



## SOCIAL MEDIA RECOMMENDATIONS

### BEST PRACTICES FOR EACH PHASE OF RECOVERY

#### *STAGE 2 - Now - June 12, 2020*

During this phase, Visit Santa Barbara's Recovery Campaign has not yet launched. Travel is not yet encouraged by the Governor and local ordinances still limit hotels to only accept essential travel. While we wait for non-essential travel to be allowed, it's our duty to ease our audiences worries about future travel to our community.

- **Objective:** To remain top-of-mind for our audiences through educational and inspirational content.
- **Content:** Balance relevant safety updates with engaging + inspiring content, while also remaining an informative resource for your audiences.
- **Community Management:** Increase proactive community management to engage with fans and build brand loyalty. Pre-written responses that pertain to the crisis will aid in efforts to provide the community with safe and accurate information. Direct audiences to the proper resources instead of becoming the resource yourself.
- **Themes + Ideas:**
  - o Educational content that shows users the precautions and measures your business will take to ensure they have a safe and healthy experience, including images of staff wearing face masks, of new social distance setups, etc.
  - o Inspirational content like images and videos that remind people why they love visiting Santa Barbara and your business specifically
  - o Engaging your audience by asking them what they love/miss about Santa Barbara and/or your business, asking them if they are ready to come visit when the time is right, etc.
    - Ex. "When the time is right, we can't wait to welcome you back for one of our famous hand-crafted cocktails. For now, we'll get back to perfecting our skill."
  - o Provide frequent updates on your reopening using the [Resilience Roadmap](#) as your resource
  - o Link to useful government resources when asked

#### *STAGE 3 - June 12 through August 1, 2020 (estimated dates)*

During this stage, Visit Santa Barbara's Recovery Campaign is launched and we aim to raise awareness and interest in potential visitors. Non-essential travel is welcome in Santa Barbara and most of our target counties (though likely not all at once).

- **Objective:** To spread the "welcoming visitors" message through inspirational content and continue educating on safety/regulations.
- **Content:** Continue sharing health/safety updates and imagery weekly at a minimum (so it is easy to locate in your social feeds) and begin promoting planning for a visit and inspiring people to think about booking.
- **Community Management:** Actively highlight user generated content (UGC) from top fans and influencers to spread positive messaging. Continue answering questions about safety/health and be aware of potential comments that might discourage travel.
- **Themes:**
  - o Share with your audience what your business is doing to ensure a safe and healthy environment once you're ready to reopen your doors to the public through detailed post copy or website articles
  - o Promote outdoor activities, beaches, wide open spaces, etc. and activities that are safe to social distance with
  - o Promote your business as a safe environment to visit post-crisis with images of staff wearing face masks, of new social distance setups, etc.
  - o Provide audiences with city updates on reopening plan using the [Resilience Roadmap](#) as your resource

# SANTA BARBARA

## *Return to Normal Messaging - August through September*

By this time, Visit Santa Barbara's Recovery Campaign has been active for a while and travel is more widely encouraged. Social sentiment on travel content is more positive than negative. The community of Santa Barbara is back in business: restaurants, hotels, beaches, etc. are open with safety measures in place.

- **Objective:** Encourage audiences to book their trip, come visit now, and treat themselves to the vacation they've been waiting for.
- **Content:** Introduce booking deals, special offers and stronger calls-to-action including "Book Now." Repost content from users that are now visiting your business to show that people are having good, safe experiences. Continue to share safety/health content with less frequency.
- **Community Management:** Continue to answer important questions and share updates, while engaging customers that are booking or currently visiting. Continue to monitor for negative sentiment or concerns around travel + COVID spread.
- **Themes:**
  - o Deals for booking early, for staying longer, etc.
  - o Continue to inform audiences of the measures you're continuing to take to assure they will have a safe experience.
  - o Share UGC content that shows visitors complying with new safety measures and having a good time.

## SAMPLE COPY AND OVERALL TONE RECOMMENDATIONS

### *Example Posts*

#### Stage 2 post copy options:

- When the time is right, we can't wait to welcome you back for a meal under the Santa Barbara sunset! What will you order on your first visit back with us?
- Shaken or stirred? Either way, we're getting ready to open our doors and get back to crafting the perfect happy-hour cocktail. Tag a friend who you can't wait to join you!
- Trust us, we miss you too. When we're ready to open back up, what would you like to see incorporated into our updated safety guidelines?



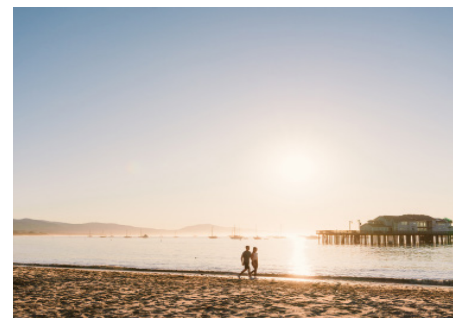
#### Stage 3 post copy options:

- Our team is hard at work getting ready to welcome you back! Take a look at the measures we're taking to make sure your next visit is healthy and enjoyable: [link to site]
- We're doing everything we can to make sure we open back up safely. See what [insert business name] is doing to ensure a healthy return: [link to site]



#### Return to normal post copy options:

- Santa Barbara's wide open spaces are yours to relax and enjoy this summer! Book now and receive 50% off your third night's stay: [link]
- Your well-deserved dinner date awaits! Head over to our website and book your reservation in advance, before limited spots fill up.
- Treat yourself to our relaxing amenities here at [insert business name]. Book now and receive 50% off your third night's stay: [link]



### *Overall tone:*

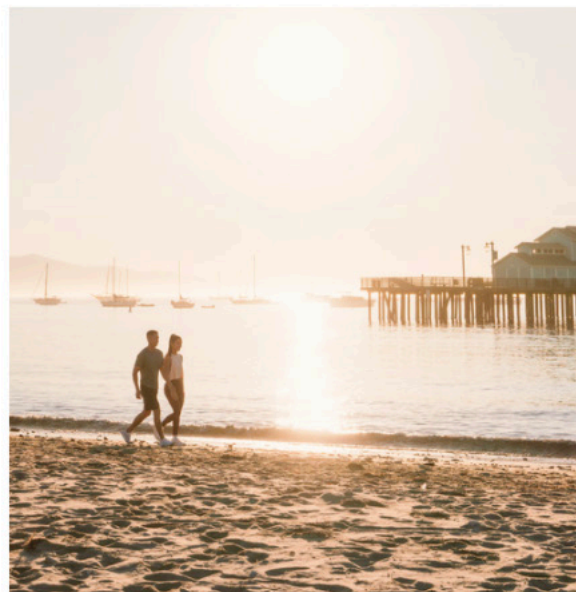
While travel may not be as high on their list as before, the Recovery Campaign phases allow us to gradually make our way from "inspirational" to "booking", without seeming insensitive to our audiences. Users are looking for concrete steps destinations are taking to ensure their safety, so that they can feel good about being inspired by the bounty that awaits them in Santa Barbara.



## IMAGE/VIDEO DO'S AND DON'TS

### *What To Highlight*

- Beautiful natural destinations that you'll finally be able to explore again
- Big open spaces
- Individuals or couples wearing masks
- Small groups under 5 people 6 feet away from each other wearing masks
- Wide-angle shots with lots of negative space around the subject
- If showing businesses or store front, social distancing protocol should be displayed (socially distant lines, protection for employees, adjusted seating, no contact services)





## IMAGE/VIDEO DO'S AND DON'TS

### *What To Avoid*

- Images of groups larger than 4 or 5 people
- Imagery of any person not wearing a mask in a public place
- Indoor imagery when possible
- Busy beaches, crowded bars and restaurants, or public events
- Tight crops of group activities, filling the frame with people
- People in the background not wearing masks or not following social distancing
- Groups of people 3 or more people closer than 6 feet from each other
- People showing physical contact



### *Connect with Visit Santa Barbara and use #SeeSB*

- Facebook: [@visitsantabarbara](https://www.facebook.com/visitsantabarbara)
- Instagram: [@visitsantabarbara](https://www.instagram.com/visitsantabarbara)
- Twitter: [@santabarbara](https://twitter.com/santabarbara)
- LinkedIn: [Visit Santa Barbara](https://www.linkedin.com/company/visit-santa-barbara)
- Hashtag: #SeeSB