



# TRAVELWYOMING.COM SOCIAL MEDIA TAKEOVER

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.

## KEY METRICS

### FACEBOOK

Followers: 405k  
Average reach: 12k  
Average engagement: 250  
65% over age 45

### INSTAGRAM

Followers: 113k  
Average reach: 30k  
Average engagement: 2500  
75% aged 25-54

### TWITTER

Followers: 35,100  
Average reach: 3500  
Average engagement: 50  
75% aged 25 - 54

## COST

**\$1400** (pilot intro rate)

## INVENTORY

Limited to one takeover per month and can only be purchased by the same advertiser twice each year.

## IDEAL FOR:

DMO's, attractions, hotels, campgrounds, restaurants, museums, outfitters, rafting, adventure expeditions, dude ranches, skiing, etc.

## WHAT YOU GET:

By signing up to participate in WOT's social media takeover opportunity, partners may choose to take over Wyoming Office of Tourism's Facebook, Instagram, or Twitter for up to two (2) days. The takeover will include:

- One (1) organic post on WOT channels (Facebook, Instagram, or Twitter) the day before the takeover to announce/cross-promote the takeover.
- Up to (2) organic posts on WOT's Facebook, Instagram, and/or Twitter account for up to two (2) days, not exceeding one post per day per channel.

Due to the high number of participation, partners can request a specific month and/or week for the takeover; however, WOT will determine the two days on which the takeover occurs. The posting period and number of takeovers available is at the discretion of WOT.



## SUPPLYING DIGITAL MATERIALS

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