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Becky McCray

Finding Your Social Media Champions

Finding existing champions and cultivating their support:

- Start with locals, former locals, and frequent visitors.
- Notice who interacts with you online.
- Treat each as an individual, never as a PR machine.
- Support local "geeky" events.

Fam tours with bloggers and online publishers:

- Get beyond travel. Think crafts, foods, sports and more.
- Evaluate them for lively community, consistent posting, and a compatible tone.
- For travel bloggers, offer independent options. For others, offer groups.
- Be organized. Include wifi and schedule downtime for them.
- Connect them with locals, characters and your champions.
- Measure! Collect stats before and after, and collect content.

Tools:

- Twellow, to search the Twitter Yellow Pages: www.Twellow.com
- Local Tweeps, to find Twitter users by geographic area: www.localtweeps.com
- Twibbons to add ribbons to social network avatars: www.twibbons.com
- Alltop, to get all the top stories in the internet's magazine rack: www.alltop.com
- Gist, to discover where else people are online: www.gist.com

Resource page:

<http://www.tourismcurrents.com/Nebraska>

- Copy of slides
- Links to resource articles and tools
- Becky's social network connections
- 20% off coupon for tourism social media courses
- Sign up for our free monthly newsletter