

Social media concept for SlowTrips

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hidden treasures
CONTACT TO LOCALS
authenticity learning together
ECONOMIC SUSTAINABILITY social sustainability
ecological sustainability
STORYTELLING



1. The project SlowTrips and the aim of the social media strategy

The SlowTrips project is an association of several participating leader regions in Austria, Germany, Italy, Lithuania, Luxembourg, Romania and Sweden with the aim of developing niche tourism products in sustainable cultural tourism with the overarching goal of reviving rural areas and putting them in value.

The coordinating region represents the Austrian leader region "Zeitkultur Oststeirisches Kernland.

In a first step, the participating leader regions developed common core values for the SlowTrips philosophy.

In the case of SlowTrips, the goal of the social media strategy is multidimensional due to the large number of participating participants. The project should raise awareness while naming and representing the partners in a balanced relationship.

The social media channel should be just as appealing to potential guests as it is to leader managers and employees in the individual regions.

This is measurable on the one hand with the pure number of subscribers / likes, but on the other hand also based on the interactions and the division on participating websites from the participating leader regions.

2. Analysis of the starting point

The SlowTrips Facebook page currently has around 164 subscribers and around 153 likes. The communication language is English. The last post was 10 days ago. The Facebook page has been in existence since July 21, 2019 (as of February 13, 2020).

Attached is a first assessment of the current Facebook presence. It was noticed positively that the information about the project was filled in in detail.



SlowTrips
SLOWTRIPS - 020074214 24 041 0000

The project Slow Trips (SlowTrips is a Slow Travel Experience) develops tourist activities in the field of creative tourism and creation of sustainable cultural tourism. It gives visitors the opportunity to realize their own creative potential in the visited region. This is achieved through active participation and through getting acquainted with the characteristics living environment of the respective population. In contrast to high cultural tourism, focus is on the discovering and experiencing of local everyday culture. As a result, an analysis of the potential of each region with the focus cultural tourism is to be completed, especially concerning possible offers in creative tourism. Thus, for the respective regions dealing with sustainable tourism will be recognized and the establishment of special creative tourism offers will be recommended. This will be based on collaboratively developed, regional-specific development plans.

Key Values of SlowTrips philosophy

- respect to locals
- slow living
- interesting experiences
- sustainability
- skills to treasure
- social sustainability
- ecological sustainability
- economical sustainability

Participating Regions

- 1) Austria: LAG Östliche Weinsteige Kitzbühel / Lead Partner
- 2) Austria: LAG THERME TOLLN
- 3) Germany: LAG Märkische Seen
- 4) Italy: LAG VALLE EMERIA E UBILENTI
- 5) Italy: LAG LA CITTÀ DELLA CANTIERE
- 6) Italy: LAG STARK
- 7) Lithuania: LAG Alytus District and LAG Dūkai District
- 8) Luxembourg: Office Régional de Tourisme Creative Travel with Luxembourg in close collaboration with LAG ATREY NORD and LAG L'ÉTIERRE DU WEST (as one partner)
- 9) Romania: LAG N.ȘOFOA PIRELEȘTE, LAG Lăcaș RĂDĂȘIȘI ȘARANCI and LAG GHEȘI ȘARANCI - 3 Romanian LAGs as one partner
- 10) Sweden: LAG Norder Botivare

Our Tip: Describe the Project in one short sentence and tell if possible, the Facebook sites the participating Leader regions.

->If necessary, a funding note should also be included here. You should check your disclosure requirements for this.

Despite the expandable number of subscribers, the contributions are accepted and liked. Many of the articles are very attractively designed with pictures, hashtags and catchy texts.



The Facebook page appeals to potential SlowTrips guests as well as people who actively participate in the SlowTrips project. At this point in time, most of the subscribers to the SlowTrips Facebook page have an active connection to SlowTrips, which is why they like the Facebook posts beforehand.

Our tip: Focus on potential guests and pack the topics or postings of the project work of the leader communities more than background information but pay attention to the added value for potential guests.

3. Social Media and the recommended social media measures

Social media are websites or mobile applications where users publish content and network with each other. Interaction is a characteristic of social media.

SlowTrips requires a social media strategy for a successful social media presence. The strategy level also includes the question of whom or what you want to achieve with social media.

Our tip: Address potential guests as well as your leader or project colleagues.

The strategy must include "smart" goals. "Smart" means - specific, measurable, accepted, realistic and timed. The goal is to increase the awareness and acceptance of the SlowTrips project with the help of social media among potential guests and leader colleagues.

In addition to the setting of targets, key figures must be defined. Measure your success with the help of subscribers, followers, likes and reach. The key figures must be observed at regular intervals and compared. The observation interval should not be more than 4-8 weeks.

The key figures show whether the marketing strategy is successful or needs to be adjusted if necessary.

In order to operate social media successfully, you need human and financial resources.

We have attached important principles for SlowTrips' social media presence:

1. Operate and edit the social media channel continuously. That means plan between two and three postings a week. For easier handling, you should create an editorial plan every quarter.
2. Post lively - use pictures and videos and actively include links.
3. The content of the postings is crucial and should offer readers, potential guests and SlowTrips employees added value.
4. Demand interaction from your readers - with the help of action sentences - „How do you escape? “
5. Actively involve your region and have these articles written according to the motto "together instead of lonely". You can assign editorial access for your Facebook channel.
6. We recommend that you use the option of multilingual postings! You can find more about this in Chapter 4. Multilingualism of the SlowTrips project.

4. Multilingualism of the project SlowTrips

The SlowTrips project is an international project in collaboration with several European leader regions. The leader regions do not all come from the same language area.

Languages that are spoken or written are: German, Austrian, French, Swedish, Romanian, English, Italian etc.

Facebook offers the possibility of posting in different languages. The advantage is: Readers feel better picked up in their own language. The post is displayed to the Facebook user, if available, in his standard language.

Our tip: Write multilingual postings - at best in German, English and Italian. If this is classified as too complex - we recommend using the English language.

Here is an example of a "multilingual" post. The post is displayed in the selected standard language "German". The post could also be displayed to users in Italian or in English.



5. Content, Hashtags, Visual language

Content is increasingly important in social media marketing, referring to „Content is King!“. The main issue is to identify relevant content for the social media consumer, to distribute content with added value and to choose „emotifying content“.

We therefore recommend the following topics for your social media communication:

- Introduction of participating regions
- Introducing values and principles of Slow Trips
- How did the idea develop?
- Presentation & development of touristic niche products
- Experiences of travellers
- Experiences of participating companies
- Current issues
- Integrate regional events

If hashtags are used, please differentiate the different social media channels. For the existing facebook channel the use of hashtags is no longer relevant or supportive due to a change in the algorithm. Moreover, hashtags are detracting the reader.

Our tip: If you use hashtags on facebook, concentrate on 3 meaningful hashtags as a maximum.

For the social media channel instagram or Twitter hashtags could be sensible. On instagram one can be „found“ via hashtags and the awareness of new users can be drawn to the instagram channel in question. On instagram use hashtags generously, a maximum of 30 hashtags is possible.

Our tip: use up to 7 hashtags

In the case of SlowTrips and considering the number of participating regions we recommend to define consisting hashtags together.

Our suggestions for hashtags: #SlowTrips, #Slowtravel, #travelsustainable, #creativeslow, #localslowtrips, #leaderprojecttourism

Our tip: Use pictures and videos in every single posting directly from the participating regions. The pictures and videos used are to be adapted for the target group and should be up to date.

In case there are no pictures or videos from the regions available, we suggest using platforms like pixabay, where you can download pictures to relevant topics for free and without having to state the rights owner.

6. Conclusions, guidance and outlook

The topics and the project SlowTrips respectively, are very well suited for the distribution via social media channels. The content meets the current „Zeitgeist“ for deceleration and sustainability. To operate actively the social media channel(s), a lively integration of the partner regions is crucial.

The partner regions are supporting the choice of topics and the content creation of pictures and videos. Ideally, an editorial plan is established to secure the balance of the postings between all partners.

Edit your facebook posting multilingual. The social media channel should be monitored by at least one person who actively reacts on interactions. The quick response to user interactions is crucial to increase the connection between user and SlowTrips.

Our tip: use not only facebook but also the social media channel instagram. The difference is that instagram is a picture platform, meaning that every posting has to include a picture.

When connecting facebook and instagram, you have to edit every posting only once and share it on both platforms. The target groups on facebook and instagram are slightly different. Generally speaking, the target group on instagram is younger than on facebook.

Our tip: use bloggers and influencers to increase the awareness for SlowTrips and its social media channels. There are differing approaches for cooperation. Either a blogger is experiencing one of the regions and is writing about the project SlowTrips. Or a blogger or influencer is conducting an interview with a representative of SlowTrips and uses the content for her or his online channels. The second option is less cost intense as there are no travel costs.

Our tip: Choose bloggers with a strong geographical or emotional linkage to SlowTrips partners or ones who are dealing with topics such as deceleration and sustainability.

To do's or decisions for the partner regions:

a) Strategy definition for the social media channels:

- Which social media channels should be used?
Recommendation: Facebook and new Instagram
- How often should you post?
Recommendation: twice a week
- Which languages should the leading languages in the postings be?
Recommendation: German + English, national languages on topics, which are specific for a leader region
- Which Hashtags (#) should be used? Recommendation: see above
- Who and how will we react on user interactions? Recommendation: appoint a responsible person

b) Increase number of followers and reach:

- Partners are to like the social media channels SlowTrips and their postings at a regular basis.
- Postings will be shared on their own Facebook site.

c) Provision of content for the postings:

- Please contribute your content, pictures and videos on a regular basis

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