

How to Bring your Social Media to Life

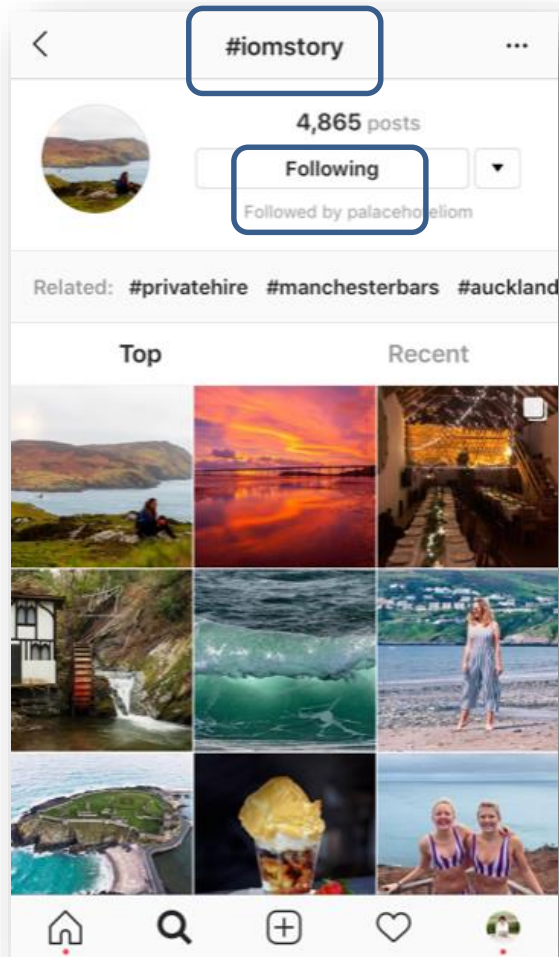


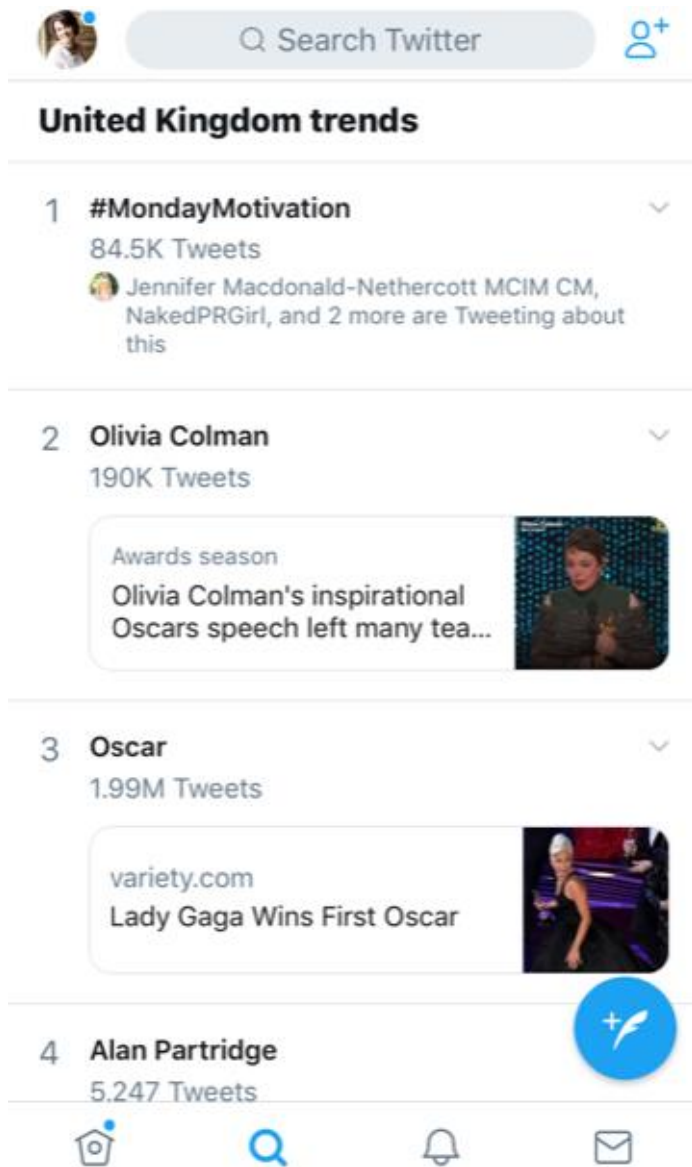
With – Extraordinary Story #IOMStory

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.

HOW MANY HASHTAGS?

INSTAGRAM
ALLOWS UP TO 30
HASHTAGS PER POST

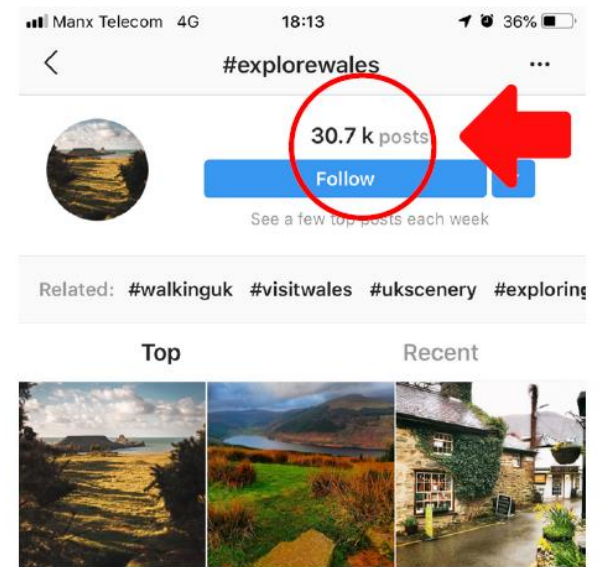
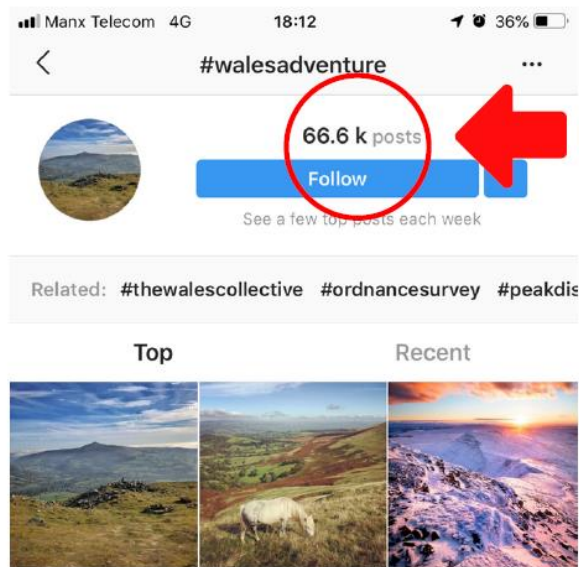
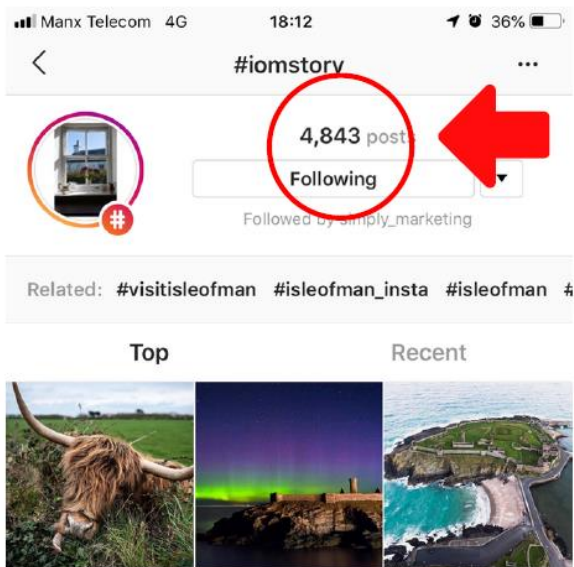
TWITTER ONLY
NEEDS 1 - 3 HASHTAGS

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.

#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.



WHY USE THE HASHTAG #IOMSTORY?




IT GIVES US A
SHARE OF
'VOICE'



BRINGS OUR
IMAGES,
EXPERIENCES &
STORIES
TOGETHER IN ONE
PLACE



ALLOW US TO
SHARE A
COMMON
MESSAGE &
BEAUTIFUL
IMAGERY



ACCESSIBLE TO
EVERYONE -
VISITORS, LOCALS,
SERVICE
PROVIDERS, ETC.



IT'S REALLY
SIMPLE BUT
HIGHLY EFFECTIVE
- GET EVERYONE
ON BOARD

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

The Social New Forest



The New Forest = 566 km₂

The Isle of Man = 572 km₂



What you can do ...

- Use the hashtags
- Tag others into your posts using the '@' mention
- Like and share post which use the hashtags

#IOMstory

#IsleOfMan

#IOM

#Visitisleofman

@visitisleofman

@BiosphereIOM

@ourislandim

You can get involved

Everyone has an

Extraordinary Story to tell

Our People *This is you*

You can get involved

Everyone has an Extraordinary Story to tell

Your food

Your accommodation

Your experiences

Your people

Yourself



adventurosexperiences
Peel, Isle of Man



filbeys_bistro



YOU CAN BECOME PART OF THE STORY

ENCOURAGE YOUR VISITORS TO USE #IOMSTORY

- Add a note to their Welcome Pack
- Have a small sign at Reception

WHAT MAKES A GREAT POST?

- People make posts
- Emotion makes posts
- Real life



Thanks @NoaBakehouse for kick-starting my #IOMstory this morning!



Chasms conquered! See more of my #IOMstory at <http://bit.ly/2EWbaIV>



A perfect (and fluffy) end to my #IOMstory thanks to @ManxSeaQuest



The only place I've seen a drinking dragon #IOMstory #magical #nature

SOCIAL MEDIA ALLOWS US TO RAISE OUR VOICES

CAPTIONING
#IOMstory AS TEXT

#IOMstory



Start your #IOMstory in style!



Bring history to life this half term and create a #IOMstory they'll never forget!



Make a splash and start your #IOMstory @Seascape.im



Therapy #IOMstory style



Our journey is just beginning #IOMstory

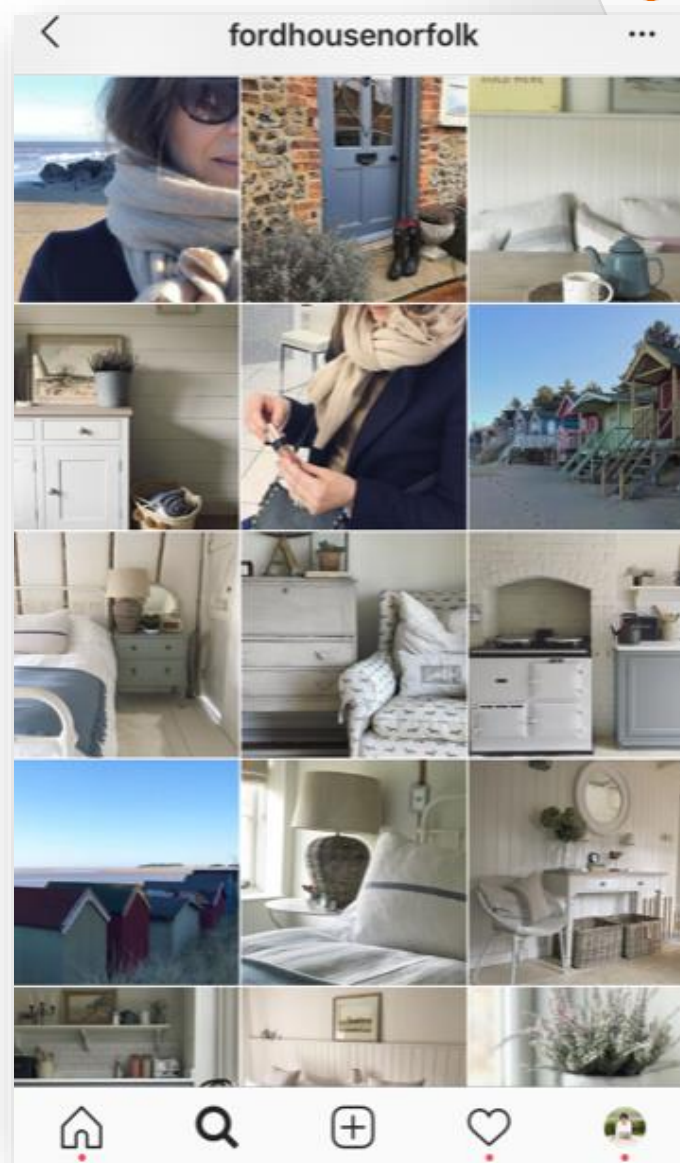
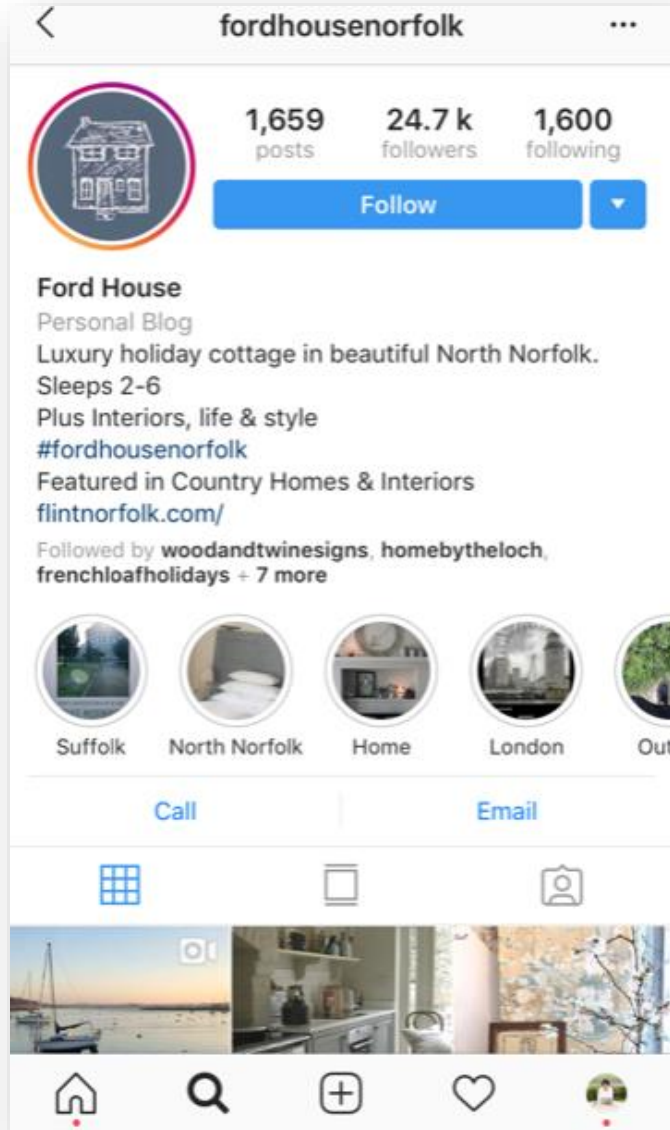



A welcome #IOMstory visitor!

But ...

Images are super important


Poor quality images are frankly ... pants!





Sally's Cottages ✓
@sallyscottages

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



Like

Follow


Share

...

Book Now

Send Message

Create Post



Write a post...

Photo/Video


Tag Friends

Check in

...


Recommendations and Reviews

Recommended by 962 people




Great cottage in beautiful scenery, easy to book and very accurate description of properties. Would ... [See More](#)

February 12



Amazing properties at a very reasonable price

February 4



We had a great holiday at orchard grove bassenthwaite, my son and his family of 2 children were visit... [See More](#)

October 27, 2018

Do you recommend Sally's Cottages?

ABOUT SALLY'S COTTAGES

Our Story

Sally's Cottages has over 475 cottages throughout the Lake District and Cumbria. Many of our holiday...

[See More](#)

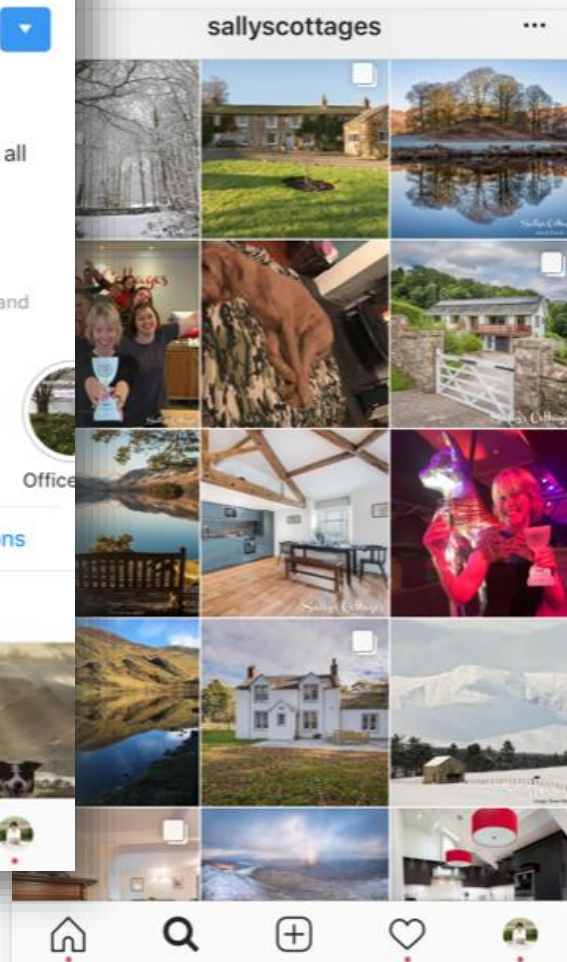
Community

[See All](#)

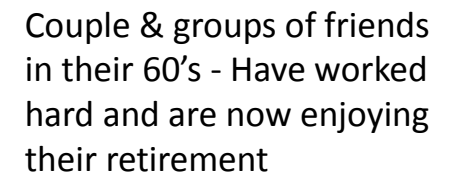
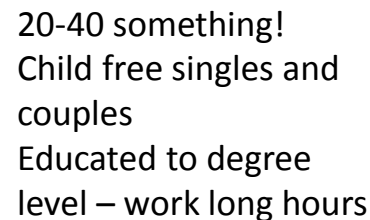
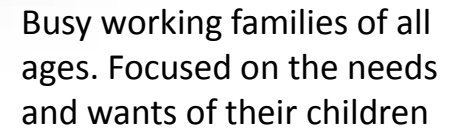
[Invite your friends](#) to like this Page

587,883 people like this

577,129 people follow this



Simply





Who they are

The largest audience segment, Work Hard, Play Hards tend to be mid 20s to 40 somethings. This group are childfree singles & unconstrained couples. They are educated to degree level, ambitious hard workers that have made it to at least mid, if not high-career level. Due to this, they work long hours and place high value on weekends and free time.

How they holiday

On holiday, Work Hard Play Hards are looking for new and different experiences to reinvigorate and re-energise themselves. They will spend their hard-earned money on multiple trips per year to recharge their batteries. When they are there they want to be exhilarated, enjoying adventure activities such cycling, hiking, and walking and are happy to try new activities.

- Multiple holidays per year, overseas and in the UK
- Take a mix of short breaks and longer holiday

Barriers to visiting

- Lack of awareness of what's here
- Too close to home
- Not much to do

Key messages

- Get active when getting away from it all
- Challenge yourself in beautiful natural surroundings
- Feel alive!
- You don't have to go far to try something new
- Make yourself at home, live like a local

The *Big* three

Number 1

Produce **great content**
and be helpful

Number 2



Be consistent

Number 3

Consider your social
media as a **community**

Why not ...



Register for one of the training session