



Social Photography Webinar Outline and Resources For the NSBF (National Scenic Byway Foundation) Sheila Scarborough and Leslie McLellan from Tourism Currents

1. What's in it for you with social photography?

- a. More effective storytelling including reaching international and niche visitors.
- b. More content in less time, published from anywhere using your phone.
- c. Getting found through search; both within platforms and Google.

2. Strategy – get one!

- a. At top – your organization's overall goals.
- b. Marketing goals to support those goals, i.e., bike tourism/reach more cyclists.
- c. Decide on metrics to measure to see whether you're reaching your goals.
- d. Where are those markets? Where do they spend time?
- e. Where are those markets online and on which social media channels?
- f. Match your social media posts to your goals and markets, including content they like and are looking for, hashtags they follow, etc.

3. Your social photography tool box

- a. Don't forget **Old School** – step up your visual game on your website, blog posts, Facebook Page, and even Twitter (tweets with photos get 313% more engagement.)
- b. **Instagram** – great images and searchable hashtags are key.
- c. **Hashtag research** – look manually for best & related hashtags, <http://search.twitter.com>, Tagstagram, Tagboard
- d. IG photo **editing apps for your phone**, in addition to filters in app – PicStitch, DipTic, Travelgram, Layout, ColorBlast, ColorSplash, Over, InstaText, Camera+.
- e. **Find people who are posting**: search by Places/location in app or desktop in Iconosquare, try searching location hashtags (#SheridanWY.) Host InstaMeets.
- f. **Pinterest** – key to traveler inspiration phase & used as a powerful search engine, so pay attention to keywords. Vertical images are fantastic, analytics are available for brand/business accounts, does your state tourism account have Byways Boards? Research what's

already been pinned from your website/blog using this ...
<http://pinterest.com/source/> / [insert Your URL]

- g. Photo **editing apps for desktop** – Canva and PicMonkey.
- h. **Snapchat** – consider it IF your market is there. At a minimum, claim your brand name now.
- i. Don't forget power of imagery in **social video** – YouTube of course (#2 search engine in the world,) Instagram video, Vine, make a video out of photos with **Animoto**, consider **Periscope** livestreaming from your phone (claim your brand name for now.)

4. Ideas for what to do with imagery

- a. Let others do your marketing for you – share UGC (User-Generated Content) aka other people's pics. On Instagram, for example, try the Photo Repost app or Regram on Hootsuite.
- b. Schedule your posts with Latergramme (free) or Hootsuite.
- c. Showcase everyone's hashtagged photos at live events, with a service like Eventstag.
- d. Take it offline – organize and/or sponsor an InstaMeet / Photo Walk.

5. More content in less time

- a. Re-use and re-purpose your photos. Share the same photo but in different ways, across multiple platforms (but not by auto-posting everywhere at once!)
- b. More content, less time, via Chocolate Milkshake Method – <http://www.tourismcurrents.com/how-chocolate-milkshakes-give-you-more-content-in-less-time>
- c. Keep photos organized. It's less important to group into folders than to have clear photo file names ("Downtown mural vertical view.jpg") so you can search and find.

6. SEO (Search Engine Optimization) – search competition is lower in images and video. Descriptive text is all crawl-able by search engines. Use descriptive file names (.jpg) plus title, describe, tag, and use the ALT tag in your blog post HTML.

7. Think like a photographer

- a. "Golden Hour" light early morning, late afternoon. Get closer (use camera Macro setting.) Try different perspectives and angles. Try text overlay. Lead the eye. Rule of Thirds. Minimize phone/camera movement; use any tripod-like item to steady the device. Seize photo opportunities...never assume that they'll happen again.

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