

SOCIAL MEDIA GUIDELINES

Mitigation Phase

During this time when we are experiencing the impacts of social distancing and travel restrictions, we are also seeing spikes in social media use. As a destination and as individual businesses it is important that we stay active on social media. By engaging, communicating, and continuing to build relationships with our audience now, we will be better positioned to advance when businesses reopen and travel restrictions lift.

What should we post on social media? This is a question we often ask ourselves. As we navigate through these uncertain times, this question feels even more complicated. Who is our audience? Is this information relevant to them? Am I being sensitive? The list goes on.

To help provide a starting point and some inspiration, the following pages provide some tips to help you stay engaged and relevant on social media as we continue to navigate through the “Mitigation Phase.”

Find all these resources and more at www.roostadk.com.

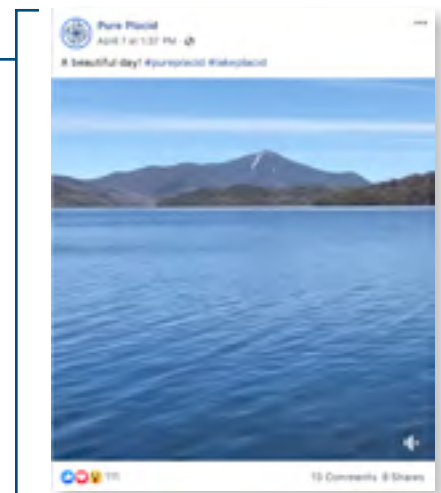
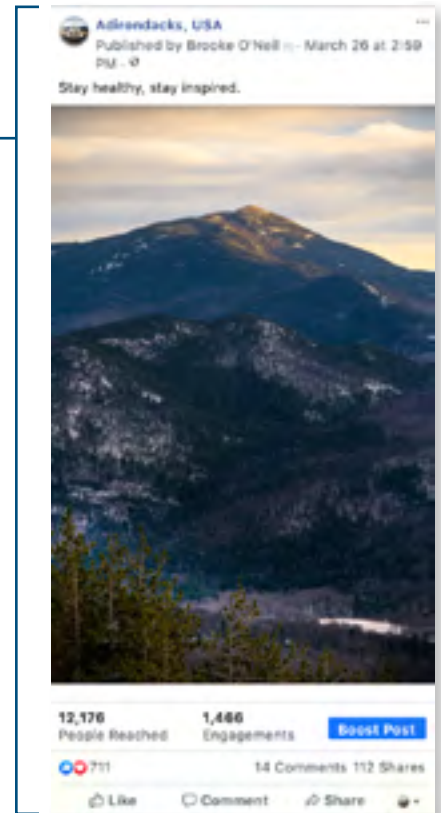
Top Tips from ROOST

1. Be consistent with posting

If you want to stay top of mind you need to continue to post regularly during this time. Your followers are spending time on social media now more than ever so this is the time to catch their attention and keep them engaged. Also, be consistent with your messaging. We have incorporated the hashtag #WeWillBeHereADK into that messaging along with other phrases like “Pause now, play later,” “Stay healthy, stay inspired,” and “Get inspired now, meet the Adirondacks later.” (See Messaging below)

2. Be considerate of imagery

If you don't have a product or service to sell, shift your imagery to something that will enhance your social presence, yet aligns with your brand. We have shifted our imagery to less of a focus on travelers in our pictures and included many more scenic shots, solo adventures, and moments of zen. We have incorporated the hashtag #AdirondackMoments into these posts. (See Messaging below)



Top Tips from ROOST con'd.

3. Engage with your audience

It is not enough to post for the day and walk away from your social media. Everyone has more free time on their hands right now, and less human interaction so they are craving interaction. Engage with them, answer their questions, acknowledge their comments, be empathetic, positive, and uplifting, and connect with your followers. There are also ways to craft engaging posts like doing a live video, asking a question in your post, asking followers to post something in the comments, etc.

4. Be a resource

Provide useful and helpful information. Do you offer online shopping? Are your hours altered? Do you have curbside pickup? Are you doing renovations while you're closed? Let your followers know what is going on at your business. Keep them up-to-date as much as possible. Let followers know what is going on around you, too. We are all a community and in this together so let's support one another.



Messaging/Hashtags

#WeWillBeHereADK

We have been using the message “We Will Be Here” to let travelers know that when the time is right, we will be here, ready to welcome them back and reconnect with them. Please feel free to share this [video](#).

#AdirondackMoments

Adirondack Moments is a way to share memorable moments from the Adirondacks without using the term “memories” because travelers will be able to come back. We have been using this hashtag alongside mainly scenic imagery and moments of zen videos.

Pause now, play later

While the state is on pause, we can continue to show imagery of solo adventures and natural beauty, while conveying the message that now is not the time to visit and explore.

Get inspired now, meet the Adirondacks later

We want to keep the Adirondacks top of mind now and keep travelers inspired, but wait until it is safe again to invite them back to the region to meet the Adirondacks.

#RecreateLocal

This is an important message to remind people that they should not be traveling outside of their community to recreate outdoors. This hashtag was provided by NYSDEC so this is consistent with the message they are putting out.

Photo Assets

[Adirondack Hub](#)
[Hamilton County](#)
[Lake Champlain Region](#)
[Lake Placid/High Peaks Region](#)
[Saranac Lake](#)
[Tupper Lake](#)
[Whiteface Region](#)

Video Assets

[Adirondack Hub](#)
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