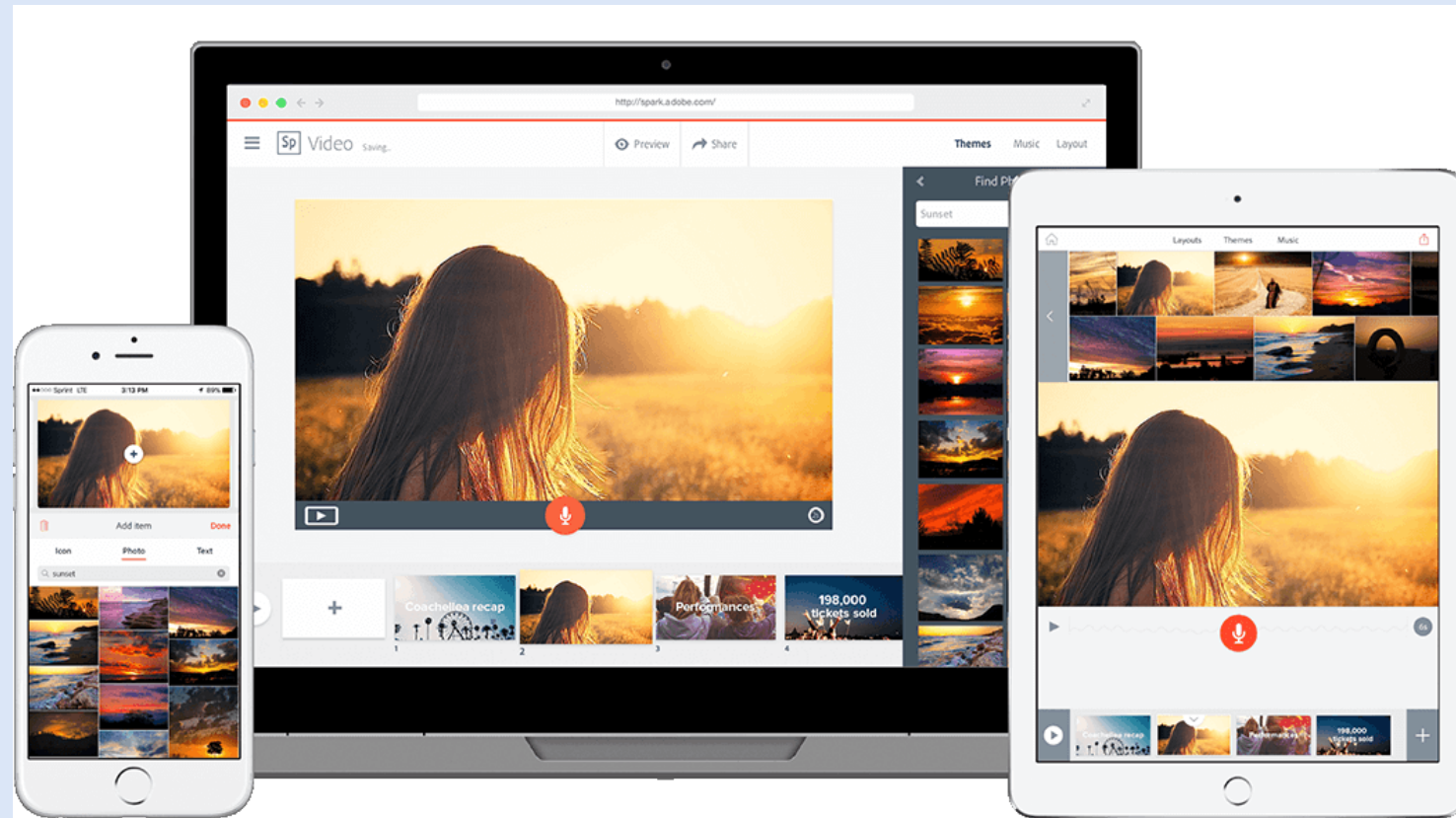
Make a video with an App



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Make a video with an App

Adobe Spark
Video



Marketing made easier

Instagram

Stories

Perfect for Attraction Providers

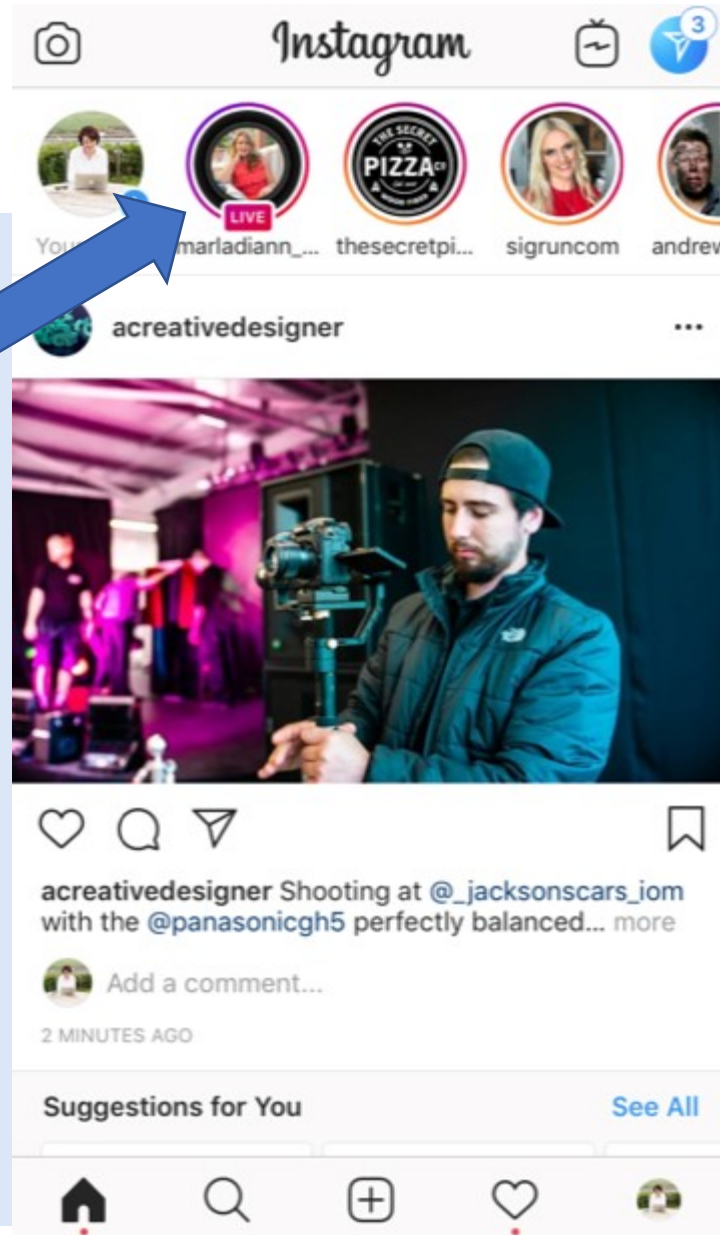
So Instagram is . . .

Made up of 5 elements

1. Stories
2. Highlights
3. Live
4. IGTV – Instagram TV
5. The Grid

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Stories . . .

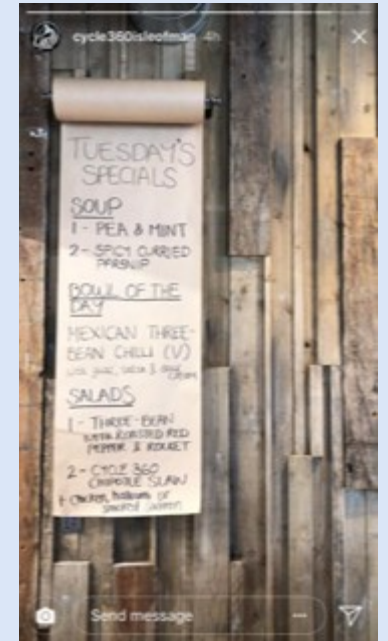
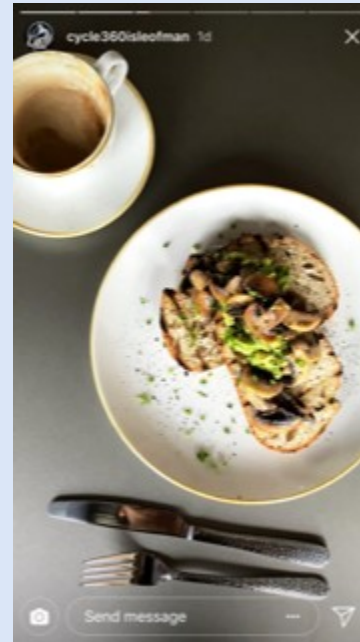


Document your
day,

humanise your
business

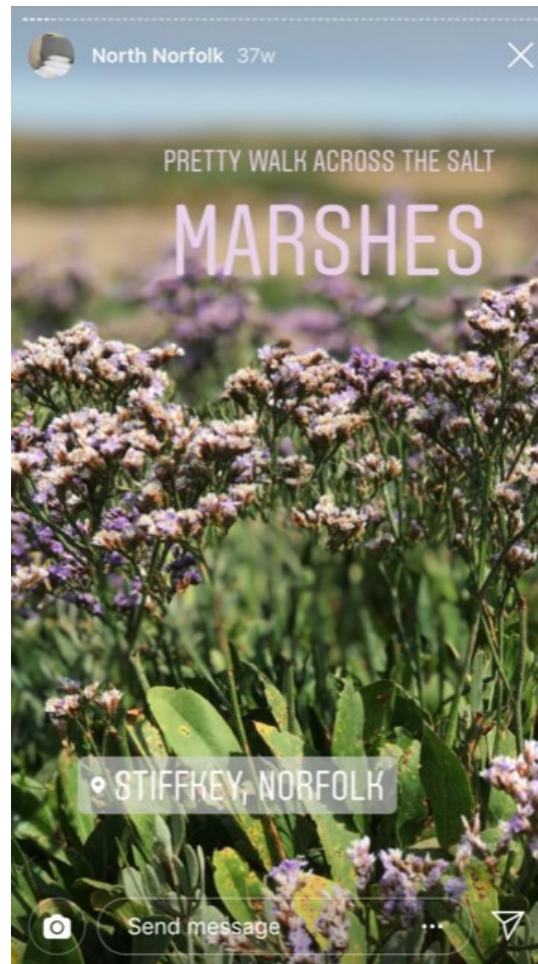
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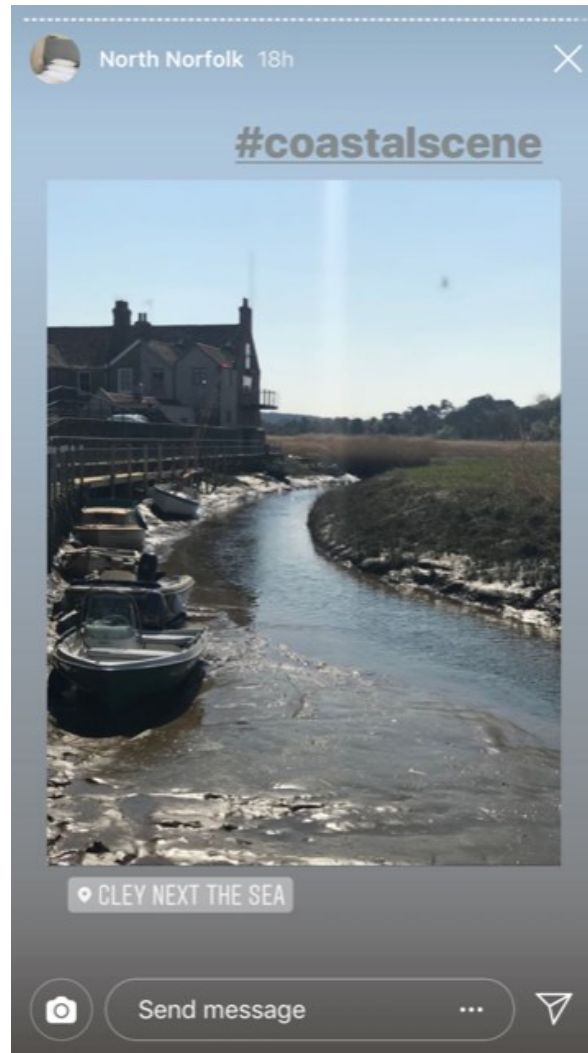
Stories document your day

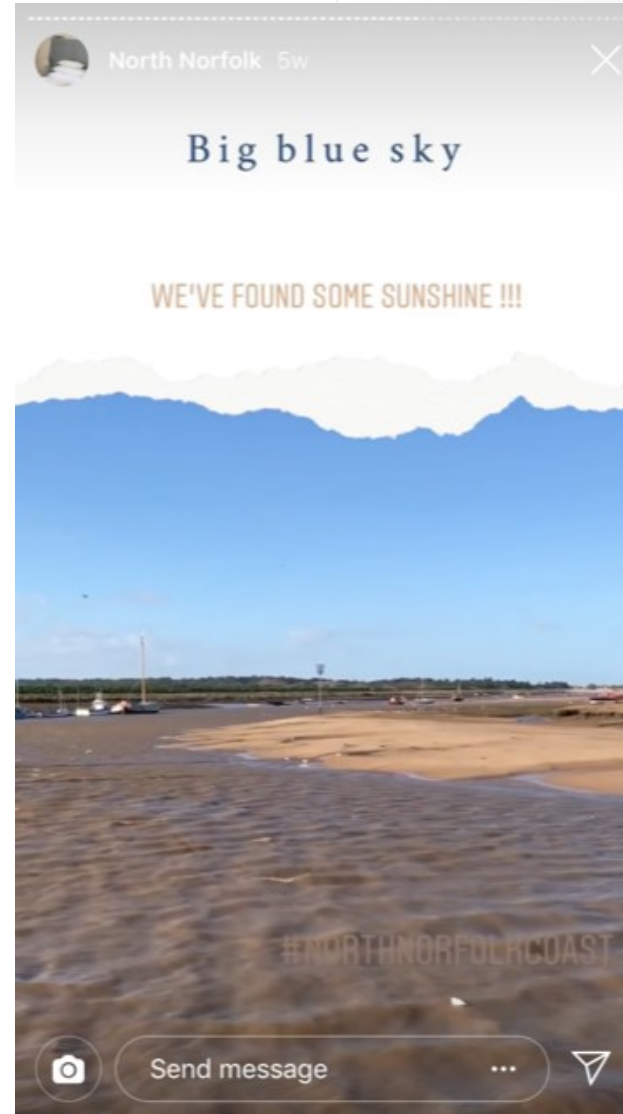
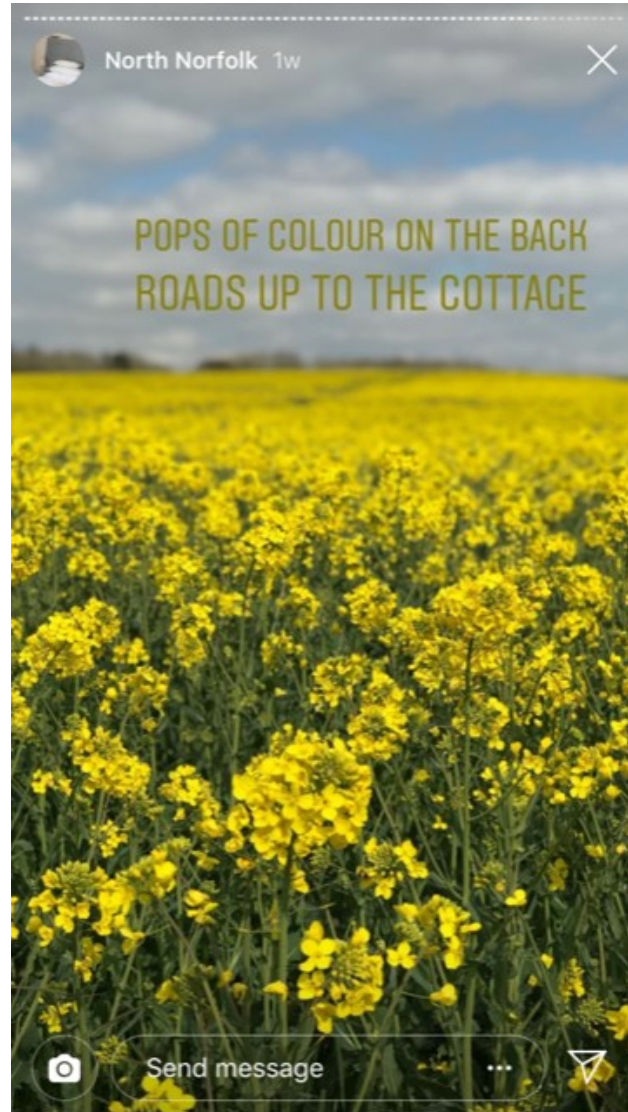


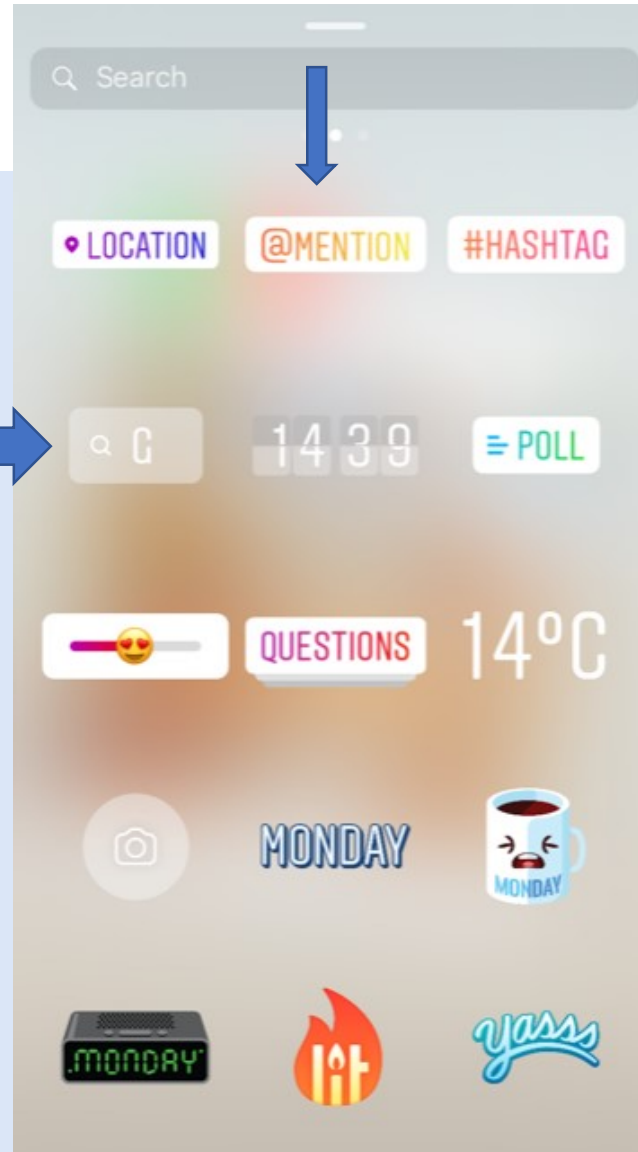
humanise your business

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Stories
allow you
to be
amazingly

creative

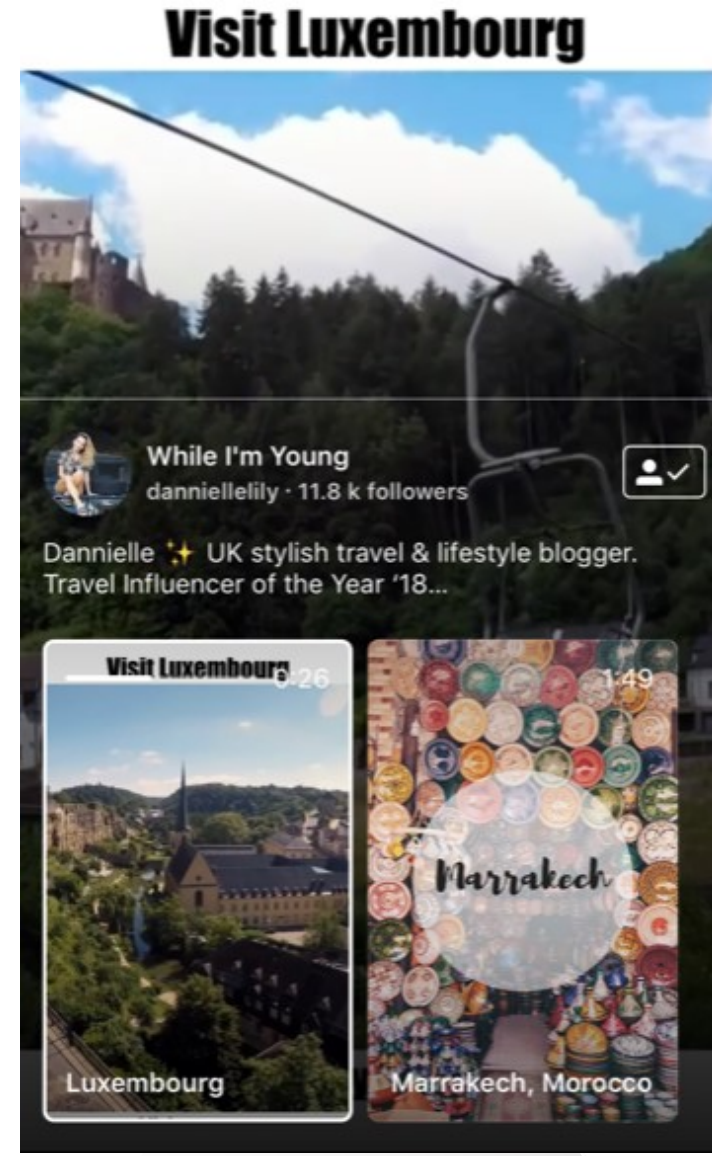
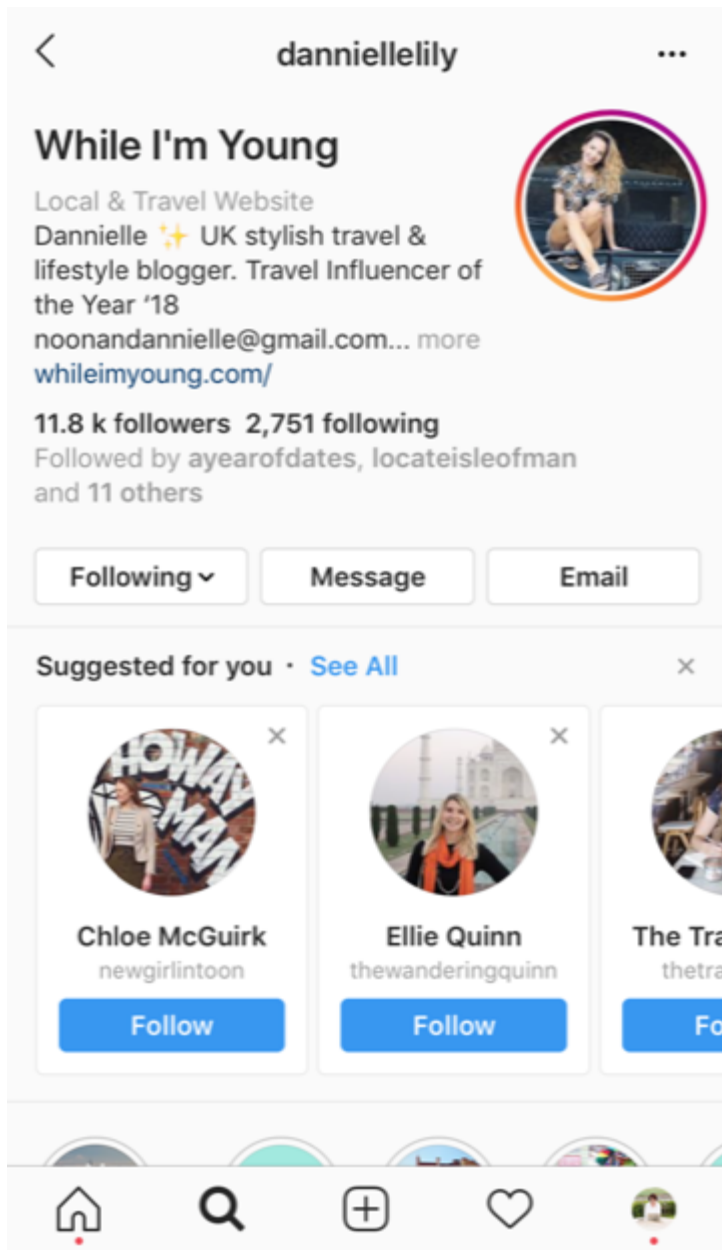
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Your turn . . .

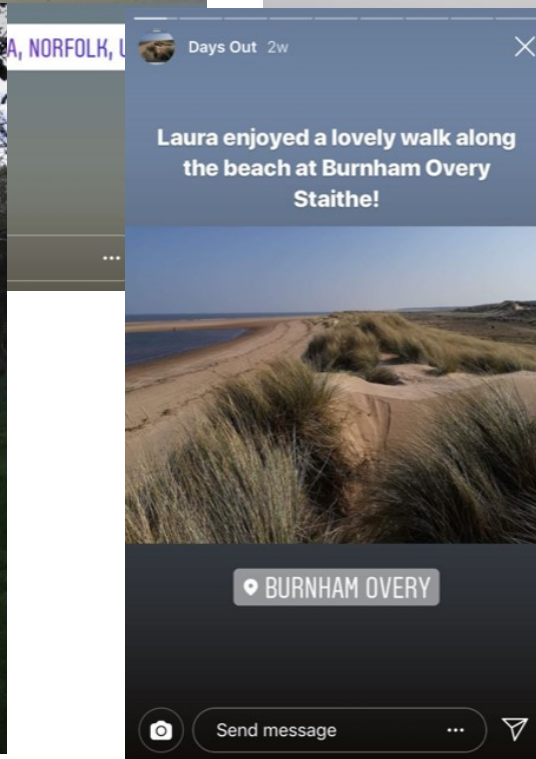
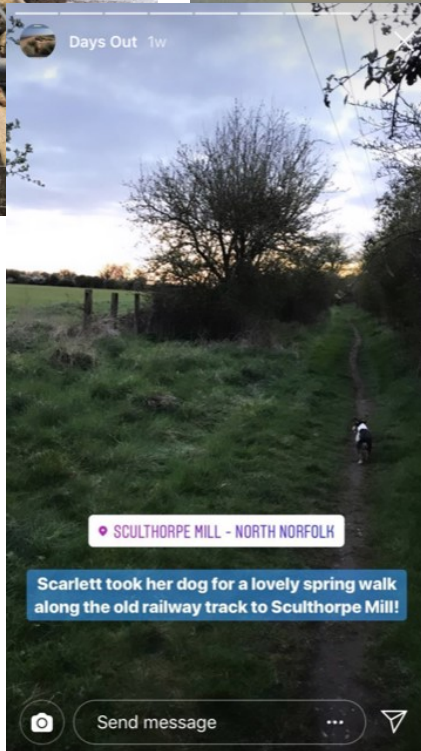
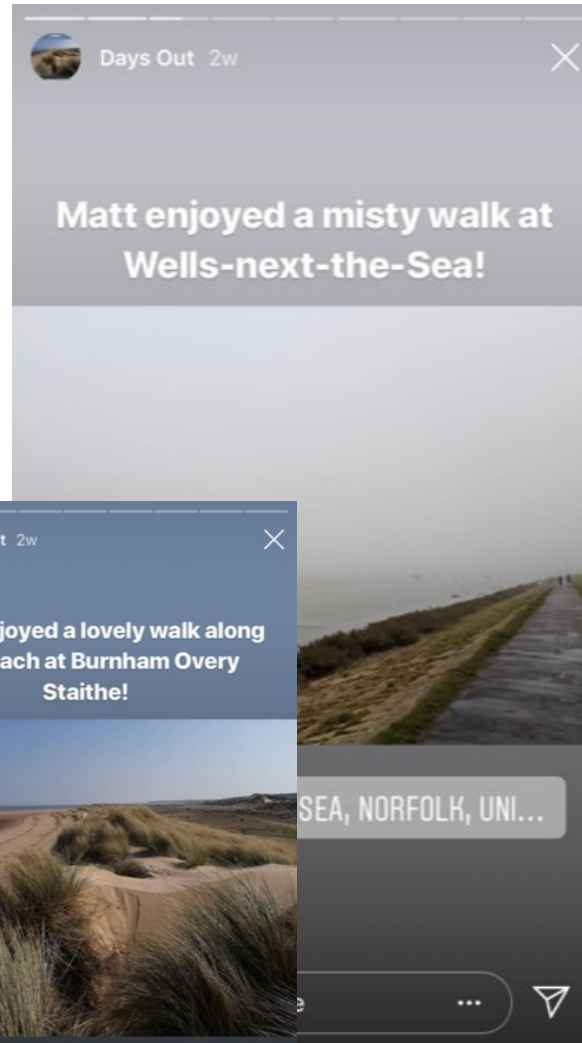
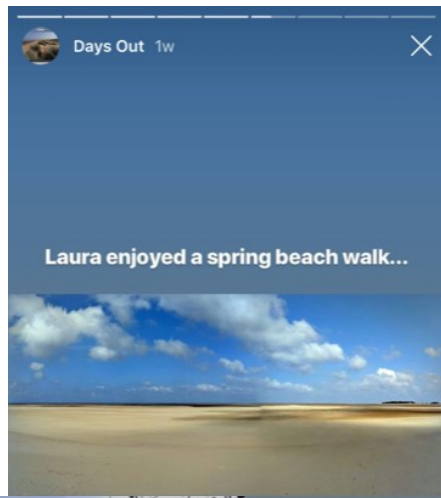
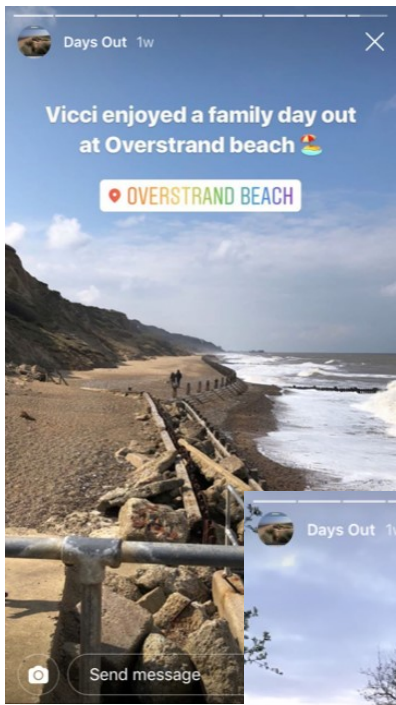
Write 3 ideas for
stories for your ideal
customer

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Instagram Highlights



Days Out - Highlight





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Things to Do in Isle of Man

When are you travelling?

 Start Date

 End Date

 Search

[Top Things to Do](#) [Tours & Tickets](#) [Day Trips](#)

 View map

Browse by Category



Sights & Landmarks



Speciality Museums



Museums



Churches & Cathedrals



Nature & Wildlife Areas



Photography Tours

Popular Cities in Isle of Man



Douglas



St Johns



Peel



Laxey

Very few attraction providers are featured under

Things to do Isle of Man

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Europe > United Kingdom (UK) > Isle of Man > Foxdale > Things to do in Foxdale > Ape Mann Adventure Park

Ape Mann Adventure Park, Foxdale: Address,

Ad closed by Google

Stop seeing this ad

Why this ad? ▶

Ape Mann Adventure Park

★★★★☆ 64 Reviews

#2 of 2 things to do in Foxdale

Outdoor Activities, Other Outdoor Activities

📍 South Barrule Plantation, Foxdale IM2 6PP

Too specific a location?

Europe > United Kingdom (UK) > Isle of Man > Ramsey > Things to do in Ramsey > The Venture Centre

The Venture Centre, Ramsey: Ho

Ad closed by Google

Stop seeing this ad

Why this ad? ▶

The Venture Centre

★★★★☆ 30 Reviews

#4 of 10 things to do in Ramsey

Fun & Games, Game & Entertainment Centres

📍 The Venture Centre Jacks Lane, Lewaigue Farm, Ramsey IM7 1AW

🕒 Open today: 09:00 - 20:00

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Call of the Wild - explore the Isle of Man off the beaten track

Save | Share



Select Date and Travellers

From
£95.00

2 Dec

2 travellers

Options

Select tour language ▾

Check Availability

- ✓ Free Cancellation up to 24 hours in advance
- ✓ Low Price Guarantee ⓘ
- ✓ No Booking Fees ⓘ

Isle of Man is a small enough search term?

Overview Itinerary What to Expect Important Information Reviews Related Activities

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Photography Tours, Isle of Man

A professional photographer with passion, humour & imagination (and a shed full of awards).

#5 of 5 Transportation in Douglas
Other, Transportation, Tours, More

📍 Douglas, United Kingdom

More ▾

About Photography Tours, Isle of Man

David (that's me) is an accomplished and well respected photographer throughout the industry. He is a regular speaker, judge and educator at many prestigious events and societies throughout the world. Aside from a busy studio business, David invites photographers to the Isle of Man for 'one to one' photographic training at his four star B&B home and adjacent studio. You are in safe hands.

Why book with Photography Tours, Isle of Man

I am a professional photographer
I have been a photographer for almost fifty years.
French
Italian

Tours & Tickets Reviews Q&A

♡ Save ➔ Share

Tours and Tickets by Photography Tours, Isle of Man



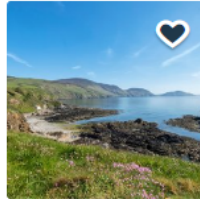
Photograph the Isle of Man's Victorian Railway Networks - half day

This is a unique and private opportunity to visit and photograph our world famous Victorian transport networks.

🕒 4 hours

from
£98.00

[More Info](#)



Photography Tours around the Isle of Man - Western Coastline - Half Day

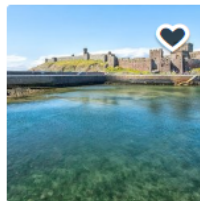
If you have brought your camera for a holiday, this is the perfect way to visit and photograph the Isle of Man.

[Read more](#)

🕒 4 to 5 hours

from
£98.00

[More Info](#)



Photography Tours around the Isle of Man - Western Coastline - Full Day

If you have brought your camera for a holiday, this is the perfect way to visit and photograph the Isle of Man.

[Read more](#)

🕒 8 to 9 hours

from
£158.00

[More Info](#)



Photograph the Isle of Man's Victorian Railway Networks - full day

from
£158.00

Complete your profile – Give the search engines something to work with!!

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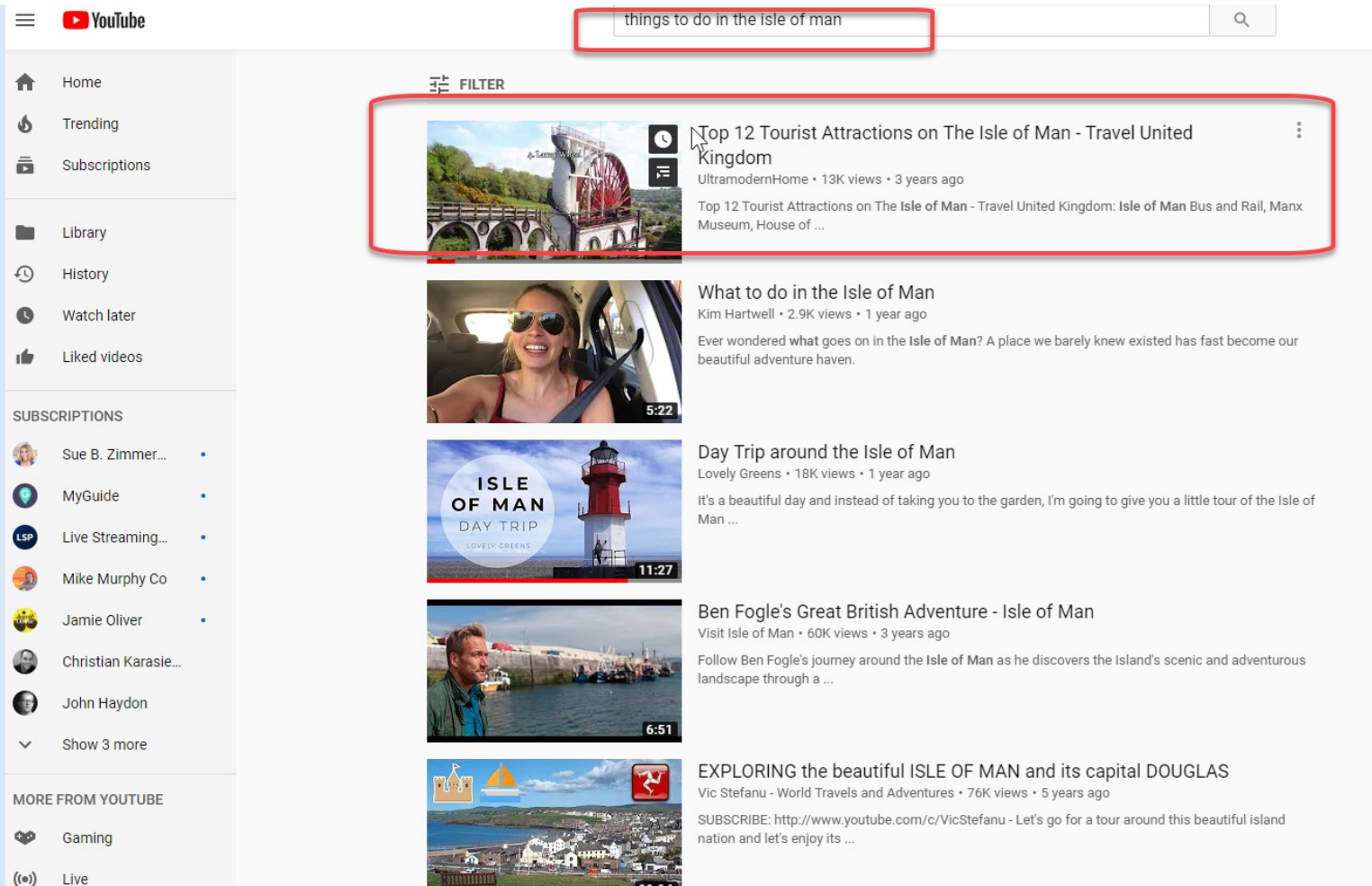
*You are most likely to
be discovered on*



Why YouTube

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It's an OPEN goal



The screenshot shows a YouTube search interface. The search bar at the top contains the text "things to do in the Isle of man". Below the search bar, a list of video results is displayed. The first result, titled "Top 12 Tourist Attractions on The Isle of Man - Travel United Kingdom", is highlighted with a red rectangular box. This video is from the channel "UltramodernHome" and has 13K views, posted 3 years ago. The description lists attractions such as the Isle of Man Bus and Rail, Manx Museum, and House of ...

Other visible results include:

- "What to do in the Isle of Man" by Kim Hartwell (2.9K views, 1 year ago). Description: "Ever wondered what goes on in the Isle of Man? A place we barely knew existed has fast become our beautiful adventure haven."
- "Day Trip around the Isle of Man" by Lovely Greens (18K views, 1 year ago). Description: "It's a beautiful day and instead of taking you to the garden, I'm going to give you a little tour of the Isle of Man ..."
- "Ben Fogle's Great British Adventure - Isle of Man" (60K views, 3 years ago). Description: "Follow Ben Fogle's journey around the Isle of Man as he discovers the Island's scenic and adventurous landscape through a ..."
- "EXPLORING the beautiful ISLE OF MAN and its capital DOUGLAS" by Vic Stefanu (76K views, 5 years ago). Description: "SUBSCRIBE: <http://www.youtube.com/c/VicStefanu> - Let's go for a tour around this beautiful island nation and let's enjoy its ..."

Marketing made easier

A close-up photograph of a hand holding a soft-serve ice cream cone. The cone is a golden-brown wafer with 'SWISS' embossed on it. It is topped with a large, overflowing scoop of white vanilla soft-serve ice cream. A chocolate wafer cookie is tucked into the side of the ice cream. The hand is holding the cone by the bottom, which is wrapped in a white paper napkin. The background is a blurred blue sky and water.

What content are
you going to create

Tips for production



Marketing made easier

Recording the video







- ✓ Keep the intro short
- ✓ The HOOK within the first 5 seconds – what is the video about
- ✓ Use a card to reference another video

Each video needs







- ✓ Focus on the title
- ✓ A good thumbnail
- ✓ A good description – organic keywords
- ✓ Links to other videos

Each video needs

Uploads ▶ PLAY ALL

 <p>BENEFITS OF QUICK STEERING 5:13</p>	 <p>ROAD TYRES ON TRACK? 6:13</p>	 <p>BEST CORNERS FOR KNEE DOWN? 5:15</p>	 <p>BODY POSITION TRANSITION 4:57</p>	 <p>DEALING WITH NERVOUSNESS 4:53</p>	 <p>HOW DO YOU TRUST THE TYRE? 6:20</p>
Where is Quick Steering Beneficial on Track? 8.4K views • 4 days ago	Using Road Tyres on Track: Can You? And Best Road &... 26K views • 1 week ago	Motorcycle Knee Down: Best Places to Practise on the... 8.7K views • 2 weeks ago	Body Position Transition: When & How to Move When... 10K views • 1 month ago	How to deal with nervousness before riding o... 4.3K views • 1 month ago	How to get more confidence in your tyres on track 29K views • 1 month ago

Track Bike Advice ▶ PLAY ALL

 <p>ROAD TYRES ON TRACK? 6:13</p>	 <p>WHEN TO UPGRADE? 5:20</p>	 <p>5 TIPS TO IMPROVE BRAKING PERFORMANCE 5:07</p>	 <p>DO YOU NEED RACE TYRES? ROSSO CORSA II REVIEW 7:44</p>	 <p>FIRST IMPRESSIONS STREET TRIPLE R 6:00</p>	 <p>600 VS 1000 6:27</p>
Using Road Tyres on Track: Can You? And Best Road &... Life at Lean 26K views • 1 week ago	When to Upgrade Your Track Motorcycle? Upgrading in... Life at Lean 13K views • 9 months ago	5 Tips to Improve Motorcycle Brakes for the Track Life at Lean 16K views • 10 months ago	Do You Need Race Tyres? Pirelli Diablo Rosso Corsa II... Life at Lean 63K views • 1 year ago	New Bike Impressions: 2014 Street Triple R Track Review Life at Lean 13K views • 1 year ago	600cc vs 1000cc on Track: The Differences & Which is... Life at Lean 568K views • 1 year ago

Marketing made easier

When you are
recording a video



Marketing made easier

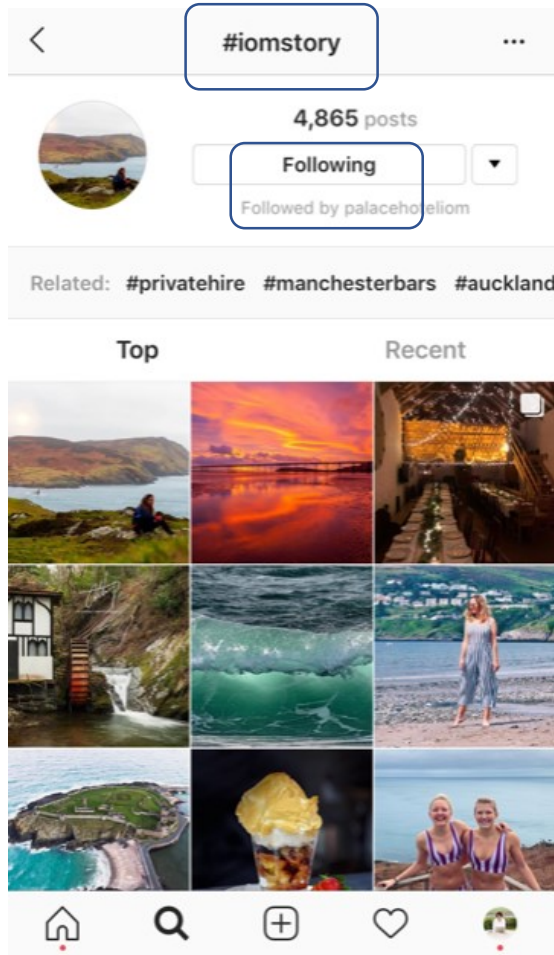
Each video needs

- ✓ Plan your video in advance
- ✓ Think how will you get your message across in the quickest period of time
- ✓ Edit for retention
- ✓ Pattern interrupts

What is a hashtag

and how do we use it?







Trending



WHICH SOCIAL MEDIA PLATFORMS USE HASHTAGS?

ALL OF THEM,
BUT THEY ARE MOST EFFECTIVE ON:



INSTAGRAM



TWITTER

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.

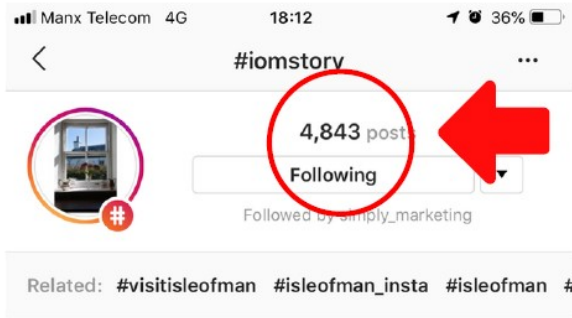


For the purposes of your social media try adding 1 or 2 relevant hashtags to each post if you are using any of the other platforms.

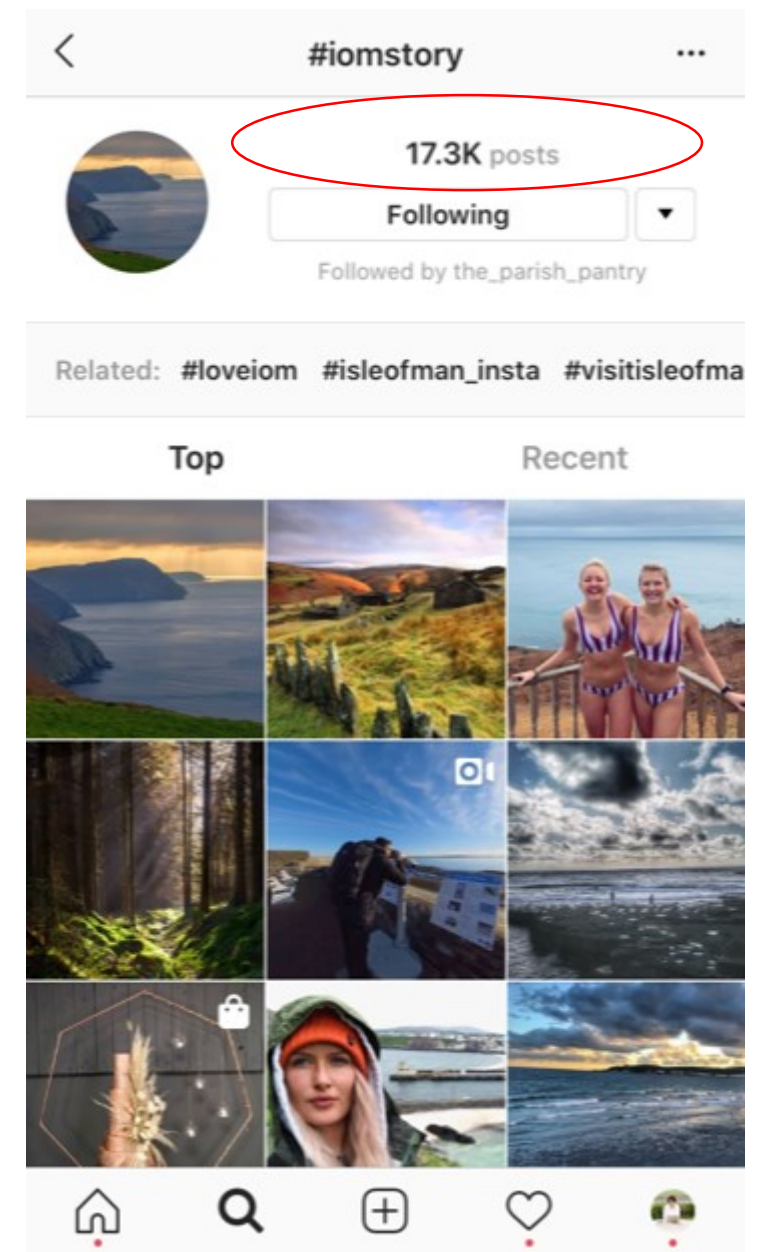
#IOMSTORY

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



#IOMstory

#IsleOfMan

#IOM

#Visitisleofman

@visitisleofman

@BiosphereIOM

@ourislandim

Make your content count

So What

Create content categories



- Out & about
- Eating out
- Things to do
- Family fun
- Seasons

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Types of posts

- Spotlight – a guest/review/
- Announcement – new room/special rate
- Education – inform /explain
- Behind the scenes – the people /the faces

Types of posts

- Video with a teaser – send them to your website
- Step-by-step – a guide to
- Inspirational / aspirational – a place you want to be

- 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



Social Media for Attraction Providers