

THE EXTRAORDINARY STORY CAMPAIGN TOOLKIT

UNCOVER MORE AT VISITISLEOFMAN.COM



WHAT IS A #HASHTAG?

SO WHAT EXACTLY IS A HASHTAG AND HOW CAN YOU USE IT?

The hashtag is a "CLICKABLE CONTENT FILTER"

When you click on a word joined with the # a filter will bring all the content with the same # together - it acts just like a search function.

To work, the # needs to be attached to the word with no gaps.

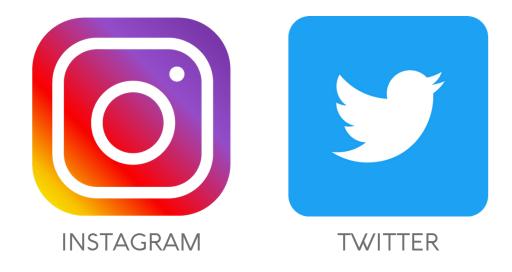
#visitisleofman
#IOMstory

Using and searching for a hashtag also allows you to take part in a bigger conversation online and enables you to share posts from others.



WHICH SOCIAL MEDIA PLATFORMS USE HASHTAGS?

ALL OF THEM, BUT THEY ARE MOST EFFECTIVE ON:



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.

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HOW MANY HASHTAGS?

HASHTAGS PER POST

TWITTER ONLY NEEDS 1 - 3 HASHTAGS

SO, WHAT IS ... TRENDING?

YOU MAY HAVE HEARD THE TERM; A CERTAIN HASHTAG IS TRENDING!

This means that everyone is talking about, and everyone is sharing their views on a certain subject and often using the same hashtag. The phrase 'trending' is predominantly used on Twitter, as this is where it is most common...When the word/phrase/hashtag has been used multiple times (more than others) it then becomes a TRENDING TOPIC.



#IOMstory

#SUNDAYFUNDAY

#SATURDAYSWEAT

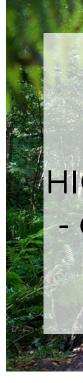
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WHY USE THE HASHTAG #OMSTORY?





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



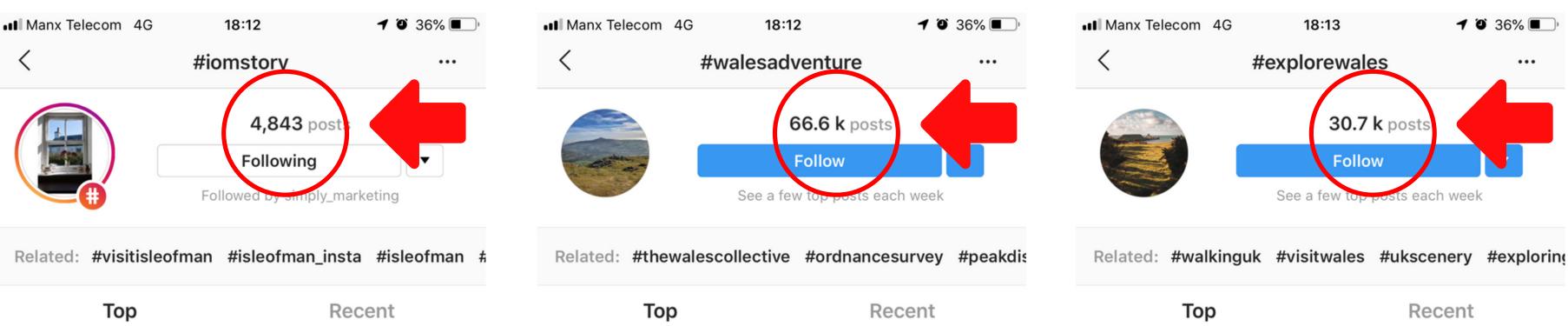




#IOMSTORY

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.









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!



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



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

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

HOW PARTNERS CAN USE #OMSTORY



This is my wild #IOMstory experience, it's time to discover yours at @curraghswildlifepark

What's your #IOMstory experience/ stop/ adventure/ stay/ break?

Tag who you'd like to share your #IOMstory with @manninhotel / @14North / @manxelectricrailway

Share your #IOMstory @theAlpinecafe to win a meal for two

Find your #IOMstory experience/ stop/ adventure/ stay/ break @claremontiom / @segwaypt.im



SOCIAL MEDIA ALLOWS US TO RAISE OUR WOICES

CAPTIONING **#IOMstory** AS TEXT



Start your #IOMstory in style!



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



Therapy #IOMstory style







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



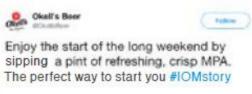
A welcome #IOMstory visitor!

AFEW #OMSTORY EXAMPLES

BEFORE

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PART OF THE STORY



0 11 0

BEFORE



instagram.com/p/BZngb6TF5et/ 1254 Hit-24 big 2017 0 0 01

PART OF THE STORY



Good morning from the Douglas Terminal, the Ben my Chree departed to Heysham at 08:38hrs and is due to arrive at... fb.me/3YOkksEXy We hope you are ready to start your #IOMstory

BEFORE

BEFORE



Steam Packet Company @iomsteampacket · 6h

Good morning from the Douglas Terminal, the Ben my Chree departed to

Heysham at 08:38hrs and is due to arrive at... fb.me/3YOkksEXy

PART OF THE STORY





curraghswildlifepark + Follow Curraghs Wildlife Park

curraghswildlifepark + Follow

Curright Wildlife Park

curraghswildlifepark Ugg and Bugg the Park's Specticled owls are having their promotional pics done ahead of appearing in Mulan at the villagaiety.....we think Bugg is the most photo genic of the two? Follow our page and keep up to date with their #IOMstory #curraghswildlifepark #owls #loveiom#isleofman #mulan

BEFORE



77 February at 18:00 - E

We're getting super excited about the Wedding Open Day on the 18th March, and we're just as excited to announce that you can now book with the extremely talented Shah Fisher to have an Engagement Shoot in the Mirtown Gardens on the day.

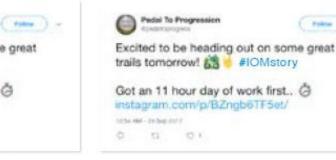
Shan has just 10 spots and you can book directly via her booking system - click on the link below, 'Open Gallery', Select the Photo on the screen, click 'Buy Photo' and then select th... See more



Milntown Engagement Shoot 18 March 18 SHARESHERPHOTOGRAPHICSHOOTPHOOL/COM

PART OF THE STORY

(Follow)



Steam Packet Company @iomsteampacket · 6h

PART OF THE STORY



Mintown



22 February # 18:00 - KI 👪 🔮 🐣 Engagement Shoot open for booking with Shan Fisher 🐣 🄮 👪

We're getting super excited about the Wedding Open Day on the 18th March, and we're just as exoited to announce that you can now book with the extremely talented Shan Fisher to have an Engagement Shoct in the Mintown Gordens on the day.

Shan has just 10 spots and you can book directly via her booking system click on the link below, "Open Gallery", Select the Photo on the screen, click "Buy Photo' and then select the time that you wish to book.

It's a fabulous chance to see Shan in action and to capture some beautiful memories, as well as getting a small taste for how stunning and perfect the Mintown Gardens are for your wedding photography and starting your #IOMstory together. We look forward to seeing you on the 18thl

srphotography.ahootproof.com/galle_/6087160/



Milntown Engagement Shoot 18 March 18 SHAMPS-EXPLOTOGRAPH/SHOOTPROOF.COM

NOW START THE EXTRAORDINAR STORY

#IOMSTORY



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