

## **Newport News Tourism Development Office (NNTDO) offers Facebook Opportunities for Newport News Hospitality Association (NNHA) Members and Newport News tourism related industry businesses**

This benefit came from a brainstorming session with the NNHA Board! As many of you can appreciate, if we all posted on one another's Facebook page each day our own message could be buried and lost and our mission to offer our fans information and benefits could be compromised. As we are all aware, every time someone posts on one another's page or when we ourselves post, the messages are pushed down the page.

According to the Facebook/Social Marketing "experts", posting or selling really doesn't work with fans so we're trying to come up with creative ways that might encourage engagement and be valued as a benefit if people become fans of NNTDO/Newport News and with our NNHA industry members. In an effort to work together and through discussions with NNHA, NNTDO has come up with the following proposed guidelines we'd encourage everyone to follow:

- NNHA member organizations and Newport News tourism related businesses are encouraged to limit their posts on one another's Facebook page. NNTDO would like to offer Saturdays and Sundays for your posts. If you have preferred days you'd like us to post, please advise by emailing [mwatkins@nngov.com](mailto:mwatkins@nngov.com).
- The post should contain engaging, brief tourism related content that hopefully offers a benefit and or discount, presents a call to action; and most importantly, be valued as a benefit for fans.
  - Examples of engaging content that might be viewed as a benefit to our fans:
    - Upload a photo from an event or museum or establishment –Where in Newport News is this? Upload a photo and share an interesting fact about the photo.
    - Does anyone plan to go to \_\_\_\_\_(museum, event, restaurant, retail, etc.) this weekend?
    - We are offering a special \_\_\_\_\_for our Facebook fans if they attend our \_\_\_\_\_ event.
    - Have you heard we are offering\_\_\_\_\_ for our Facebook fans.
    - Offer for Facebook fans – First \_\_\_\_\_(number) Facebook fans receive discounted admission.
    - Today until \_\_\_\_\_(11:00 a.m.) the first \_\_\_\_\_(number) of people are admitted free into \_\_\_\_\_.
    - If you refer to NNTDO's Facebook page you'll receive a complimentary non-alcoholic drink (appetizer, etc) today with a purchase of your meal.
    - If you book an event with us you will receive\_\_\_\_\_.
    - Did you know we offer a military discount for the month of \_\_\_\_\_?
    - All Newport News Tourism Facebook fans will receive a buy one get one admission into \_\_\_\_\_.
    - Mention NNTDO Facebook and we'll \_\_\_\_\_.
    - Did you know if you sign up (or like) for our\_\_\_\_\_ you will receive\_\_\_\_\_?(encourage people to like your page)
- ***In return, NNTDO will be permitted to post once per week on NNHA member's Facebook page***
  - ***Posts by NNTDO will focus on tourism related activities, information, discounts, etc. as noted above.***

***These are just a few ideas to help get us all started in the world of constantly changing social media and I'm sure all of our creative minds will come up with many more! If you have any questions, please email me at [mwatkins@nngov.com](mailto:mwatkins@nngov.com) or call 926-1400. We look forward to partnering with you in our social marketing efforts for NNTDO!***