

— Co-Creating Connections (and Content!)

Hosted by Jordyn Walworth

Social Media Manager for Arizona Office of Tourism

From influencers to storytellers to brand ambassadors, more than 50 million people on social media identify as content creators. But the best content creators are also community builders – both in and outside the social feed. Join us for a meet and greet with AOT's Appreciate AZ Ambassadors to learn more about why they signed on to contribute to this campaign, how they approach educating their followers, and how you can build similar partnerships to promote your destination or core values.

Panelists



Owen and Lauren
@theazhikeaholics



Christina
@hikersledge



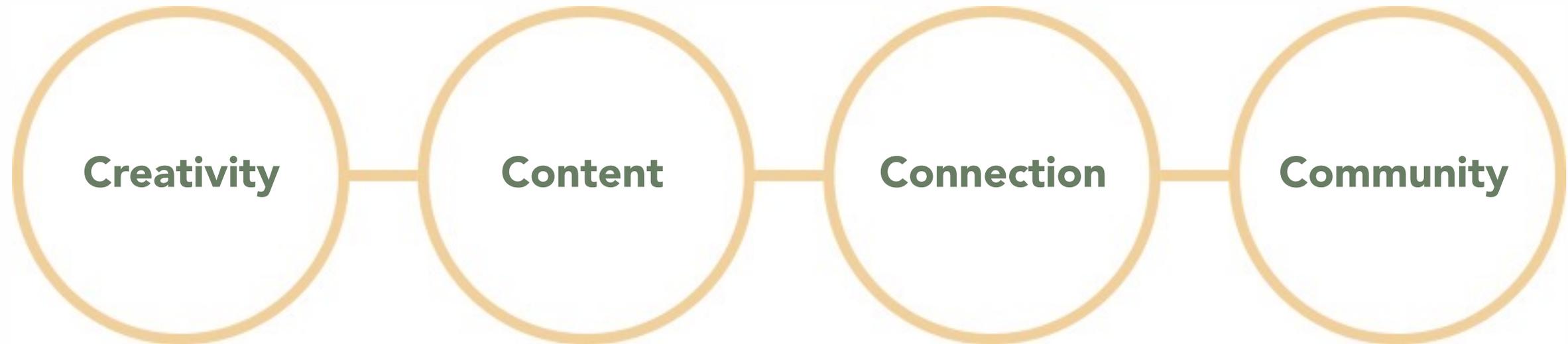
Katie
@trustyourtrail

What is Appreciate AZ?

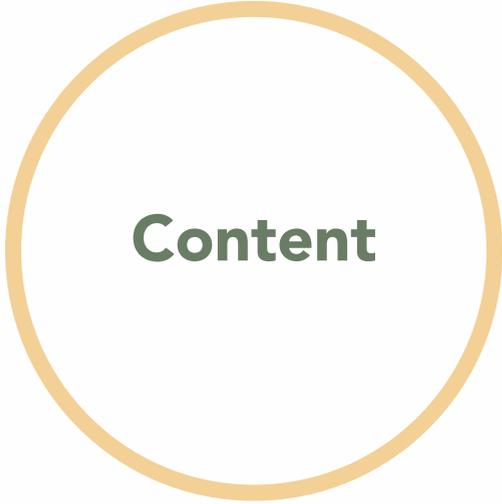
Appreciate AZ is a multi-faceted initiative that uses seven principles of responsible recreation as a guide to teach both visitors and residents the best way to enjoy – and preserve – Arizona’s natural icons.

This year we engaged with ambassadors to help amplify the messaging of the Appreciate AZ campaign and extend its reach to even more people.

Four Cs of Successful Social Collaboration



Four Cs of Successful Social Collaboration



Content

This is at the heart of every collaboration.

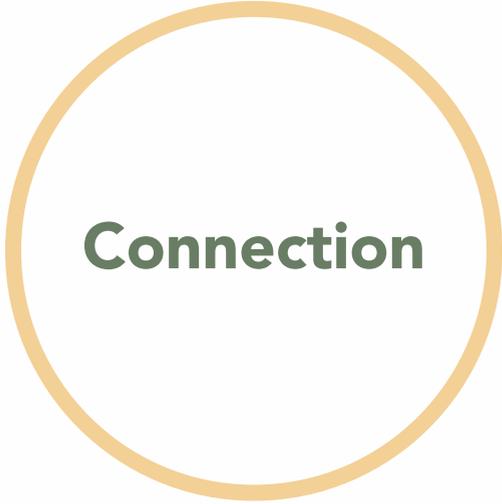
Four Cs of Successful Social Collaboration



Creativity

This is key to stopping the scroll.

Four Cs of Successful Social Collaboration



Connection

This is where we create a spark with audiences.

Four Cs of Successful Social Collaboration



Community

This is where we bring that connection to the real world.

Sample Collab Posts

theazhikeaholics • Follow
Vansire • The Latter Teens

theazhikeaholics Flashlight Nights at the Desert Botanical Garden 🌵🌵
We had so much fun in the desert after dark! #ad

Details:
 🎫 \$14.95 general admission
 🕒 Saturdays 7-9pm. Last Saturday is September 3rd
 📌 Bring a flashlight! It gets dark after sunset
 📄 Checkout DBG.org for additional details

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7,709 likes
AUGUST 21, 2022

Add a comment... Post

theazhikeaholics • Follow
The Weeknd • After Hours

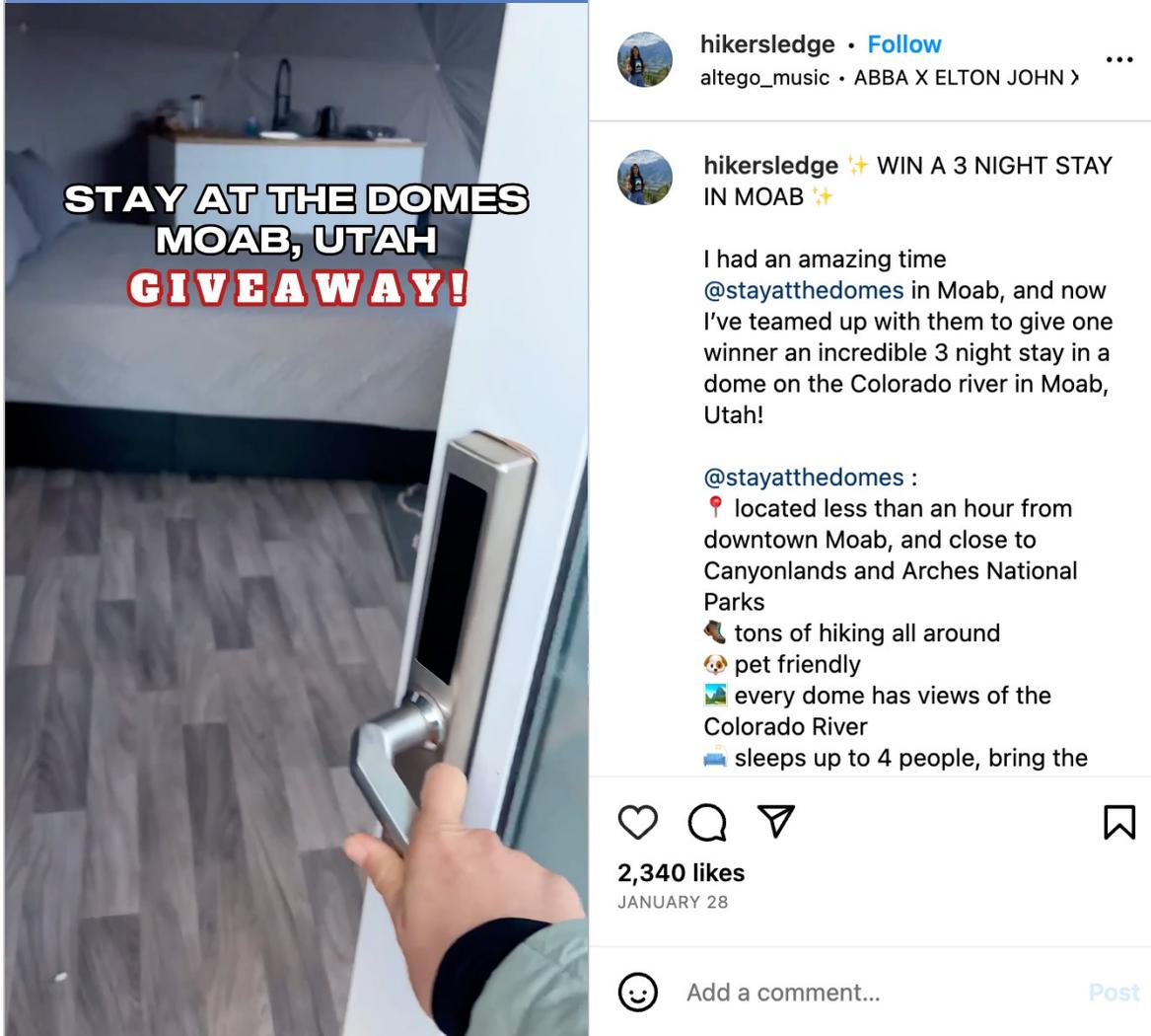
theazhikeaholics A weekend getaway in Sedona 🌄🌟

We love when we can stay the night in Sedona. It just makes everything easier!
 🏠 We stayed at @skyrocksedona
 📍 Doe Mountain Trail ~1.6 mile O&B +445 ft eleven gain
 📍 Fay Canyon Trail ~2.3 miles O&B +250 ft eleven gain
 🚻 Both TH lots have a toilet
 🗑️ Both TH lots have a trash can
 🎫 Both TH lots require a Red Rocks pass, America the Beautiful Pass, or other qualifying pass
 🚰 Both TH lots have kisosks to buy a Red Rocks Pass
 🐕 Dogs allowed on both trails with a leash

4,975 likes
NOVEMBER 22, 2022

Add a comment... Post

Sample Collab Posts



**STAY AT THE DOMES
MOAB, UTAH
GIVEAWAY!**

hikersledge • Follow
altego_music • ABBA X ELTON JOHN >

hikersledge ✨ WIN A 3 NIGHT STAY IN MOAB ✨

I had an amazing time @stayatthedomes in Moab, and now I've teamed up with them to give one winner an incredible 3 night stay in a dome on the Colorado river in Moab, Utah!

@stayatthedomes :

- 📍 located less than an hour from downtown Moab, and close to Canyonlands and Arches National Parks
- 🐾 tons of hiking all around
- 🐾 pet friendly
- 🌄 every dome has views of the Colorado River
- 🛏 sleeps up to 4 people, bring the

2,340 likes
JANUARY 28

Add a comment... Post



**1-DAY
UTAH
ITINERARY**

hikersledge • Follow
byron.enc • Original audio

hikersledge Utah is a state that is full of adventure opportunities!

If you find yourself in this beautiful state in the next few months (or years), here is a 1-Day itinerary!

This itinerary is based off a home base near Capitol Reef (specifically, stops along State Route 24).

1. Start your day watching the sunrise at an amazing overlook, like this one in Hanksville. With a quick Google search, you will be able to find the coordinates and things to know about this area 🌄 ✨ it feels like you are on another planet!
2. Head west on SR 24, and you will

1,303 likes
JULY 31, 2022

Add a comment... Post



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Q&A