

SOCIAL MEDIA TIPS

for Virtuoso Travel Advisors

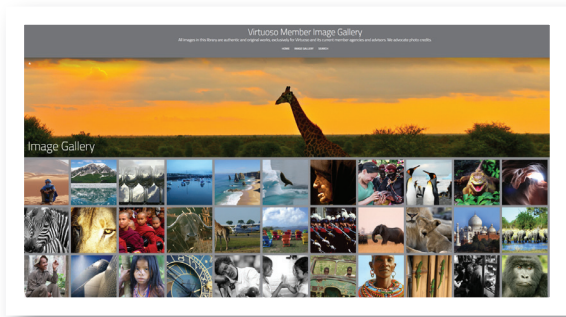
7 WAYS TO BE AWESOME AT SOCIAL

1. **Make a good first impression.** Complete and refresh your social profiles. These are landing pages for your brand, and often the first interaction a prospective customer will have with you. Be sure your personality shows through and your business shines bright.
2. **Embrace the art of conversation.** Create meaningful interactions with your audience. It's important that you aren't just pushing information out. Monitor your social channels and look for opportunities to engage. Online conversations can lead to lasting relationships.
3. **Focus on quality.** Post quality content, frequently. Good content increases engagement, adds value to your social pages, and can lead to more business. Schedule posts in advance so your social media keeps rolling even when you're busy.
4. **Share great video.** Inspire travel through visual storytelling. Whether it's beautiful images, a video blog, or live streaming from a destination, it's hard for your followers to resist good video content. Social channels and Google rank video higher than static images, so tap "record" to attract more attention.
5. **Measure your success.** Track results to learn what's working and what's not. Look at things like post reach, engagement, and audience growth. You'll find valuable information on each platform's analytics pages. Social dashboards also provide insightful reporting.
6. **Reach more travelers.** Create social ads to reach more people. As platforms reduce organic reach, advertising takes on a bigger role. Start small and simple with low dollar amounts (*even just a few dollars can help increase your post visibility*). Test content types and audiences. You can increase your budget for ads that perform well.
7. **Roll out the welcome mat.** Promote your agency functions using Facebook Events for business pages. It's a great tool for word-of-mouth marketing in the social world. Create the event by adding a photo, location, and details. When people express interest or RSVP, Facebook shares that information with their friends creating a viral effect.



4 FAB SOURCES FOR TRAVEL CONTENT

1. **Picture this:** Tap into Virtuoso's rights-free member image gallery at creativeservices.virtuoso.com.
2. **Go big video:** Virtuoso also offers ready-to-share videos that you can download at creativeservices.virtuoso.com.
3. **So shareable:** Virtuoso's native social pages are great resources for professional travel content that you're free to share – pick your faves to share, retweet, and pin.
4. **Coming soon:** Virtuoso MyMarketing will include a social media feature that will enable advisors to share Virtuoso posts and tweets on their pages as original.



9 GREAT SOCIAL MEDIA TOOLS

- 3 to tell visual stories:** Canva, Adobe Spark, & PicMonkey
- 3 to create video:** Animoto, Wave.video, & iMovie
- 3 to measure results:** Sprout Social, Hootsuite, & Google Analytics

5 REASONS A FACEBOOK BUSINESS PAGE IS A GOOD THING

1. **Builds** brand awareness, trust, and loyalty for your business.
2. **Opens** up a new channel for customer communication and support.
3. **Enables** travelers to share their experiences on your page with ratings and referrals.
4. **Sends** more people to your website and helps you grow your audience through advertising.
5. **Promotes** word-of-mouth marketing as pages and posts are easily shared with others. Plus, no limit on the number of people that can follow your business.

To create a business page, visit [Facebook.com/business](https://www.facebook.com/business).

LET'S BE FRIENDS

- Facebook:** @VirtuosoTravel
- Twitter:** @Virtuoso
- Instagram:** @virtuosold
- Pinterest:** /virtuosotravel
- LinkedIn:** @Virtuoso
- YouTube:** VirtuosoTraveler
- Blog:** blog.virtuoso.com

Feel free to share Virtuoso social media posts, and put your own spin on them. Remember, you may not see all our posts in your feeds, so visit these Virtuoso pages for the latest and greatest!

