



DIGITAL TOOLBOX

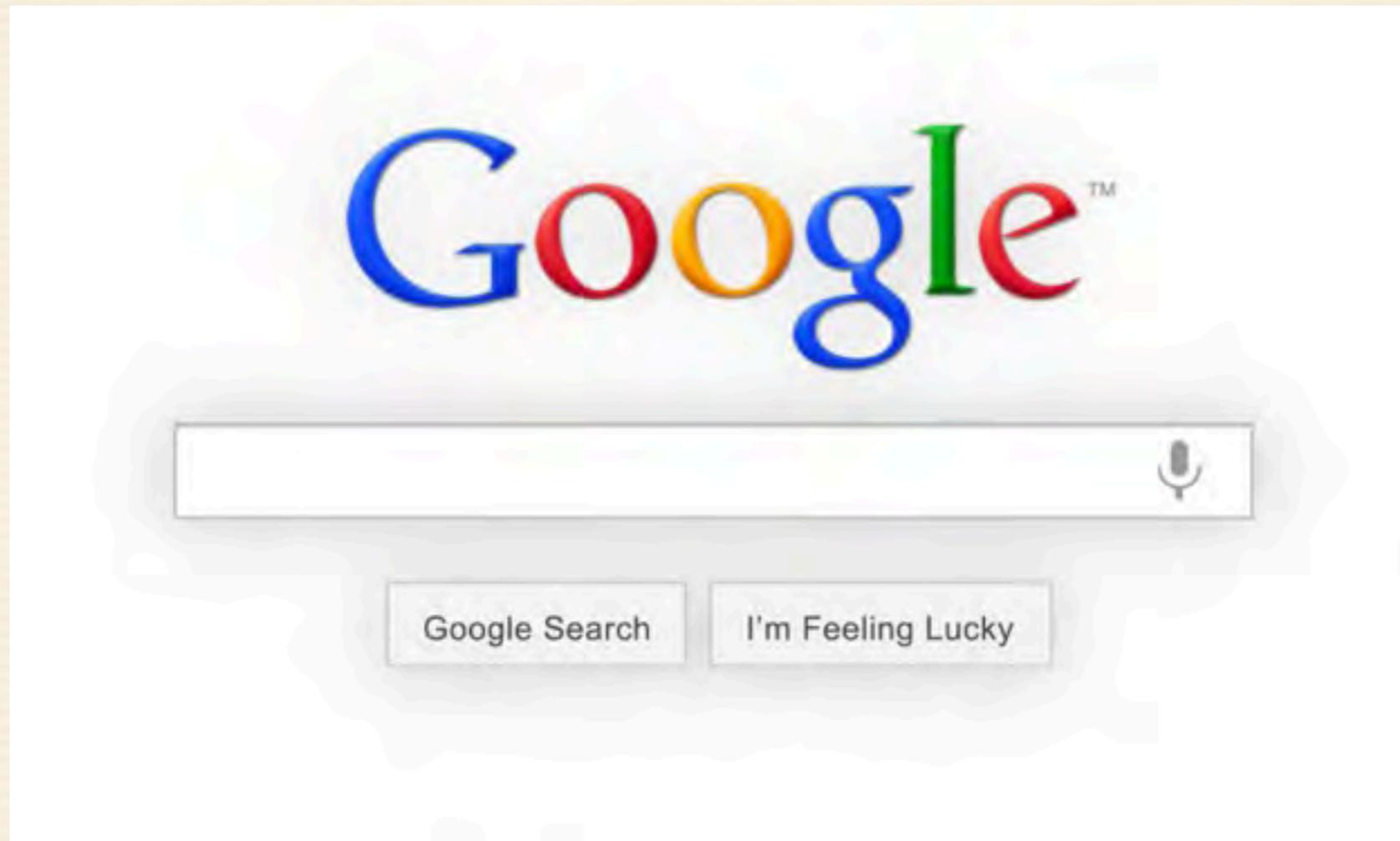
JAY KINGHORN

DIRECTOR OF COMMUNICATIONS AND DIGITAL STRATEGY

DIGITAL TOOLBOX

- **HOW GOOGLE WORKS**
- **HOW SOCIAL MEDIA WORKS**
- **HOW YOU CAN GET STARTED**

HOW GOOGLE WORKS





YOU ARE HERE



great travel destinations



Web

Images

Maps

Shopping

More ▾

Search tools

About 142,000,000 results (0.33 seconds)



MARY'S CABINS - MANILA, UT

WRITE SEARCHABLE TEXT



**“BEST CABINS IN
THE AREA”**



**“TIDY, FAMILY-
FRIENDLY CABINS IN
MANILA, UT.
ONLY MINUTES
FROM FLAMING
GORGE NATIONAL
RECREATION AREA”**

WRITE SEARCHABLE TEXT



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**“TIDY, FAMILY-
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MANILA, UT.
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FROM FLAMING
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RECREATION AREA”**

BUILD PROFILES ON REVIEW SITES

**“FRIENDLY SERVICE,
CLEAN & COMFORTABLE”**



**“SPECTACULAR SETTING!
RELAXING, A GETAWAY”**



**“I CAN'T WAIT TO
GO BACK. THANKS!”**



**“A HORRIBLE EXPERIENCE,
STAY AWAY!!!”**



BECOME AN AUTHORITY



FLY HATCHINGS

RECORD-SETTING CATCHES

FALL COLOR STATUS

LAST-MINUTE GETAWAYS

WINTER SNOW CONDITIONS

ICE THICKNESS

BURBOT BASH UPDATE

BECOME AN AUTHORITY



**FLAMING GORGE FLY FISHING
CONDITIONS: THE COOLER
TEMPERATURES BROUGHT A NEW
HATCH OF BROWN DRAKES**

BECOME AN AUTHORITY

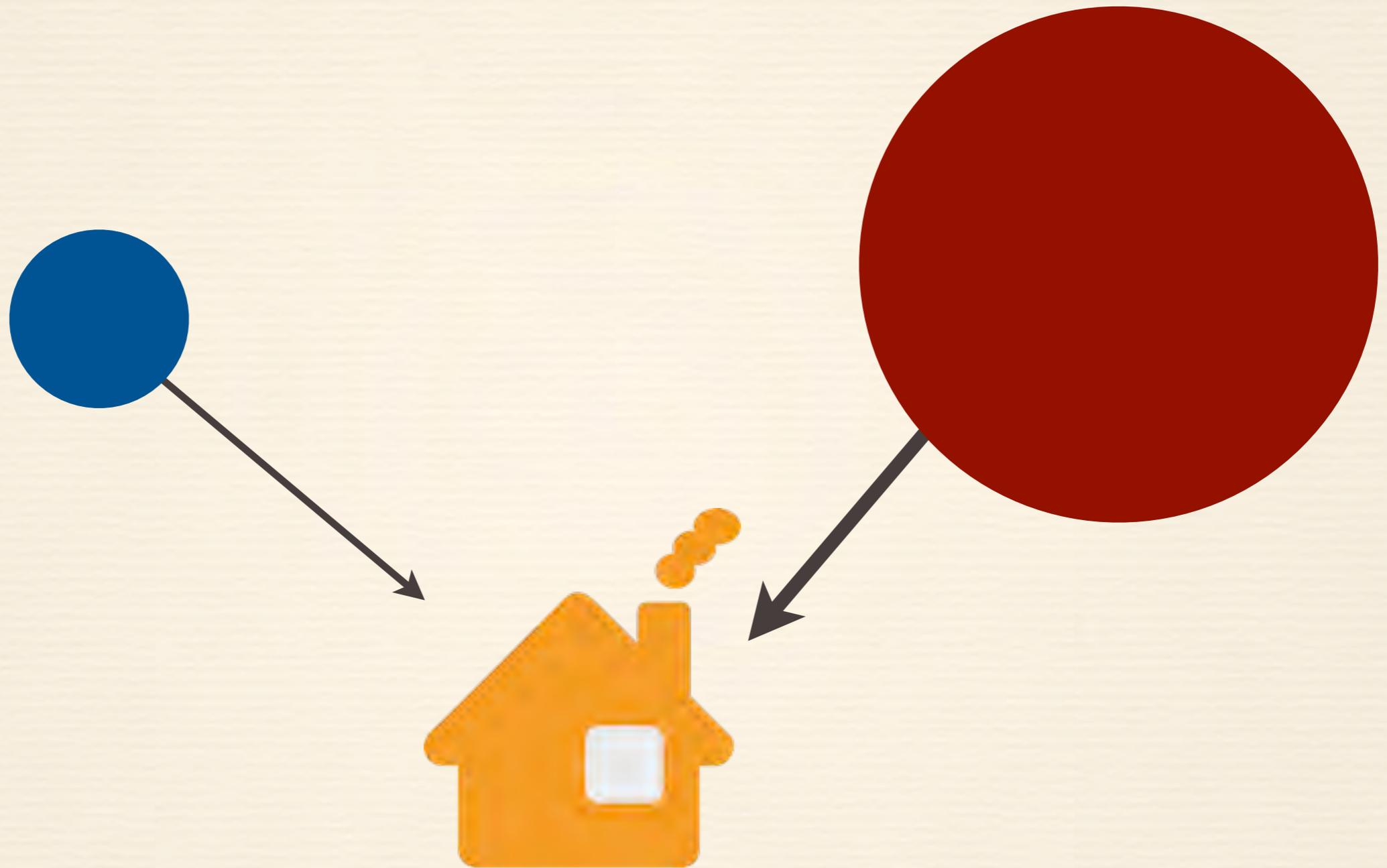


FLAMING GORGE FLY FISHING

CONDITIONS: THE COOLER

**TEMPERATURES BROUGHT A NEW
HATCH OF BROWN DRAKES**

GOOGLE LOVES LINKS



BE THE GO-TO COMPANY



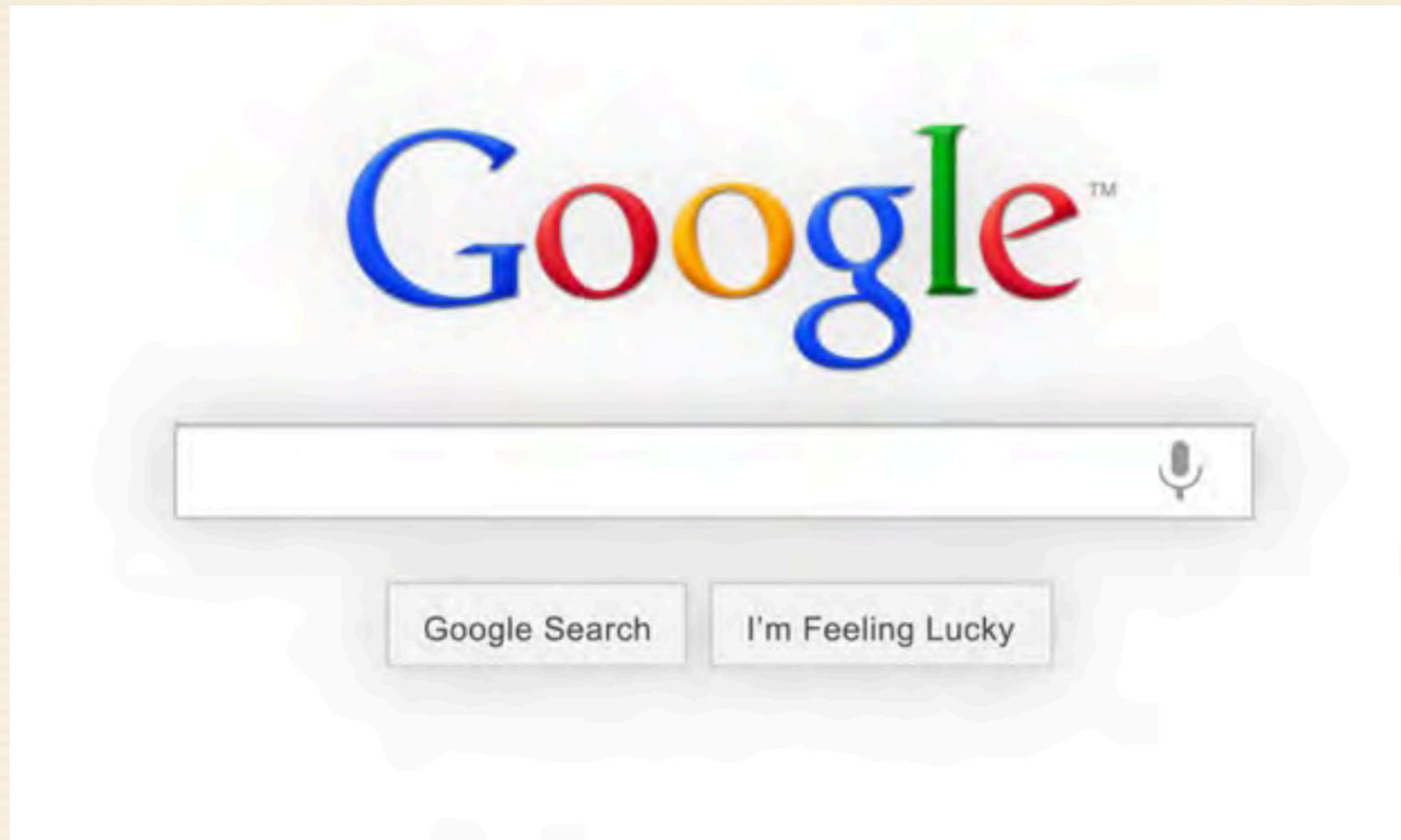
MAKE IT EASY TO SHARE



=

AWESOME!

THAT IS HOW GOOGLE WORKS

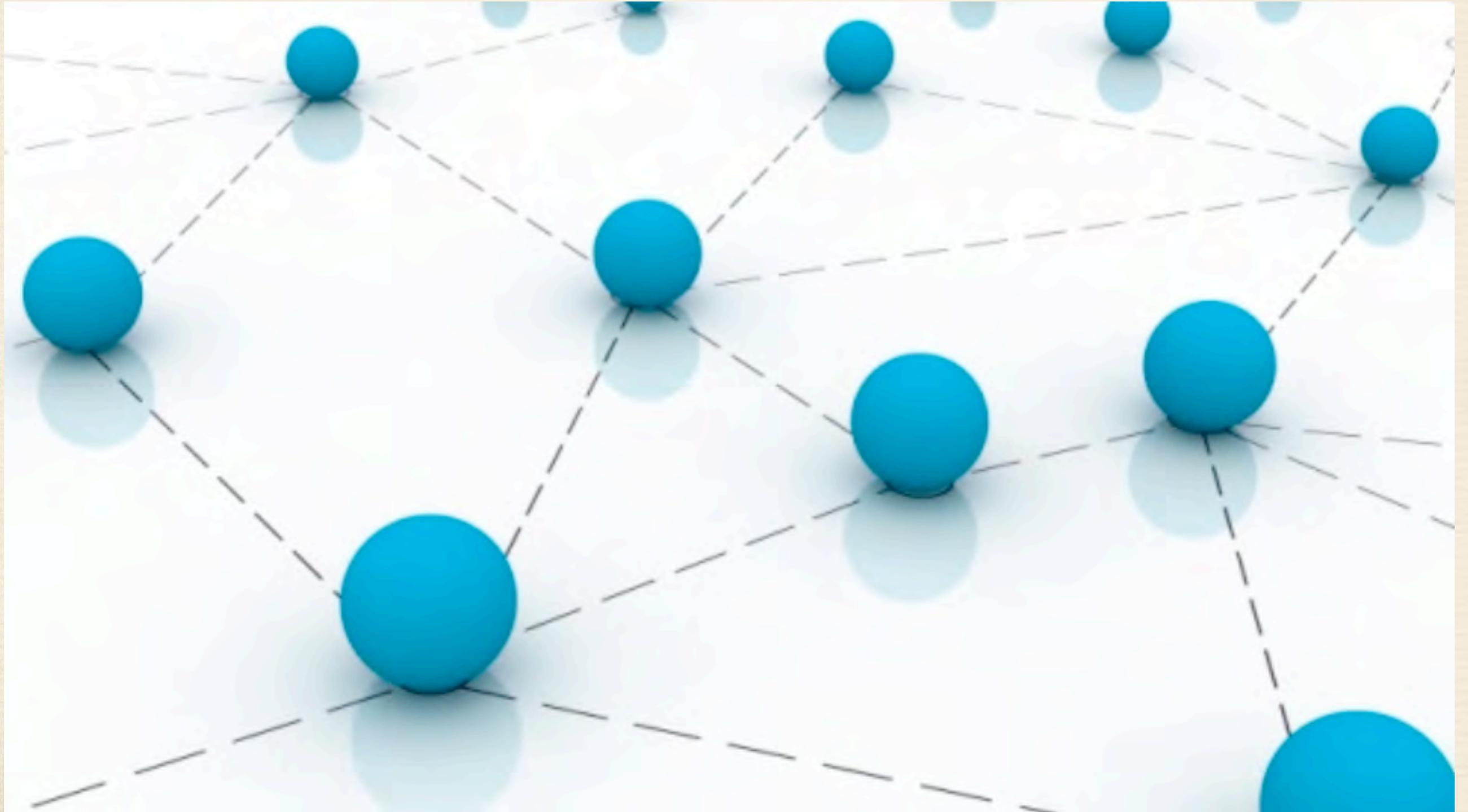


THAT IS HOW GOOGLE WORKS





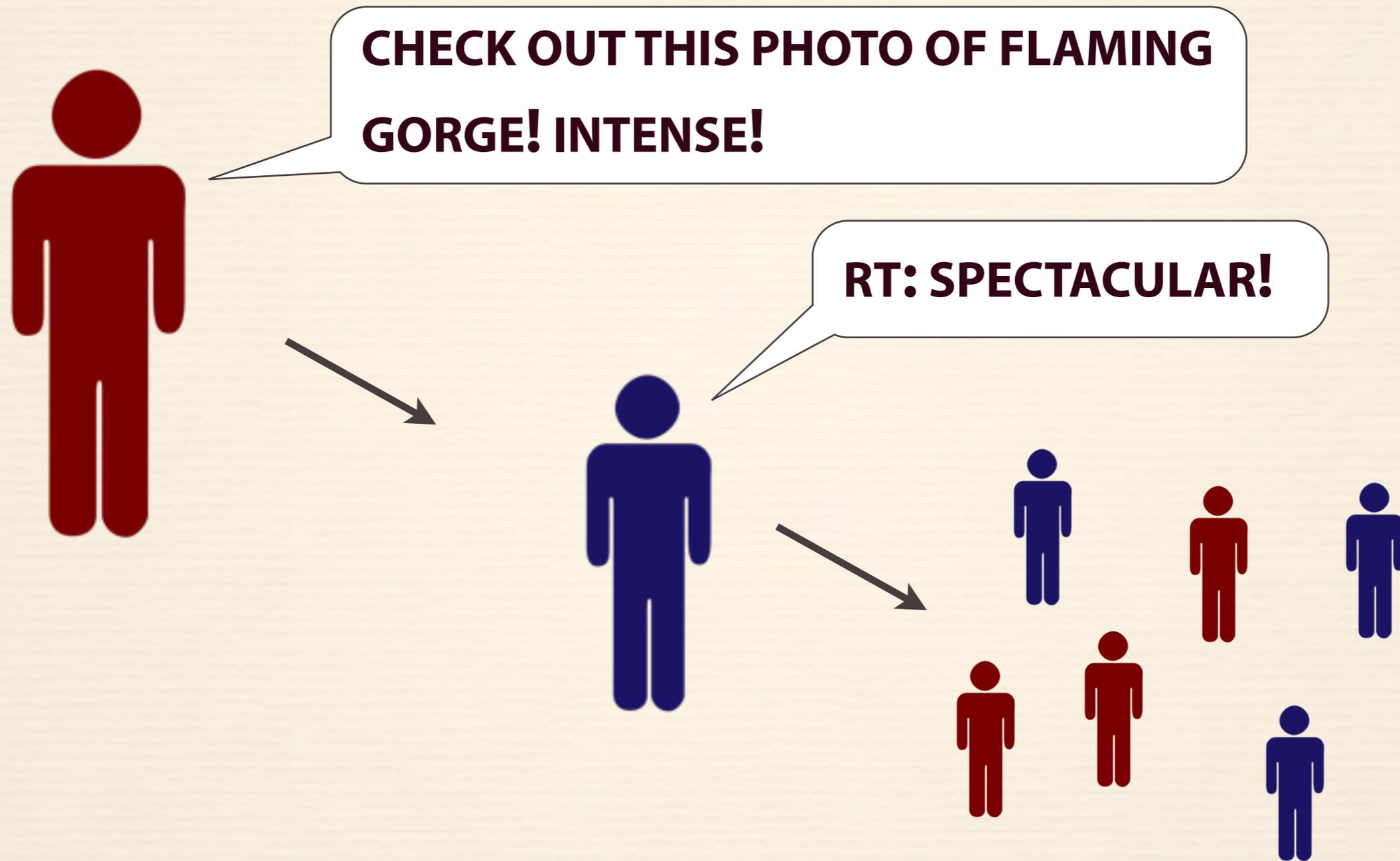
HOW SOCIAL MEDIA WORKS



SOCIAL MEDIA IS CONVERSATIONS



SOCIAL MEDIA IS CONVERSATIONS



SOCIAL MEDIA IS CONVERSATIONS



THAT DRESS IS A TRAIN WRECK! #OSCARS

@ TOTALLY! #OSCARS

WHAT WAS SHE THINKING! #OSCARS

SEARCH.TWITTER.COM

**“LET’S GET AN OVERNIGHT TOGETHER GOING IN OCTOBER
AT STRAWBERRY OR FLAMING GORGE.”**

“I MISS FLAMING GORGE. IT WAS SO MUCH FUN!”

**“JUST A FUN LITTLE WEEKEND CATCHING MACKINAW FISH
AT FLAMING GORGE.”**

**“FATHER-SON FLY FISHING EXCURSION TO UTAH.
#GREENRIVER #FLAMINGGORGE”**

RULES OF ENGAGEMENT

- **LISTEN - WHAT ARE PEOPLE SAYING?**
- **CONNECT - FOLLOW YOUR COMMUNITY**
- **SHARE - USEFUL INFORMATION**
- **DON'T PROMOTE!**

TALK WITH PEOPLE, NOT AT THEM

CONTENT SHARED ONLINE

- **PHOTOGRAPHS, VIDEOS**
- **USEFUL INFORMATION**
- **ARTICLES**

HOW DO I GET STARTED?

1. BUILD A WEBSITE

- **WORDPRESS.COM - FREE**
- **TUMBLR BLOG - FREE**
- **SQUARESPACE.COM - \$8/MO**

HOW DO I GET STARTED?

2. COMPLETE REVIEW SITES

- TRIP ADVISOR - BOOKINGS**
- YELP, URBANSPOON - RESTAURANT**
- BOTH - OUTFITTER, RENTALS & SERVICES**

HOW DO I GET STARTED?

3. BUILD SOCIAL MEDIA PRESENCE

- **GOOGLE PLUS**
- **TWITTER**
- **FACEBOOK**

HOW DO I GET STARTED?

EMAIL NEWSLETTER

- REPEAT VS. ONE-TIME VISITORS
- EXISTING ADDRESSES?

THANK YOU



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FACEBOOK: UTAHOFFICEOFTOURISM

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