

STORY SOCIAL MEDIA TAKEOVERS

PARTNER CO-OP GUIDELINES

Description

Using assets you provide, we'll build and post a "story" (up to 5-7 panels) promoting your destination on KDT's Facebook and Instagram channels, which will remain active for 24 hours. After that initial post, the story will be saved and available to followers for up to 1 year in the "Highlights" section of KDT's Instagram feed.

PLEASE NOTE! For non-DMO partners, it is important that you promote your organization / business in relationship to the destination as a whole, following these guidelines.

Availability

No more than two story takeovers are available per month and they are limited to one per partner per fiscal year. If more dates become available, partners may have the opportunity to purchase additional stories. Partners can request a specific month and week for the takeover, but KDT will approve when it runs.

Elements

Story takeovers include up to 5-7 panels that will run on KDT's Facebook and Instagram feeds over a 24-hour period.

Execution

Approximately three weeks before a story takeover will run, the partner will receive a request to submit the following materials:

- ▶ Suggested copy for each panel to appear in the story
- ▶ Quality images to match the content promoted in each panel
- ▶ Each day's photo(s) should highlight something different within your area
- ▶ Documentation verifying permission to use all photos, with any mandatory photo credits noted
- ▶ A list of all social accounts that should be tagged in the story, along with their official tag names
- ▶ A list of hashtags that should be incorporated
- ▶ The URL (and call to action) the last panel should link to
- ▶ Contact information for a spokesperson who can be available to answer any questions or issues that may arise during the story takeover, including outside of business hours

Reporting

Approximately one week after a story takeover ends, KDT will provide a performance report that includes the following metrics:

- ▶ Reach
- ▶ Impressions
- ▶ Taps forward/back
- ▶ Exits

FOR QUESTIONS OR TO SUBMIT CREATIVE, CONTACT BETH WRIGHT-CHEESEMAN:

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SOCIAL MEDIA CONTENT GUIDELINES

To ensure all partner content aligns with KDT's own social media and brand standards, industry participants must adhere to the following guidelines when submitting materials.

Content

- ▶ Mix it up! Takeovers help promote all the great things Kentucky has to offer, so be sure to highlight different attractions, experiences and themes throughout the takeover.
- ▶ Tone should stay true to your brand, and be light-hearted, clever and fun. Encourage engagement, responses and sharing.

Tools & Interaction

- ▶ Please include official Instagram social handles for businesses and attractions you mention in your story that have social accounts.
- ▶ We are open to utilizing the interaction tools native to the platform, such as polls, quizzes and location tags. Please include any data needed for these tools with your content.

Links

- ▶ Please include a link where you want traffic directed that is specific to the content being promoted.

Photos & Videos

- ▶ Images should be recent and not have been used in previous takeovers. KDT reserves the right to remove or replace any images.
- ▶ All photos and videos should be high quality and eye-catching, but should **not be overly edited or have heavy filters applied**. Remember that social media is a competitive landscape, so visuals should entice audiences to stop scrolling and engage.
- ▶ Most importantly, all photos and videos must have permissions to be used by KDT and those permissions must be provided along with your assets. **Do not submit assets that you do not have the rights to use.**
- ▶ Both photos and videos for stories should have an aspect ratio of 9:16. The recommended size is 1080 x 1920 pixels; however, we can also work with landscape or square orientations.

Guidelines for images include

- ▶ As high resolution as possible (at least 1 MB); sharp and acceptable for social sharing
- ▶ No blurry, distorted, heavily edited or inappropriate photos
- ▶ No photos with text or logo overlays / watermarks
- ▶ Be cognizant of visible branding and inappropriate content in the background

Guidelines for videos include

- ▶ Maximum width is 500 pixels
- ▶ Maximum video file size is 4GB
- ▶ Recommended video formats: MP4, MOV
- ▶ Recommended length: no more than 15 seconds usually, although shorter is ideal

PLEASE NOTE! KDT reserves the right to revise any copy, photos and videos to align with brand standards.

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SOCIAL MEDIA BEST PRACTICES

Copy

- ▶ Less is more. Let your picture tell the story and use minimal copy to communicate the voice of your destination and call to action.
- ▶ Do you have a saying or phrase commonly used by those who live in your area? Can you let fans in on an inside joke or story?
- ▶ Asking questions is a good way to spark engagement, but make sure you request answers specific to your area.
- ▶ If there's an opportunity for the viewer to learn more, provide a link to the copy for them to do that. Our goal (and yours) is for them to start planning their trip to visit you!
- ▶ KDT will review all posts for accessibility issues and make any changes necessary to improve comprehension among all audiences.

Photos

- ▶ Showcase something unique and attention-grabbing that will ignite curiosity. Ask yourself "What is something you can only do in my city?" or "I never get tired of seeing _____ in town." Content that answers those questions will stop users mid-scroll who want to learn more.
- ▶ While delicious (and popular) social content, food images aren't always appealing. Make sure they are top-notch when using, or consider photos showing the restaurant's interior or exterior.
- ▶ When showcasing people in photos, the post can sometimes feel like an ad. If people are essential, make sure their actions in the photo are not staged and help tell your story.
- ▶ Avoid images with logos and text, which typically don't perform well. Facebook and Instagram are highly visual platforms and will show preference to highly visual content.



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