



Social Media Trends for Maine's Bicentennial 2020

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A. Share UGC - User Generated Content

- Share what is referred to as "User Generated Content" in your social media feed. This includes 3rd-party links, testimonials, news updates, client photos, & local events. Use a company-specific hashtag and encourage visitors to tag you so that you can easily access their content.
- **IF YOU CHOOSE TO REPOST** -Make sure to give credit and celebrate the fact that your customers are acting as ambassadors. It's easy and a sample looks like this: *"We loved what you posted on Instagram. We would like to share it with our users and give credit to you. Would you be comfortable if we shared it on our Facebook page? Please contact us at info@samplemaineresort.com."* And then post away dear friends!

WHY UGC?

1. It builds trust and authority. Social Algorithms love when you are relevant and "shareable."
 2. It serves your community with relevant and useful information.
 3. Aim for the 80/20 rule. 80% UGC & 20% original brand content.
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B. GO LIVE! And do it often!!!

- Video is KING. By 2022, Video will account for 85% of your social media feed.
- Our clients LOVE video when it is of service and when it helps to extend the customer experience.
- Video boosts your ability to be seen in social feeds by both your current audience and potential customers. **All you need is your iPhone & a tripod. (Trust me, your hands are NOT that steady.)**

Easy ideas to share:

1. Why do you love living and working in Maine? Fun Facts about Maine's History. Short tours of the services you provide.
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Sign up for the "Facebook Live Workshop - Conquer Your Fears & Build Your Confidence" on 2/12/2020 in Portland at CloudPort.

Tickets here: <https://bit.ly/2upSibe> Code: VISITPORTLAND for \$10 off!

