



Successful Social Media— 8 things to master as a brand

Whitney Moreau & Jeff Pillet-Shore
April 3, 2018

Maine
VisitMaine.com


ALLAGASH
BREWING COMPANY

Today we'll cover...

- Facebook
 - New algorithm
- Instagram
 - Content creation
 - User-generated photos
 - Influencers



1. Don't be intimidated by Facebook's algorithm



A screenshot of a Facebook post by Mark Zuckerberg. The post is from January 11 in Menlo Park, CA. The text of the post reads: "One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent." Below this, a larger block of text explains the context: "As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people." A blue bracket underlines the second paragraph, and a large orange arrow points upwards from below towards the bracketed text.

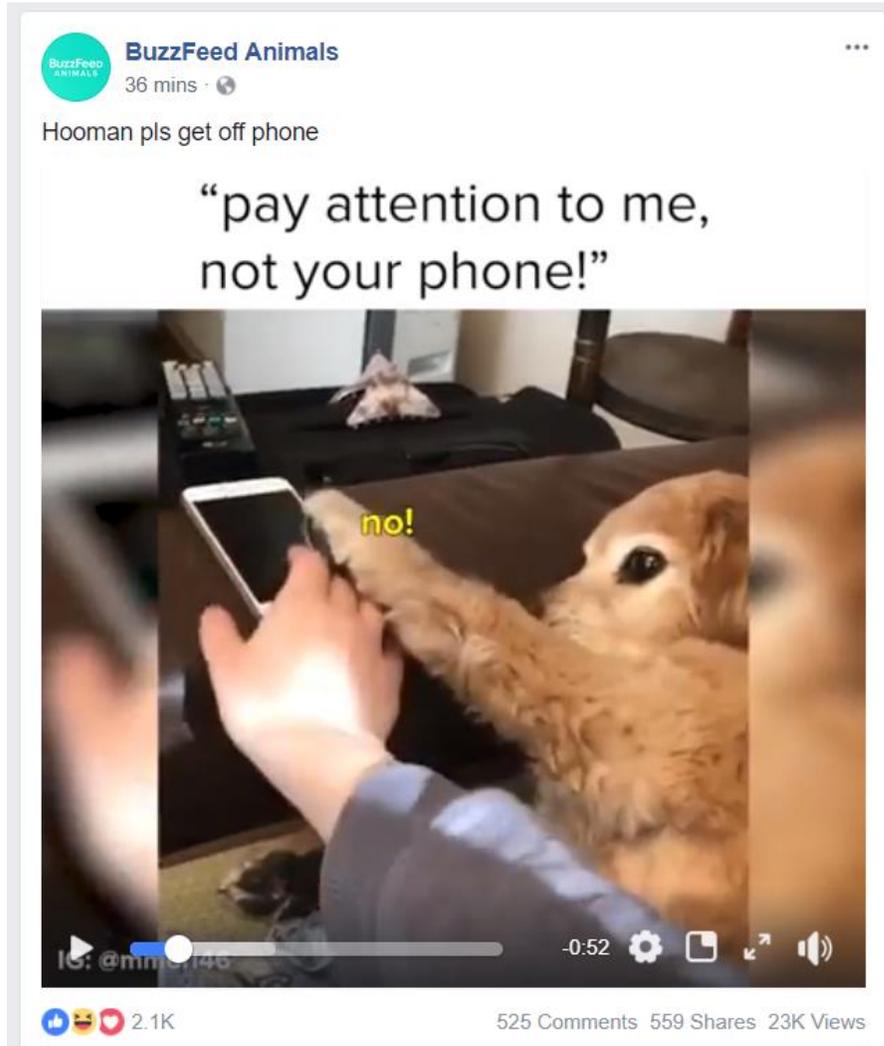
Mark Zuckerberg ✓
January 11 · Menlo Park, CA · 🌐

Follow

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people.

News feed signals



Facebook looks at:

- Type of content
 - Informative?
- Engagement
 - Likes, comments, shares
- Time spent on post
- Time posted

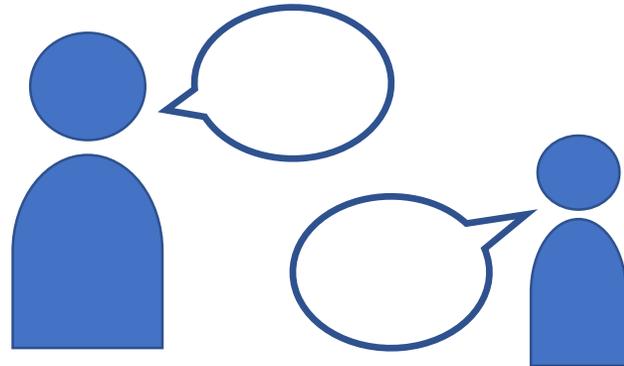
Other considerations:

- Profile completeness
- Engagement with other people

What's meaningful wins

- New algorithm will prioritize **meaningful interactions**
 - Person to person > person to page
 - More thoughtful responses and interactions will be preferred

What does it mean for businesses and organizations?



2. Continue to be interesting

- Continue posting to elicit engagement and conversation
- Be active with other pages, and the overall Facebook community

Ask yourself:

- *Is what I'm posting engaging?*
- *Are people interacting with the posts?*
- *Am I engaging with other people outside of my posts?*



Visit Maine

Published by Whitney Moreau [?] · March 10 at 3:47pm · 🌐



Close your eyes. Imagine that you're anywhere in Maine at this very moment. Where are you? #MaineThing



25,098 people reached

Boost Unavailable

600

345 Comments 64 Shares

Like

Comment

Share



Performance for Your Post

25,098 People Reached

1,221 Likes, Comments & Shares

662 Likes	607 On Post	55 On Shares
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493 Comments	421 On Post	72 On Shares
------------------------	-----------------------	------------------------

66 Shares	64 On Post	2 On Shares
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1,866 Post Clicks

160 Photo Views	2 Link Clicks	1,704 Other Clicks
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NEGATIVE FEEDBACK

16 Hide Post **6** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts



Moosehead Lake Region Chamber of Commerce shared a video.

Yesterday at 7:30am · 🌐

Did you know these baseball bats are manufactured right here at #MooseheadLake? Tours are available on certain days in the summer. Call us for more information!



4,695 Views

Dove Tail Bat Company
March 19 at 8:56pm · 🌐

👍 Like Page

Headed to Wrigley for opening day!

👍 Like 💬 Comment ➦ Share 🧑🏻 👤

👍👍👍 Donna Moreland and 80 others

🗨️ Top Comments ▾

21 Shares



Visit Maine

Published by Whitney Moreau [?] · March 4 at 11:14am · 🌐

It's okay to eat lobster for breakfast, lunch and dinner, right? 😊 Asking for a friend. #MaineThing #MaineLobster



👤 17,407 people reached

📌 Boost Unavailable

👍👍👍 Meg Crowder and 620 others

💬 62 Comments ➦ 72 Shares

👍 Like 💬 Comment ➦ Share 🧑🏻 👤

Performance for Your Post

17,407 People Reached

1,014 Likes, Comments & Shares ⓘ

799 Likes	632 On Post	167 On Shares
139 Comments	79 On Post	60 On Shares
76 Shares	72 On Post	4 On Shares

704 Post Clicks

61 Photo Views	2 Link Clicks	641 Other Clicks ⓘ
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NEGATIVE FEEDBACK

20 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

3. Engage at a deeper level

- Think about how to generate engagement **between two people**
- It's not all about generating engagement between person and page
- Think about **conversation-starters**
 - Videos
 - Stories
 - Questions



John Thompson Hands down, best beer I've ever had.

Bring this to Maryland

Like · Reply · 1w · Edited



Allagash Brewing Company Thanks John! That's very kind of you to say. and FYI you can grab 750mL bottles of Curieux in Maryland right now. Check out our locator (www.allagash.com/locator) for some help in finding it.

Like · Reply · 6d



Allagash Brewing Company updated their cover photo.

March 14 at 11:27am · 🌐



Like

Comment

Share

58

Chronological



John Thompson Hands down, best beer I've ever had.

Bring this to Maryland

Like · Reply · 1w · Edited



Allagash Brewing Company Thanks John! That's very kind of you to say. and FYI you can grab 750mL bottles of Curieux in Maryland right now. Check out our locator (www.allagash.com/locator) for some help in finding it.

Like · Reply · 6d



Visit Maine

Published by Whitney Moreau [?] · March 17 at 6:52pm · 🌐

Maine feeling 😊. #MaineThing

📷 via Instagram: malcolmbrownjamie



Pamela Rogers Goldsmith A picture is worth a thousand words. I can think of several but gorgeous seems to fit it best. My husband and I are from Nova Scotia and we love to visit Maine. Always a pleasure!

Like · Reply · 2d



1



Visit Maine Love hearing that, Pamela! Where is your favorite spot?

Like · Reply · Commented on by Whitney Moreau [?] · 1d



1



Pamela Rogers Goldsmith Where do I start? Ogunquit, Kennebunkport, the coastal drives, Portland, Bangor, Augusta and on and on. Mix all of that with the wonderful friendly people and that makes for one awesome state!

Like · Reply · 1d



1



Millie Knight We are planning a trip up in the fall. Is there a list of lighthouses we can walk up to or drive by? I realize many are out in the ocean

Like · Reply · 1w



Andrea Quesnel This one the Portland Head Light is amazing, tons of history here, also Pemaquid point lighthouse is beautiful! I'm sure there are plenty of others these are just two favorites of mine! The Nubble Lighthouse is another, you can't walk right up to it like the other 2 I mentioned but you can stop and read about it and it is a great photo op.

Like · Reply · 6d · Edited



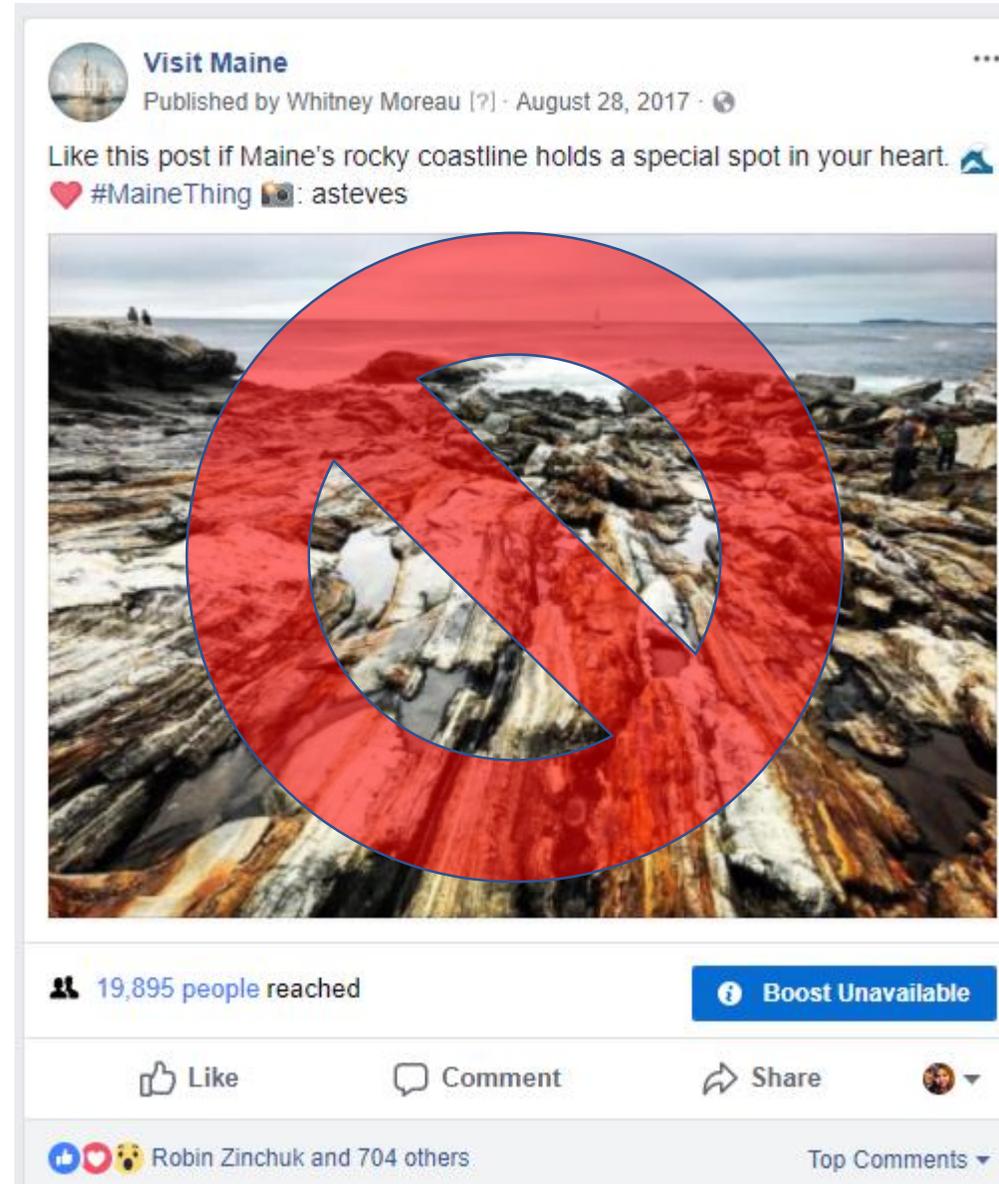
Visit Maine

Published by Whitney Moreau [?] · March 15 at 10:20am · 🌐

Today (and always), we celebrate you, Maine! Happy 198th Birthday! 🥳📍
🔥 #MaineThing #HappyBirthdayMaine



No more “click-bait!”



4. Get comfortable with trying new things

- Engage with other pages and join in other conversations (not ONLY on your page!)
- Facebook Live
- Be visual
 - Share photos/videos - this hasn't changed!
(What is better than being in the tourism industry in Maine?!)
- Ask questions
- Facebook ads

- Be true to you and your audience
 - What benefits does your business/organization provide to your followers?
 - Why do they follow you?
 - Think about what value you can provide



Inn by the Sea

March 20 at 12:37pm · 🌐

Alex loved working guest services with our new foster dog from Animal Refuge League of Greater Portland, sweet Lulu, yesterday- and today she is being adopted! We will miss you Lulu but so happy you found a forever home so quickly! #adopt #shelterdog



Laurie Vitale I can't love this enough, what a great program. I hope to visit one day.

Like · Reply · 20h



Deborah E Boyajian The Inn is so wonderful in every possible way! The setting is beautiful, the staff is fantastic; they are attentive, friendly, professional, and very sincere! The food is delicious, coffee in the room is local, cookies every night (oh dear my diet:)
I... See More

Like · Reply · 18h



Write a reply...



Ellen Faems Levin How many pups have you placed? I remember when you started the program. It rocks.

Like · Reply · 1d



Inn by the Sea 114 to date! Thank you!



Like · Reply · 22h



Allagash Brewing Company

March 14 at 5:20pm

We've got a theory. Pizza is 3.14 times more delicious with a beer. Feel free to check our math.



Like Comment Share

193

Chronological

5 Shares

View 12 more comments



Mark Sherwood I fell in love with Allagash Black after a trip to upstate NY. Found it on tap on a subsequent trip to SF at Pi Bar. Yum!



Allagash Brewing Company

March 11 at 7:56pm

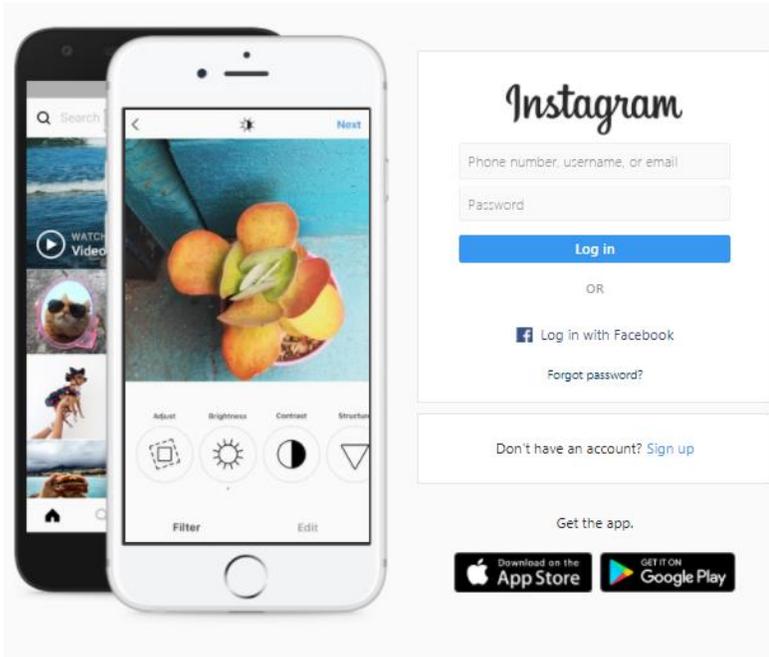
Spending Sunday boiling maple sap with Rob and drinking beers. Anyone got an opener?



Don't give up

- The algorithm's roll-out will happen over the next few months
- Businesses may see decline in:
 - Reach
 - Watch time
 - Referral traffic
- The beauty of social media is that you can monitor what's working and what isn't and make adjustments
- ...and the algorithm will change again!

5. Tap into user-generated content



Cancel **Edit Profile** Done


[Change Profile Photo](#)

Name Visit Maine

Username visitmaine

Website <https://visitmaine.com/fall-in-...>

Bio The Maine Office of Tourism's official Instagram page. Tag your Maine photos using #MaineThing to give us permission to repost.

Business Information

Page Visit Maine >

Category Travel Company >

Contact Options >

+  3 **visitmaine** ▾  

 **1,017** posts **41.1K** followers **696** following

[Promote](#) [Edit Profile](#) 

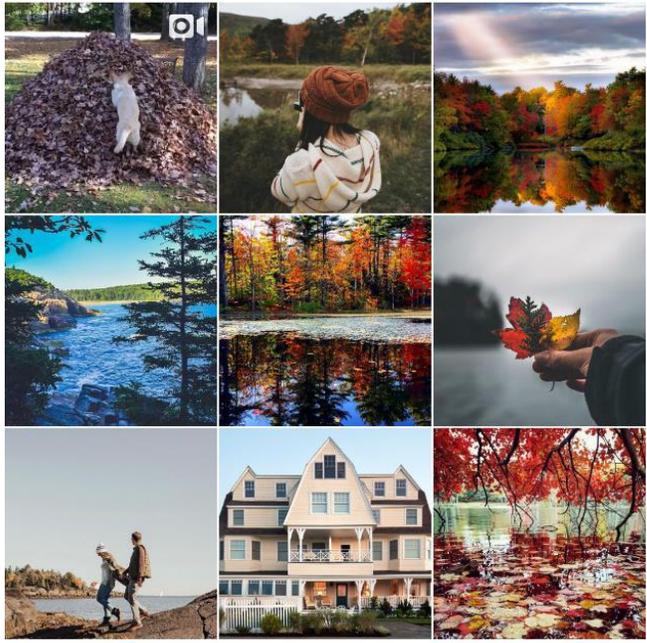
Visit Maine
Travel Company
The Maine Office of Tourism's official Instagram page. Tag your Maine photos using #MaineThing to give us permission to repost.
visitmaine.com/fall-in-maine/

[Email](#)

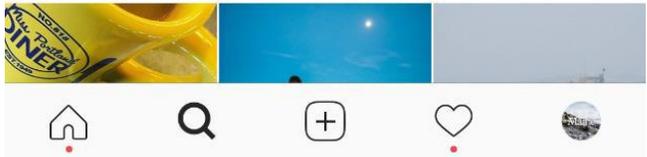
#mainething

Related: #mainetheway #igersmaine #scenestofme #my

TOP POSTS

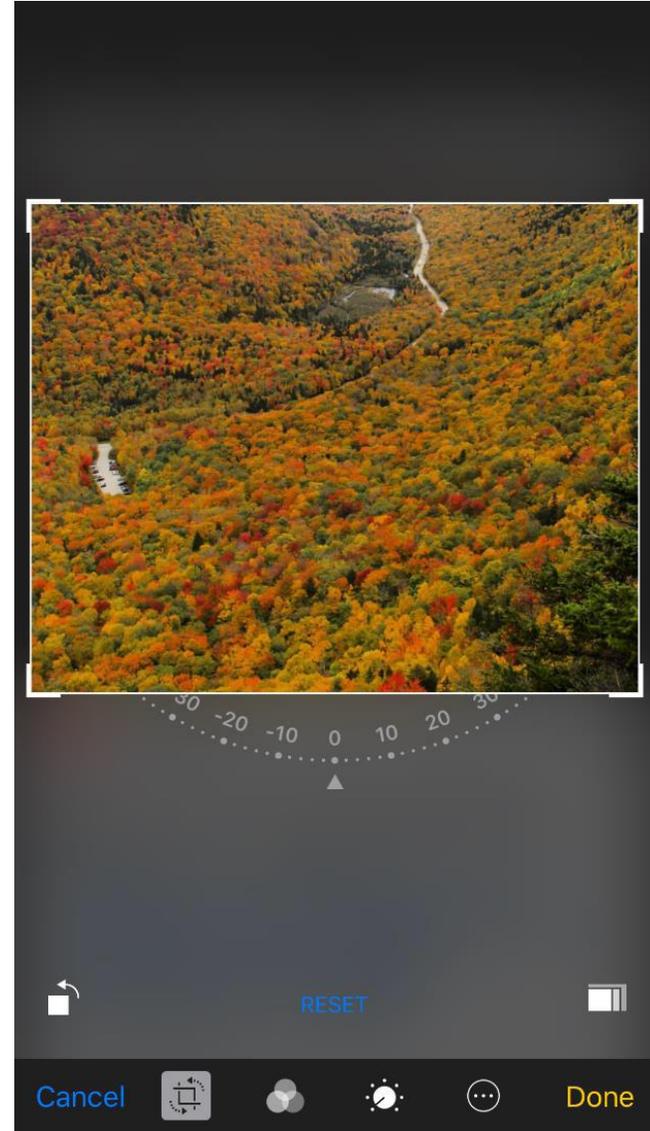
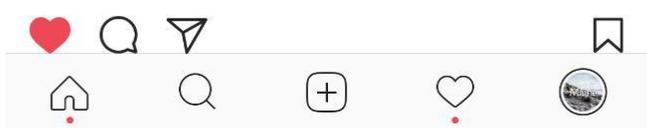


MOST RECENT 87,562 posts



Photo

danielle_tours Old Speck Mountain >





visitmaine
Old Speck Mountain >



View Insights

Promote



View Insights

Promote



Liked by elanaloo, atasteofkoko and 3,080 others

visitmaine Colorful Mondays 🍁 are a little more motivating. #MaineThing #MotivationMonday 📷: @danielle_tours

View all 21 comments

appalachianmountainclub 🥰

OCTOBER 16

6. Identify influencers

A **social media influencer** is a user on social media who has established credibility in a specific industry.

They can have huge followings –or fewer followers but a specific niche or topic that is relevant to you

- Media
- Bloggers
- Celebrities
- “Real” people



hbmerczt

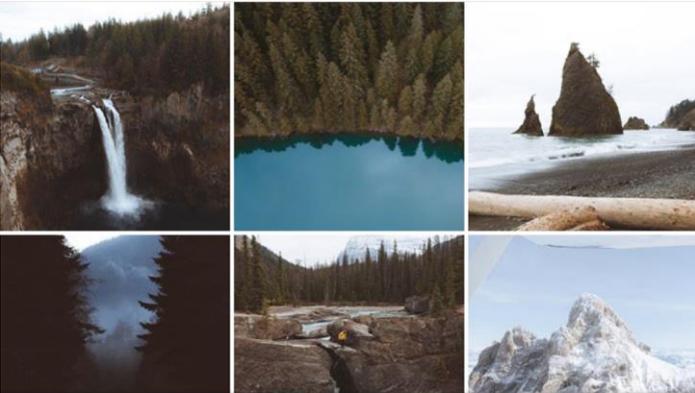


363 posts **90k** followers **953** following

Message

HB Mertz
 Photographer
 Boulder, CO
 hbmerczt@gmail.com
 www.hbmerczt.com/
 Followed by jldonahue, twodriftersxo, abbeinmaine + 15 more

Email



Home Search Add Heart Profile

amandakwaltman

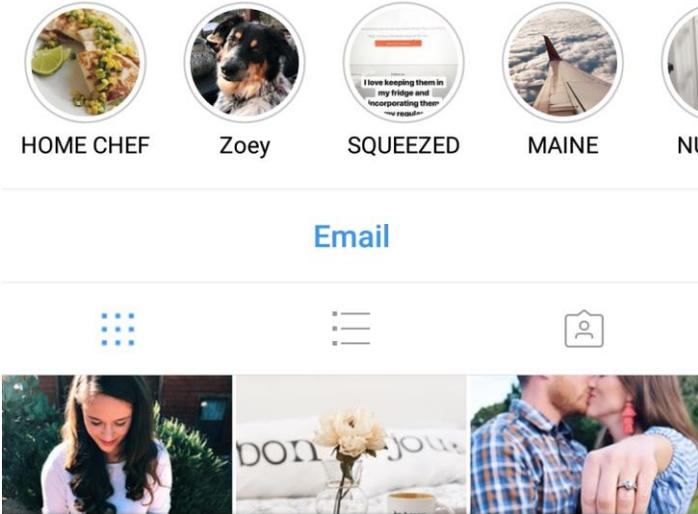


2059 posts **51.7k** followers **6920** following

Follow

Amanda • The Brilliant Balance
 Personal Blog
 Travel • Food • Lifestyle | 📍 Austin, TX w/
 @bloggershusband 🧑🏻, Zoey&Nugget 🐶🐶
 #thebrilliantbalance
 amanda@thebrilliantbalance.com
 thebrilliantbalance.com/
 Followed by visitmaine and charlene_l_williams

Email



HOME CHEF Zoey SQUEEZED MAINE NL

Home Search Add Heart Profile

twodriftersxo



697 posts **75.3K** followers **2,138** following

Message

Travel Couple ♥ Amy & Nathan
 Blogger
 ♥ Two Drifters: Where Love Meets Adventure
 ➔ Couples travel & lifestyle blog
 ➔ Currently exploring New England
 ➔ Drift with us!
 linktr.ee/twodriftersxo
 Followed by thefrontdoorproject, danahfreeman, jonesaroundtheworld + 18 more

Email



Home Search Add Heart Profile

visitmaine



Like, Comment, Share, Bookmark icons

Liked by charlene_l_williams, xoxomegcrow and 1,423 others

visitmaine Missing those weekend views? Head to @hbmertz to relive the long weekend's adventures #MaineThing

Photo

visitmaine Nubble Light House



Like, Comment, Share, Bookmark icons

Liked by charlene_l_williams, xoxomegcrow and 1,504 others

visitmaine Starting to plan weekend adventures? Come visit our coastal icons on #Maine Open Lighthouse Day this Saturday. #MaineThing @hbmertz

Photo

visitmaine Acadia National Park



Like, Comment, Share, Bookmark icons

Liked by charlene_l_williams, xoxomegcrow and 1,437 others

visitmaine #TravelTuesday calls for opening more doors to captivating beauty. #MaineThing @hbmertz

View all 5 comments

HB MERTZ AND NORTHEAST COLLECTIVE

- 16 participants
- More than 60 posts — 11 by HB Mertz
- 27 Instagram stories by HB Mertz in Maine
- Engagement on HB Mertz's posts tagging @visitmaine: 42.5K
- Potential reach on HB Mertz's posts tagging @visitmaine: 66.3K



A Week in Maine
With Allagash
Brewing

The Idea

Bring our love for Maine (and food!) to life in a compelling and dramatic fashion





The plan

- Day 1** Georgetown & Five Islands
- Day 2** Cheese tasting & farm dinner
- Day 3** Coffee cupping, surfing, oyster farm
- Day 4** Blueberries, baking, beer, sunset cruise
- Day 5** Lobstering in Southwest Harbor
- Day 6** A.M. Hike in Acadia & Popovers
- Day 7** ...We rested

Making our dream into a reality

Planning for August 2017 began
8 months earlier
with a 6 person team.



Key Learnings



Passion first



**More content =
more impressions**



**Be the influencer you
want to see in the
world**

The right influencers

- **Relevance**—is the content the influencer shares relevant to your business/organization?
- **Reach**—does the influencer reach an audience large enough to bring you value?
- **Resonance**—will your content be meaningful and relevant to the influencer's audience

Getting started

- Research
 - Refer to MOT's research
 - Who has a strong online presence that matches your brand
- Develop a “most-wanted” influencer list
- Develop a plan
 - Start by “liking” and commenting
- Communicate with your “most-wanted” list



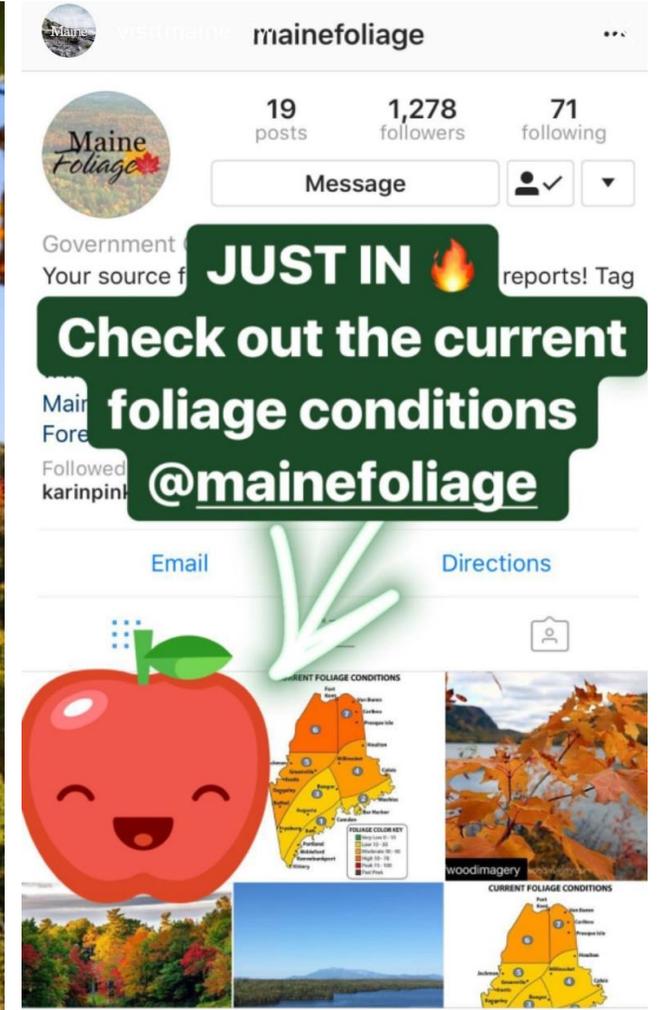
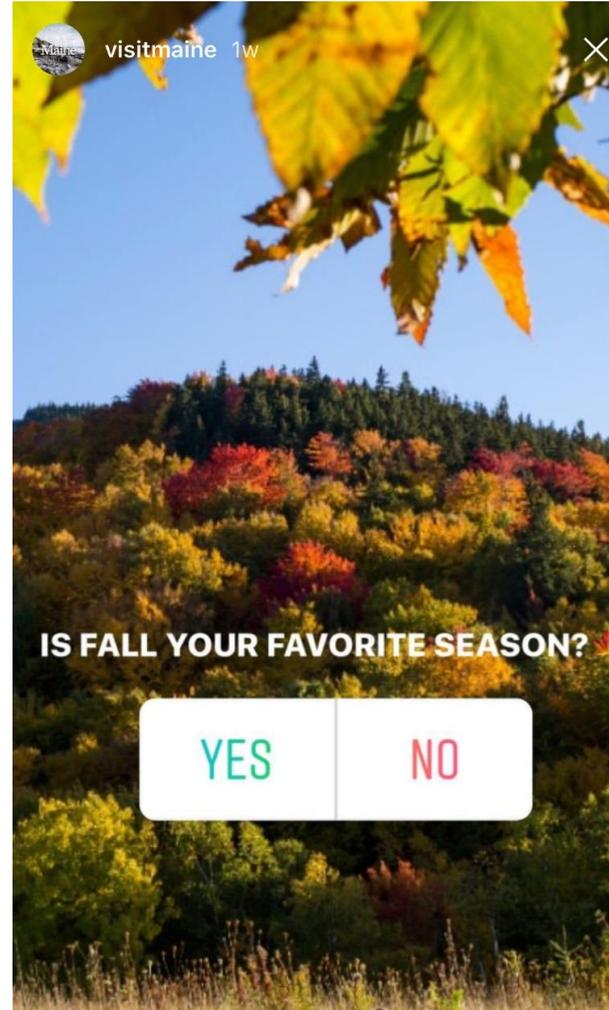
TO DO LIST:

1. Choose five influencers to engage with
3. Comment on or “like” the influencers’ posts
3. Work on establishing a relationship
4. Use services like Alexa and Kloutto vet influencers

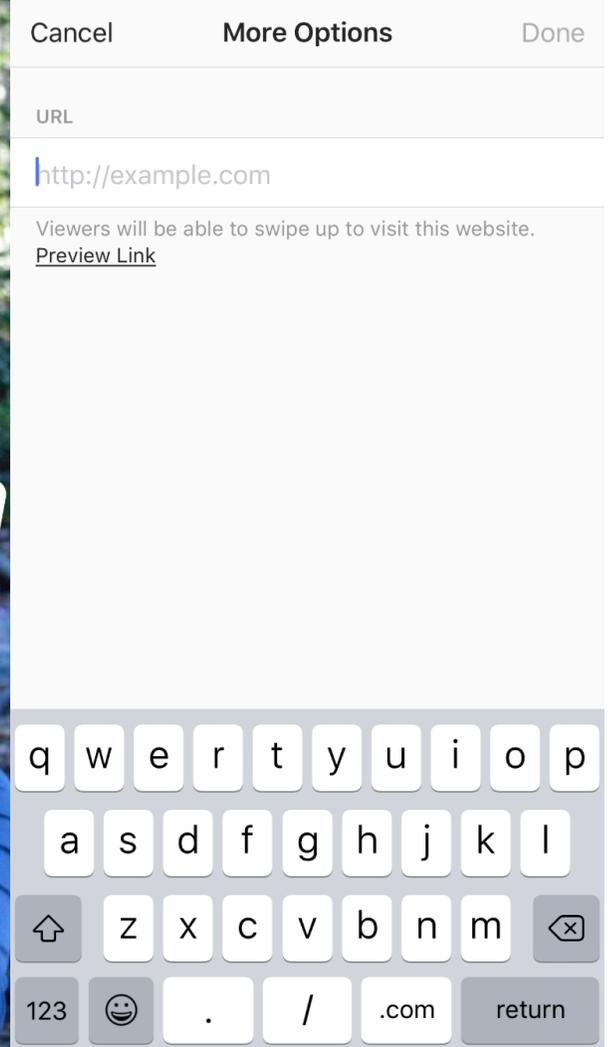
7. Use the platform's tools

- Instagram Stories
- Search feature
- Direct messages
- Don't forget the basics!
 - Tagging
 - Hashtagging
 - Emojis

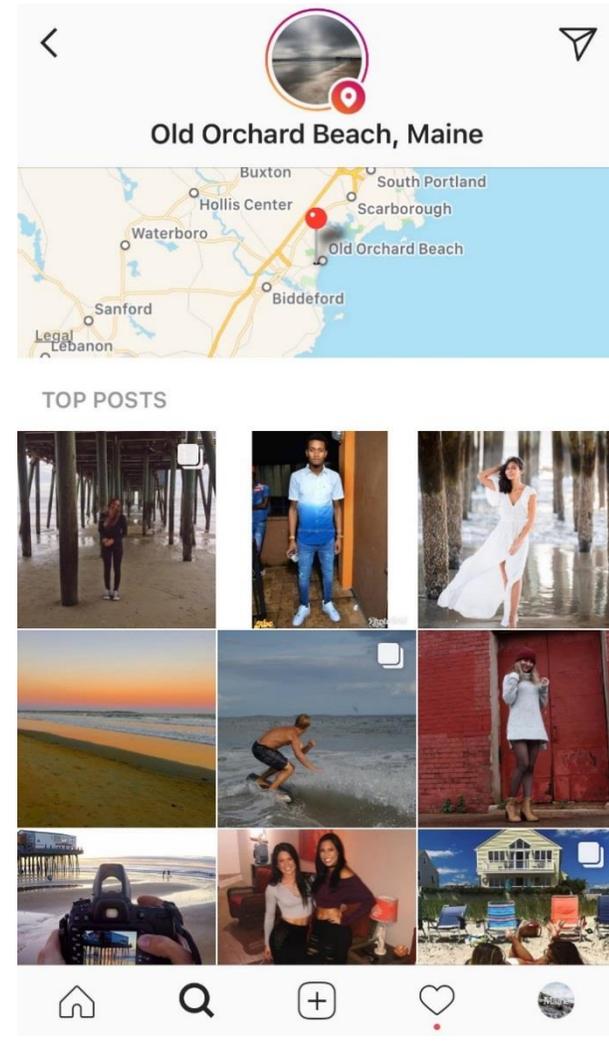
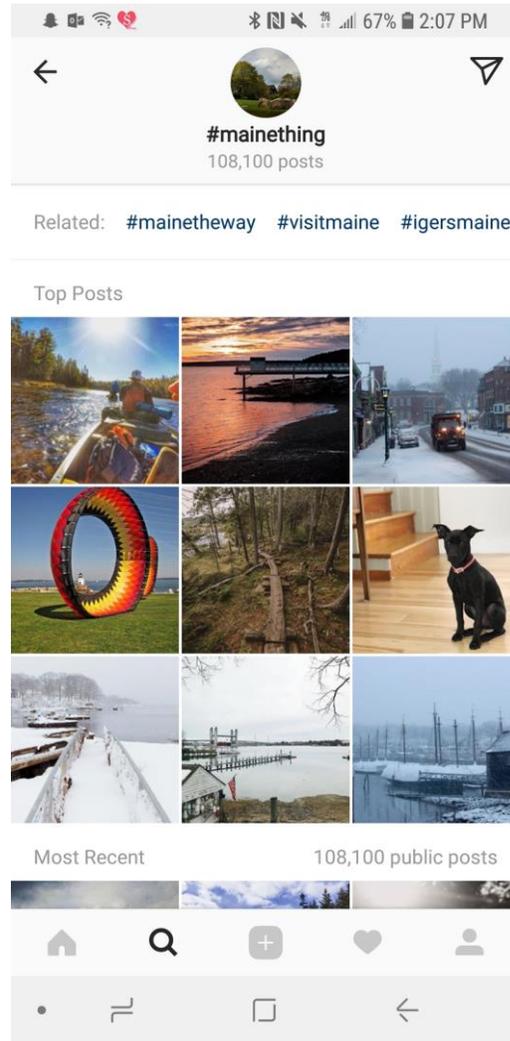
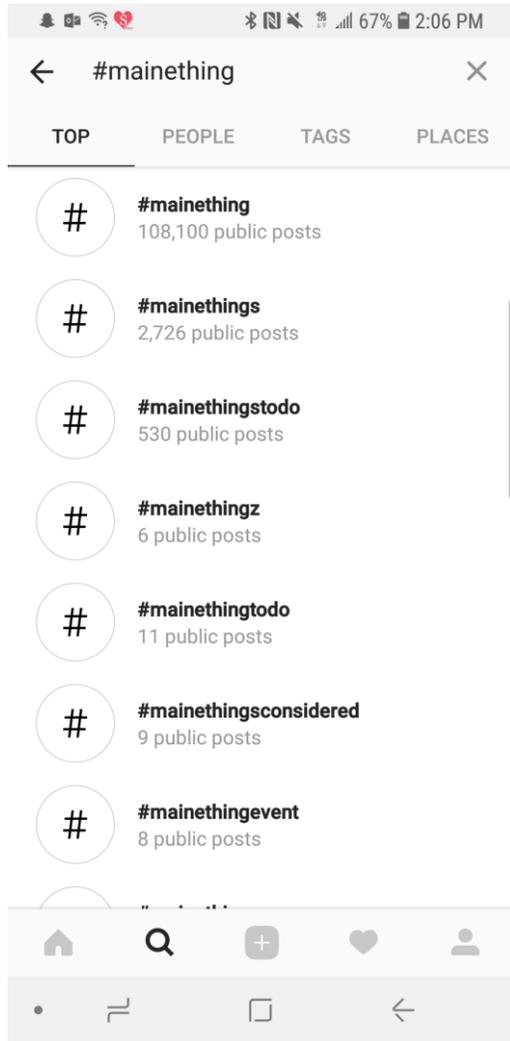
Instagram Stories



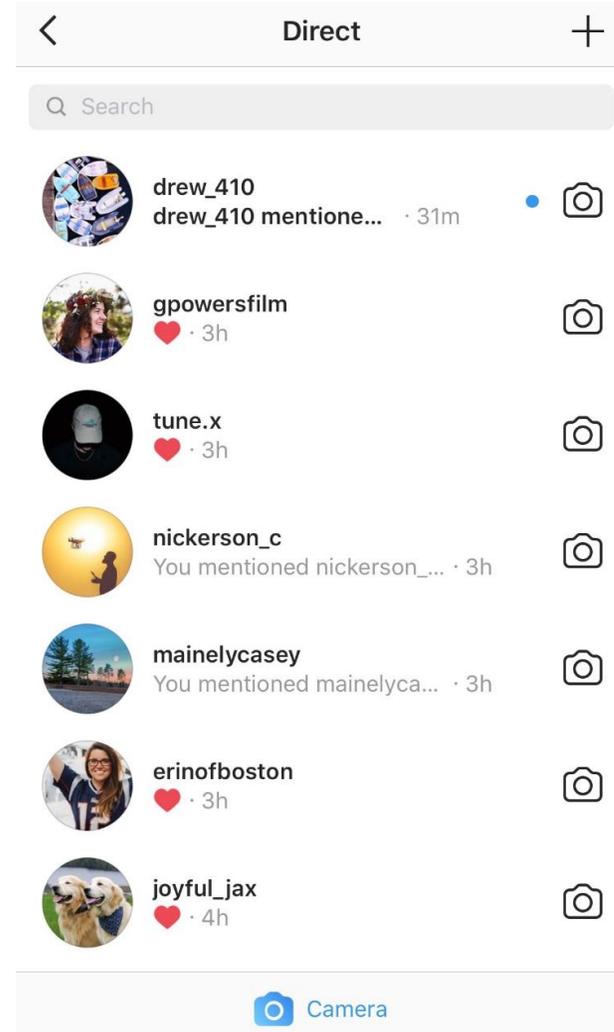
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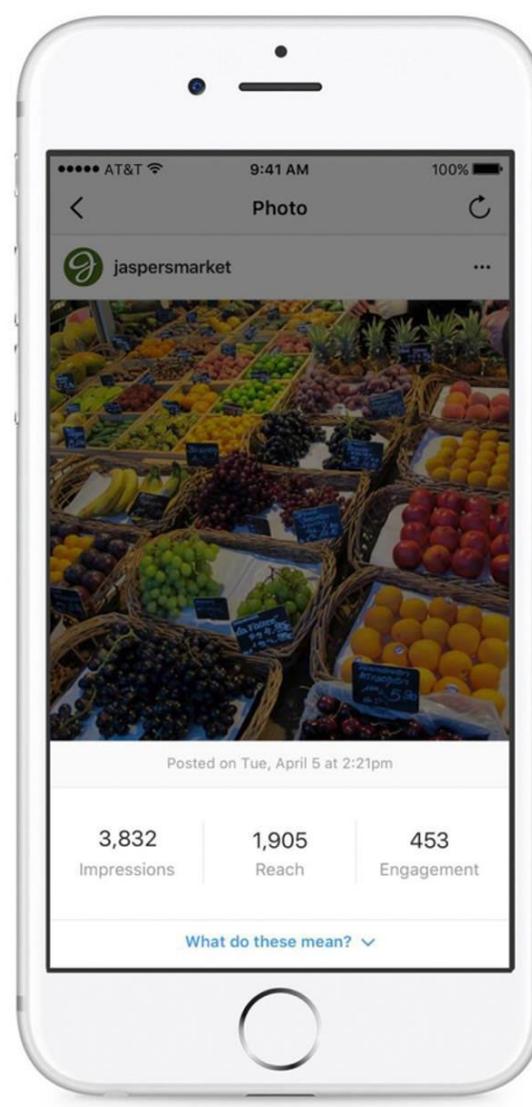
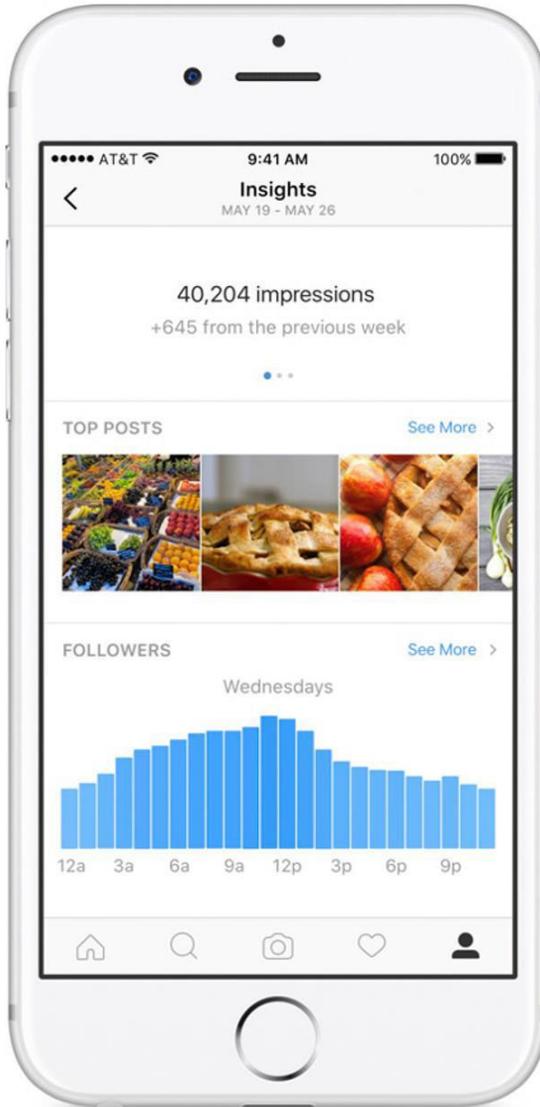
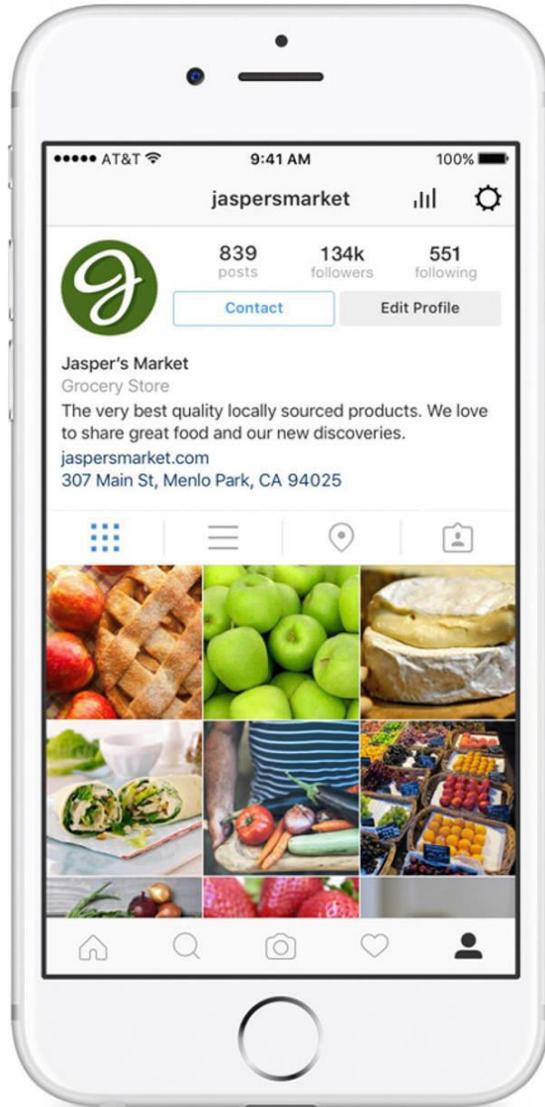
Search



Direct messages



8. Monitor yourself





Whitney Moreau
Marshall Communications

Connect with VisitMaine:
@visitmaine



@visitmaine



Jeff Pillet-Shore
Allagash Brewing

Connect with Allagash:
@allagashbrewingcompany

@allagashbrewing



Now, it's time for what you all have been waiting for.

Cheers!

