



Social Media

Accessing the Outdoors Online



The Current State of Social

- ❖ If Facebook was a country, it would be the 3rd largest country in the world
- ❖ Total number of Twitter users is currently 175 million and growing
- ❖ Every minute 35 hours of video is uploaded to YouTube
- ❖ 130 Million photos are uploaded to Flickr per month

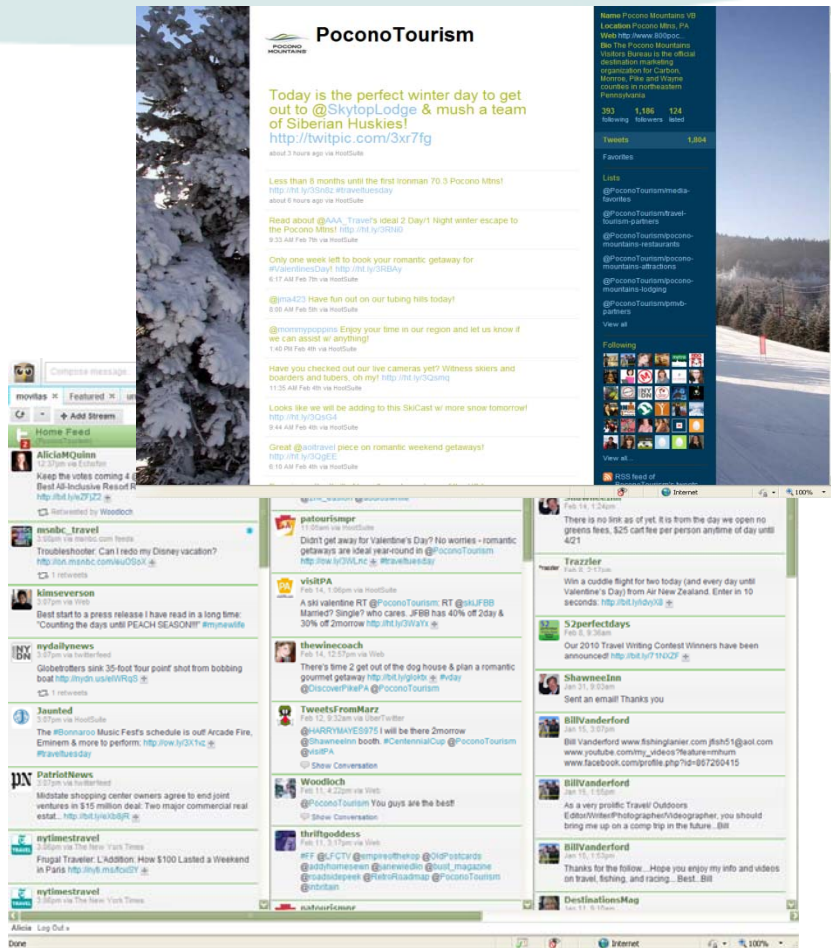


PoconoTourism Facebook

- ❖ Fan Page(Company, Hotel, Local Business)
- ❖ Consumer Oriented
- ❖ Posts encompass events, special offers and community news



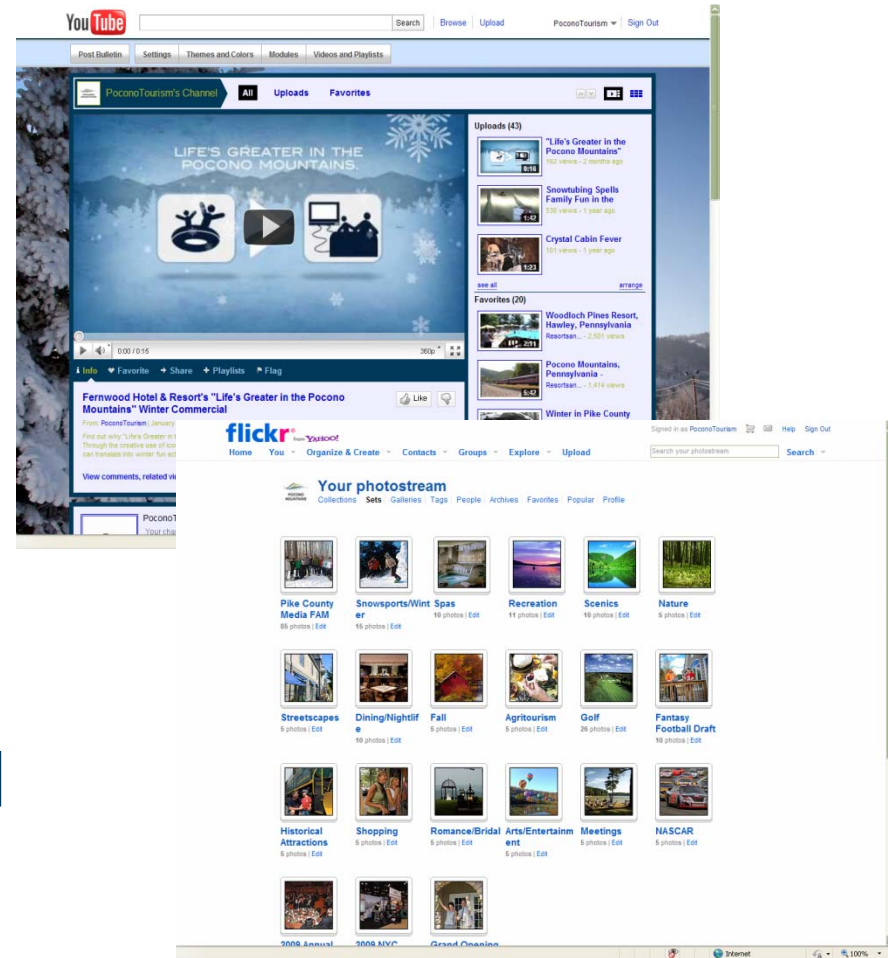
Pocono Tourism Twitter



- ❖ Media focused
- ❖ Tweets comprised of news, announcements, media placements, events and story ideas
- ❖ Twitter hashtags (#traveltuesday)

PoconoTourism Flickr/YouTube

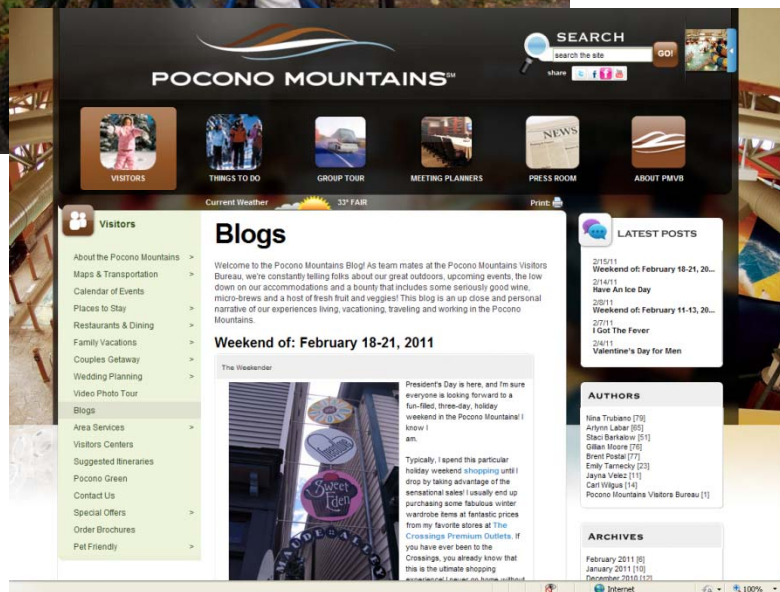
- ❖ Contains same images/videos on website
- ❖ Features user generated content, as well as event images/videos and marketing materials



Pocono Tourism Blogs



- ❖ Daily Blogs featuring niche personalities
- ❖ Provides insider perspective to the visitors
- ❖ Invites feedback and comments



Tips of the Trade

- ❖ Make Social Media a Priority
- ❖ Develop a Strategy
- ❖ Set Realistic and Attainable Goals
- ❖ Target Key Audiences
- ❖ Track Progress with Appropriate Metrics
- ❖ Always Remember Social Media is a Conversation



Contact Information

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POCONO MOUNTAINS