

The background of the slide is a sunset over a body of water, with a line of trees on the horizon. In the foreground, there are silhouettes of trees and a body of water. The Louisiana Travel Association logo is in the top right corner, featuring the word "LOUISIANA" in a large, white, serif font with a registered trademark symbol. Below it, the tagline "Feed Your Soul." is written in a smaller, white, sans-serif font. The website address "LouisianaTravel.com" is also in a white, sans-serif font, positioned below the tagline.

LOUISIANA
Feed Your Soul.
LouisianaTravel.com

Social Media Management to Inspire Future Travel

**Louisiana Travel Association
April 27, 2020**

AGENDA

1. Tourism Update
2. What We Know
3. What We Don't Know (Yet)
4. Tips for Today
5. Discussion

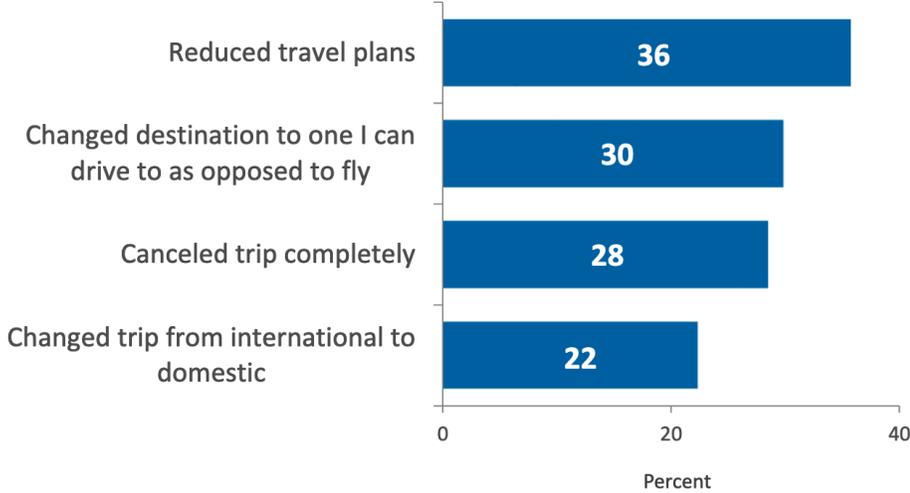
TOURISM UPDATE



58% are changing travel plans for next 6 months



of travelers planning to travel in the next six months will change their travel plans due to coronavirus

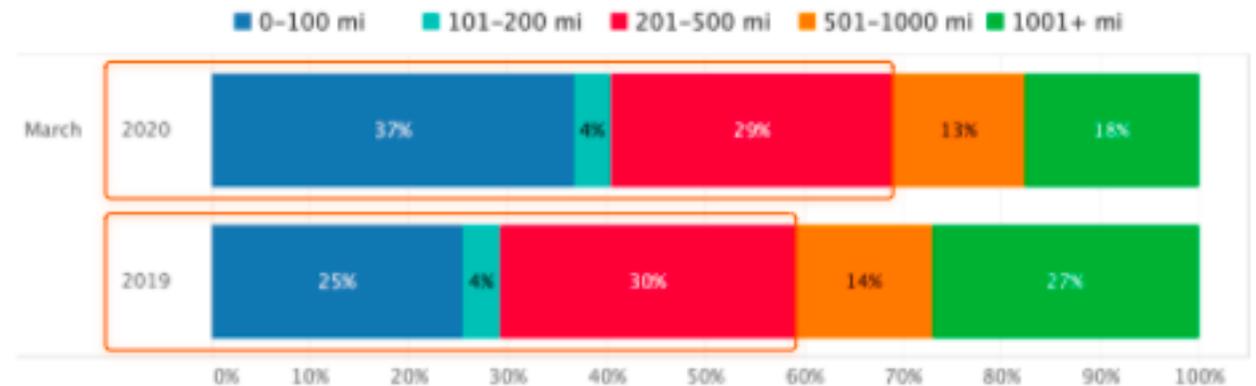


Base: Coronavirus Changed Travel Plans

Source: Longwoods, COVID-19 and Travel Sentiment Survey, March 2020

Reduction in longer- distance travel searches

U.S. Travel Destination Distance Year Over Year Comparison (Example: Anaheim/LA Metro Destination)

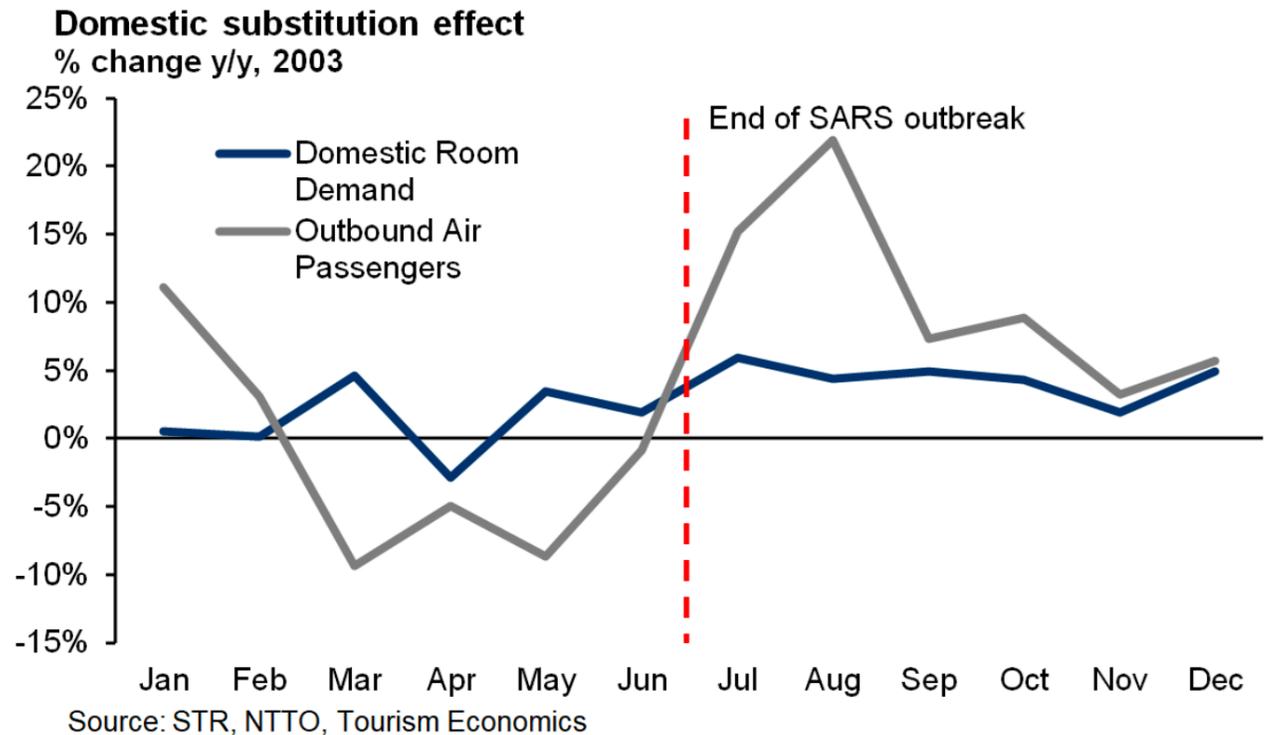


Source: Sojern Hotels/OTA/Meta Data, Hotel searches Jan 12 to March 14, 2020 vs Jan 13 to March 16, 2019

Source: SOJERN, COVID-19: Insights on Travel Impact #2, March 2020

Anticipate pent up demand for travel

Once recovery begins, travel will surge



Source: Tourism Economics, Impacts of Tourism on Global Tourism, March 2020

What We Know

- COVID-19 is still present throughout the U.S. and the world
- Shelter-in-place mandates are still in effect across the nation
- Travel restrictions are in effect
- Hotel occupancy is down 80%
- Visitation is down
- Intent to travel is down
- Overall tourism and hospitality industry is struggling
- The landscape, rules, and regulations are continuously changing
- Travel demand is anticipated to come back strong

What We Don't Know (Yet)

- When bars, restaurants, attractions, etc. will be open to the public again
- When the health crisis will be over and restrictions lifted
- What the state of the economy will be
- What the unemployment rate will look like
- How budgets and cashflow will be effected
- When travel will pick back up again
 - Business Travel
 - Leisure Travel
- Whether or not there will be pent up demand to travel

CONTENT TIPS FOR TODAY

Stay Close to Home

- [Feature user generated content](#)
- Maintain close connections with local partners:
 - profile guides
 - local businesses
 - chefs
- Leverage “people who like your page” audience

Content Creation

- Localized messaging
 - Support local business
 - Videos of local artists/crafters
- Events
 - [Watch parties](#)
 - [Virtual tours](#)
 - [Live festivals](#) and music events

Drive Traffic to Website

- Website content suggestions:
 - Secluded spots
 - Geocaching
 - Mural maps
 - [At home activities](#)
 - [Games](#)
 - [Local authors, movies and films](#)

Develop Appropriate Themes

- Themes
 - [Culinary](#)
 - [Outdoor activities](#)
 - Day dreaming (reopen)
 - Staycations (reopen)
- Examine national industry guidelines
 - [Restaurants](#)
 - [Retailers](#)

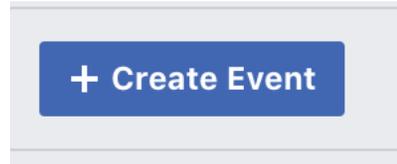
Using Facebook Events

CREATION & PROMOTION GUIDE

THERESA.OVERBY@MILESPARTNERSHIP.COM

Creating a Facebook Event

Click on the events tab on the left side of your page and click the blue Create Event button.



Choose cover photo

1920 x 1080 is the best size to scale across all devices

New Event by Louisiana Fun Fest ×

Required Info
Enter the following information to create your event.

Event Photo or Video ?



Event Name 40 / 64
Long event names may not fully appear in some places (ex: mobile phones)

Location ? 📍

You can add North Boulevard Town Square as a co-host so they can share your event with their followers and put it on their calendar. They'll be able to edit this event. ×

When you create an event on Facebook the Pages, Groups and Events Policies apply. Save Draft Publish ▼

Be sure to complete every field in the event form to provide the most accurate information to attendees.

Invite relevant co-hosts who can help expand your event's reach. If it's a public event, ALWAYS invite @LouisianaTravel and your local CVB to co-host. This will add your event to their Facebook event calendar.

Co-hosts

Co-hosts will have editing privileges and can add the event to their calendars to help spread the word.

louisiana tra

- Louisiana Travel**
1051 N 3rd St, Baton Rouge, Louisiana 70802 · Tourist Information Center · Govern...
- Louisiana Travel Association**
1165 S Foster Dr, Baton Rouge, Louisiana 70806 · Advertising Agency · 4.4K like this
- Louisiana Transportation Research Center**
4101 Gourrier Ave, Baton Rouge, Louisiana 70808 · Government Organization · 59...
- Louisiana Department of Transportation and Development (DOTD)**
1201 Capitol Access Rd, Baton Rouge, Louisiana 70802 · Government Organizatio...
- Louisiana Culinary Trails**
Tourist Information Center · 40K like this
- Lafayette, Louisiana**
Lafayette, Louisiana · Landmark · Government Organization · 60K like this
- Louisiana Weekend**
844 Government St., Baton Rouge, Louisiana 70802 · Local & Travel Website · Bro...
- Louisiana Trans Advocates**
Nonprofit Organization · 3.4K like this

When you create an event on Facebook the Pages, Groups and Events Policies apply.

Save Draft Publish

Once all fields are complete, click publish to make the event live on your page.

The screenshot shows a Facebook event page. On the left is a navigation menu with options like 'Events', 'Calendar', 'Birthdays', 'Discover', and 'Hosting'. The main content area features a large image of a pot of jambalaya with the text 'JAMBALAYA COOK-OFF JULY 25TH'. Below the image, the event title 'Jambalaya Cook-Off at Louisiana Fun Fest' is displayed, along with the date 'JUL 18' and the status 'Public - Hosted by Louisiana Fun Fest and Louisiana Travel'. There are buttons for 'Interested' and 'Going'. The event details include the date and time 'Saturday, July 18, 2020 at 11 AM - 3 PM', the location 'North Boulevard Town Square, 222 North Blvd, Baton Rouge, Louisiana 70801', and the host 'Hosted by Louisiana Fun Fest'. There is also a 'Tickets' section with a link to 'www.louisianatravel.com'.

Promoting Your Event Organically

- Post updates within your event at least once a week.
- Always use an image with the updates.
- Give clear calls to action that incentivize people to engage with the posts.

Examples:

Team registration opens today! Tag two friends you'll bring along to cook with you for a chance to win a free team registration. Make sure to **CLICK INTERESTED** to be notified of the winner.

Heads up! The winning team has been notified but there are still five team spots available. Team registration closes next Friday, February 13. Register here: www.louisianatravel.com.

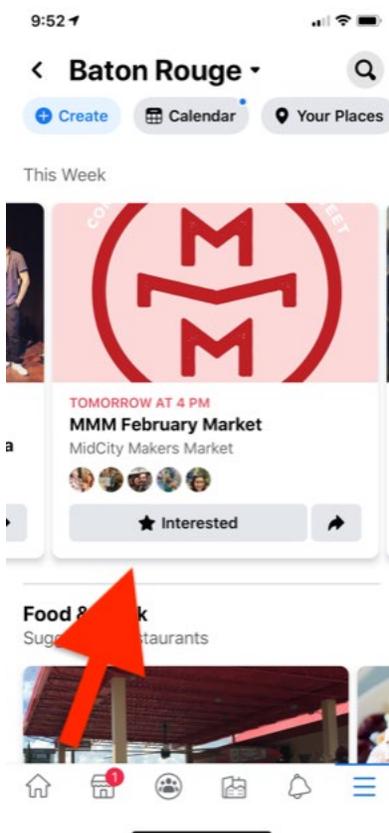
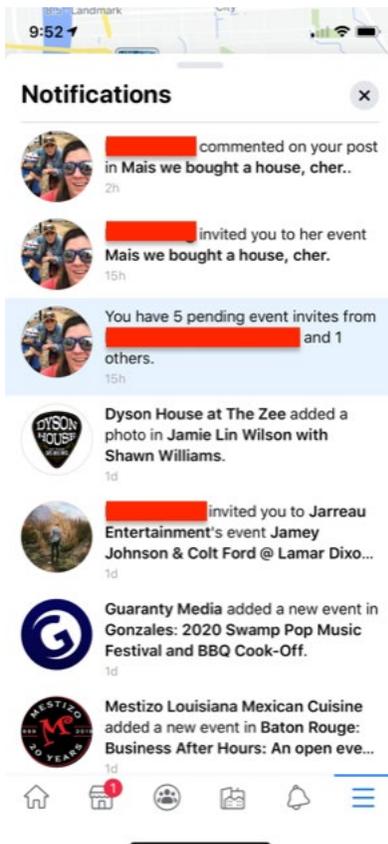
How much do you love Jambalaya? Join us for the inaugural Jambalaya Cook-Off and eat to your heart's content. Tag a friend below that you'll bring along to for a chance to win a Louisiana Fun Fest swag bag! Don't forget to CLICK INTERESTED or GOING to be notified of the winner.

Our swag bag winner has been notified, but don't despair! Our cook-off sponsor @CajunCookers has provided a propane cooker we'll give away to one lucky winner! CLICK INTERESTED or GOING and tag a friend below for a chance to win.

We've notified the winner of our cooker! Stay tuned for more giveaways. In the meantime, tell us your favorite jambalaya protien below.

Hey food fans! We'll be announcing our panel of celebrity judges later this week! Make sure to CLICK INTERESTED to be the first to learn who's coming.

When people engage with your event, their friends are notified. And, someone has liked your page, they'll get notifications when you create new events.



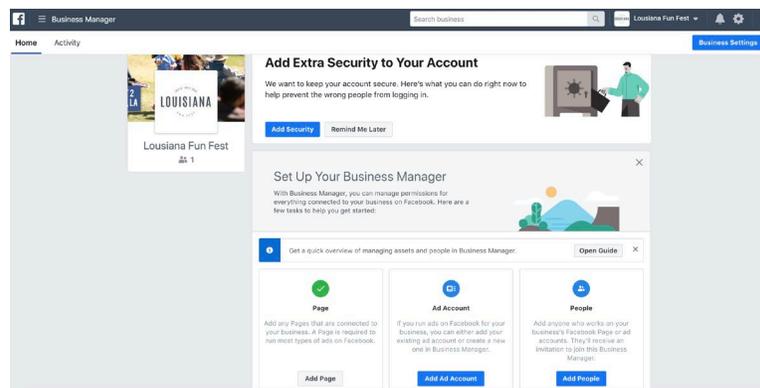
Paid Facebook Event Promotion

Why should I use Facebook ads?

- Effective & affordable
- Simple set up
- Ability to target your audience directly by interest or geo
- Customizable objectives

Create an Ads account.

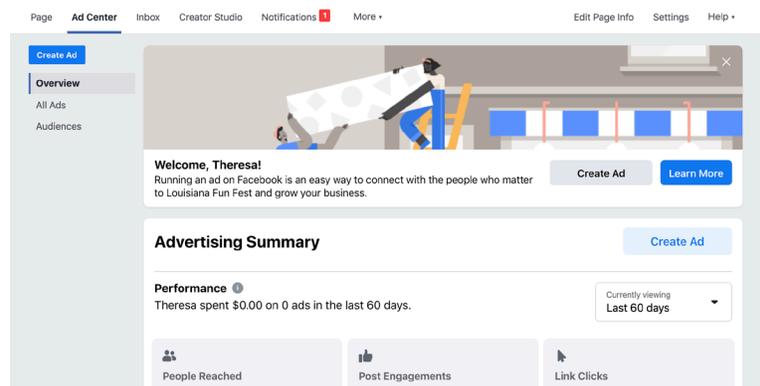
Start by creating a Business Manager account for your Facebook Page. This will allow you to manage all page functions as the business including allowing page access to others, checking insights, using creator studio and managing your Ads account.



You will be required to add a payment account within Ads Manager. You can choose the frequency of payment processing.

Once your account is set up, you'll have the option of boosting posts from page level or creating ads in Ads Manager.

Click on the Ad Center tab in Business Manager and click on one of the blue Create Ad buttons.



You'll be presented with different objectives for ad types. Select Boost and Event.

How would you like to grow your business?

Creating an ad helps get you more of the business results you want.

- Get Started With Automated Ads**
Get personalized ads that adjust over time to help you get better results
- Boost a Post**
- Boost an Instagram Post**
- Boost an Event**
- Promote Your Page**
- Promote Your Business Locally**
- Promote Your Sign Up Button** Recommended

Click the blue Boost Event to select the event you'd like to promote.

Select an Event to Boost

- MAR 7** **Here's the Beef Cook-Off 2020**
Sat 8:30 AM · Yambilee Building
79 interested 9 going Boost Event
- FEB 20** **Big Game Hunting Program**
Thu 6 PM · Louisiana Sports Hall of Fame
21 interested 1 going Boost Event
- FEB 20** **Big Game Hunting Program**
Thu 6 PM · FLASH - Friends of La Sports and History
16 interested 2 going Boost Event
- FEB 13** **Eagle Expo & More Cajun Coast**
Feb 13 - Feb 15 · Cajun Coast Visitors & Convention Bureau
114 interested 0 going Boost Event

Select your objective of selling tickets or creating awareness.

Boost Event

OBJECTIVE

- Sell Tickets
Get more people to attend your event
- Increase Awareness
Get more interest in your event

AD CREATIVE

Format
Choose the type of image or video format you'd like to use in this ad.

Single Image

Single Image
Upload an image or video

New Feature!
Use free stock photos in your ads.

Browse Library Free Stock Images

Text 153 / 90

Preview: Desktop News Feed

Louisiana Travel
Sponsored

Eagle Expo includes a chance to meet with birders, live raptor presentation, boat tours to view eagles, and the Water and Nature Expo on the Cajun Coast!

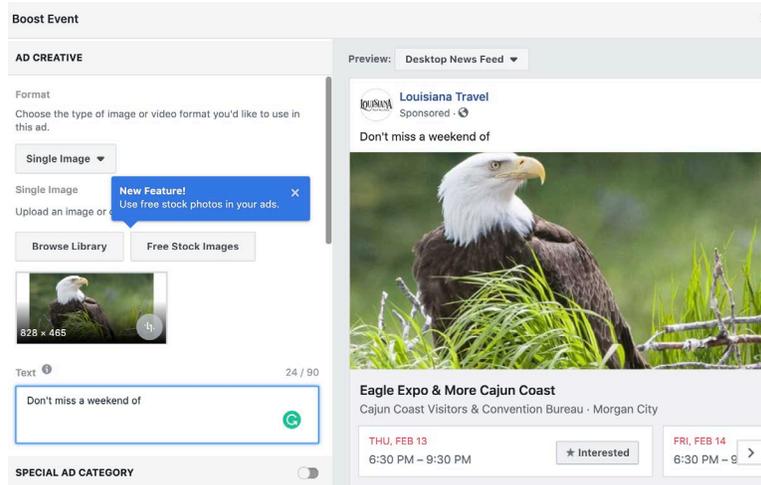
Eagle Expo & More Cajun Coast
Cajun Coast Visitors & Convention Bureau · Morgan City

THU, FEB 13
6:30 PM - 9:30 PM

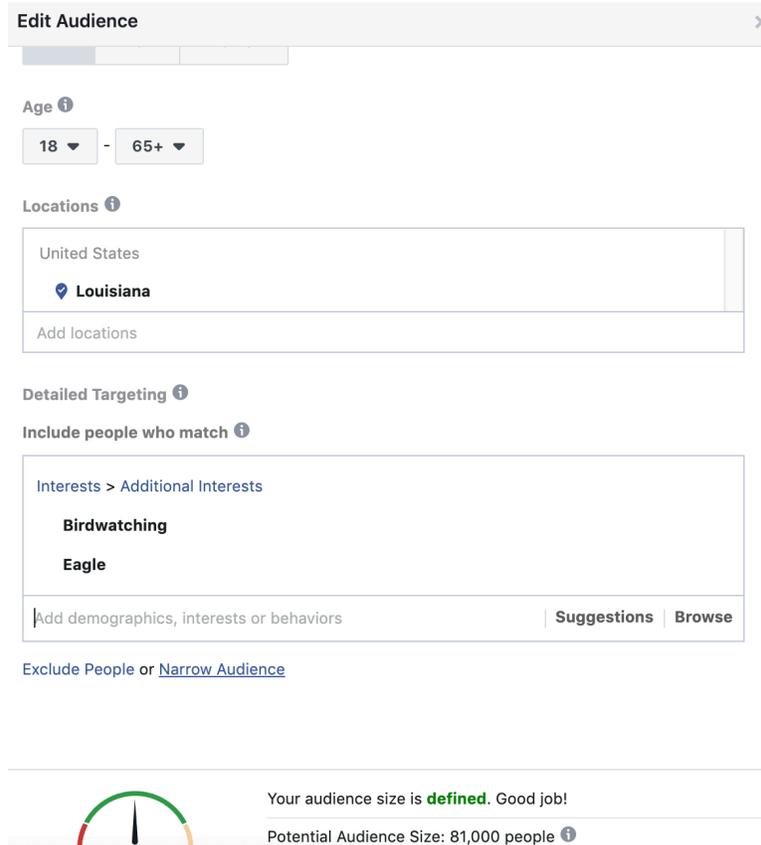
* Interested

FRI, FEB 14
6:30 PM - 6:30 PM

Next you'll set-up your ad by selecting the type of ad, image selection and custom content on the left side of the page. As you edit the ad, you'll see updates on the ad preview on the right side.



Now it's time to select your audience. You can choose people who like your page or build by state, city, DMA or zip code. You should also target by interests that are aligned with your event. Note, you can narrow your audience if you'd like to target by behaviors, income level or other behaviors. The total potential audience size will be displayed at the bottom.



Finally, set up your promotion duration and budget. Most effective campaigns run a minimum of four days. However, if you have last minute tickets to sale, a short, one-day promotion is a good way to move them. Be mindful that ad approval can take up to 24-hours.

DURATION AND BUDGET

Duration ⓘ

Days

End date

Total budget ⓘ

Estimated People Reached ⓘ

1,700 - 5,000 people per day of 2,000,000



Refine your audience or add budget to reach more of the people that matter to you.

You will spend **\$7.50** per day. This ad will run for **4** days, ending on Feb 11, 2020.

Be sure to return to your Ads tab in Business Manager to review the performance of your ad.

Shared with Louisiana Association of Fairs & Festivals
April 2020
By: Theresa Overby

