URL
www.MiamiShines.com

HASHTAG
#MiamiShines

INTRODUCTION

The Miami Shines campaign aims to reinvigorate travel to and within Greater Miami & the Beaches, providing inspiration to those craving travel experiences. Miami Shines intends to highlight some of the key factors that make Miami a unique travel destination, as well as its vibrant spirit and energy. This document presents some best practices and tips and tricks to promote your business as part of this initiative.

PROGRAM LOGO

PRIMARY COLOR

RGB: 0 147 192
CMYK: 80 27 12 0
HEX: #0093c0

TYPEFACE

Program: **Neutraface 2 Text bold and Adobe Caslon Pro**
Copy: **Helvetica or Arial**

LOGO USAGE

Logo must be used on all program collateral. Must include GREATER MIAMI AND THE BEACHES
(may only be removed on smaller digital assets if not legible.)

CLICK HERE TO DOWNLOAD LOGOS

CLICK HERE TO DOWNLOAD VIDEOS

ORGANIC SOCIAL MEDIA BEST PRACTICES

Every social media outlet is different, but here are some suggestions for strong social media exposure:

» Always link to our website (GMCVB.com/MiamiShines) when possible, as it serves as an excellent resource to learn about the Miami Shines campaign.

» Posts scheduled in the afternoon & evening (12-7 p.m.) typically gain higher exposure and engagement. Use Facebook, Twitter, and Instagram analytics to determine the best times to post for your audience.

» If you're looking to boost visibility to your audience, consider boosting your organic post. Keep in mind, it's best to stay more generic in your targeting.

» Please tag @MiamiandBeaches on Instagram and @VisitMiami on Facebook so we can help amplify your message on our channels.

» For future posts, you can use the PNG files when you click the "Click Here to Download Logos" button above to add the Miami Shines logo to any images you share on your channels. This can be done using PhotoShop or free social image editing tools like Canva.

INSTAGRAM BEST PRACTICES

The following is an example of how best to promote Miami Shines and your participation in the campaign on Instagram. Feel free to use this as a foundation and add your unique flair to it. Please also tag @MiamiandBeaches and use the hashtag #MiamiShines.

■ We've teamed up with @MiamiandBeaches to let everyone know that #MiamiShines for you! We're excited to welcome you with Miami's vibrant spirit and can't wait to help make your next trip (staycation/road trip) here the best one yet!

Other Instagram Tips
On Instagram, you can use up to 30 hashtags (<15 works best) to help boost your organic discoverability. Please be sure to include the hashtag #MiamiShines, along with other local hashtags, brand-specific hashtags, and broader high-traffic hashtags. Favor relevance and timeliness above all.

» Square images and video (1:1 ratio) with vibrant colors work best on Instagram in-feed.

» Utilize native platform elements such as stickers, filters, and lenses when possible to give content an authentic feeling and to capture attention.

» Most business accounts allow you to share a post to your story. Instagram stories feature short videos and images in a slideshow format for 24 hours.This is a good tactic if you'd like to quickly share future posts featuring #MiamiShines content. Be sure to tag @MiamiandBeaches and use the hashtag #MiamiShines in Instagram stories content.

» Be as active as possible by responding to comments and engaging with your audience.

FACEBOOK BEST PRACTICES

The following is an example of how best to promote Miami Shines and your participation in the campaign on Facebook. Feel free to use this as a foundation and add your unique flair to it. Please also tag @VisitMiami and use the hashtag #MiamiShines.

■ We're excited to partner with @VisitMiami to help spread the word that #MiamiShines! We can't wait for you to come enjoy Miami's vibrant spirit and amazing culture. See our latest deals to help plan your next trip (staycation/road trip) to Miami.
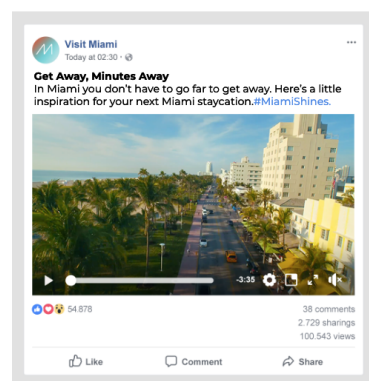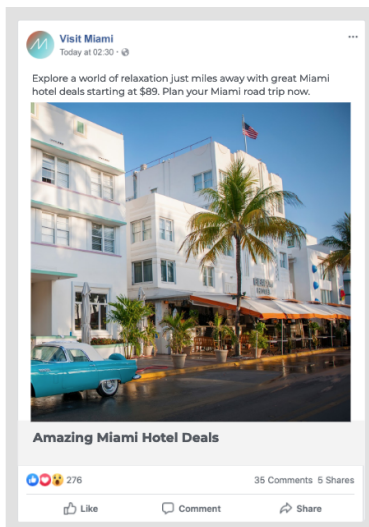
Other Facebook Tips
» Image and carousel posts perform better than text posts. Use the platform to showcase engaging media.

» Try to tell a story with every post. Whether it's the thought behind the story, a positive Miami memory, or the details to an upcoming virtual event, stories help drive deeper connections.

» Consider your message when choosing what type of post you're publishing. Carousels and slideshows can tell an engaging story, while events do a great job building for a specific occurrence.

» Don't be afraid to jump into the conversation in the comments. After all, social media should be social! Given the climate of the pandemic, make sure to have reliable facts rather than rumors when discussing health issues and orders.

» For boosted posts, text cannot take up >20% of the thumbnail image (this goes for Instagram, as well), or it will not run. You can use Facebook's Grid Tool to check if your image is compliant.

MIAMI SHINES RECOVERY VIDEO POSTING GUIDELINES

VIDEO POST BEST PRACTICES

» Post with the right captions and descriptions for the video.

» Choose a captivating thumbnail for the video when uploading the video in each platform. On Facebook and Instagram these thumbnails should consist of less than 20% text.

» Drive higher engagement, shares and views by posting videos directly to each platform rather than linking from YouTube videos or other sites.

» Only vertical videos should be used for stories on Instagram and Facebook.

» Posting the video on Instagram Stories is a great way to introduce the video. Stories allow you to add an additional visual element (GIFs, stickers, supers etc..) or a call to action. These can help grab users' attention as they scroll through multiple stories. Please note that max video length for an Instagram Story is 15 seconds.

» At the moment, stories are seeing higher activity than in-feed videos.

» You can follow up on your story video post by posting the video in-feed to get additional video views.

» Continue to follow each individual platform's best practices

INSTAGRAM STORY VIDEO GUIDELINES

° Recommended resolution is 1080 x 1920

° Minimum resolution is 600 x 1067

° Aspect ratio is 9:16

° Max file size is 4GB

° Recommended video formats are .MP4 and .MOV

° Video length max is 15 seconds

FACEBOOK IN-FEED VIDEO SHARED POST GUIDELINES

° Recommended video dimensions are 1280 x 720 for Landscape and Portrait.

° Minimum width is 600 pixels (length depends on aspect ratio) for Landscape and Portrait

° Landscape aspect ratio is 16:9.

° Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9)

° Mobile renders both video types to aspect ratio 2:3

° Max file size is 4GB

° Recommended video formats are .MP4 and .MOV

° Video length max is 120 minutes

° Video max frames 30fps

Character Limits

° Maximum count: 2,200 characters

° Recommended: 90 characters (if link is used)

° Headline max: 25 characters

° Link description max: 30 characters

FACEBOOK VIDEO GUIDELINESS

° Minimum dimensions 500 x 500

° Aspect ratios: 1.91 to 9:16, with colored gradient bars rendered above and below

   videos under 9:16. The text field will also be placed under videos smaller than this aspect ratio

° Max video file size is 4GB

° Max video length is 15 seconds

° Recommended video formats are .MP4 and .MOV

CLICK HERE TO DOWNLOAD VIDEOS