

Ellenville Digital Strategy

Social and Content Strategy

This document outlines the social media approach for Cubic's social management and recommendations regarding Ellenville's social channels. Areas covered include:

- 1) Social Media Goals
- 2) Social Platform Recommendations
- 3) Hashtag and Mentions Research
- 4) Owned Content Strategy

Social Media Goals

In order to transform Ellenville's Instagram profile we will be heavily focusing on sharing user generated content (UGC) and engaging with conversations and mentions.

UGC is one of the best ways to build an authentic and engaging profile on social media. Instead of telling people what Ellenville is about, we rely on people to show us their own version/experience of the city.

The goals for Ellenville's social profiles:

1. Increase awareness of profiles
2. Increase followers
3. Create consistency on all social platforms
4. Post 2-3 per week on Instagram and Twitter
5. Post 3-4 per week on Facebook

Social Platform Recommendations

Instagram

Instagram is a great platform to visually show the culture and vibe of any town or county. In order to show the true identity of the people and culture we recommend creating a library of UGC opportunities to share on a weekly basis.

We recommend strictly sharing UGC photos to help increase awareness and followers within the community. Alongside reposting, we will be monitoring mentions and conversations around Ellenville and while engaging with the audience.

A secondary goal with engagement is increasing followers and awareness with user's that are visiting Ulster County or locals who live in Ellenville, NY.

Twitter

Twitter is predominantly used for fast, in the moment news or events. That being said we recommend keeping Twitter for event announcements, news or retweets of mentions. This is not the space for UGC opportunities as much as it is a source for news or updates.

That being said, it is possible that Twitter will have a lower frequency of event posts than Instagram which is normal based on this type of strategy. Instead of pushing content just to push content, we recommend keeping Twitter for relevant, timely tweets.

Facebook

The brand will benefit from a consistent tone of voice through all social media channels. We will use Facebook as a main source for sharing engaging posts related to local events, businesses and/or information about visiting Ellenville. Facebook is also a great platform for sharing and promoting owned and native content (blogs and sponsored articles/content).

As mentioned above, we recommend posting 3-4 times per week while also utilizing Facebook advertising for page, content, website and post promotions. By allocating a portion of our social media budget to these campaigns we can set up Ellenville to increase engagement, followers, and referral traffic to the website.

Although not necessary on Facebook, hashtags can be used sparingly. We mainly recommend using these if they relate to the post or if they are related to something trending.

Hashtag and Mentions Research

Monitoring the following hashtags for UGC opportunities and to stay up to date with any events/news in Ellenville. We also recommend using these hashtags to increase reach/awareness on Instagram and Twitter.

Hashtag	# of mentions
#ellenvilleny	987
#honorshaveresort	287
#ulstercounty	21,284
#upstateny	744,137
#hudsonvalley	985,494
#catskillsny	15,807

Monitoring the following accounts for relevant, engaging posts to stay in the loop of what is going on in Ellenville, NY. We expect to find more accounts as we continue to familiarize ourselves with this community. These will also be used as mention opportunities to increase Ellenville's awareness.

Account	Platform	Followers
@hudson.valley.zagat.rated.restaurants	Facebook	6,274
@cohensbakery	Facebook	1,038
@gabyscafe	Facebook	849
@shadowlandtheatre	Facebook	341
@honors_haven	Instagram	1,094

Owned Content Strategy

As mentioned above, Facebook is an excellent platform for blog content promotion. A successful blog strategy can increase website traffic, social engagement, and online brand awareness. Here are some recommendations for Ellenville's owned content:

1. Focus on what the Ellenville audience wants:

When writing content, keep in mind what topics will be most useful and engaging for potential visitors. Highly shareable topics can range from weekend itineraries to must-visit restaurants to more non-traditional topics like a perfect mountain biking playlist.

2. Include calls-to-action at the end of each blog:

Including a CTA button at the end of each blog will help increase page visits and time on site. Most importantly this helps create a more well-rounded guide to visiting Ellenville.

3. Utilize SEO to optimize for search engines:

Blogs are a great way to increase a website's page ranking and visibility on search engines. One of the most important steps in creating a content strategy is taking time to create a list of keywords. Try to naturally incorporate these keywords into your content.

Additionally, include H1, subheaders, alt tags and other basic SEO practices when formatting blogs.

4. Include large, beautiful featured images:

Using large, non-stock, hero images for each blog is a great way to increase click-throughs and shareability. We also recommend including images throughout the content to help break up text.

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