



START THE STORY HERE

THE EXTRAORDINARY STORY
CAMPAIGN TOOLKIT

UNCOVER MORE AT
[VISITISLEOFMAN.COM](https://www.visitisleofman.com)

CHEAT SHEETS



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:



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.

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**.

#MUSICMONDAY

#TRAVELTUESDAY

#TASTYTUESDAY

#WELLNESS
WEDNESDAY

#THROWBACK
THURSDAY

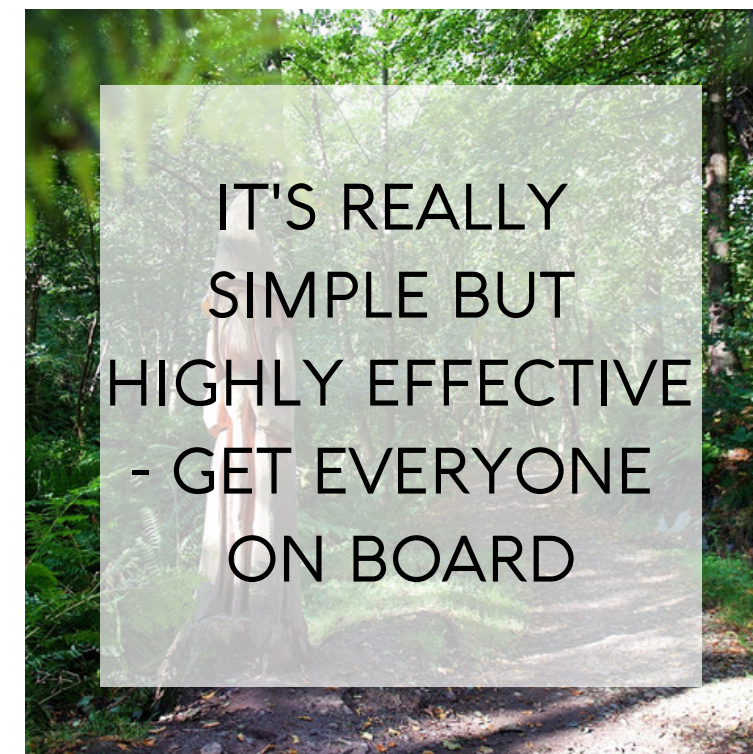
#FRIDAYFUN

#SATURDAYSWEAT

#SUNDAYFUNDAY

#IOMSTORY

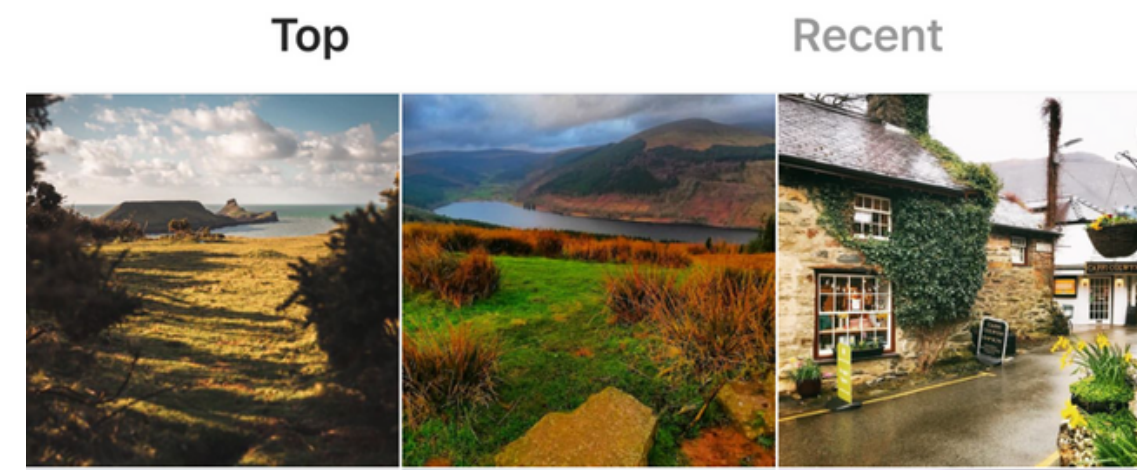
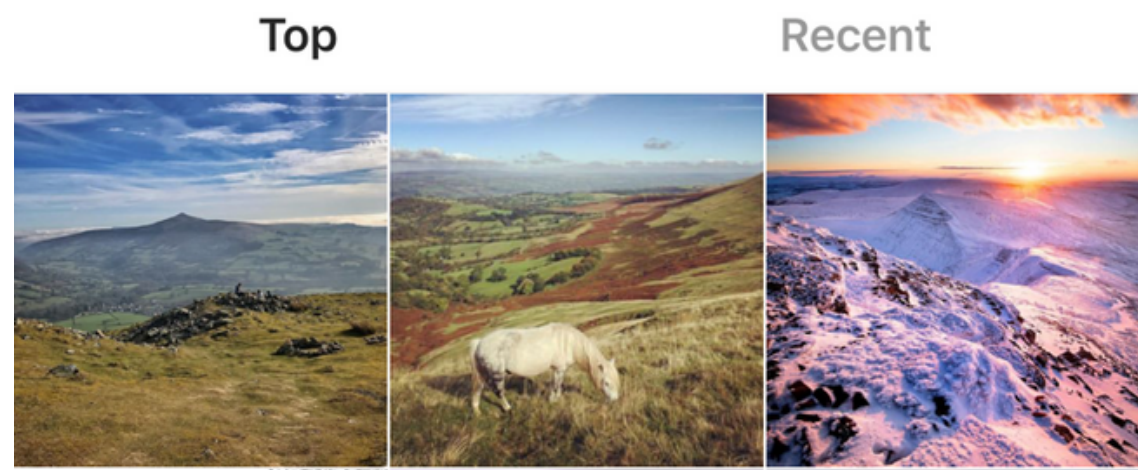
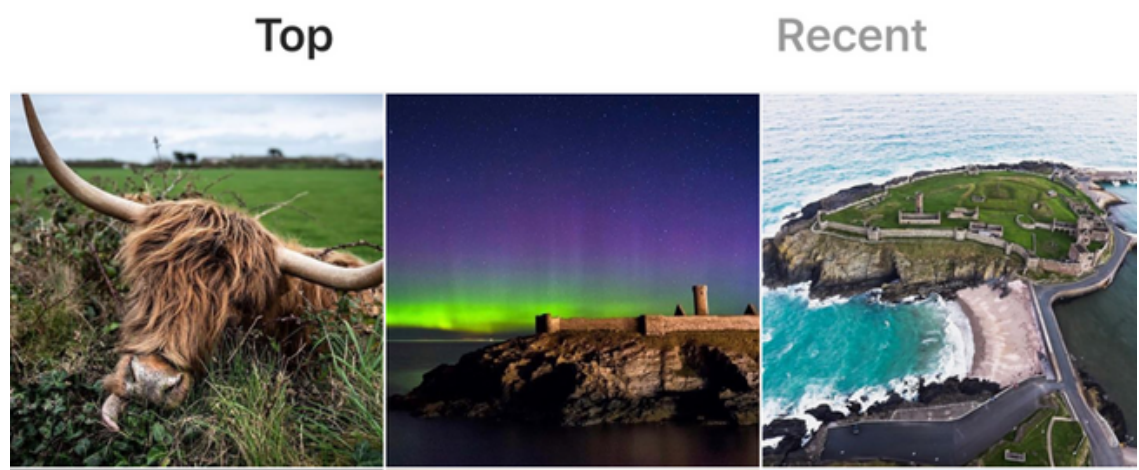
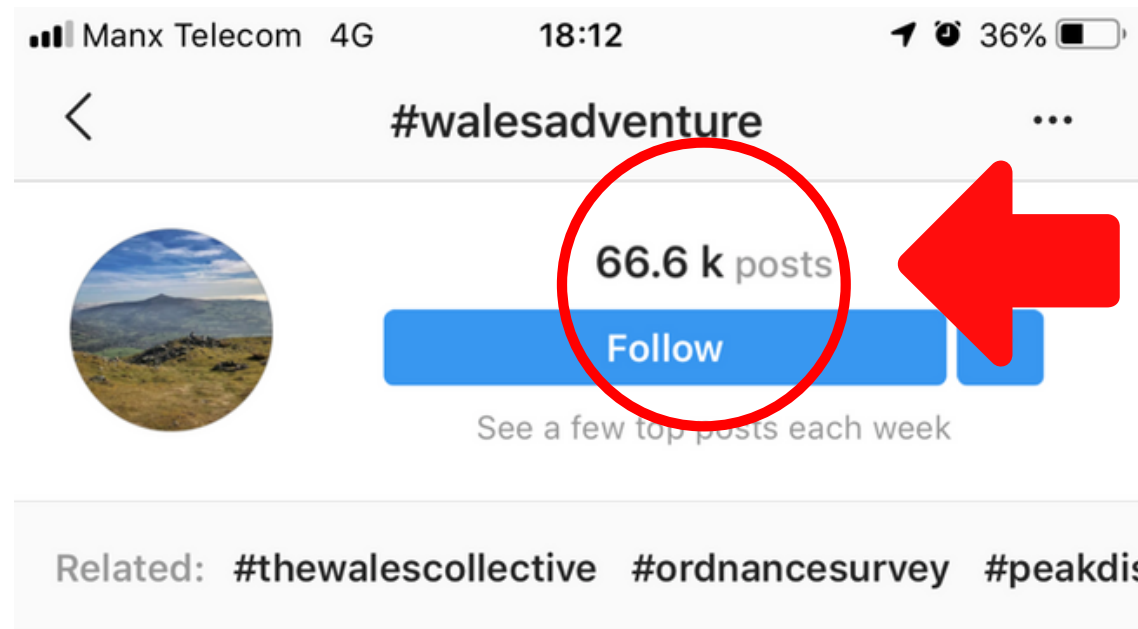
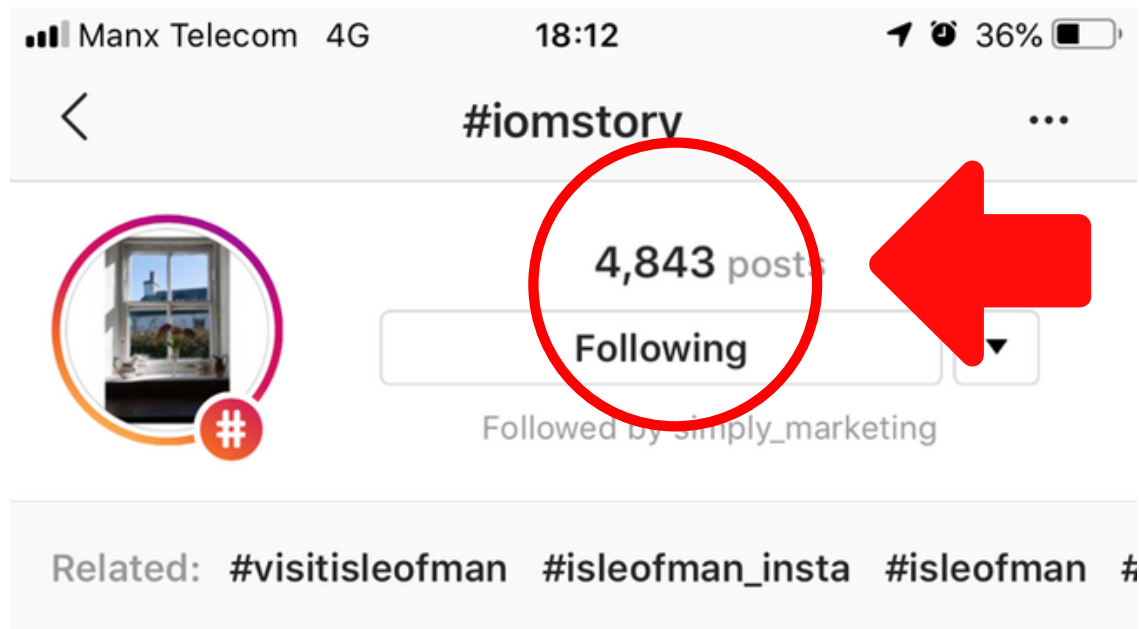
WHY USE THE HASHTAG #IOMSTORY?



#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!



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

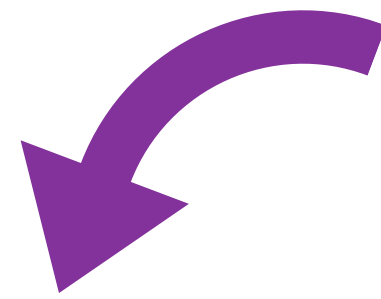


A perfect (and fluffy) end to my #IOMstory thanks to @ManxSeaQuest



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

HOW PARTNERS CAN USE #IOMSTORY



YOU CAN
#HASHTAG

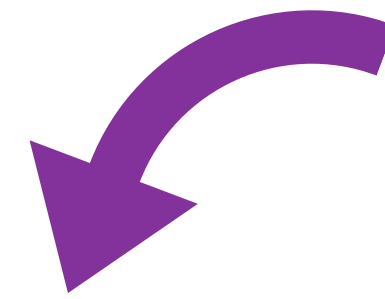
This is my wild #IOMstory experience, it's time to discover yours at [@curraghswildlifepark](#)

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](#)



YOU CAN
@TAG

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!

A FEW #IOMSTORY EXAMPLES

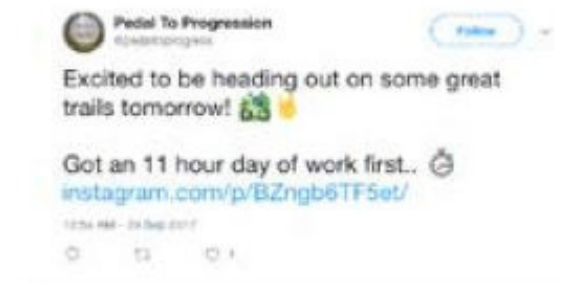
BEFORE



PART OF THE STORY



BEFORE



PART OF THE STORY



BEFORE



PART OF THE STORY



BEFORE



BEFORE



PART OF THE STORY



PART OF THE STORY





NOW START THE
EXTRAORDINARY
STORY

#IOMSTORY

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