

INTRODUCTION

This document presents best practices to promote your business as part of our latest initiative. We encourage our partners to do so by either posting on their website or promoting organically through social channels.

Introduced at the start of the pandemic, the Greater Miami Destination Pledge has been implemented at several tourism touchpoints, providing travelers with assurances that the highest standards for mitigation of communicable diseases are being complied with. To assist stakeholders in adapting this pledge to their messaging, the GMCVB introduced a new logo and toolkit providing best practices to promote businesses as part of this initiative, encouraging partners to support the pledge through consumer and B2B messaging.

From social posts to website posts, every piece should communicate health and safety measures that have been implemented at all tourism touchpoints in the destination including airports, hotels, restaurants, businesses and attractions.

URL

MiamiandBeaches.com/TravelGuidelines

HASHTAGS

#MiamiShines #TravelResponsibly

LOGOS



PRIMARY COLOR



RGB: 0 147 191
CMYK: 80 28 12 0
HEX: #0093BF

SECONDARY COLOR



RGB: 255 242 0
CMYK: 0 0 100 0
HEX: #FFF200

LOGO USAGE

Logo must never be presented smaller than 1.5" or 100px in width. Must leave space of at least the height of the M in Miami Shines Safely all the way around the logo.

[CLICK HERE TO DOWNLOAD LOGOS](#)

ORGANIC SOCIAL MEDIA BEST PRACTICES

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

- » When posting on social media, always use the hashtag #MiamiShines. When appropriate, if the message is inviting to visitors, include the hashtag #TravelResponsibly.
- » Always link to our website (MiamiandBeaches.com) when possible on Facebook and Twitter, as it serves as an excellent resource. On Instagram, add the link to our website (Vanity Link tba) and call out "Link in bio" in the copy post to guide users on where they can access our website.
- » 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, but location, age and interest targeting should be included in the targeting parameters when boosting an organic post.
- » Please tag @MiamiandBeaches on Twitter and Instagram and tag @VisitMiami on Facebook, so we can help amplify your message on our channels.