

Market Your Business by Leveraging the Greene County Tourism Department

April 22, 2014

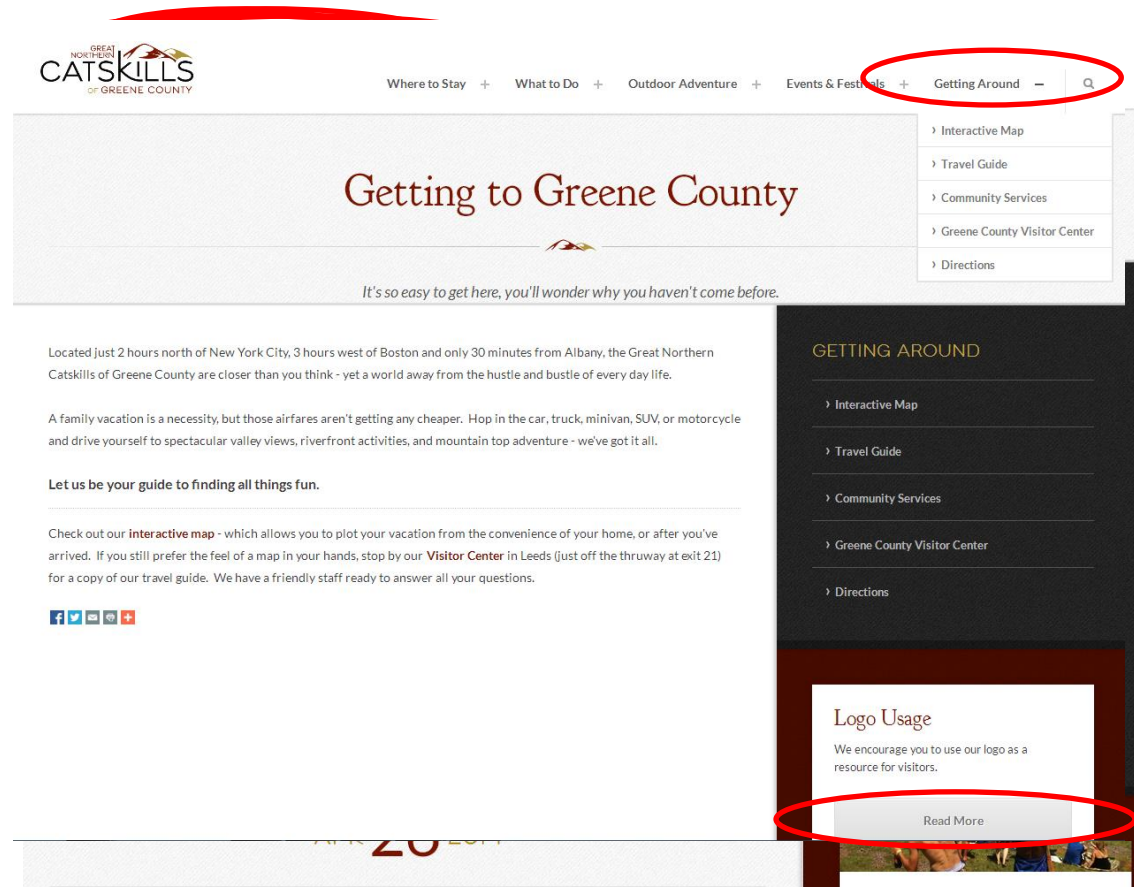


GreatNorthernCatskills.com

Featured Listing
Events
Packages

Link to our site

- Home Page
- Where to Stay
- What to Do
- Top Attractions
- Outdoor Adventure
- Events & Festivals



Social Media

Facebook has 1.5 billion users. No other social network has that kind of reach that Facebook has through pass-along newsfeed visibility.

- Facebook

GreatNorthernCatskills

The image is a screenshot of the Facebook page for 'Great Northern Catskills of Greene County'. The page features a large cover photo of a stage performance at the 'Mountain Jam' festival. A red rectangular box with the text 'CREATE YOUR OWN PAGE' is overlaid on the top part of the cover photo. A black speech bubble with the text 'LIKE US!!' is positioned on the right side of the cover photo. On the left side of the page, there is a profile picture of the 'Great Northern Catskills of Greene County' logo. Below the cover photo, the page name 'Great Northern Catskills of Greene County' is displayed, along with buttons for 'Update Page Info', 'Liked', and 'Following'. A purple rectangular box with the text 'MAKE SURE YOUR INFORMATION IS CORRECT' is overlaid on the bottom left of the page, highlighting the 'About' section. The 'About' section contains the following information: 'Tourist Attraction · Public Places & Attractions · Tourist Information', '700 Rt 23B, Leeds, New York 12451', '(518) 943-3223', and 'Today 9:00 am - 4:30 pm'. The 'About' link is circled in red. On the right side of the page, there is a 'See Your Ad Here' section with a 'Promote Page' button. Below this, there is a 'Recent' section with a list of years: 2014, 2013, 2012, and 2011. At the bottom of the page, there are three tabs: 'Photos', 'Likes', and 'Events'. The 'Likes' tab shows a count of 1,636 likes. The 'Events' tab shows a calendar icon.

CREATE YOUR OWN PAGE

LIKE US!!

Great Northern Catskills of Greene County

Update Page Info

✓ Liked

✓ Following

MAKE SURE YOUR INFORMATION IS CORRECT

Tourist Attraction · Public Places & Attractions · Tourist Information

700 Rt 23B, Leeds, New York 12451

(518) 943-3223

Today 9:00 am - 4:30 pm

About

See Your Ad Here

Great Northern Catskills of Greene County

CATSKILLS

Nestled between the Hudson River and the Catskill Mountains two hours north of New York City, the Gr...

Like · Heather Bagshaw likes this.

Promote Page

Promote Page

Recent

2014

2013

2012

2011

Happy Easter

1,636

CATSKILLS

Photos

Likes

Events

Social Media

Twitter has about a billion registered users and has 36 million unique monthly visitors (desktop only)!!

- Twitter

CatskillTourism

The screenshot displays the Twitter interface for the account @CatskillTourism. The header includes navigation links for Home, Notifications, Discover, and Me, along with a search bar and icons for mail, settings, and a compose button. The left sidebar shows options for Tweets, Following, Followers, Favorites, and Lists, as well as a section for Photos and videos. The main content area shows the profile of Greene Co. Tourism, located in the Catskill Mountains of NYS, with 248 tweets, 103 following, and 569 followers. A tweet from April 15 promotes a contest to win tickets to #NYZipline and #Huntermtn by following the account. A black speech bubble with the text "FOLLOW US!!" is overlaid on the left side of the profile. At the bottom, a red banner contains the text "CREATE YOUR OWN ACCOUNT".

Greene Co. Tourism
@CatskillTourism

Located in the beautiful Catskill Mountains of NYS, just 2 hours north of NYC, we are a 4-season family-friendly destination packed with adventure for everyone
Greene County, NY · greatnortherncatskills.com

TWEETS 248 FOLLOWING 103 FOLLOWERS 569

Edit profile

Tweets

Greene Co. Tourism @CatskillTourism · Apr 15
Want to try zip lining? RT or Follow @CatskillTourism for a chance to win 2 tickets to #NYZipline at #Huntermtn!

Expand Reply Delete Favorite More

Who to follow

HappyHudsonValley @Hap...
Follow

SUNY Ulster @SUNYUlster
Followed by NYNJTCatskill...
Follow

FOLLOW US!!

CREATE YOUR OWN ACCOUNT

Tripadvisor®

- TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip.
- TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools.



*Source: comScore Media Matrix for TripAdvisor Sites, Worldwide, December 2013

Importance of Reviewing Tripadvisor®

- Criticism is inevitable; welcome it
- Show leadership: listen, learn, move on
- Share with staff
- Fix the problem
- Train and empower staff to prevent escalation



Why Respond to Reviews

- To show you're listening and you care
- To clear up misinformation
- To highlight the positive
- To change perceptions
- To reassure
- To be accountable



Responding: Best Practices

- Respond promptly
- Prioritize reviews that call for apology or clarification or highlight positive
- Thank, apologize, address key issues, and say how you're following up
- Use a conversational, professional tone
- Show empathy



