URL
www.Miamiland.com

HASHTAG
#Miamiland

INTRODUCTION

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

Many know Greater Miami and the Beaches for being a cosmopolitan paradise with world-renowned beaches, but fewer know of its outdoor adventures hiding in plain sight. Thrill seekers from all over have the opportunity to satisfy their urge for kayaking and hiking throughout Miami's pristine greenscapes one day, followed by a day of leisure filled with golfing on endless fairways or boating along Miami's world-renowned beaches.

We call it Miamiland. And as our latest campaign, it aims to showcase Miami's great outdoors to travelers looking for adventure and relaxation. To be clear, this isn't a theme park, but a natural wonderland where the adventure is yours for the taking. Where the flora and fauna in our ecosystems are as stunning as our Art Deco aesthetic. This is where venturers feel like they're in their element among the elements.

And at the end of the day, there's a whole world of unique heritage neighborhoods, international cuisine with a local touch, and of course that classic Miami hospitality awaiting at every one of our hotels. Because Miami isn't just a city with a lot to offer, it has everything and more. And it's all yours to discover, explore, and enjoy to the fullest.

From social posts to website posts, every piece should communicate excitement and leisure with adventure across all our activities ranging from biking, hiking, surfing, golfing, boating, and bird watching. But above all we must maintain that personable Miami warmth we're known for, that includes when we ladder up to our amazing hotels and amenities. That's how we keep the "Miami" in "Miamiland."

LOGOS
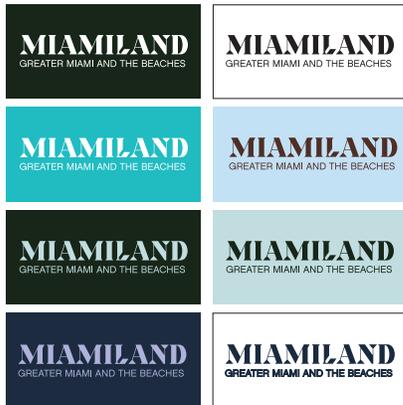
» Logo must be used on all program collateral.
» Must include GREATER MIAMI AND THE BEACHES
» Primarily should use black and white variations
» Color variations should be used sporadically
» There should be no deviation from how logo is used

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

COLORS

RGB: 20 39 23
HEX: #142717

RGB: 194 225 246
HEX: #C2E1F6

RGB: 192 221 223
HEX: #C0DDDF

RGB: 80 47 37
HEX: #502F25

RGB: 4 188 195
HEX: #04BCC3

RGB: 28 43 64
HEX: #1C2B40

RGB: 175 178 218
HEX: #AFB2DA

CLICK HERE TO DOWNLOAD LOGOS AND VIDEOS

ORGANIC SOCIAL MEDIA BEST PRACTICES

» Always link to our website (Miamiland.com) when possible on Facebook and Twitter, as it serves as an excellent resource to learn about the Miamiland campaign. On Instagram, add the link to our website (Miamiland.com) 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.

ORGANIC SOCIAL MEDIA BEST PRACTICES CONT.

» 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.

» For future posts, you can use the PNG files in the "Digital Assets" link to add the Miamiland logo to any images you share on your channels. This can be done using Photoshop or free social image editing tools like Canva. Ideally a true social piece would not contain branding. However due to saturation on platforms, it works to include a logo, especially in assets like videos

» Encourage users to share images and videos of how they're enjoying Miami's great outdoors by tagging @MiamiandBeaches on Instagram and Twitter and @VisitMiami on Facebook and using the hashtag #Miamiland.

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

INSTAGRAM BEST PRACTICES

Instagram is a great platform for driving engagement. The content is very aspirational, so high-impact, high-quality engaging content performs best. The following is an example of how best to promote Miamiland 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 #Miamiland.

■ We've teamed up with @MiamiandBeaches to let everyone know that adventures and leisure activities await in #Miamiland. We're excited to welcome you to Miami's great outdoors and can't wait to help you make your next trip here your best one yet.

Other Instagram Tips

» You can use up to 30 hashtags (<15 works best) to boost your organic discoverability in your post's second comment using brand-specific hashtags and broader high-traffic hashtags. Please be sure to include the hashtag #Miamiland on the original post.

» 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 #Miamiland content. Be sure to tag @MiamiandBeaches and use the hashtag #Miamiland in Instagram stories content.

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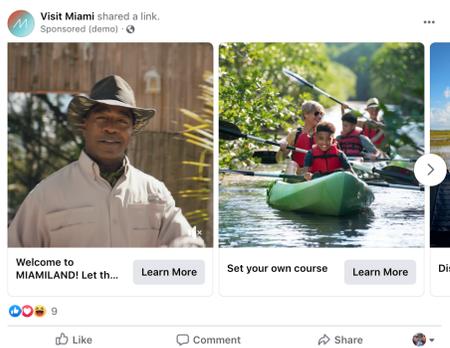
FACEBOOK BEST PRACTICES

The following is an example of how best to promote Miamiland 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 #Miamiland.

■ We're excited to partner with @VisitMiami to help spread the word about the exciting adventures and leisure activities that await in #Miamiland! We can't wait for you to come enjoy Miami's open green spaces and natural beauty. 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. Facebook is a great platform for driving clicks. Static posts and carousel posts are optimized to drive clicks. We recommend sharing the Miamiland videos included in this toolkit or images/videos of the following content:

■ Outdoor activities
■ Relaxing outdoor leisure activities

FACEBOOK BEST PRACTICES CONT.

» 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. Formats like Canvas ads and Collection ads are another way to tell engaging stories in an immersive fashion.

» For boosted posts, it is best practice to keep in-image text to a minimum because they perform better. We recommend taking up less than 20% of the thumbnail image.

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

» 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.

» 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.

TWITTER BEST PRACTICES

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

■ We've teamed up with @MiamiandBeaches to let everyone know that outdoor adventures and rejuvenating leisure activities await in #Miamiland! We're excited to welcome you with Miami's great outdoors and can't wait to help make your next trip (staycation/road trip) here the best one yet!

Other Twitter Tips

» Keep hashtags to 1 per tweet to avoid creating a cluttered and unnatural tweet. Tweets with too many hashtags look like spam, and people are less likely to engage with them. Leverage the hashtag #Miamiland and add either a broader hashtag or a branded hashtag.

» Keep tweets short and digestible. If the message is difficult to absorb, people will continue to scroll to the next tweet. The full 280 character limit shouldn't be used. (180 characters max, before hashtags and links, is recommended)

» Twitter moves fast, few users take in Twitter profiles as a sequential story. It's best to diversify the content that's posted to keep users engaged, but it is OK to leverage previously published content as well.

»With videos, GIFS, stickers, photos, etc., you can express a lot in just one tweet. But sometimes you want to tell a developing story or resurface a related tweet. When that happens, you can use Twitter threads. Each tweet should be able to stand on its own but, when threaded, they strengthen the message which is ideal.

SOCIAL 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 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 or less.

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

INSTAGRAM STORY VIDEO GUIDELINES

° File Type: MP4,MOV, or GIF
° Ratio: 9:16
° Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC compression at 128kps+
° Resolution: At least 1080 x 1080 pixels
° Video Captions: Optional, but recommended
° Video Sound: Optional, but recommended
° Videos should not contain edit lists or special boxes in file containers

Text Recommendations
° Primary Text: 125 characters

FACEBOOK IN-FEED VIDEO SHARED POST GUIDELINES

° File Type: MP4,MOV, or GIF
° Ratio: 4:5
° Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kpbs+
° Resolution: At least 1080x1080 pixels
° Video Captions: Optional, but recommended
° Video Sound: Optional, but recommended

Text Recommendations
° Primary Text: 125 characters
° Headline max: 40 characters
° Description max: 30 characters

FACEBOOK STORY VIDEO GUIDELINES

° Video ratios: 1.91:1 to 9:16
° For videos under 9:16: Colored gradient bars are rendered above and below. Content from the "Text" field is placed below video.
° Video File Size: 4GB Max
° Video Captions: Not available
° Video Sound: Optional
° Maximum Video Duration: 2 minute(s)
° Minimum Width: 500 pixels
° Minimum Aspect Ratio: 90x160
° Maximum Aspect Ratio: 191x100
° Aspect Ratio Tolerance : 0.01

TWITTER VIDEO GUIDELINES

° 1:1 is recommended. This and 9:16 (vertical) will take up the same amount of real estate
° Max file size is 1GB
° Recommended video formats are .MP4 for web and .MP4 or .MOV for mobile
° Max video length is 2 minutes and 20 seconds

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