

LEVEL UP YOUR OUTREACH: PR & Social Media Tips

January 24, 2017



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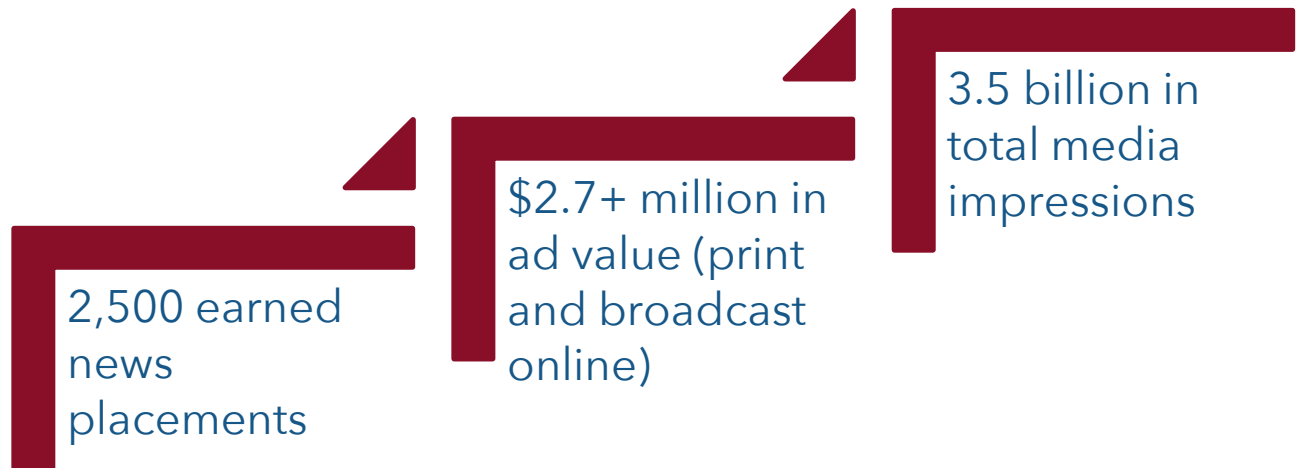
PR BASICS

Five Tips for Effective Media Relations



Media Reach & Engagement

- Last year, **792** media touchpoints (15-16)
- **200+** journalist site visits supported
- **746** proactive pitches (12% increase)





BEST IN THE U.S.

The US destinations you need to see in 2017

TRAVEL+LEISURE

18 Best Cities in America for Solo Travelers

T+L | TRIP IDEAS | SOLO TRAVEL

18 Best Cities in America for Solo Travelers

We picked these domestic locales based on accessibility, friendliness, and number of attractions.

USA TODAY

Search

NEWS SPORTS LIFE MONEY TECH TRAVEL OPINION 42° CROSSWORDS WASHINGTON VIDEO

Asheville, N.C. beer trail: The south's star scene

Anne Roderique-Jones, Special for USA TODAY 6:19 a.m. ET Jan. 11, 2017



ShermansTravel
HAND-PICKED DEALS. EXPERT ADVICE.

FEATURE

8 Hottest Restaurants and Bars in Asheville

BY SARA VENTIERA | JANUARY 10, 2017

ZAGAT



CONDE NAST
Traveler

Exploring Asheville Beyond its Famous Food Scene

SHARE YOUR T

Exploring Asheville Beyond its Famous Food Scene

by Kevin West • November 11, 2016



Asheville's food scene is exploding. But there's something else drawing crowds to this postmodern utopia that celebrates both its regional past and the global zeitgeist.

Asheville, NC: The Coolest Town You've Not Visited

December 28, 2016 by Anne Roderique-Jones



Arts A
Food
Weeke
Asheville

1) KNOW YOUR ANGLES

Refine your story craft



Refine your story craft

Perennial Story Themes: Where do you fit? What's relevant right now? Where do your layers intersect?

- ❖ Wellness
 - ❖ Romance
 - ❖ Adventure
 - ❖ Cultural
 - ❖ Arts, Music
 - ❖ Pet Friendly
 - ❖ Solo Travel
 - ❖ Culinary
 - ❖ Multi-generational
 - ❖ LGBTQ
 - ❖ Girlfriend/Guys Getaways
 - ❖ Tech
 - ❖ How-To
 - ❖ Seasonal/Holiday
 - ❖ Luxury/Above-and-Beyond Service
 - ❖ Green
 - ❖ Wedding & Honeymoon
 - ❖ Best of/Superlatives (super scenic, longest, first, oldest)
 - ❖ Insider/Travel Like A Local
 - ❖ Immersive, one-of-a-kind-experiences
 - ❖ Profile
 - ❖ Historical
 - ❖ Family Travel
-

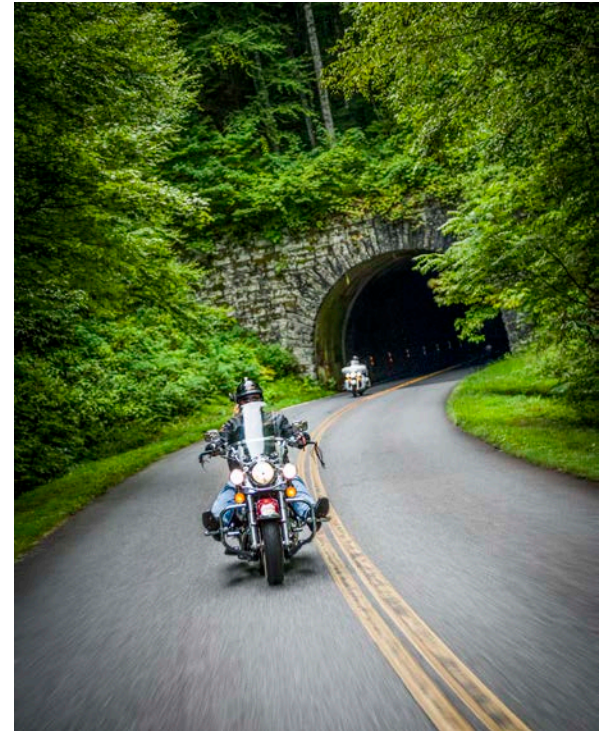
2) MAKE THE MEDIA "SWIPE RIGHT"

Connecting with your story pitch



Online dating profile vs. elevator speech

- Think about who you want to attract
- Differentiate yourself
- Be authentic, don't oversell
- Be specific, paint a picture...better yet, USE a picture (a really good one)
- Steer clear from clichés
- Be concise and memorable
- Be HOT (topic)
- ANSWER: SO WHAT? WHY NOW?



PRO TIP: Your life outside the business can enhance your story (i.e. the B&B owners who are also motorcycle enthusiasts)

3) SO...YOU'RE NOT NEW

Overcoming media obsession with shiny things



Overcoming new, now, next

- **Make your own news.** Develop programming that is new (OR at least feels new) and share the story behind it.
- **News Alignment:** Align your program with something newsworthy or timely, a national trend, an Asheville trend or an untold story.
- **Partner Up:** Use your package to tell a story (and to show off your angles). You don't need all of the story elements, you can rely on your partners.

Overcoming new, now, next

- Ideas for packaging and Repackaging:
 - ❖ Off-the-menu items, menu hacks, secret menus
 - ❖ Behind-the-scenes experiences w/ your experts
 - ❖ Immersive, hands-on, day-in-the-life experiences
 - ❖ Surprise and delight (A.K.A. the tableside guacamole effect)
 - ❖ Ultra-VIP
 - ❖ Create a travel package for www.ExploreAsheville.com
- PRO TIP: A package doesn't have to sell, especially if it makes headlines and gives you something fresh to talk about.

4) MASTER THE HUMBLEBRAG

Maximizing face time with media



Working with media

- Be open to hosting media.
- Maximize every opportunity.
- Ask questions. Aim for a personal connection w. media.
- Humblebrag! It's okay. **Don't assume that media know a thing about you.** (Just keep it humble.)
- Make yourself available. Be there. Prepare your staff...or they won't tell be able to tell your story. They should always know what to do if media show up.
- Respond quickly, follow up and check in from time to time with valuable updates.

PRO TIP: Google "HARO Help a Reporter Out" query service

5) HAVE A WINGMAN

That's us!



Let us help

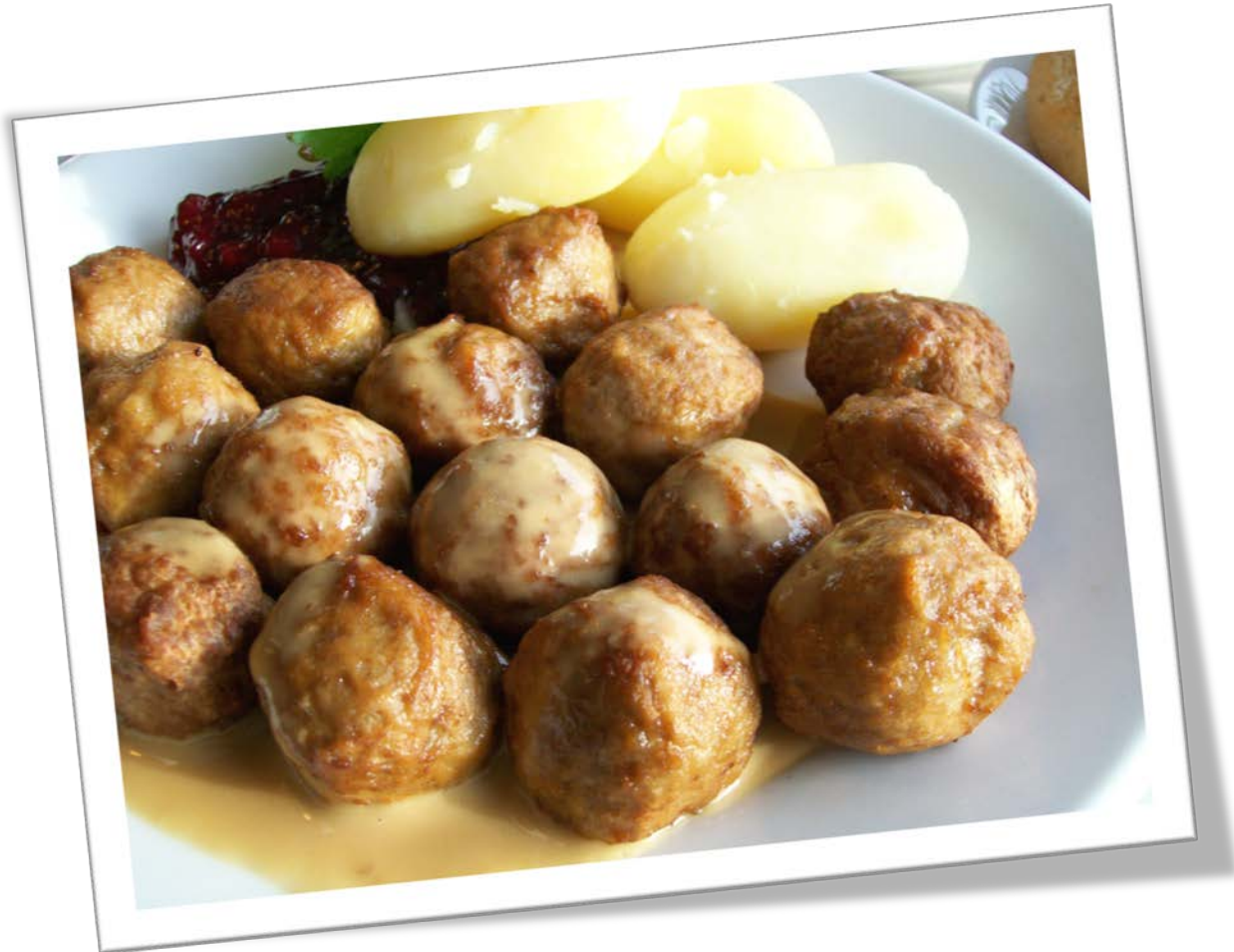
- Think of the CVB like a media outlet:
news@exploreasheville.com
- **WHAT TO SHARE:** Your news, pitches, background info and new experiences (we love press releases, but informal and behind-the-scenes insight is often just as useful)
- **BE A SOURCE/HOST:** Make sure we have your “on deadline” contact info, including your cell
- **LET US VET:** Glad to help vet inquiring media
- **STORY SUPPORT:** CVB is glad to extend your PR efforts by offering your media contacts photos, b-roll, accommodation logistic support, background info, local connections and a warm welcome.

SOCIAL MEDIA TIPS

or Five Easy Things You Can Do This Week to
Take Your Social Media Game to the Next Level

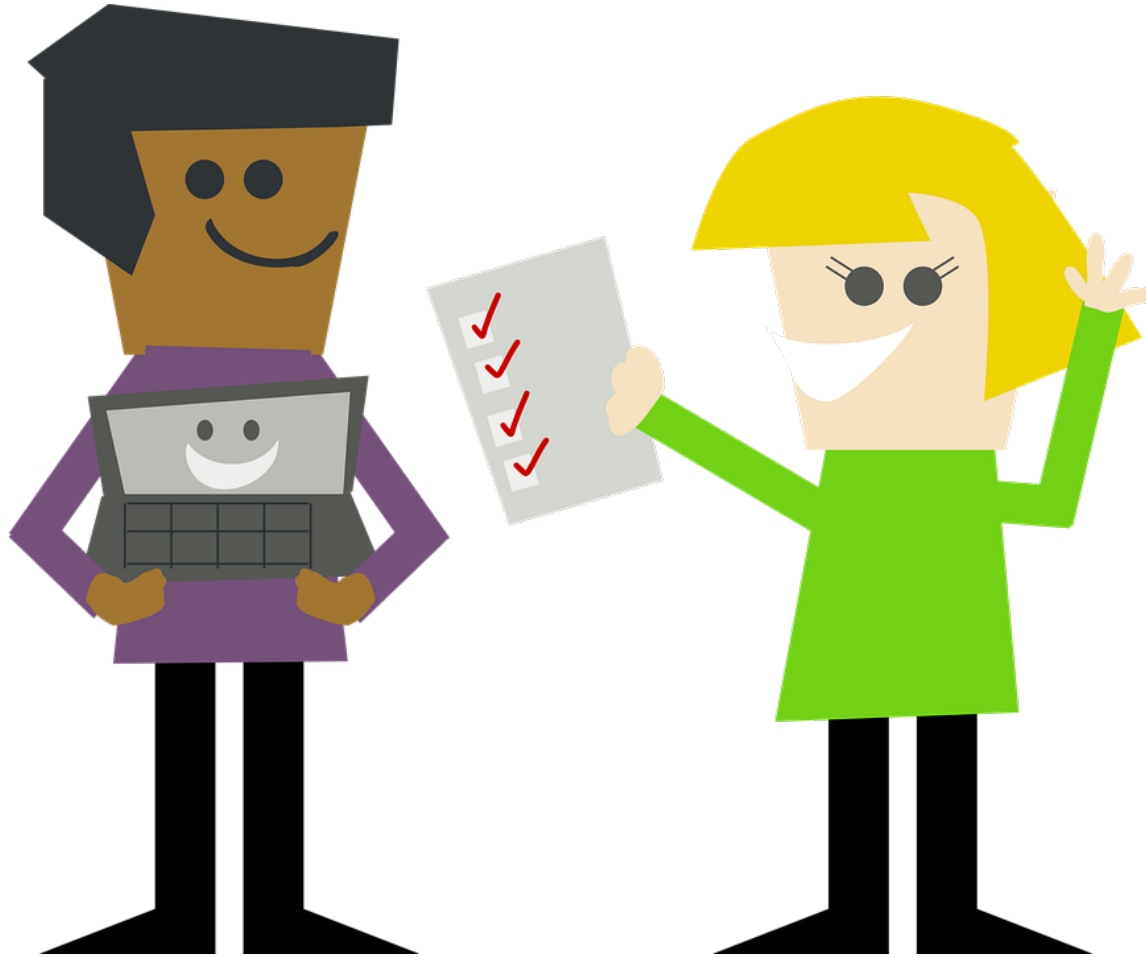


Introducing: Gramma's Great Meatballs



Asheville's Newest Fictitious Eatery - Coming Soon!

Step #1: Check Off the Basics



Step #1: Check Off the Basics

- ❑ Ensure hours & location are posted prominently on your website.
- ❑ Complete your ExploreAsheville.com listing.
- ❑ Complete the About section of your Facebook page.
- ❑ Include social profile links on your website and on your ExploreAsheville.com listing.
- ❑ Claim your Google My Business, Yelp & TripAdvisor listings.
- ❑ Gather social account logins/passwords.
- ❑ Download social media apps to your devices.
- ❑ Ready your business to create good content.
 - ❑ Identify well-lit areas for photography
 - ❑ Test cell signal/WiFi for live broadcast
 - ❑ Purchase/research basic equipment & tools
- ❑ Understand your brand identity and voice.
- ❑ Make time for social media.
 - ❑ Put it on the calendar
 - ❑ Consider scheduling tools

Step #2: Start Listening



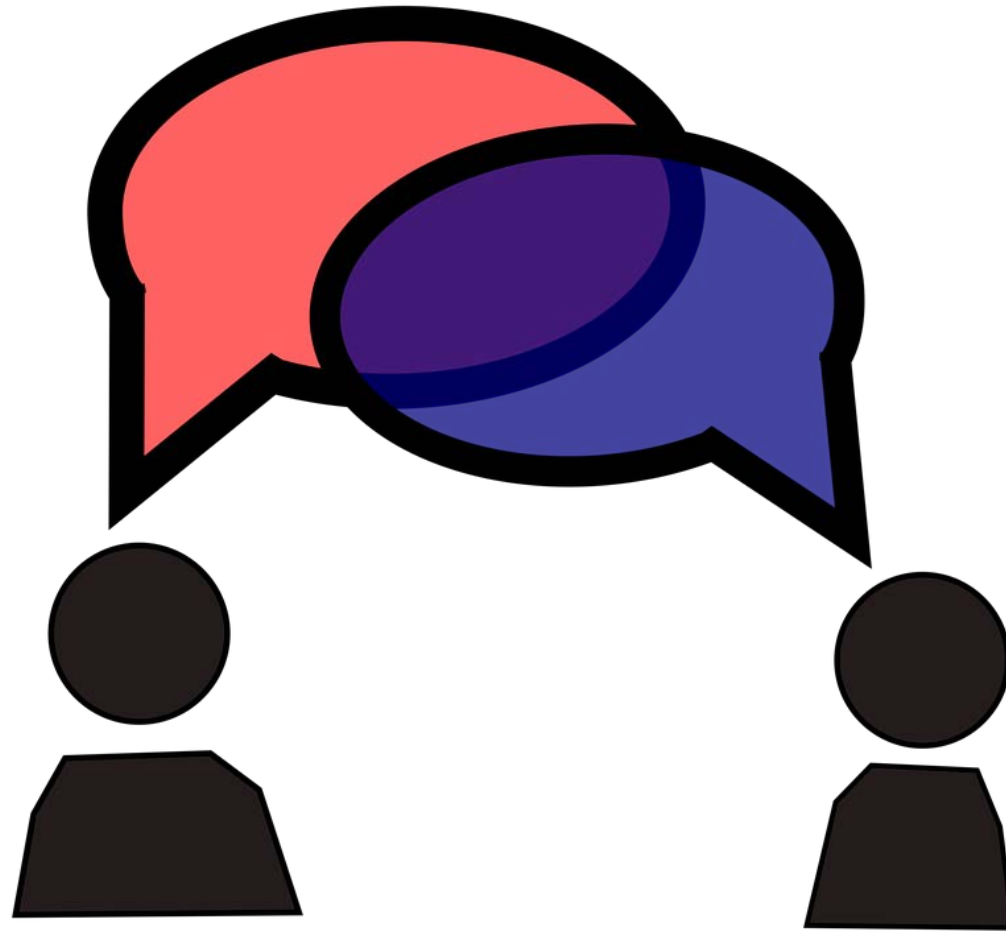
Step #2: Start Listening

- Check out free tools: TweetDeck, Hootsuite
- Set up a dashboard with a variety of searches:
 - ❖ Your social handle (@GrammasMeatball)
 - ❖ Business name (Gramma's Great Meatballs)
 - ❖ Your product ("meatballs")
 - ❖ Your location ("eat in Asheville?" + geo tags)
 - ❖ Competitors (@PapaJosMeatball)
 - ❖ Other combos: ("meatball AND Asheville" + "Asheville AND lunch" + #avleats + misspellings: "Grandma's Great Meatballs")
- Identify a point person to receive and respond to time-sensitive notifications.

The screenshot displays the Hootsuite dashboard interface. At the top, there's a browser window with multiple tabs open, including 'Instagram', 'Asheville Dashboard', 'VisitAsheville', 'Foodtopia', 'AshevilleTravel', 'FallColorHunter', 'AshevilleDeals', 'Social Channels', 'dodiestephens', and 'Research'. Below the browser, the dashboard features a grid of social media posts. The posts are organized into columns based on search filters: 'asheville + vacation', 'asheville + travel', 'asheville + stay', 'Asheville Hotels | Grove ...', and 'Blue Ridge Mountains | B...'. Each post includes a profile picture, name, handle, and timestamp. The content of the posts varies, including vacation tips, travel news, job listings, and local events. For example, one post from 'Asheville Arts @AVLart' discusses vacation spots for locals, while another from 'Phoenix Retail Jobs @tmj_phx_retail' offers a job in Phoenix, AZ. The dashboard also shows engagement metrics like retweets and likes for each post.

Hootsuite Dashboard

Step #3: Engage With Your Audience



Step #3: Engage With Your Audience

- Review past posts and messages to ensure you have responded to:
 - ❖ Questions
 - ❖ Reviews
 - ❖ Comments
 - ❖ Mentions
- Gather recent news coverage to amplify.
- Collect user-generated content (UGC) for use on your channels.

Step #4: 15-Minute Brainstorm



Step #4: 15-Minute Brainstorm

- Write down all of the social media posts you can think of.
- Things to Consider:
 - ❖ The 50-30-20 rule:
 - 50% of content should entertain
 - 30% should inform
 - 20% should sell
 - ❖ How does the customer experience at your business stand out?
 - ❖ Glean user posts & reviews for what resonates.

Brainstorm: Gramma's Great Meatballs

1. Photo: Plated meatballs
2. Photo: Meatballs in progress
3. Photo: Handwritten meatball recipe from the chef's grandmother
4. Photo: Comment card with a good review
5. Photo: Table place setting / restaurant ambience
6. Photo: Restaurant patio at sunset
7. Photo: Season's new menu
8. Photo: Meatball of the day
9. Video: How we make meatballs
10. Video: Chef interview re: meatballs as a family tradition.
11. Video: Local farmer who raises our meat
12. Video: Introduce front-of-house staff
13. Info: Today's specials
14. Info: Upcoming events
15. Info: Tonight's business hours
16. Contest: Name our new meatball flavor
17. Poll: Favorite meatball dish on the menu
18. News: Voted best meatballs in town
19. News: Travel blogger coverage
20. Fun: National Meatball Day
21. Photo: Our merchandise
22. Photo: Our dog who loves meatballs
23. Fun: Meatball memes
24. Deal: Mention this tweet for ____
25. Live Broadcast: Dinner service
26. User-generated content (repeat often...)

Step #5: Partner With the CVB



Step #5: Partner With the CVB

- Send news/updates/events/accolades to news@exploreasheville.com.
- Invite us to the conversation:
 - ❖ Tag your Instagram photos with #visitasheville.
 - ❖ Tag Visit Asheville in your FB posts.
 - ❖ Tag @VisitAsheville in your tweets.
- Help us to create reach (share, retweet, etc.).

Smart Inbox

Saved Messages



Right on! Didn't even know this photo was floating around in FB land. Well Peter Barnett I'm sorry to say I can't give specific locations as I'm not entirely sure. It was a spontaneous drive and a bit of 5th class scrambling that led me to this view. Somewhere about 2 hours north of Asheville on the BRP. Thanks for all the support y'all!

TJ Smith > Visit Asheville 18 minutes ago

Comment on Post "Today's moment of zen... Facebook, Instagram, and Twitter!" www.exploreasheville.com



Been there- it's beautiful

deb.trimbach1 > visitasheville 40 minutes ago

Comment on Post "Water rushing over the... Facebook, Instagram, and Twitter!"



Amazing

troryreland > visitasheville an hour ago

Comment on Post "Water rushing over the... Facebook, Instagram, and Twitter!"



MariaFranzoni is now following VisitAsheville on Twitter.

Followers 17,729 / Following 17,042 / Guildford, England

Bio: Bureau Providing Leading Speakers (Business/Academic/Sports/Media Politics) & Entertainers for Events #Meetings & Conferences Globally #EventProfs #MeetingProfs

New Follower Alert an hour ago



15 Best Hikes Near Asheville NC » Local Adventures in Asheville + Beyond localadventurer.com/best-hikes-nea... via @estherjulee @visitasheville #asheville

emcgradyphoto an hour ago



I love going on adventures with my couples and capturing their love along the way. Don't forget any couple that books their engagement session with me between now and may will get 20% off their wedding package too!

Discovered: [kelseygreenphotography](#) an hour ago Great Craggy Mountains



Repost from @lo_lyn - "Touristing Asheville." -You'll laugh, you'll cry, you'll look skeptically at your friends and loved

Smart Inbox



1 Items remaining from the past 7 days

Hide Completed Items

PROFILES

- @AshevilleDeals
- @ashevilletravel
- @FallColorHunter
- @Foodtopia
- @AshevilleCVB
- @VisitAsheville
- Foodtopia in Asheville, NC
- Visit Asheville
- Asheville
- visitasheville
- Connect a Profile

MESSAGE TYPES

- Mentions
- Direct Messages

Hide Completed Items

PROFILES

- @AshevilleDeals
- @ashevilletravel
- @FallColorHunter
- @Foodtopia
- @AshevilleCVB
- @VisitAsheville
- Foodtopia in Asheville, NC
- Visit Asheville
- Asheville
- visitasheville
- Connect a Profile

GO LIVE!

Jason's 5 Tips for Facebook LIVE Success



Tip #1: Planning is Key

- Scout the location
 - ❖ Test cell signal
 - ❖ Find a background
 - ❖ Identify good lighting
- Decide on Content
 - ❖ What do you hope to achieve?
 - ❖ Outline the broadcast




Tip #1: Planning is Key



- Choose a time
 - ❖ Use Facebook Insights
 - ❖ When are users most active?
- Write a compelling description

Tip #1: Planning is Key



ASHEVILLE Visit Asheville was live. about 5 months ago · 🌐


We're LIVE on the French Broad River for a sunrise stand-up paddle board experience with Wai Mauna Asheville SUP Tours. Enjoy the zen as we float down the world's third oldest river. #AshevilleMagic #TuneIntoAVL


9,753 Views


👍 Like 💬 Comment ➦ Share

👍❤️😮 836 Realtime Comments ▾

130 shares

 **Marsha McKinney Davis** · 11:39 Thanks for sharing!!!
Like · 👍 1 · August 26, 2016 at 8:39am

 **Carol Workman** · 11:21 Very calm!
Like · 👍 1 · August 26, 2016 at 7:46am

 Write a comment... 📷 😊

Tip #2: Promote It



- Promote the Broadcast
 - ❖ Tell viewers when you'll be live
 - ❖ Promote on various social media platforms

Tip #3: Ready, set, go live!

- Aim for 10-20 minutes in length
- Realize there's a delay
 - ❖ It takes time for people to join
 - ❖ Use the first two minutes to give information/make introductions
 - ❖ Remember the future replay watchers!
- Show us something! Put the most visual element first
- Be Yourself (no need for perfection)

Tip #3: Ready, set, go live!

2,302,448 Views

Like Comment Share

54K Realtime Comments

62,410 shares

Jill Bell Shiflett · 1:44 Cool, at first I thought it was an old video. Very good!
Like · 10 · January 9 at 2:19pm

Toby Cherie Karnes · 1:43 Oh yes! This is awesome! I'd go watch this live cause it's just that great!
Like · 18 · September 21, 2016 at 7:19pm

Steven DuPre · 1:41 What a fabulous time! Thanks. It reminds me of the movie, Songcatcher.
Like · 14 · September 25, 2016 at 12:27am

Charlette Brown · 1:38 Are you guys there all the time or just in the summertime
Like · January 12 at 5:24pm

Write a comment...

Tip #4: Interact and Respond

- While live, ask viewers to interact:
 - ❖ Where are you from?
 - ❖ Do you have questions?
- Call out commenters by name: A personal thank you goes a long way
- Have a helper: someone available to respond to comments while video is live
- Share the video on other pages

Tip #5: Don't Stop Now

- Time to edit the video post:

The screenshot shows the 'Edit Video' window for a Facebook post. The post text reads: "We're LIVE from The Village Potters where artists are throwing clay and creating beautiful ceramic works. The Village Potters are among the many working studios in Asheville's River Arts District that give you the opportunity to see artists in action. #AshevilleMagic #TuneIntoAVL". Below the text is a link: "To learn more about the River Arts District, please follow this link: <http://bit.ly/2cYb5lj>".

The 'Basic' tab is selected, showing the following fields:

- Video Title:** "ng clay at the Village Potters (Asheville, NC)"
- Video Tags:** Artist, Clay, Pottery, Asheville, North Carolina

The video player shows a woman working on a pottery wheel. The video is currently at 2/10. The status is "Published".

Tip #5: Don't Stop Now

- Monitor the comments and respond
 - ❖ Videos often take on a life of their own AFTER they are live
 - ❖ Check comments frequently
- Consider boosting.
- Keep up the good work!

