



# PLANNING QUALITY SOCIAL MEDIA CONTENT

May 26, 2021

*South Dakota*





# WHAT WE'LL COVER

- Back to Basics
- Brand Voice
- Content Calendar
- Engagement Tactics

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605  
SOUTH DAKOTA

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# SOCIAL MEDIA BASICS

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# BASICS

- **Social Channels**
- **Keep it Sustainable**
- **Define Audience and Goals**
- **Attraction Information**
- **Utilize Platform Analytics**





# FINDING YOUR BRAND VOICE

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# BRAND VOICE

- **Personality**
- **Consistency**
- **Visitor Expectations**



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# DEVELOPING A CONTENT CALENDAR

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# CONTENT CALENDAR

- **Consider the Audience**
- **Photo and Video**
- **Content Buckets**



Message Topic	Date/Time	Week 1 (May 3 - 9)	Image	Scheduled	Date/Time	Week 2 (May 10 - 16)	Image	Scheduled	Date/Time
Family Fun	Monday 5/3/21			<input type="checkbox"/>	Monday 5/10/21			<input type="checkbox"/>	Monday 5/10/21
Call to action: Sign up for ENewsletter, Book a Tour, etc.	Tuesday 5/4/21	<p>Dreaming of your next getaway to South Dakota? Check out a digital version of our 2021 Vacation Guide here: <a href="https://bit.ly/2S6UgHv">https://bit.ly/2S6UgHv</a></p> <p>Location: Spearfish, South Dakota</p>		<input checked="" type="checkbox"/>	Tuesday 5/11/21			<input type="checkbox"/>	Tuesday 5/11/21
Wildlife	Wednesday 5/5/21			<input type="checkbox"/>	Tuesday 5/11/21			<input type="checkbox"/>	Wednesday 5/11/21

[https://docs.google.com/spreadsheets/d/1Wl\\_wADOT7ez73yf9L8QDnxK5FDBdhqHv\\_hj9iYuX1Qo/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1Wl_wADOT7ez73yf9L8QDnxK5FDBdhqHv_hj9iYuX1Qo/edit?usp=sharing)

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# CONTENT CALENDAR



- **Holidays, Events, etc.**
- **Review Calendar Frequently**
- **Spend “Targeted” Time on Social**



# ENGAGEMENT TACTICS

A red-tinted photograph of a historic street scene. In the foreground, a horse-drawn carriage with two horses is moving down the street. Several modern cars are parked along the sides of the road. The background features historic buildings with various signs, including 'MINERAL PALACE HOTEL', 'EAGLE BAR', and 'NUGGET SALOON'. The scene is set against a backdrop of a forested hill.



# BE ENGAGING

- Giveaways / Contests
- Tag a Friend / Ask Questions
- Shareable Content
- Hashtags
- Community Management



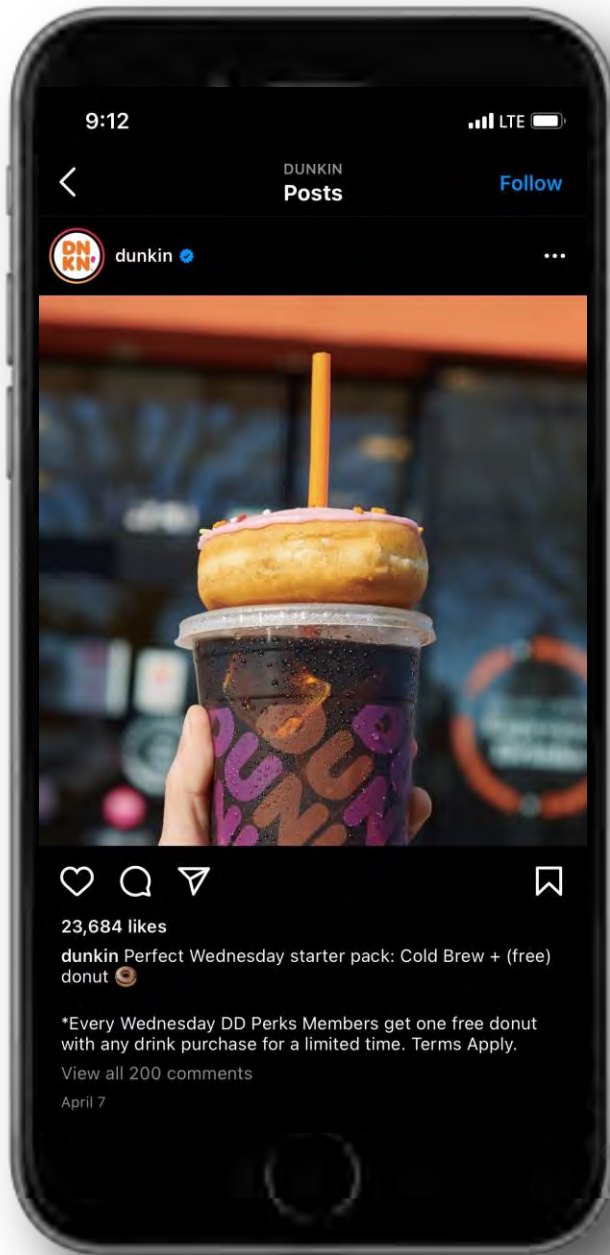
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# CONTENT EXAMPLES

The background image is a serene lake scene. In the foreground, two people are seated in plastic chairs on a grassy shore, their backs to the camera. A large tree's branches hang down from the top right corner. In the middle ground, a small motorboat is on the water, and a person is wading in the shallow water to the right. The entire image is covered with a semi-transparent orange filter, and the text 'CONTENT EXAMPLES' is centered in white.





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San Diego Zoo posted a video to playlist Wild & Fun.

April 12 · 🌐



Fun tortoise fact comin' at ya.



👍❤️ 4.3K

150 Comments 1.1K Shares



San Diego Zoo posted a video to playlist Wild & Fun.

March 9 · 🌐



Quill you please not chew so loud?



SANDIEGOZOOWILDLIFEALLIANCE.ORG

Prehensile-Tailed Porcupine Noms

[Learn More](#)

👍❤️ 16K

859 Comments 5.8K Shares

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Floret Flower Farm

April 30 at 8:31 AM · 🌐



Yesterday we started planting dahlias and got the main collection in (all of my favorites) plus about half of the breeding patch. Today we'll hopefully finish up planting the breeding patch. We are growing so many less varieties and less quantity this season and it's such a relief. I keep repeating to myself: do less and do a better job. So far, it's feeling really good. [#discoveringdahlias](#)



👍❤️ 2.4K

63 Comments 42 Shares



Floret Flower Farm

April 10 · 🌐



Timmy, my faithful companion relaxing in the shade of Daffodil 'Apricot Whirl'. We just put the final finishing touches on a new little free booklet, Floret's Favorite Daffodils & Narcissus, which will be available to download next week. Sign up here: <http://floretflowerfarm.com/daffodil-guide-fb> I can't wait to share this new resource with you!

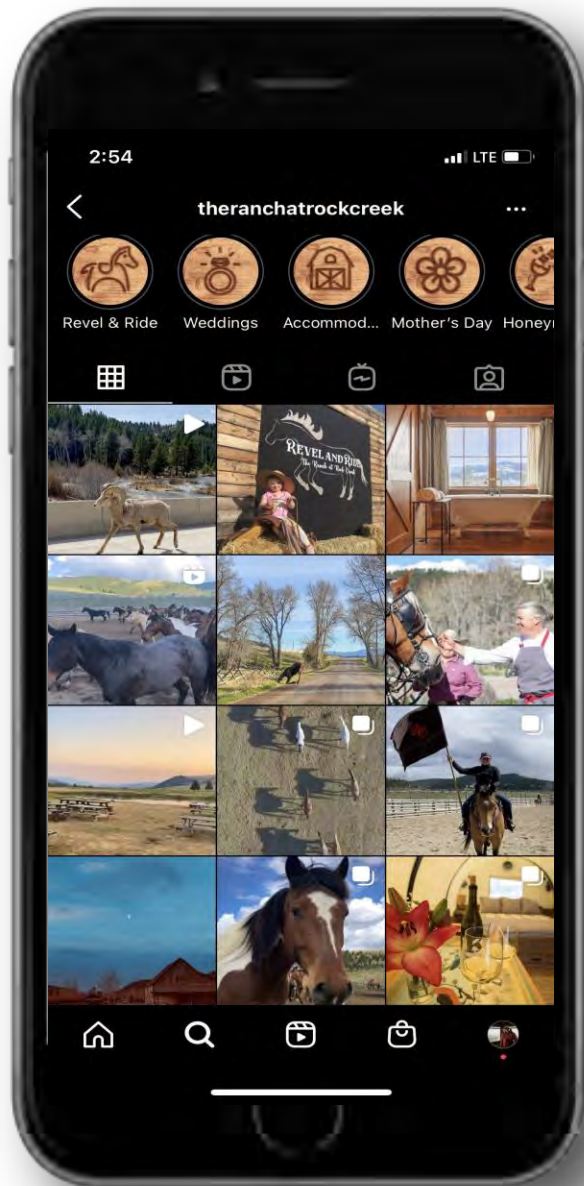


👍❤️ 7K

112 Comments 240 Shares

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**theranchatrockcreek** • Follow  
The Ranch at Rock Creek

**theranchatrockcreek** 🐾 4th chance to vote on a new horse name! 🐾 Today's horse will be named either Shooter or Slick. Why? 🐾

1. He's a 13-year-old blue roan gelding.
2. This guy is just too cool. He's a straight shooter, honest and all business about his job.
3. He is Slick to ride and will get you there in style.
4. A handy guy that can do just about any job on The Ranch.
5. Already a favorite for Wrangler Sam (pictured).

🐾 Visit stories to read more about him and take our name poll. Or you can vote below! 1 vote per person.

🤍 💬 🗳️ 📌

👤 Liked by emitoms and 2,160 others

7 DAYS AGO

😊 Add a comment... Post

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