



AGENT OF TOURISM BRITISH COLUMBIA

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**Notes from Janice and Geoff during the Pro-d sessions attended during canadass Media Marketplace in NYC April 21, 2009 which may be of interest:**

***Session 1 – web and social media***

#1 mistake with on-line engagement is “too much information, not succinct enough,

Subject Line #1 priority, #2 “preview pane size explanation (140 characters with spaces.)

#3 Contact info name and phone number. #4 “the more info” would be included in a link.

#5 Plain text (not html) without attachments or extra “weight” because of Blackberries etc. A link for the “more info”.

Email: be very specific in subject line, date-specific etc

Ensure you match your information to the right audience/ blog – obvious but key!

Develop true relationships – commenting in and on blogs educational information that is not necessarily relevant to ‘what you have to sell today’.

Establish a presence (ie, ensure your audience knows that the rest of audience is substantial.)

Follow up with blogs that appear on Google Alerts (important!) Engage with reply to, link to, cut and paste it is a case by case basis.

Recognize what people want from you and how they want it (ie some don’t like work stuff on facebook, some don’t like auto add to mailing lists)





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Twitter is 'engagement' vs. 'traffic'

..."now that Oprah's on twitter" quote used frequently (as indication of widespread / populist use of twitter)

Some feel Twitter is more appropriate for work ' than Facebook (fb is more personal life)

Your event or product can have "it's own voice or personality" ie, consider tweeting from the perspective of the fishing derby as an entity  
[search.twitter.com](http://search.twitter.com)

Tweets should: add value, be timely, make yourself accessible, and make yourself fun, be honest and genuine, and look to make people 'insiders'. A Good Tweet: JetBlue.

Change in 'gatekeepers' ie, traditional print/broadcast no longer a barrier to participate with 'favourite' activities.

"customer service is not technology"

The latest trend: celebrity endorsements including tweet 'mentions' of product in there endorsement contracts.

[Search.twitter.com](http://Search.twitter.com) - find out what's being said by subject on twitter

[Quancast.com](http://Quancast.com); [competes.com](http://competes.com)

Twinfluence – helps you measure influence or reach of someone's twitter. Not just numbers of followers but the audience/influence of followers

You have 3 to 5 seconds to capture the readers mind

**Social Networking is forcing a change in customer service.**





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## *Session 2 – Newspaper evolution*

Newspapers are : Relying on wire services  
Completely in flux, no clear direction for future

Specialized -- separation of news (latter well suited to twitter, blogs) and storytelling (now being told in different ways, not only longer articles but also videos, other narratives)

Eric Lucas's rules for approaching editors are similar to above twitter rules, must be: interesting (through whatever conduit) , appropriate, interested (ie – do you actually want / have venue to hear back?) , thoughtful, literate, meaningful

Go for quality of contact over quantity, specific pitch for specific outlet

Shorter is better – if it's the right short thing, you'll get the call for more info. Be succinct – if you edit to just the 'nuts' of it, you'll find what the point is (and if it's worth it) 140 characters with spaces...

**CRITICAL TO KNOW YOUR AUDIENCE:** know who you're pitching the story to, understand where your story idea fits into their world

**BLOGGER PRESS TRIPS** Keep in mind needs to post 'from the road' , time needs to be given for writing while on the trip. Provide tech support (where wifi / internet services? If you're providing electronics – ie camera, video – ensure troubleshooting is available)

If it makes your mother giggle or gasp Wow, or if your dad mutters something about “back in the day” it's a story that media is interested in.

Think about cultures that educated and communicated through verbal stories...it worked then it works now it will not go away... **A good story will always be in demand.**





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### ***Session 3 – Sree***

By Sree Sreenivasan "Sree Sree-knee-VAH-sun"

LinkedIn, Facebook, Twitter

LinkedIn is power, it is the MySpace for professionals

LinkedIn: Excellent source for industry networking.  
Make sure that you fill out your profile 100%  
It helps to have one filled out in a second language as well  
Get a minimum of 3 endorsements  
At least 60 contacts.

Check out the other features than just the registration pages.  
It has a built in Blog.

A great tool for searching for potential employees, use the “Answer” feature

Facebook

Overall focus on: features of Twitter, Facebook as networking tools  
“Wall” is information seen by the public.  
List a personal yet, limited profile.

No requests??

Twitter

You need to be where the conversation is online and it’s not in one place, but in multiple locations

Check out Elance.com, mashable.com and [www.bit.ly/twitterideas](http://www.bit.ly/twitterideas)

Questions?? Geoff Moore 800-663-5885 [geoff@landwithoutlimits.com](mailto:geoff@landwithoutlimits.com)

