

## THE PROGRAM

Wyoming Office of Tourism will offer Partner Takeovers as a co-op social media advertising opportunity in 2021. Takeovers have become an increasingly important part of social media strategy, allowing brands to diversify content, as well as expand organic reach and gain new followers from parallel communities.

Through a strategic approach to social media takeovers, WOT and partners will mutually increase brand awareness, drive social media engagement and build/strengthen relationships with complementary audiences.

## SUPPLYING MATERIALS

WOT will retain a full approval process on all “takeover content,” working closely with each partner’s social media representative to outline a strategic plan for every takeover.

A detailed content format plan must be submitted a minimum of (3) weeks prior to scheduled takeover. Plan should include:

- All approved images and/or video with photo credits and proof of permission
- Supporting copy
- Required hashtags
- Handles to tag
- Links for bio (if needed)
- Personal contact information for a partner spokesperson who can be available to answer any questions or issues that may arise during the takeover week, including outside of business hours.

WOT will review and approve all content in advance of takeover. During the takeover, WOT’s social media team will publish all content on the partner’s behalf. WOT will work closely with each partner’s social media team during the takeover to manage community questions and comments. If it becomes necessary, WOT has full rights to reschedule the takeover at any time.

## CREATIVE BEST PRACTICES

### PHOTOS

- Showcase something unique and attention-grabbing that will ignite curiosity in the viewer. Ask yourself “What is something you can only do in my city?” or “I never get tired of seeing when driving through town.” Content that answers those questions will stop users mid-timeline in the hopes of seeing more from your city or town!

- While delicious, food is not always the best social media subject. If there is a restaurant or meal you would like to showcase, consider submitting a photo of the outside of the restaurant, too.
- When showcasing people in photos, the post can sometimes seem like an ad. If you feel like people are essential, make sure their actions in the photo are not staged and help tell your story.
- When choosing images, be aware that images with logos and text do not always perform well. Facebook and Instagram are highly visual platforms and will show preference to highly visual content.
- Each day’s photo(s) should highlight something different within your area. Consider your two-day takeover a mini itinerary for those who see the posts.

### ENGAGEMENT

- Be your own biggest fan throughout the takeover. The highest performing posts are ones that partners like, share and comment on.
- While WOT will be closely monitoring and engaging with the fans of each post, you know your town better than anyone. If there are questions you can answer, do so from your official account to engage the audience and gain more followers.

### COPY

- Less is more.
- Let your picture tell the story and only use the copy to communicate the voice of your town.
  - Do you have a slogan or things that are commonly said by those who live in the town?
  - Can you let fans in on an inside joke or story?
- Asking questions can be a good way to spark engagement, but make sure the question’s answer is specific to your city or town.
- If there’s an opportunity for the viewer to learn more, add a link to the copy for them to do that. Our goal (and yours) for the takeover is for them to start planning their trip to visit you!
- Including emojis can be fun, but use them sparingly and only when and where it makes sense.

## DEADLINE

A detailed content format plan must be submitted a minimum of (3) weeks prior to scheduled takeover.

## WHAT HAPPENS NEXT?

Following WOT content approval + takeover schedule with each partner, the following steps will take place:

### PROMOTE

- The day before the takeover, WOT and partner will both announce that the takeover starting, inviting followers to follow along on WOT's Instagram and Facebook channels.

### LAUNCH + MONITOR

- Following "takeover launch," WOT and partner social media teams will monitor comments and feedback from audience in real-time.

### WRAP UP + MEASURE

- Final post should make it clear that the takeover has ended.
- Afterward, WOT will provide metrics on takeover-related content:
  - # of likes
  - # of comments
  - # of landing clicks (if a landing page is promoted in story or via link in bio)
  - Total reach
  - Total impressions

## GUIDELINES

To ensure that all content aligns with WOT's social media and brand standards, partners must adhere to the following guidelines when planning their takeover.

### COPY

**KEEP IT BRIEF.** Copy for Facebook and/or Instagram posts should be easily skimmable, and not exceed 2-3 sentences in length. Tone should stay true to the partner's own brand identity, while being light-hearted, clever and fun. Things to consider when crafting post copy include:

1. **HASHTAGS:** Please limit use of hashtags on Facebook to (2) per post. Partners may provide a list of additional preferred hashtags to be added in the comment section of Instagram, though the use of additional hashtags is ultimately at WOT's discretion.
  - a. WOT may add a unique hashtag to identify the post as part of a takeover.

2. **HANDLES:** All accounts that should be tagged in each post on Facebook and/or Instagram posts must be specified using the official page name handle.
3. **LINKS:** Any links that should be included in Facebook copy or Instagram bio may be shrunken using bit.ly.
4. **PHOTOS:** Please limit photo submissions to a maximum of five (5) per post. One is the standard for most posts, but exceptions may be made. WOT reserves the right to narrow down or replace the content submitted.

### PICTURES AND VIDEO:

All pictures and video content should be high-quality and eye-catching. Remember that social media is a competitive landscape, so visuals should entice audiences to stop scrolling and engage with the content. Most importantly, all pictures and videos must have appropriate permissions. Do not submit pictures or videos that your organization does not have rights to use or that have not been approved for social media use. Proof of approval for use is required upon submission.

Guidelines for pictures include:

- As high resolution as possible (at least 1 MB); sharp and acceptable for social sharing.
- Do not submit blurry, distorted, heavily edited or inappropriate pictures.
- Be cognizant of visible branding and/or inappropriate content in the background.
- Ideal image size for Facebook is 1200 x 630 px; Instagram is 1080 x 1080 px.

Guidelines for video include:

- Recommended video size: 1280 x 720 for Facebook; 1080 x 1080 for IG
- Orientations accepted: Landscape, Square, Portrait
- Max file size: 4GB
- Recommended video formats: MP4, MOV
- Recommended length: approximately 20 seconds for Instagram and Facebook.

**Please note:** WOT reserves the right to change any copy, photos and videos to align with brand standards