



Social Media on a Shoestring Budget

Sheila Scarborough
Tourism Currents

- **Facebook ads / Sponsored posts**
- **Help with visuals**
 - Tripod, Canva, Flickr Creative Commons, Flickr Commons, Animoto
- **Instagram**
 - Hashtags! Also Iconosquare
- **Twitter**
 - Use more images, plus Twitter Analytics, Followerwonk & Twitter chats
- **Pinterest**
 - Keywords are key – it's a search platform. Vertical pics do well.
- **LinkedIn**
 - Staff personal profiles, LI Publishing, Company Page (more B2B)
- **General**
 - Buffer
 - Dropbox
 - Google Drive / Google Docs

Canva



Use the
camera
that's
always
with you

Measure What Matters

#tourismchat on Twitter

Oct 6, 2016

2 p.m. Central





Huts and Warm Clothing for the Army.
from [SMU Central University Libraries](#)



Jet engine parts being welded at Pratt & Whitney - West Palm Beach
from [State Library and Archives of Florida](#)



ca_20141119_009
from [Costică Acșinte Archive](#)



Instagram – Hashtags Matter

✓ #spinstagram 13K

#spinnersofig 5K

✓ #spinnersofinstagram 29K

✓ #igspinners 12K

#instaspinh 3K

✓ #fiberart 75K

#fashion ~~to~~ 250mill

scarf 5mill

ibre art



BFB @coolbettie

21/10/2015 08:19:38 WIB

@tourismchat Short & sweet. They should pop up in suggestions. #tourismchat
[twitter.com/tourismchat/st...](https://twitter.com/tourismchat/status/6541234567890123456)



#tourismchat

@tourismchat



What are your best IG hashtag tips? What works & what is just....annoying?

#tourismchat

2015年10月20日 20:18



Tia Troy @MontanaTia

21/10/2015 08:19:44 WIB

@tourismchat What works: well researched and consistent use of hashtags. What's annoying: people using WAY too many [#tourismchat](#)



#tourismchat @tourismchat

21/10/2015 08:20:05 WIB

Resource: How to Gain a Massive Following on Instagram: 10 Proven Tactics
blog.bufferapp.com/instagram-grow... Via @buffer #tourismchat



Nycole Hampton @MsNycole

21/10/2015 08:20:32 WIB

@MontanaTia agree! Important but so forgotten about. #tourismchat

www.tourismcurrents.com/travel-tourism-twitter-chats



Oklahoma's Scenic ...
TravelOK.com



17



Follow



Scenic-Drives
AW



95



Follow



Flaming Gorge/Gre...
Wyoming Tourism



18



Unfollow



Scenic Drive
Brittany McLaren



North Shore Scenic ...
Cheryl Johnson



Scenic Drive
Kelsey Schulze



LinkedIn Publishing



Reykjavik is gaining attention from international meeting planners and attendees

Published on August 9, 2016



Brynja Laxdal Follow

Director of Marketing at Meet in Reykjavik Convention Bureau



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Reykjavik is emerging as an international meeting destination and the readers of Business Destination and Smart Magazine chose Reykjavik as one of

Thank You!

**Sheila Scarborough
Tourism Currents**

