

Social Media Q&A

Ask questions and let's strategize!

- **How to leverage your posts by sharing and tagging the CVB**
 - Follow the CVB
 - Tag us on special posts:
 - Facebook.com/daytonabeach – 92k followers
 - Twitter.com/daytonabeachfun – 10k followers
 - Instagram/discoverdaytonabeach.com – 6k followers
- **How to make your posts pop**
 - Goal: increase engagement
 - Ask your followers questions
 - Use simple free tools to edit photos (Pixlr)
- **When and how often to post**
 - Use Facebook Insights to gauge when your followers are on
 - 1x a day, be consistent
- **How to handle potential negativity**
 - Ride the wave - steep and short
 - Timely responses
- **Convey “open for business” messages during crises**
- **Quickly convey real-time updates and visuals – video, images**

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