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Project number: 2019-1-IT02-KA204-063176



ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M4: Communication and Marketing

Social Media

[name of presenter]

[Position and Organisation]

[Email address]



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Goals for today:

Understanding

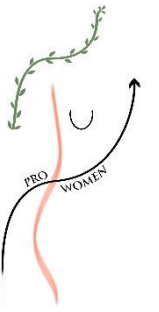
- ❖ the usefulness of Social Media for a Tourism Promoter
- ❖ how to use Social Media professionally
- ❖ how to create content





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Brainstorming

What Social Media channels do you know?

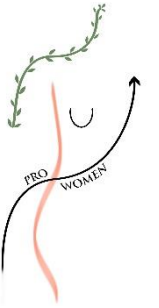
Which ones do you usually use? For which purpose?





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Social Media

- Social Media are interactive technologies that facilitate the **creation or sharing** of information, ideas, career interests and other forms of expression via virtual communities and networks
- Users usually access social media services via web-based apps on desktops and laptops, or download services that offer social media functionality to their mobile devices like smartphones and tablets.





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Social Media

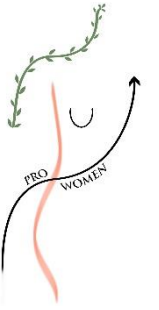
- Facebook (and its associated Facebook Messenger)
- TikTok
- Twitter
- LinkedIn
- Instagram
- YouTube
- WhatsApp
- Pinterest
- ...





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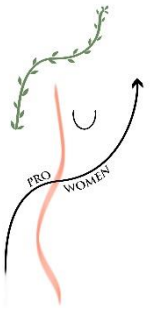
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Social Media

- We must be aware of the advantages and disadvantages in the use of the social media. What experiences did you have or what examples can you think of?
- It is important to select the right Social Media tool and strategy as a tourism promoter to attract and reach clients and tourists.





Social Media

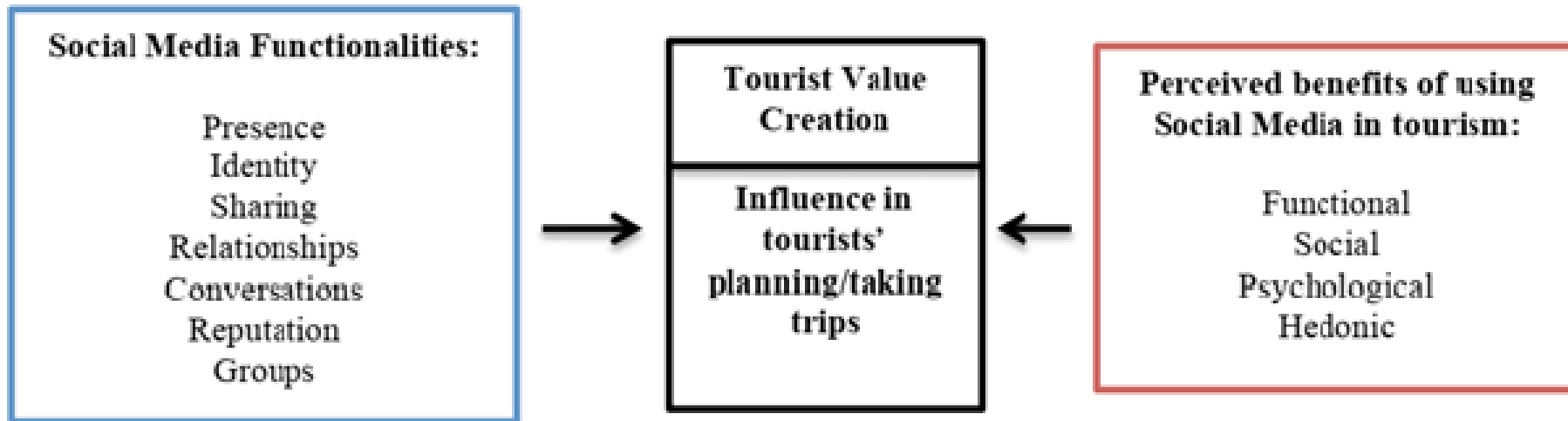
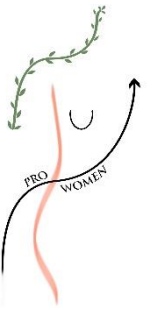


Figure 1: Framework of Social Media in Tourism Value Creation.



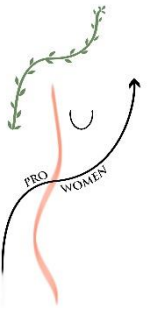
Social Media

Remember:

- Tourists also use social media to share their experiences and write about them.

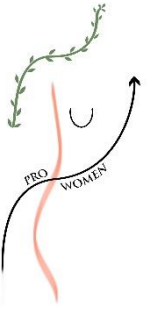


- The use of new technologies by tourists during their stay may increase the credibility of the information you disclosed because tourists, as well as consumers, have an important role in the production of information.



How to use Social Media professionally

- ❖ Be authentic and approachable.
- ❖ Make sure that the content fits your business goal.
- ❖ It is smart to build your profile around your person, but you do not overshare personal information!
- ❖ Use your professional or business name.
- ❖ Use a professional photograph for your profile.
- ❖ If you are active on various channels, consider using a managing and/or cross posting tool to keep track more easily and save time.



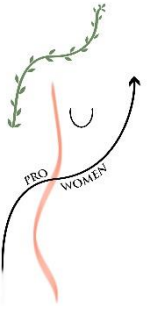
How to use Social Media professionally

- ❖ Create engaging content that is in line with your business goal.
- ❖ Your content should be well written and visually appealing to attract the attention of your customers.
- ❖ Your content has to engage your followers and customers, that means it should trigger a response (likes, comments, retweets, ...).
- ❖ Be active: Comment, share, answer questions, participate in conversations. Remember that you have to work to appear in your customers feed!



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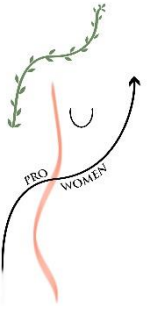


How to use Social Media professionally

Possible content includes:

- ❖ Photos of the region you offer tours in (if possible, use your own!)
- ❖ Links to recent articles on sights or relevant events in the area
- ❖ Tourism related news
- ❖ Pictures of events, conferences, tours, ... you attend (pay attention to personality rights of people in the picture!)
- ❖ New content or updates from your website





Let's do a search

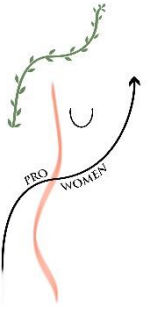
- Find tourism accounts on various platforms: Which channels are most used?
- Analyse them: What image is provided? What content is used? What kind of communication emerges?
- Consider your profile as Territorial Promoters and develop some ideas to promote it: how would you like to be perceived? what kind of content would you like to focus on?





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Reflection

What do you think about the session?

What did you learn?

What do you need to work on?





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