



Blurred Lines

Using Social Media to Elevate Your PR Efforts



kivvit

What We'll Cover Today

- Brief intros
- Travel media insights
- KPIs in a blended world
- A word about Content Creators
- Social media 101
- Review of organic & paid
- Q&A



Who You Will Hear From Today



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61
YEARS
SPECIALIZING
IN
MARKETING
PLACES

500+
represented
places

cities
states
regions
countries

4 OFFICES

NEW YORK



LOS ANGELES



DENVER



TORONTO



55
MARKETERS
WITH A PASSION FOR
PLACES





**A NATIONALLY RECOGNIZED
TOP-25 PUBLIC AFFAIRS &
STRATEGIC COMMUNICATIONS
FIRM, KIVVIT RUNS RESULTS-
DRIVEN ADVOCACY CAMPAIGNS.**

Kivvit is led by professionals who have decades of experience in communications, media, government, nonprofits, business and political campaigns.



100+
EMPLOYEES

ESTABLISHED
2002

6
OFFICES





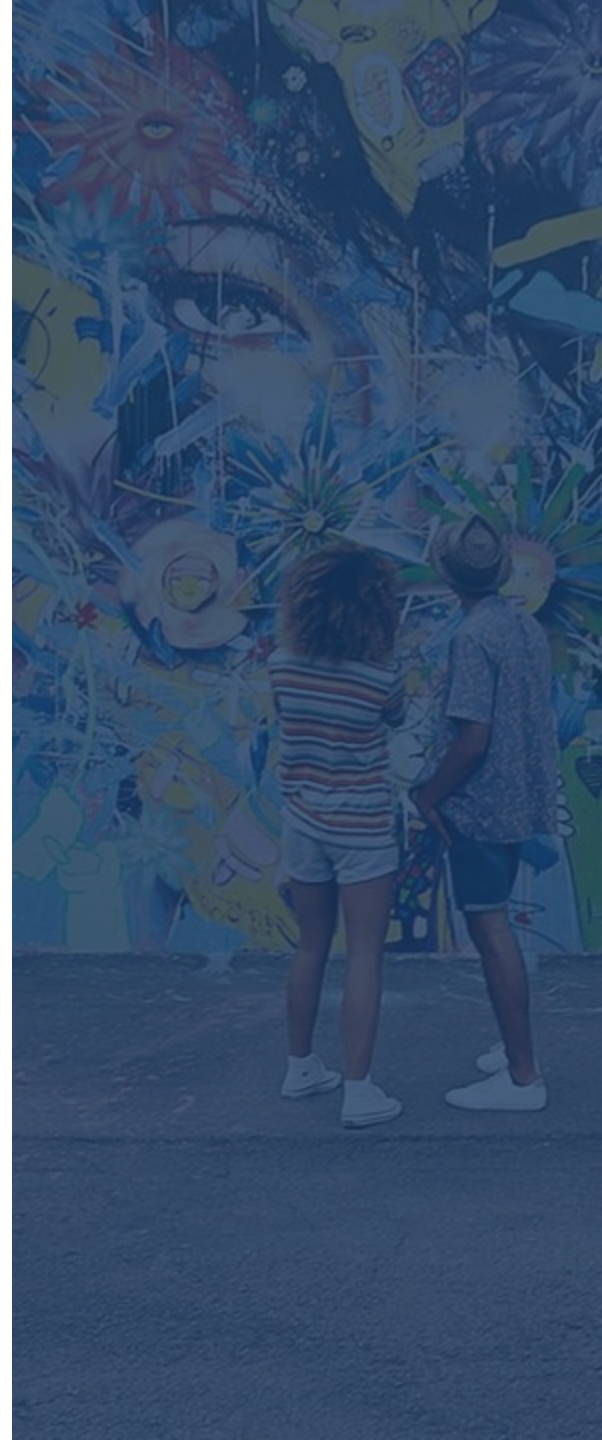
Checking In

Questions | Current Process

Do you include social media data when reporting on earned media results?

Do you share media hits on your social media platforms?

Is there collaboration between PR and social media teams?





Media Trends



Insights that are shaping the travel media landscape

1

The pandemic-induced haze is starting to lift from the travel industry

2

Outlets are spinning off, shutting down and/or reinventing themselves

3

Staffing models continue to lean on contractors and freelancers

4

Pitch topics of interest: destination features, seasonal travel ideas, travel and lifestyle stories, and diversity & inclusion topics



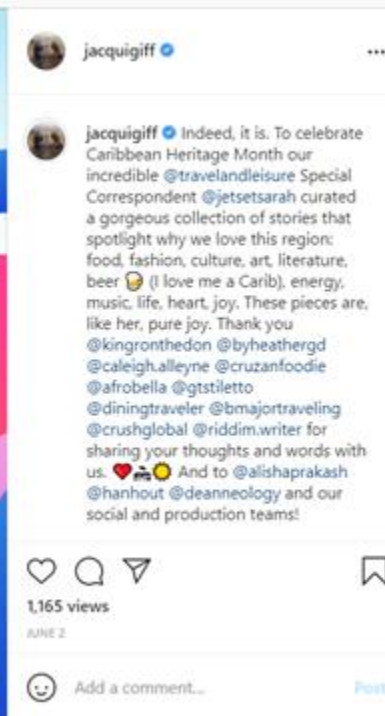


Blurring the Lines

Jacqui Gifford, Editor-in-Chief



Leverages personal social media brand



HOME • FASHION

The Land Of Milk And Honey: How Alexander-Julian Gibson's Collaboration With Instagram Is Inspiring Through Fashion



Blurring the Lines

Alexander-Julian Gibson

Part Journalist- Part Content
Creator - Part Stylist



Articles are Shared on Social

Metrics

Overview metrics including the article total, social engagement, UVM and journalist reach.



491

TOTAL ARTICLES

107.28K

TOTAL ENGAGEMENT ⓘ

218

AVERAGE ENGAGEMENT ⓘ

162

JOURNALIST SHARES ⓘ

6.33M

JOURNALIST REACH ⓘ

11.69M

AVERAGE UVM

INSIGHTS BY SimilarWeb

5.74B

TOTAL UVM

INSIGHTS BY SimilarWeb

A woman wearing a black hijab and sunglasses is looking upwards and to the right. She is standing in front of a building with a colorful, multi-colored facade. The building has large windows and doors. The sky is overcast. A dark blue semi-transparent banner is overlaid across the middle of the image, containing the title text.

A Word about Content Creators

What Is Influencer Marketing?

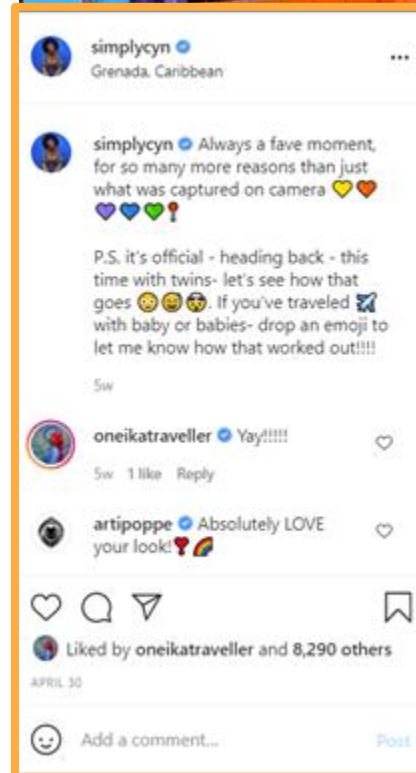
Influencer marketing is the practice of connecting your brand with online influencers, who then market your business to their followers. Influence is the ability to drive action. It is measured by the expected number of relevant followers that will see and react to the posts




61% of 18- to 34-year-olds
swayed by content creators*

\$22 in earned media value
for every dollar spent

72% believe that the
quality of customers from
influencer marketing
campaigns are superior





trustedtravelgirl  Moxy South Beach

There's no place like South Beach, Miami — and although my days of staying out til the early morning are (generally) in the past, I still love the daytime beach vibes South Beach is serving... also loving the food they're serving, especially here at Serena, the rooftop restaurant at the Moxy South Beach.

@moxyhotels are known for having some great restaurants. The rooftop in NYC is fab, so you know I had to check out Serena at the @moxysouthbeach property — and it didn't disappoint!

I especially loved the truffle mushrooms (which are covered up a

Like Comment Share

Liked by che... MAY 19

Add a comment



cheatdayeats  Red Market Miami

That NEW HAIR feeling 🤩 Had such an amazing experience @redmarketmiami ❤️ Got cut and color and of course had to celebrate with truffle pasta and pizza @lezoobalharbour 🍕🍕 Swipe for the LONGEST cheese pull EVER 🤩 @balharbourshops. Head to stories for more #BTS 🤩 #CheatDayEats

13w

Like Comment Share

photographeramsterdam Incredible ❤️ 13w · Reel

Like Comment Share

Liked by hannahskhan and 3,573 others APRIL 22

Add a comment... Post



milkandcardamom  Dirty Heads • Vacation

Ok, so I know when most people think of Miami they think of partying it up with their friends. But did you know that Miami is also a great family-friendly destination? From the beaches to the parks and museums- there are tons of things to do with your little ones in Miami! My family friendly Miami travel guide is up on my blog! Link is in my bio!

@miamiandbeaches @visitflorida @berkeleyparkhotel #miamibeach #miami #miamishines #everglades #familytravel #travel #travelblogger

Like Comment Share

Liked by humminglion and 1,219 others JULY 1

Add a comment... Post



Social Media 101

Organic & Paid

Know Your Audiences



**Determine
Goal**



**Goal Drives
Target Audiences**



**Understand Social
Media Usage**

Know The Platforms



FACEBOOK

- Large & active global user base (2.7 Billion+)
- Skews older (Baby boomers, Gen X, older millennials)
- Longer form content in a variety of formats



INSTAGRAM

- Large & engaged user base (1 billion+)
- Skews younger (Younger millennials, Gen Z)
- Shorter-form content, with an emphasis on video



TWITTER

- Significant user base of journalists and politically active
- Skews older & male (Gen X, Older millennials)
- Short 280-character messages



TIKTOK

- Rising star- nearly 800% increase in user base since launch in 2018, and still rising
- Skews younger (Young Millennials, Gen Z)
- Medium-form video content, with an emphasis on personalized content feeds



Organic

Top Tips for Organic Posts



Use appropriate hashtags, tag partners



Use compelling images, visuals



Video is optimized



Use third-party validators, thought leaders



Post when you have something to share



Incorporate personal content to humanize accounts



Develop a content calendar



Lawrence Hurley ✓
@lawrencehurley



"I'm here live, I'm not a cat," says lawyer after Zoom filter mishap

"I can see that," responds judge



1:26 PM · Feb 9, 2021 · Twitter for iPhone

100.7K Retweets **35.7K** Quote Tweets **370.9K** Likes



"I'm Not a Cat!"

Reporter Engagement



Share articles and tag reporters, outlets



Respond to reporter/editor posts



Pitch via Twitter DMs

Consumer Engagement



Respond to comments (good or bad)



Like and share consumer posts

Miami Tweet Heard Around the World



Mayor Francis Suarez ✓ @FrancisSuarez · Dec 4, 2020

How can I help?



delian 🇺🇸🇺🇸🇺🇸 @zebulgar · Dec 4, 2020

ok guys hear me out, what if we move silicon valley to miami

227

587

5.8K



TECH

How Miami Mayor Francis Suarez is luring tech players from Silicon Valley and New York

- When somebody on Twitter suggested turning Miami into a tech hub, Mayor Suarez responded “How can I help?” It set off a firestorm of activity.



Bloomberg Businessweek

Miami Mayor Tries to Build a Tech Mecca, One Tweet at a Time

- His powers in City Hall are limited, but Francis Suarez has become Miami's most visible, and ambitious, booster.

Diversity and Inclusivity

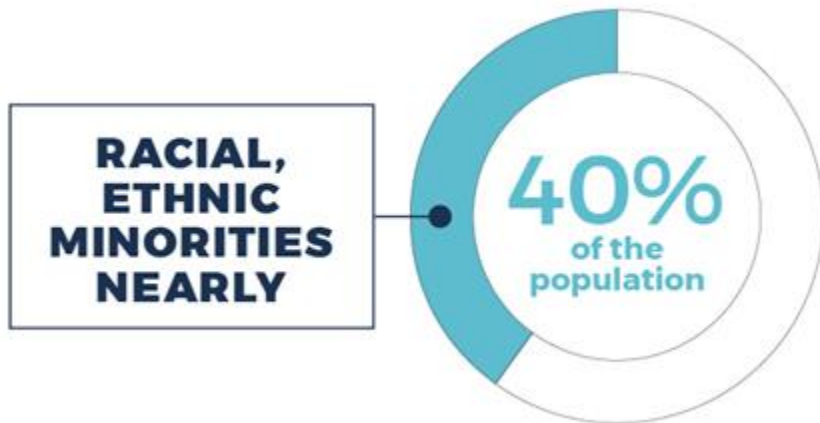
TOP TIPS:

Use Diverse Imagery

Ensure Appropriate Language

DIVERSITY BY THE NUMBERS*:

**US Census*





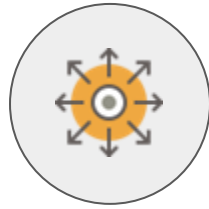
Paid

Boost Organic Posts and Increase Followers

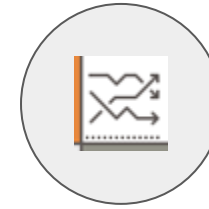
Why Paid?



Paid ads ensure targets see key messages



Boosted posts reach new audiences



Organic Facebook posts only reach about 5.2% of followers

A WISE INVESTMENT*:

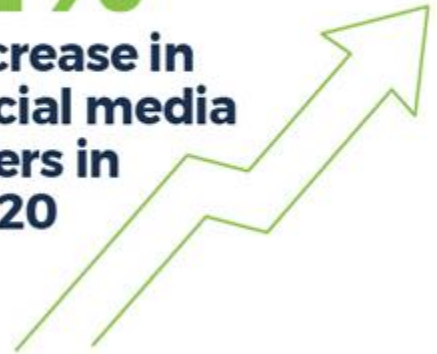
**Report by NetBase Quid*

4.14 billion
social media users worldwide



COVID-19 increased internet usage by 70%

11%
increase in social media users in 2020



Social Ad Campaigns



Create/verify a Platform
account first
(Facebook, IG, Twitter, etc)



Develop campaign
management timeline



Create customized
ads for each platform



Pull regular ad reports
to inform optimization

Boost Organic Posts



**Monthly budget
for promoted
posts**



**Boost posts that
showcase earned
media, promote
your message/
hashtag**



**Include a
“Call to Action”
element to drive
engagement and
traffic to company
website, blog,
or Facebook**

Follower Campaigns



Lookalike audience based on social page likes/followers



Traditional follower acquisition ads



6-8 Weeks recommended

**Thank
You**



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