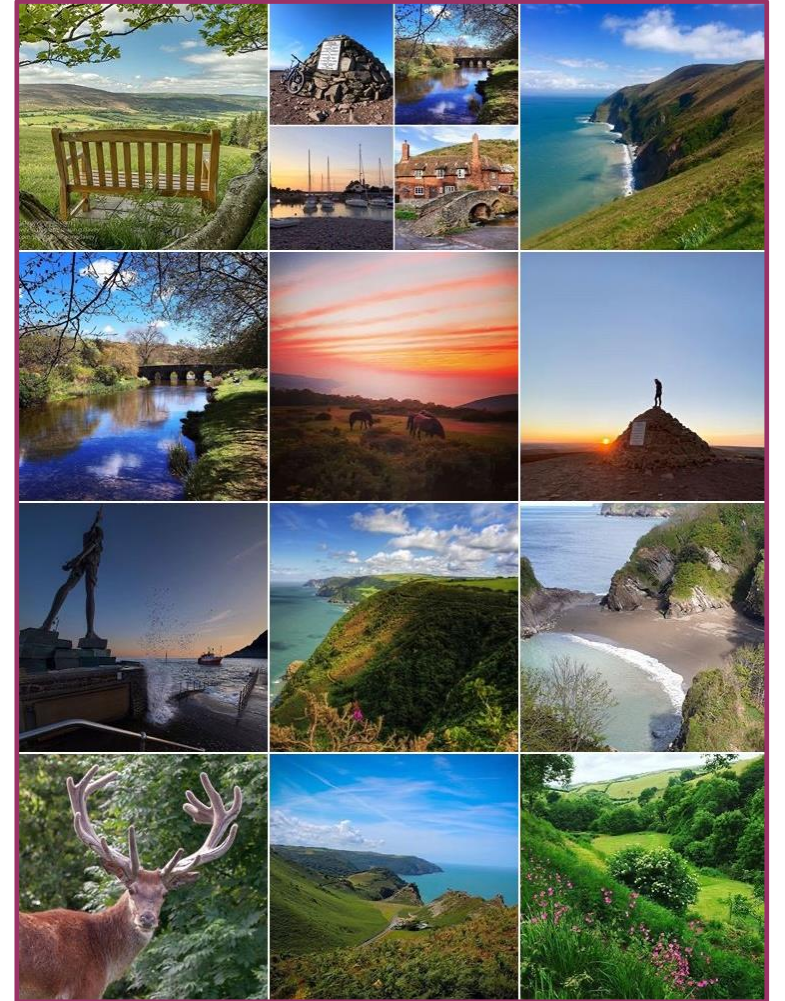


A Social Media Overview

Prepared by Visit Exmoor
V1 May 2020



Social Media: A Quick Overview

Facebook: the **most popular** social media channel with 44 million people in the UK using on a regular basis. 74% of all Facebook users are active daily. 96% use their mobile devices to access Facebook. There are 2 billion users worldwide, 1.2 billion active everyday.

Instagram: visual and inspirational, its all **about the image**. Drives more engagement from audiences than any other social media channel. Attracts a younger audience than other channels. There are 1 billion monthly active Instagram users worldwide. 500 million use on a daily basis 90% of users follow businesses and organisations.

Twitter: the **most reactive** of the social media channels, providing an "immediate" customer service. There are 330 million twitter users worldwide. 12.6 Million in the UK.

Source: shareable.co.uk/34-social-media-stats-2020/



Using Social Media Channels

As a general rule, Visit Exmoor use the platforms in the following ways:

Facebook: we use this platform to promote news articles, radio and TV coverage catch up links, Visit Exmoor events, member events, competitions, profiles of Visit Exmoor member businesses, Exmoor people and general local interest articles and features.

Instagram: we use this channel purely for inspirational imagery. We do not tend to feature news items or competitions, this is to show off the beautiful landscapes, landmarks, towns and villages, to really promote the visual aspect of Exmoor.

Twitter: we use this channel to engage with businesses, organisations, tourism media, influencers and bloggers. This tends to be more news orientated with more immediate updates. This is a more day-to-day reactive channel.



Using #Hashtags

Hashtags were first used on **Twitter** as a way to group relevant content. They were then developed to be used more specifically as a search tool. When you click on a hashtag on Twitter it will pull all the data, or posts, that have been posted using the hashtag. Due to the limited character allowance per post you'll find between 1-3 hashtags are commonly used.

Hashtags have been used on the **Instagram** platform since day one (this platform is the youngest and was established in 2010) as a way of categorising data but also as a way of growing audience numbers or 'followers' to a page. The hashtags allow audience reach outside of your followers (whereas Twitter and Facebook have the 'share' functionality). It is not uncommon to see up to 12 hashtags per post.

Facebook added hashtags to their platforms more as a marketing tool (and to be aligned with other platforms). The hashtags do group content, it is just not as sophisticated as the Twitter functionality. Typically you'll find between 1-3 hashtags are commonly used.

Hashtags have essentially gone from a convenient way to group content to a powerful marketing tool. They have evolved, and have become 'campaign headlines' used across platforms.



Visit Exmoor – A Hashtag/Campaign Guide

Currently, we are in the response phase to the COVID-19 crisis and **sensitive messaging** is key:

- **#VirtualExmoor**
- **#VisitExmoorLater**
- **#StayHome**

For Instagram, where there is the capability of adding further hashtags we use the above and then include the following:

#Exmoor #DreamingofExmoor #ExmoorTogether #ExmoorNationalPark plus various location or descriptive words to describe the campaign or imagery being shown.

It is important messaging is **consistent**. By everyone using these messages across Exmoor we show a **unified and joined-up approach**. The benefits:

- All using the same hashtags means the campaign *message* gets to a wider audience
- The message becomes more recognisable and associated to the Exmoor *brand*



Engagement & Dealing with Problems

Engagement: try and engage as much as possible with followers, thank them for any kind words they have posted, interact and answer any questions put forward, thank them for their interest.

Negative Comments: Facebook does appear to generate the most comments from followers. If you have a negative comment posted, depending on the nature of this, you can either respond on the page (bear in mind this reply will be seen by other people visiting the page) or try and take the conversation off the page via personal messaging to calm the situation. Its important to not ignore comments. If it's a completely inappropriate comment, uses bad language etc., delete.

Photo Credits: whenever you use someone else's photo always credit the photographer. If you have shared a photo on Instagram for example, always credit and thank the person who took it and link back to their Instagram page as a way of thanks.

Links & Contact



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