Thanks for joining us at the Vermont Tourism Summit!

Optimizing Your Social Media with #VTarts

Jen Williams
@jen_butson
Lessons from 1987

PRESS RELATIONS TIPS:

IN GENERAL:

1. Reporters are people too -- Be friendly!
2. Don't lie -- They'll find out.
3. Don't hide or cover-up information -- They'll find out.
4. Be Honest!

ESTABLISHING RELATIONSHIPS:

1. Get to know the Montpelier reporters and your local reporters by face and name. Some suggestions:
   - Watch 'By-lines' in the paper -- compliment reporters on stories you like.
   - Strike up a conversation with reporters at the Statehouse cafeteria or the local press at your favorite coffee shop.
   - Ask a senior legislator or friend to point out and introduce you to reporters you don't know.

2. Let reporters get to know you. Establish a regular communication line with your local newspaper and radio reporters. Pretty soon, they'll seek you out more often.

3. Go to reporters - don't wait for them. Let them learn through personal contact that you're a knowledgeable contact on certain issues (possibly even a valuable informant).
Vermont Arts 2015

Instagram earned 1,233 new followers and 12,250 likes. #Vtarts2015 yielded 1,341 tags & #VTarts was tagged to 360 posts.

Twitter yielded 513.7K impressions. This is nearly eight times more impressions than the prior year. Plus, our Twitter community doubled.
Vermont Arts 2016

So far, we’ve earned:
275K Twitter impressions
*This organic gem has 15K:*

Facebook: 280K impressions

Instagram: 1570 followers
#VTarts has 1000+ tagged posts, #VTarts2016 has 300+ tagged posts.

@jen_butson
Ten #VTArts2016 Twitter Truths

1. Quality verbiage: write well.
2. Graphics/URLs almost always
3. 4-6 daily tweets minimum. Automate some with Hootsuite.
5. Use #VTarts almost always.
Ten #VTArts2016 Twitter Truths

7. On-going, strategic Likes & Follows of media, arts orgs.
8. Questions & humor. Show personality!
10. Pitching media when possible.
Ten #VTArts2016 Insta-Truths

1. Quality imagery. Show your personality!
2. Automate some posts with Hootsuite.
3. Minimum of 1 post daily.
4. Add mentions & locations. Tag people to images in graphic and text.
5. Again: use humor! I try 😊
6. Reciprocity: Comments show that you care!
Ten #VTArts2016 Insta-Truths

7. On-going Favorites & Follows of Vermonters, media, arts, orgs.
8. Use this “?” symbol. Ask their opinions.
9. Blend event-specific posts as well as actual arts, locale and inspirational posts.
10. Have fun with your graphics! ...Angles, filters, overlays, collage.
Tag: You’re IT!

@jen.butson
Tag: You’re IT!

Tagging Tips:
1. Watch what’s trending and partake.
2. Have an annual calendar of opportune days queued up in advance.
3. Practice Tag Etiquette: don’t over-impose on somebody else’s “owned” tag.
4. Instagram Tip: You can’t use more than 30 tags on a post. Include additional #hashtags in your comments.

APRIL 16TH
- National Orchid Day*
- National Bean Counter Day*
- National Eggs Benedict Day
- National Healthcare Decisions Day
- National Wear Your Pajamas to Work Day
- National Auctioneers Day – Third Saturday in April

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Tag: You’re IT!

Arts Tags: Use #VTarts & #VTarts2016 for Council collaboration
#MuseumMonday #MusicMonday #PortraitTuesday #TunesTuesday #ArtThursday #FirstFriday #Art #Arts #Artwork #Artist #Artists #ArtsEd #ArtSchool #ArtGallery #ArtExhibition #ArtProject #ArtoftheDay #Artsy #Artlife #Handmade #MakersMovement #Craftsposure #MakersGonnaMake (New: #802Art, by Seven Days).

Travel Tags
#travel #traveldeeper #travelmore #travelling #traveling #trip #traveltheworld #getaway #getoutside #travelpics #travelphoto #travelphotography #worldplaces #traveller #traveler #wanderlust #passportready #TT #TTOT #TravelTuesday #TravelChat #Tourism #instatravel #instago #instatravelling #instavacation #instapassport #igtravel #travelingram #travelgram #worldingram

Vermont Tags: Don’t forget to geo-tag towns too...#BTV, RutVT, #Montp, #NEK, etc.
#Ilovevermont #802 #Vermonting #MadeinVermont #MadeinVT #VermontbyVermonters #Vermontshots #VermontLife #MyVermontLife #ThisisVT

Fun Daily Tags
#MondayMotivation #TuesdayTip #WednesdayWisdom #WellnessWednesday #ThursdayThoughts #ThrowbackThursday (more often #TBT) #ThankfulThursday #FlashbackFriday #FF #FollowFriday #FridayFeeling #SelfieSunday (or #SS), #SundayFunday #PicoftheDay
Tag: You’re IT!

Tagging Tip: Create a list of hashtags in your notes app on your phone. Copy and paste versus re-writing every time.

Use your phone’s "notes" app to store and re-use tags.

#GoodIdea
#SaveTime
#AddConsistency
Lessons Learned in Social: Do’s & Don’ts

@jen_butson
Don’t be a Jerk
Do: Embrace Opportunities

My hair has finally found its home #vermont #fallcolors #obsessed
vanessahudgens.tumblr.com/post/640285329...

By Vanessa Hudgens @VanessaHudgens

View on web

@jen_butson
12:42 PM - 14 Oct 13

"@VermontTourism: @scandalprops @tonygoldwyn we're rooting 4 'Happily Ever After.' We'll have the fire stoked.” UH MAY ZING!
@shondarhimes
12/18/13, 10:26 AM

96 RETWEETS 187 FAVORITES

Reply to kerry washington, Jen Butson, Ver...
Don’t Take it Personally

Spare Oxen Bill and Lou from Slaughter!

Target: Green Mountain College
Sponsored by: Sharon McNair, Green Mountain Animal Defenders

UPDATE: Bill and Lou’s slaughter has been postponed — for now. But they’re not out of the wood yet — please keep signing to take action to spare them!

At the end of October 2012, Bill and Lou, the hard-working team of oxen for Green Mountain College’s Cerridwen Farm, are scheduled to be slaughtered.

Bill and Lou have worked as draft animals on the school’s farm for over ten years. They have provided many services for the college and are mascots & friends to many students, past and present. Since Lou sustained a recurring injury to his left rear hock, he no longer has “value” to GMC, so they decided to purchase a new team and send both of these oxen to...
Do: Be a Source

(The Opportunity)

Journalists Use and Rely on Social Media

- 25% Source information from unfamiliar social media accounts
- 51% Source information from familiar social media accounts
- 59% Tweet
- 34% Have a personal blog

Source: Oriella Digital Journalism Study, 2013
Do: Be Real

• Work-inspired social content: personalize (to a degree).
• Integrate social into your day.
• You don't need to be a “social expert,” just be true to your brand: be an expert in what you do.

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Don’t: Forget that Social Media is One Tool in your Caboodle

Utilize social but don’t drop your newsletter, marketing events, traditional advertising or other means of communications.
Do: Use User-Generated Content

If someone is saying great things about you, reach out and make a connection: even boost their testimonial if it’s appropriate.

“I’m really awesome,” said me.

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Do: Maintain Ethics

Be transparent, in good times and in bad. As quickly as crises or negative press can create social media buzz, so too, trust can be earned & errs forgiven.

Erase “spin” from your vocabulary. Spin is derogatory and an un-cool outlook on communications.
Don’t Try To Do It All

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But Do.....

Secure accounts for up-&-coming social media sites that may become more mainstream. Make handles & account names consistent for easy consumer recognition and also for dual-posting of content.
Do: Post at Events & Conferences (wink, wink....)
Do: Laugh a Little

@ThisisVT
@THISISVT

It's good to see the VT statehouse in #Montp is practicing safe sex this morning. Keep it up. pic.twitter.com/TIxi7H2vS1
Do: Try New Things

Introducing New Ways to Create, Share and Discover Live Video on Facebook

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Do: Try New Things

Geofilters
Dynamic art for different places.

COMMUNITY
Artists and designers are encouraged to create and submit a free Community Geofilter for their city, university, a local landmark, or another public location. No brand logos allowed.

ON-DEMAND
Businesses and individuals alike can purchase On-Demand Geofilters for their event, business, or a specific location. Brand logos and trademarks are permitted.
Do: Try New Things
Dirty Work: Quick & Easy Actions You Can Do Today

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What’s on Your Business Card?

Old: Fax info...?

New: Social media info...

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Curate Influencers & Pay it Forward

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Empower Your People

You don’t have to do social alone. Enlist members of your office or trusted volunteers to participate with you by sharing, mentioning, providing content and so on. A brand ambassador comes in many forms.

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Add Social to Press Releases

Ski Vermont Snowmaking Upgrades Prove Timely

A concerted investment by Vermont ski and snowboard areas last year in high efficiency snowmaking equipment is paying dividends for skiers and riders this season, allowing many Vermont resorts to maintain open trail counts despite fluctuating weather patterns.

MONTPELIER, VT (PRWEB) MARCH 03, 2016

Vermont is the most prepared state to tackle a low snowfall season with snowmaking systems that can cover up to 80% of the state’s ski and snowboard terrain. A concerted investment by Vermont ski and snowboard areas last year in high efficiency snowmaking equipment is paying dividends for skiers and riders this season, allowing many Vermont resorts to maintain open trail counts despite fluctuating weather patterns. Vermont resorts continue to fire up snowmaking systems when possible, honoring their commitment to provide the best possible conditions and an extended season to their customers.

Last year during the Great Snow Gun Round Up, Vermont resorts collectively invested in more than $15 million worth of high efficiency snow guns. More than 2,700 new snow guns are in place this year as a result of that investment replacing over 1800 old guns in 2014. Before that, approximately 3,600 newer snow guns had been brought into operation over a nine year period.

When snowmaking operations are running at full tilt, new high efficiency guns are not only saving ski areas on energy costs, they’re also able to crank out more snow with the same amount of compressed air as older guns. Depending on air temperature, the newer technology allows ski areas to run three to ten times as many guns with the same amount of compressed air.

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"In a year where natural snowfall has been sparse, snowmaking has been key..."

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Incorporate Social into Press Trips

• **From the Start:** Make it easy for media to talk about you. Add your social media information to their itinerary and welcome info.

• **On the Ground:** Ask media to post and tag you while they are visiting you.
Always Test Hash-Tags

#HashtagFails

“SusanAlbumParty”

#susanalbumparty

INNOCENT PHRASE CAN READ 2 WAYS

SUBO’S TEAM IN TWITTER GAFFE

CvHVirtual

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Rock Your Cover

Update your cover photos seasonally if not more. Use current campaigns and integrate hash-tags, logos & website into the graphic if you like.
Optimize & Standardize Email Signatures

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802.828.5422 (voice and relay calls welcome)

Vermont. Arts. Everywhere.
www.vermontartscouncil.org
Facebook | Twitter

@jen_butson
And Your Mobile Email Signature too!
"Appy Hour"

What’s your app arsenal?

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From the mountains to downtown...

The Milton Artists’ Guild will host it...

@jen_butson
Our creative kids in Riks after school wheel class made these #cutelittepumpkins #halloween #clay #rikrollapottery
Write your message...

Thanks for your creative contributions to Vermont!

@jen_butson