

# LOS ALAMOS

where discoveries are made



## PUBLIC RELATIONS & SOCIAL MEDIA REPORT





## December 2018 LTAB Marketing Report

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### *Public Relations:*

Revised Itineraries for History & Science and Outdoor Adventure

*Griffin Action: Developed with Kelly Stewart, Katherine Bruell*

Fact Friday Series begins in conjunction with Christmas Bird Count at Bandelier

*Griffin Action: Developed with Kelly Stewart.*

Press Release: Los Alamos Named Best Place to Raise a Family in New Mexico

*Griffin Action: Developed with Kelly Stewart (national release pending)*

Los Alamos February Pitch Lineup NMTD:

Best Camping Spots, How to Experience NM through State Parks

*Griffin Action: Developed with Kelly Stewart.*

NMTD Tourism Talk Release: Get Back to Nature, Walk through the Pages of NM History in

Los Alamos, NM – Gateway to Three National Parks

*Griffin Action: Developed with Kelly Stewart.*

Press Release: Los Alamos, NM Ideal Location for Active Seniors

Two-Day Los Alamos Active Seniors Itinerary

*Griffin Action: Developed with Kelly Stewart.*

Press Release (pending): Ski Pajarito Opens

*Griffin Action: Release will be in conjunction with Kelly Stewart & Mountain Capital Partners.*

### *Account Management:*

Visit Los Alamos Facebook Page Audit

*Griffin Action: Per Kelly Stewart, deep dive with analysis, report and presentation.*

Recommendations being implemented.

New York Times Travel Show Pitches/Itineraries and VisitLosAlamos.org

*Griffin Action: Produced analysis and recommendations for incorporating new itineraries on website.*

Proposed FY2019 Q3 media plan recommendation has been produced and is under review by Joanie Griffin before submission to Kelly Stewart.



Development of a Visit Los Alamos email marketing initiative has been reactivated with recommendations to follow.

*PR/Social Media/Facebook Report > Griffin Action: See activity report.*

*Web: NewMexico.org*

*Griffin Action: Ongoing coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of newmexico.org*

*Web: SkiNewMexico.org*

*Griffin Action: Ongoing coordination with Kelly Stewart to update content on Los Alamos destination page.*

*Events: 2019 National Senior Games*

*Griffin Action: Active watch for advertising opportunities to attract participants to Los Alamos during June 2019 events.*

## **Los Alamos Facebook Audit and Recommendations**

Over the course of the past year, Facebook has been setting new guidelines and implementing new algorithms. As a result, the platform is more pay to play than ever. However, they've also restricted some of what can be boosted. (Shared posts, shared events, and any content containing text in images, among other items, can no longer be boosted). To get around this and keep our engagements high, below are some suggestions for growth over the rest of the fiscal year:

### Immediate Implementation

- Update the "Our Story" section of the page to give first time page visitors an overview of Los Alamos (include key messaging and branding)
- Beef up the "About" section on the page to create a hub of information for anyone looking to get more information.
- Implement alternating buttons for A/B testing. The call to action button at the top of the page has a few varying options, including "Learn More" (which links to the website) or "Watch Video" (which we could link to the What Can You Say spot). We recommend alternating these buttons monthly for A/B testing on optimization.
- Update to the VisitLosAlamos.org website to have the Facebook page listed on the website.

### Suggestions for Implementation Throughout the Year - Ongoing

- Videos – Videos are still performing very well. However, YouTube videos do not perform as well as native videos (videos posted directly to Facebook).



- Suggestion, have Floyd “go live” on his visits to Los Alamos, highlighting different attractions on each visit. These can be short videos without audio, simply highlighting scenic views, an overview of Bradbury Science Museum, a look at Bandelier, etc.
  - Go Live is a function that is highly increasing visibility of pages and their content.
- Photos – Posting an album of photos after big events would increase engagements. If we can have industry partners send us their best photos from the event, we can create albums recapping big events and garnering additional buzz.
- Questions – Questions in which we ask the audience to participate create a forum for people to share their views. We recommend incorporating continued questions, asking people to share their thoughts and/or photos in the comment section, as this increases engagements.
- Contests – Contests continue to be a strong tool for increasing engagements, as long as they are easy to enter and have enticing prizes.
  - Suggestions for contests include:
    - Ski Pajarito Photo Contest – throughout the month of January, we encourage people to share their photos of skiing at Pajarito in the comments section of select posts to be entered to win a ski getaway.
    - Outdoor Winter Adventure Photo Contest – Similar to the Pajarito contest, except the submissions can be of any type of outdoor recreation in Los Alamos in the wintertime.
      - Note: we recommend the outdoor adventure contest, as it is the most inclusive and has the largest potential reach (see supplemental document with contest details)
- Hashtags – In addition to our regularly used hashtags for branding, trending hashtags like #TBT, #FactFriday, and more are widely popular. We recommend doing a #FactFriday and #TBT series, focusing on the history and science of Los Alamos, giving insight into different aspects of the area that people may not know about.
  - Example: #FactFriday Los Alamos has a rich history. Approximately 1.6 million years ago, the first series of volcanic eruptions began the creation of the most scenic landmarks in Los Alamos, including the Pajarito Plateau’s mesas and canyons and the Jemez Mountains.
  - #TBT to Central Ave in the 1940s, back in the day of the “Secret City.”



- Events and photos from industry partners – If area businesses and attractions have events and/or photos they'd like shared to potential visitors, have them email [jdickerman@griffinassoc.com](mailto:jdickerman@griffinassoc.com) to be included on our Facebook page.
- Follower features – to increase engagements, we could have people submit their photos to us in the comment section to be featured in a weekly or monthly #FollowerFeature photo (to be determined based on number of submissions). This would serve to have people submit their content, increasing engagements on posts, and to spur additional followers as people who are featured will likely share the content to their own pages when they are featured.
- Engagement from LTAB members and industry partners
  - If they have events and are willing to make us co-hosts of these events, we can share and boost the event posts. If we are not made co-hosts, we can't boost shared events.
  - Encourage all members to invite friends to like the page.
  - Encourage all members to encourage friends to leave reviews to bolster review section.

Our top performing posts include:

- Questions posed to followers
- Photos
- Native video
- Bandelier-specific posts
- Pajarito Mountain posts
- Posts on annual events (i.e. Halloweekend, WinterFest, etc.)