



THE ARIZONA
GOVERNOR'S
CONFERENCE
ON TOURISM

ARIZONA
OFFICE OF TOURISM

AZGCOT.COM #AZGCOT

HOW TO KEEP YOUR SOCIAL FEEDS FRESH

PANELISTS



TODAY'S AGENDA



**What's New
and Next**



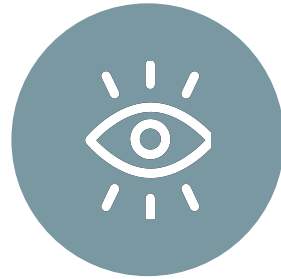
**Platform vs.
Platform Findings**



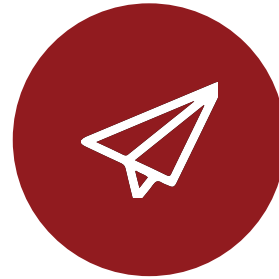
**Content
Strategies**



**Thumb-
stopping**



**Awe-
inducing**



**Share-
sparking**



**Feed-fresh
ideas**

AOT SOCIAL

Instagram

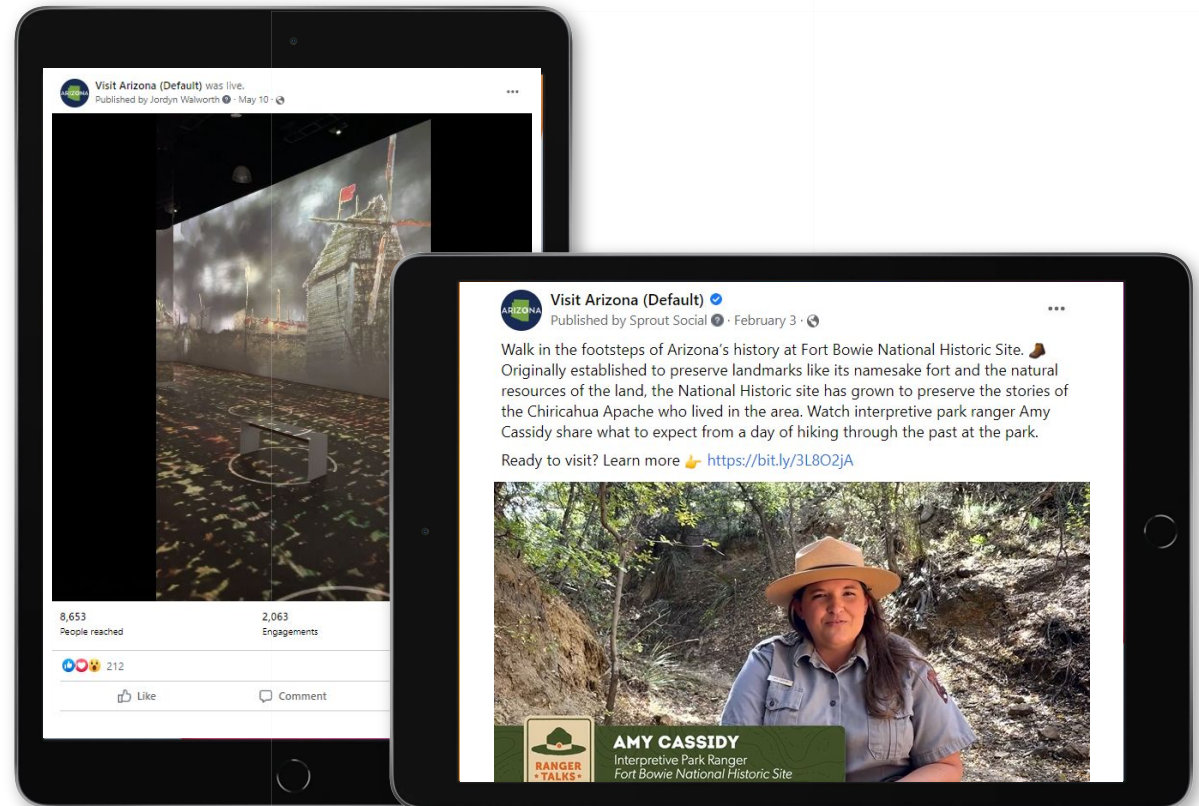
- **Demographics**
65% are aged 25-44,
50% Women
- Itinerary-inspired posts and strong CTA's result in highest engagements



AOT SOCIAL

Facebook

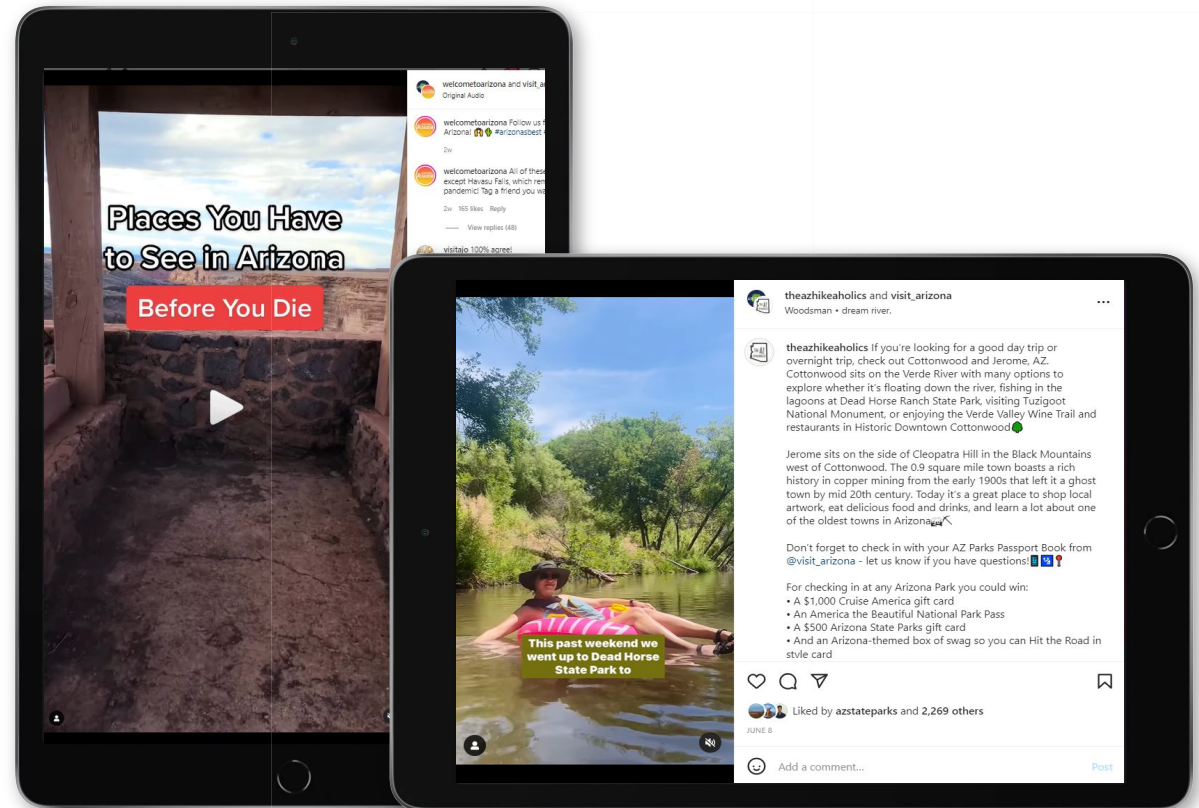
- **Demographics**
71% are aged 45-65+,
64% Women
- Facebook Lives and Boosted Videos resonate well for this audience and are a way to target new audiences



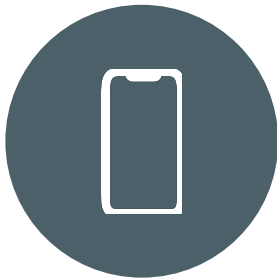
AOT SOCIAL

Collab Posts

- Increase audience reach
- Boost analytics
- Build strong partnerships

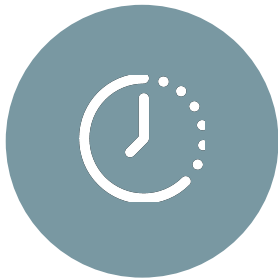


TIKTOK IS ENTERTAINMENT THAT CONNECTS



Cinematic

Full Screen,
Sound On



Short Form

Bite-sized,
Bingeworthy



Community

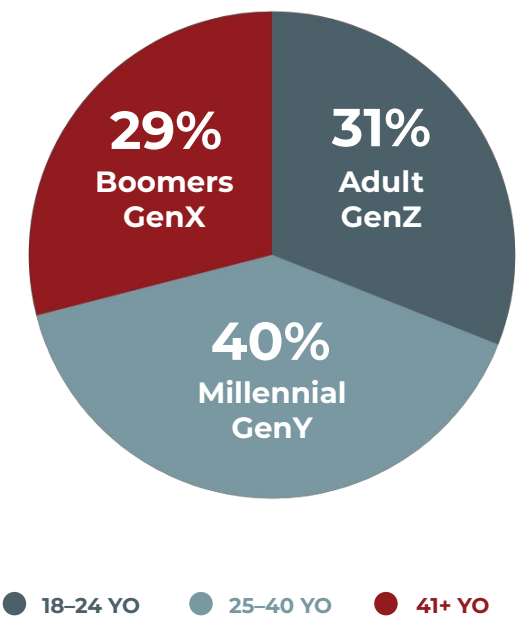
For you,
and your peoples

141 Average daily mins.
spent in app

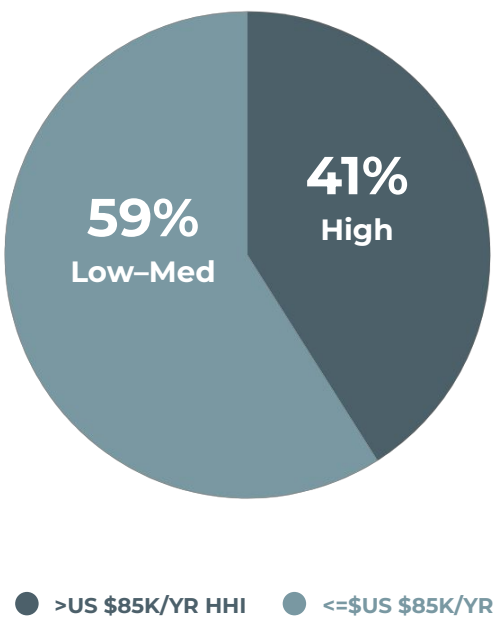
138M Monthly
Active Users

TIKTOKERS ARE...

Multigenerational



Ready to Spend



Diverse

53%
Female

47%
Male

TikTok Users	Social Network
64% White	69% White
24% Hispanic	19% Hispanic
18% Black	15% Black
13% Asian/Other	11% Asian/Other



KATELYN GARCIA

Education & Outreach Director

- Corporate Events & Trainings
- Billing
- Grants
- Media, Social Media, Website

📞 602-501-2930

✉ Katelyn@Phoenixherp.com

EDUCATION

History with PHS:

Started off as a volunteer in 2015

Hired as a Summer Camp Counselor for 2016

Hired full time in October 2017
PHS Growth:

2017

~5k followers on Insta and Facebook

2022

12k Facebook

11.5K Instagram

1.1 million followers Tiktok



phoenixherp ✓

Reptile Sanctuary 🦎

 Edit profile

1235 Following **1.1M** Followers **23.5M** Likes

USA's largest 501c3 reptile sanctuary!

Katelyn 💜 🦎

Venmo @Phoenixherp

HOW Do I Make a Good Video?!

Be a USER!!

You can't be on top of all the new trends if you aren't watching videos!

Reply to @dravenpop Yes - he needs kisses to survive

Rugrats Title Card - Nickelodeon

1.1M 7730



<https://www.tiktok.com/@phoenixherp/video/70940418617...>

Copy link



Epic Gardening • Friend
RUGRATSSS

5-4 Reply

853





Linktree

Standard

Easy to use

Trendy

Website Page

Directs people straight to your website

Completely customizable

More personality

No extra costs

URL is not “red-flagged”

Website Analytics

About

Social Media





TRAVEL, CULTURE, EATS



A team of content creators that specialize in producing world-class, short-form video content that's shared with the largest social media audience in the state.



@welcometoarizona



@welcometoarizona



Welcome to Arizona

40 MILLION

MONTHLY IMPRESSIONS (JUN-JUL)

670,000

TOTAL FOLLOWERS
(ACROSS ALL PLATFORMS)

welcometoarizona 9+



2,739
Posts

415K
Followers

397
Following

Welcome to Arizona

Biggest Instagram for Arizona

Follow for the Best in #Arizona

Travel, Culture, Eats 🍷

#arizonasbest

linktr.ee/w2az/

Edit Profile

Ad tools

Insights

Add shop

Email



NTTW



Giveaways



Events



Shop



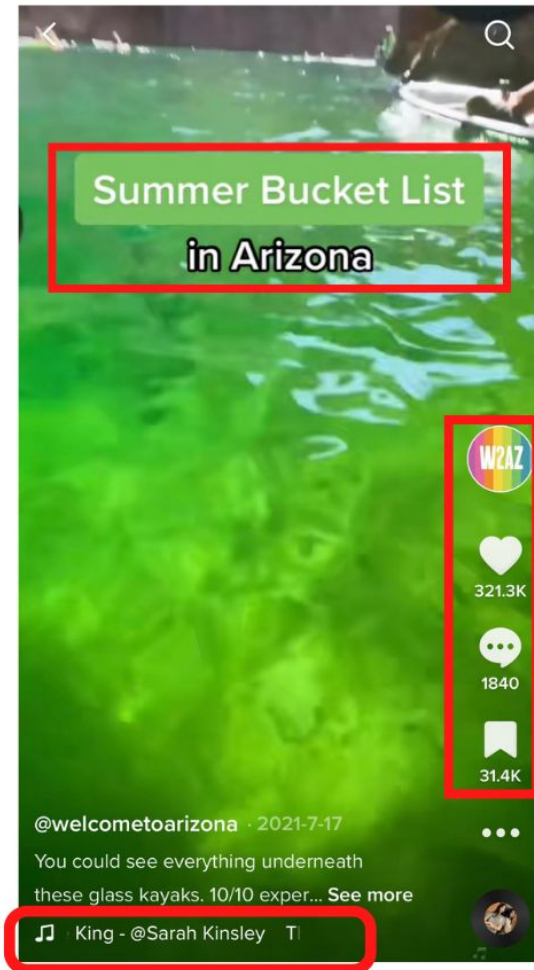
New



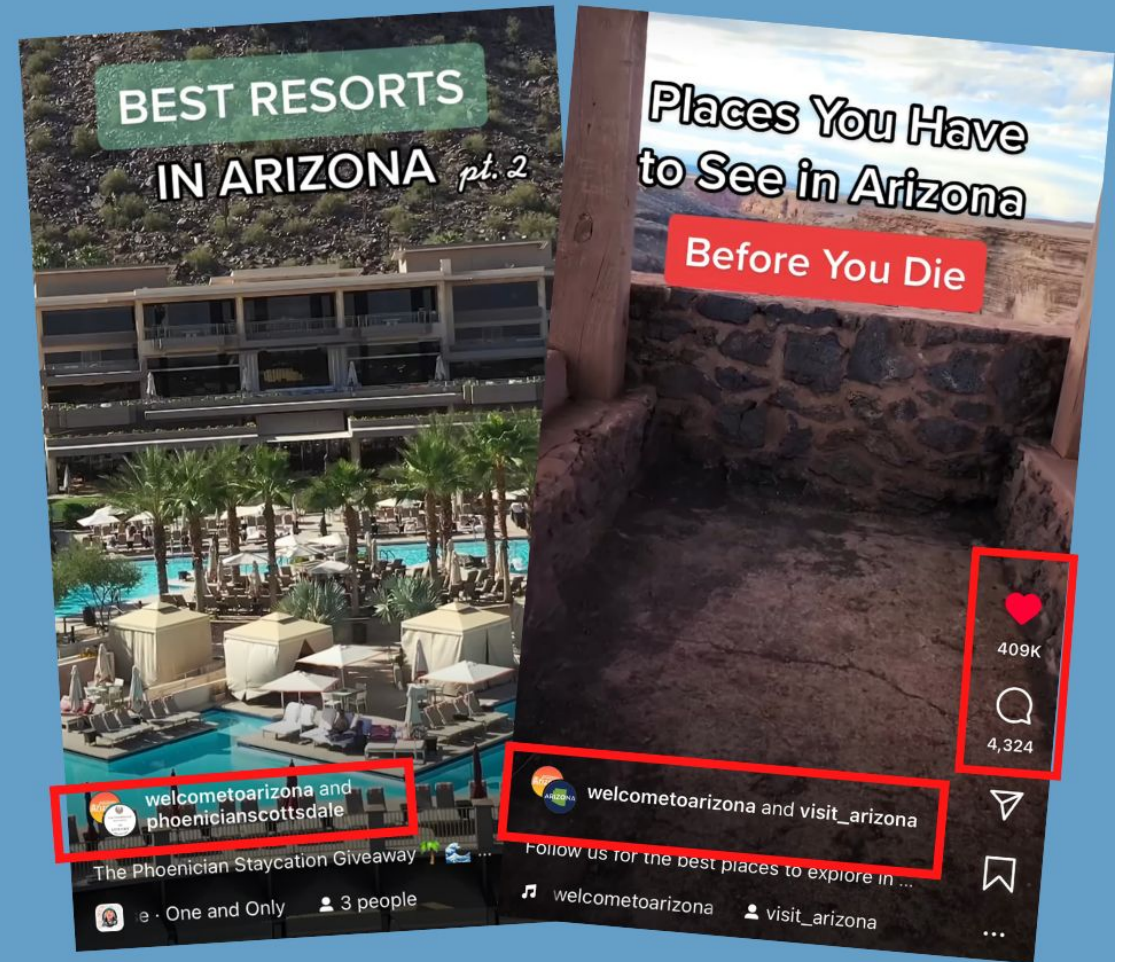
Keys to Social Media

1. Consistency
2. Relevancy
3. Inspiration Mood Board

Video is KING (Tiktok/Reels)



HOW TO CREATE AMAZING CONTENT Collaborations



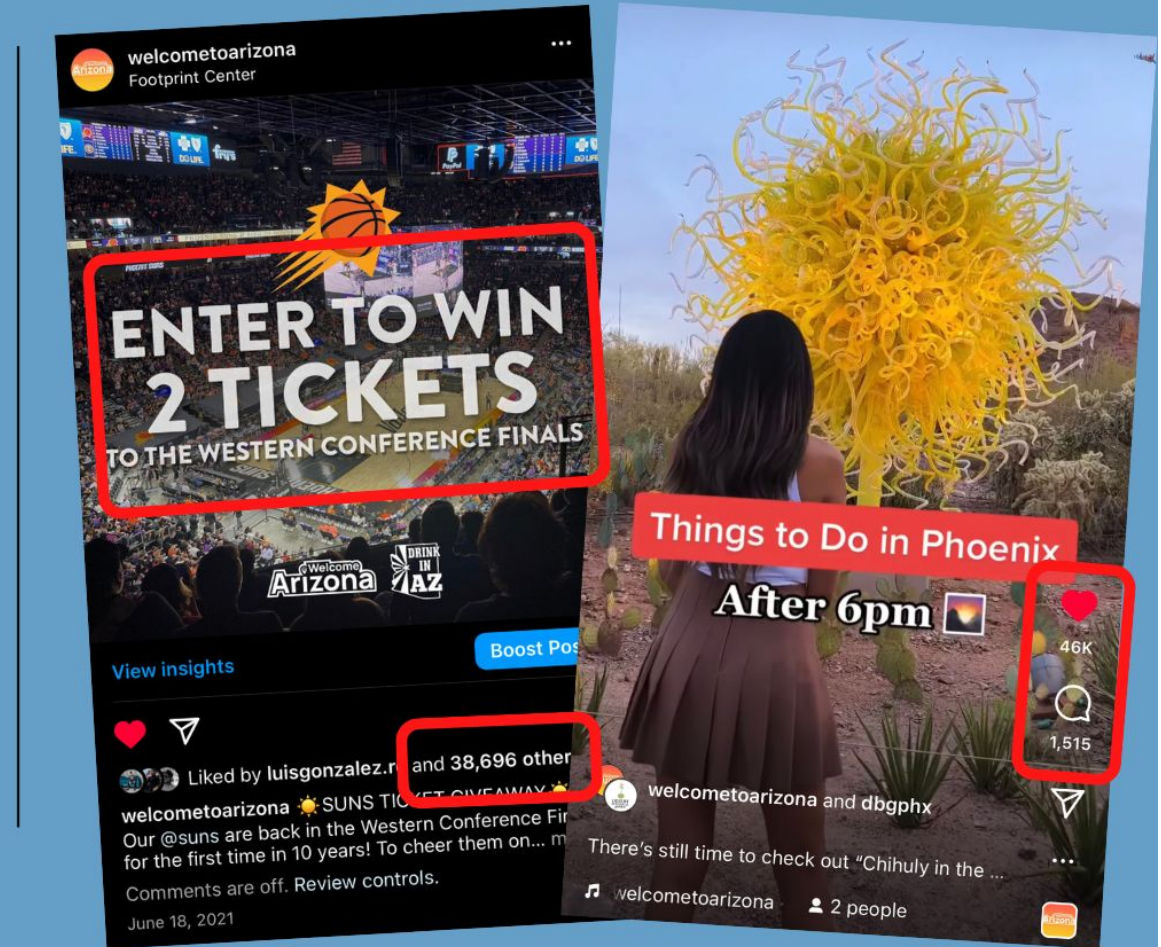
Repurpose Content



2021

2022

HOW TO CREATE AMAZING CONTENT Giveaways





Contact Us

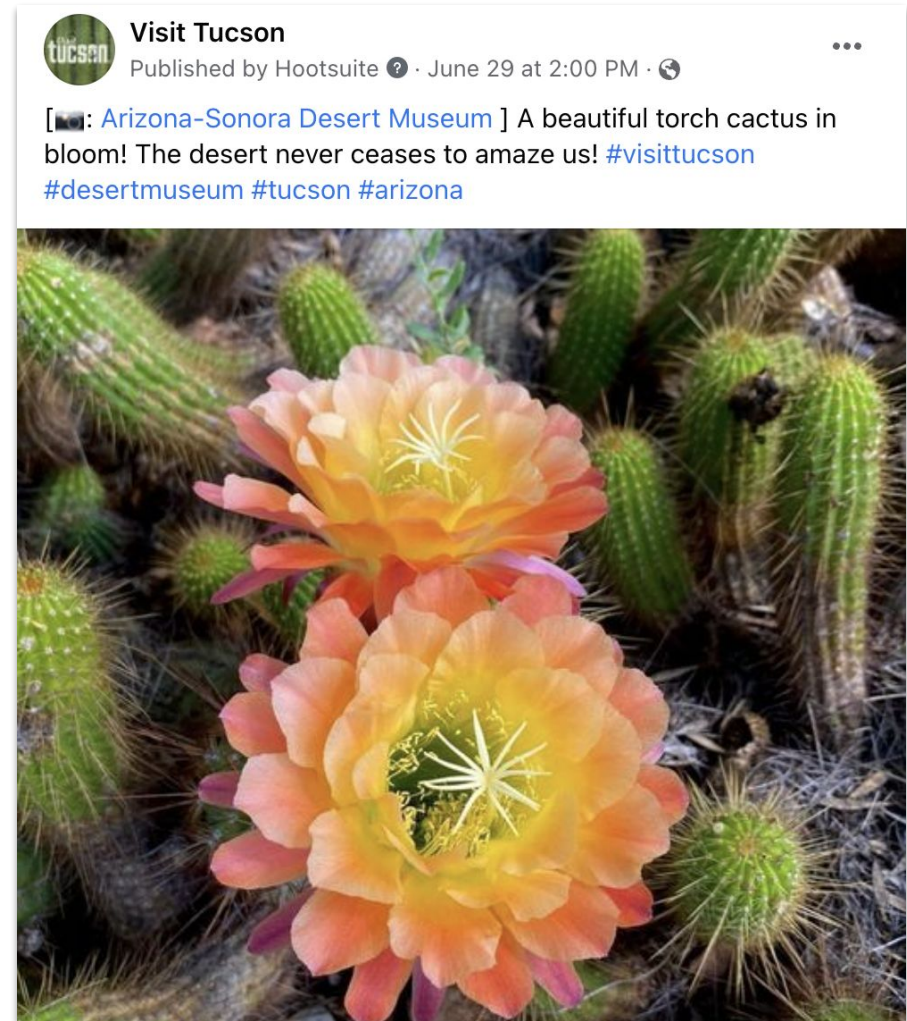
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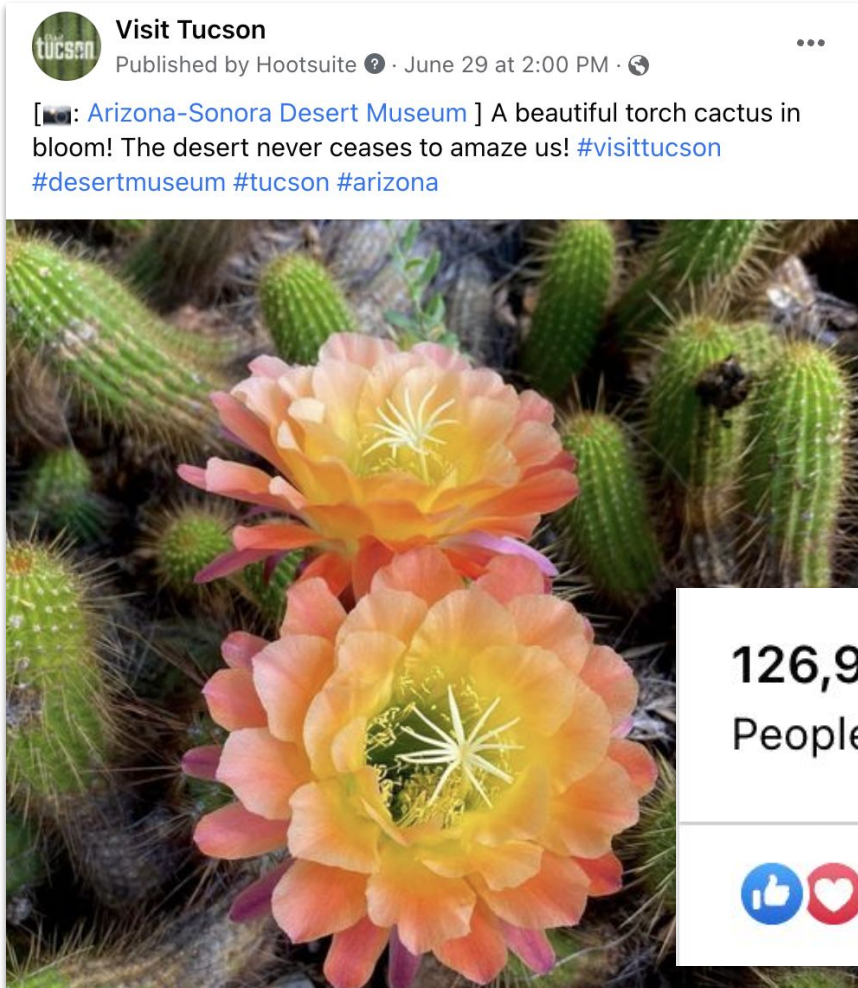


Building Audience & Engagement Through Community

Leveraging Partner Content

- Our Partners Share Great Stuff!
- Efficient Workflow
- Builds Audience
- Engages Partners





Tailor Engagement by Sharing Partners' Most Engaging Content

126,900
People reached

12,710
Engagements

  6K


111 Comments 1.4K Shares

Leveraging Content From Local Creators & Publishers


- Authentic Voice
- High-Quality
- Timely & Relevant
- Builds Audience
- Go Beyond Social




And... More Content to Promote Partners


 **Visit Tucson**
Published by Hootsuite · May 29 ·

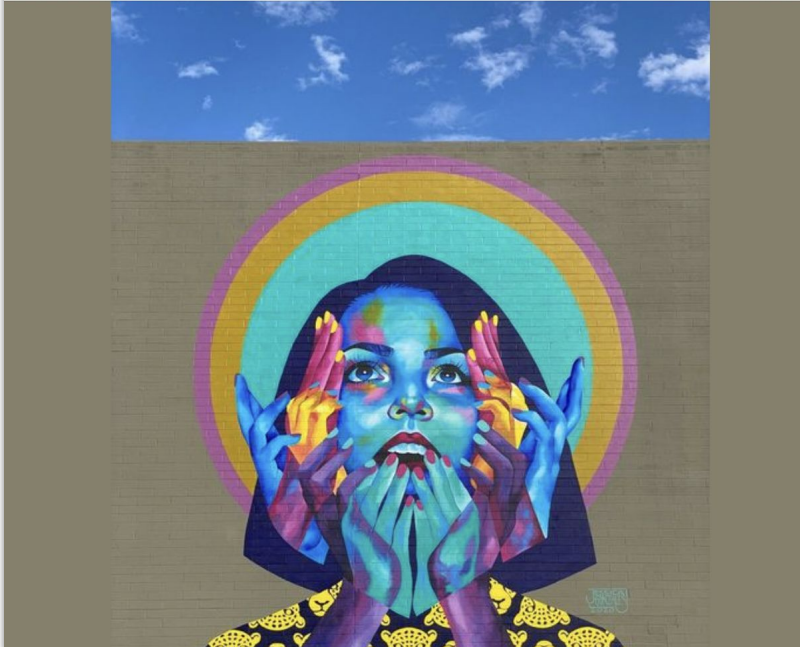
[Hotel Congress](#) has been a bedrock Tucson institution for over 100 years. There's a man who happens to be just as much of a fixture there, who has seen more than half of that history from the tap room! Get to know 'Tiger'. [Tucson Foodie](#) <http://ow.ly/QMjJ50DXIB4>



TUCSONFOODIE.COM
Pouring at Hotel Congress Since the '50s: "Tiger" of Tiger's Tap Room

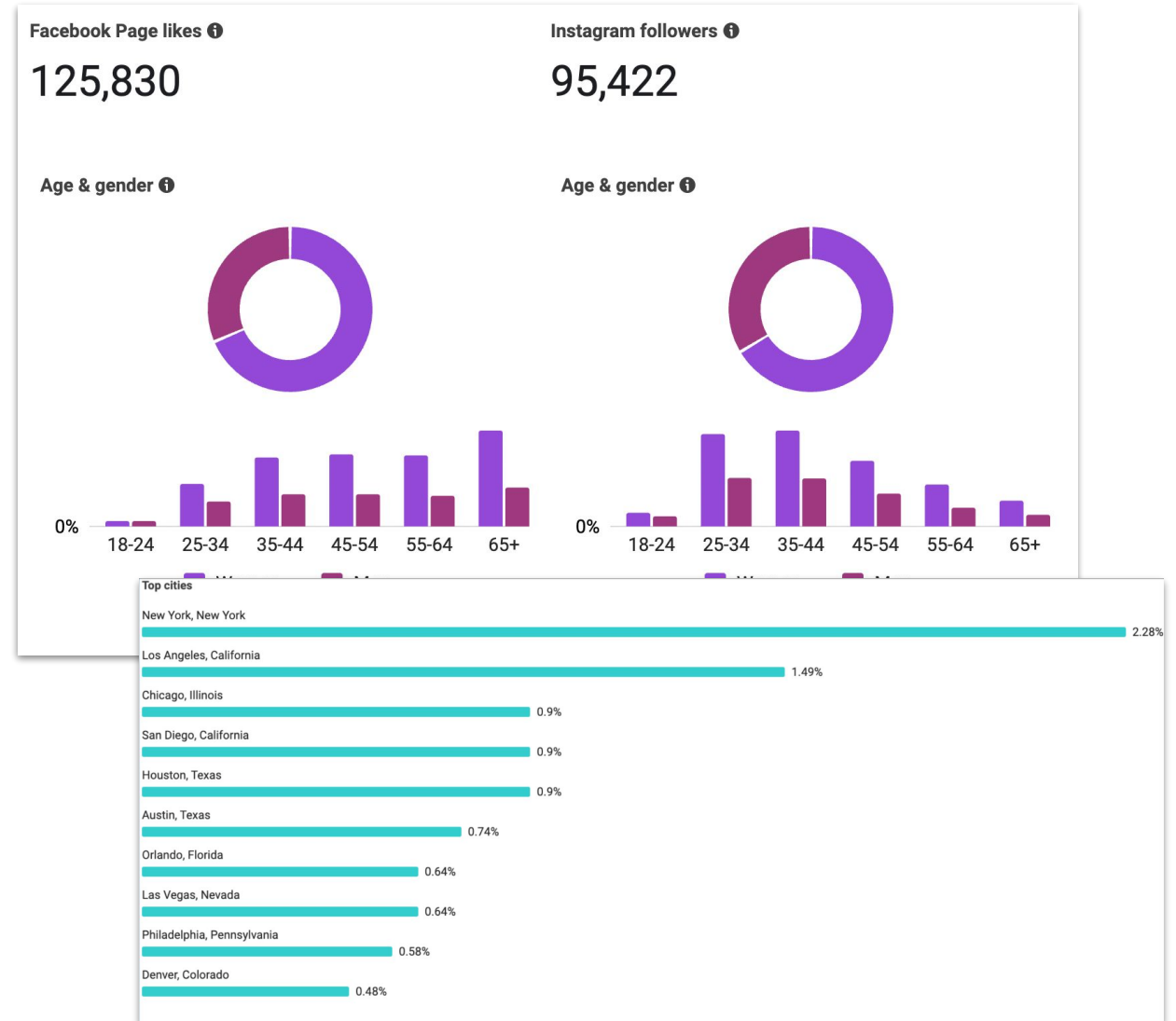
 **Visit Tucson**
Published by Hootsuite · June 4 ·

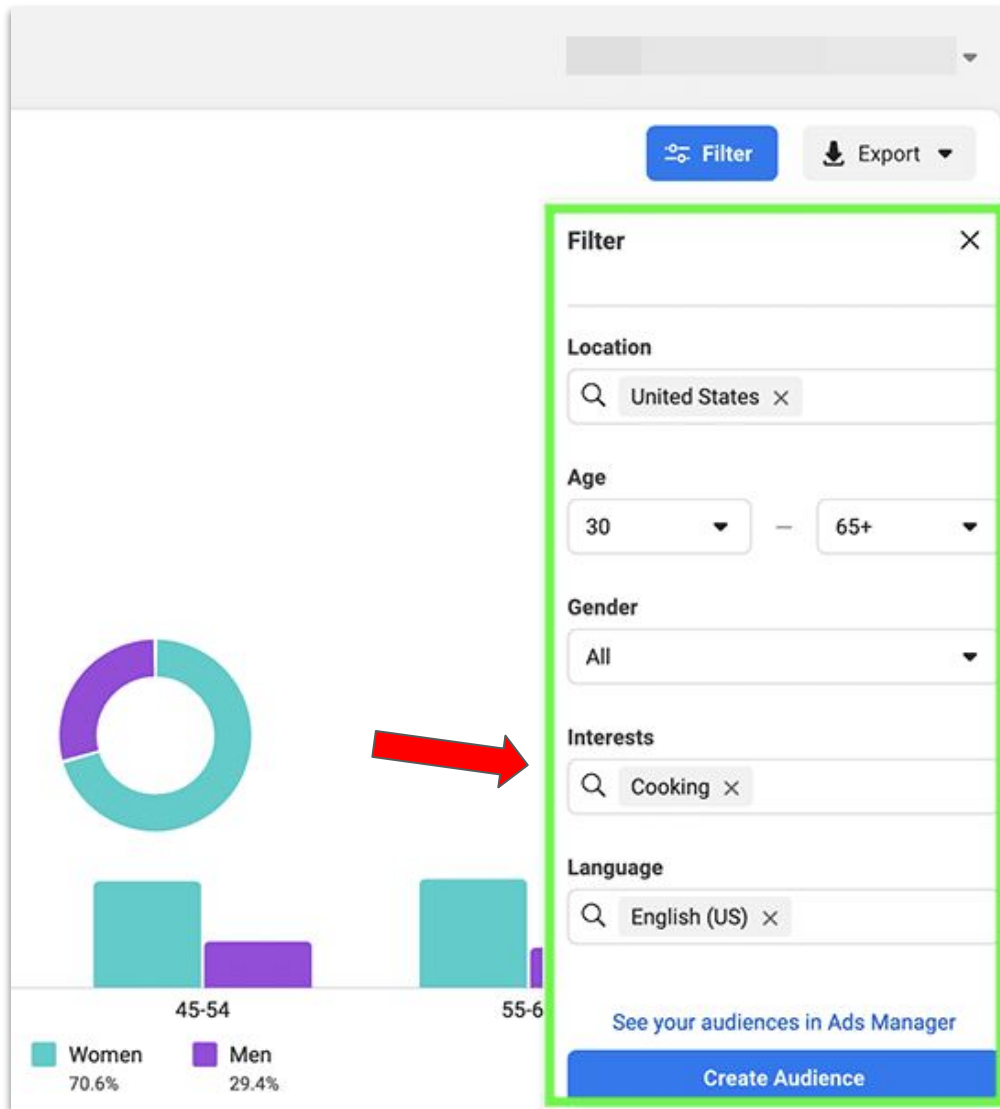
[ [Jessica Gonzales Art](#)] Tucson is a place that consistently inspires a terrific community of artists, such as muralist Jessica Gonzales. This is a piece she did on behalf of [The Loft Cinema](#) for their 2019 Loft Film Fest, but it now also adorns the south-facing side of their largest (original) theatre. An artist and a venue very much worth supporting! [City of Tucson - Government Pima County](#) #art #cinema #tucsonmurals #murals #artists #artistsinstagram #520 #theatres #inde... [See more](#)



Leveraging Insights & Custom Audiences

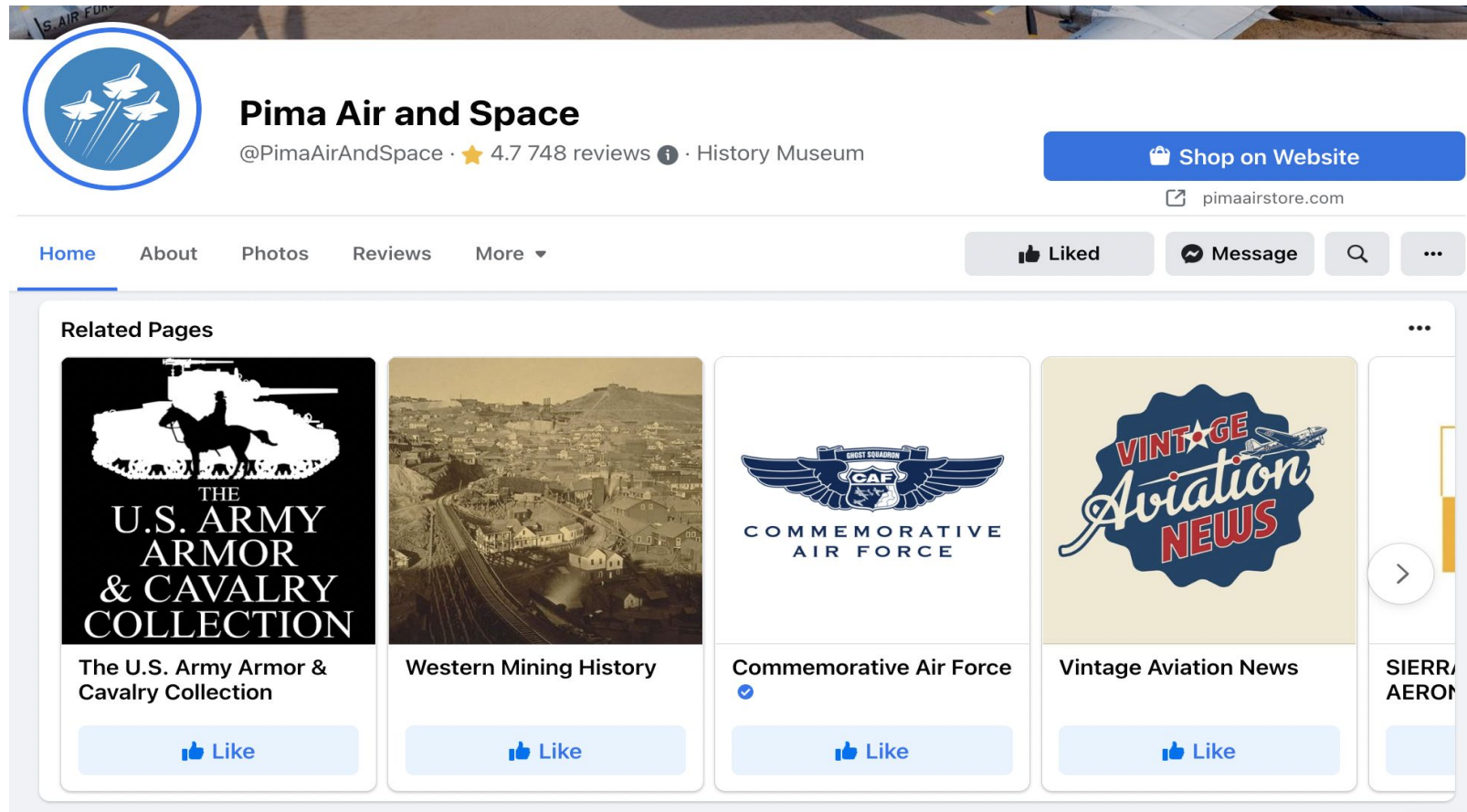
- Understand Your Audience
- Organic Engagement
- Businesses are Pay-to-Play





- Partner-Shared Audiences
- Partner-Aligned Audiences
- Create Lookalikes and Combine Audiences
- Narrow but Balanced

Consider Related Pages to Narrow/Expand Audiences





Social Media Makes Us More Than Just “Marketers”

Aligning with our partners and local creators allows us to be an authentic voice for our community.



THANK YOU!



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