



SOCIAL MEDIA TOOLKIT

Week 1: May 3 - May 10, 2020

almost heaven





Dear Friends,

As we continue to monitor travelers' response to the coronavirus pandemic, we are seeing one very strong trend: Americans continue to dream about travel. Our most recent research shows as many as 8 in 10 are planning or thinking about future trips. When travel resumes, I truly believe West Virginia will have an enormous opportunity to grow as a small-town, crowd-free destination.

To keep folks longing for our majestic mountains, small towns and country roads, the West Virginia Tourism Office will launch a new social media strategy on Sunday, May 3. We invite you to join us as we debut the **#PlaceIBelongWV**. Our goal is to flood social media with beautiful images, interactive videos, and amazing stories about all the places that make West Virginia special. With so many destinations beginning to open back up, our coordination is more important than ever before. By joining, you'll amplify the West Virginia message while showcasing your unique destination.

We understand resources are limited for many of you right now, so we will begin providing these weekly toolkits to make it easier for your business or organization to participate. We intend to provide this service as long as necessary and useful. Outlined in this toolkit is week one's content. This week's focus is our love for West Virginia. The theme of each week's message will evolve, as more businesses reopen and communities begin to start welcoming visitors again.

Please keep in touch and let us know how our team can assist you as we continue to navigate these uncharted waters. We appreciate your partnership and look forward to seeing your creativity with this week's posts!

Stay strong and stay safe,

Chelsea A. Ruby

Tourism Commissioner
West Virginia Tourism Office

WEST VIRGINIA TOURISM OFFICE

PROMPT SCHEDULE Week 1

SUNDAY, MAY 3

Kick-Off Video

West Virginia is the place where we belong, and so do you. When the time is right, we're looking forward to welcoming you back with open arms. For now, let's celebrate how important these mountains are to all of us! **#PlaceIBelongWV**
#AlmostHeaven

MONDAY, MAY 4

WV MadLib

While we can't travel just yet, we are all dreaming of exploring our favorite spots in West Virginia. Share and tag the person you plan to visit with in the future!
#PlaceIBelongWV **#AlmostHeaven**

TUESDAY, MAY 5

Shape of WV

The shape of our state is as unique as its residents. Show your love for West Virginia by creating our state outline with things you find around your house. From flour in your kitchen to plants and sticks from your backyard, this is all about creativity! Be sure to share and tag your photo with **#PlaceIBelongWV**
#AlmostHeaven

THURSDAY, MAY 7

Photo/Memory

Let's keep dreaming about our favorite moments in West Virginia. Share your favorite WV photo, memory or #TBT.
#PlaceIBelongWV **#AlmostHeaven**

FRIDAY, MAY 8

Reminder Post

Don't forget to showcase your shape of WV creation! Be sure to share and tag your photo with **#PlaceIBelongWV**
#AlmostHeaven

SATURDAY, MAY 9

Quiz

Does your love of the Mountain State match how well you know state trivia? Put your love to the test and find out if you earn the title of an Almost Heaven Expert. Be sure to share your score and challenge your friends to keep dreaming about West Virginia! **#PlaceIBelongWV**
#AlmostHeaven

SUNDAY, MAY 10

Thank You Video

We all miss traveling our country roads, and this past week we showcased the very best of West Virginia. From the shape of our state to cherished memories, this week has shown everyone that West Virginia is the place we belong. Enjoy this video highlight from the week and thank you everyone for participating!
#PlaceIBelongWV **#AlmostHeaven**



FOR DOWNLOAD

Supporting
#PlaceIBelongWV
graphics are available
for your use. [Click here](#)
to access these assets.

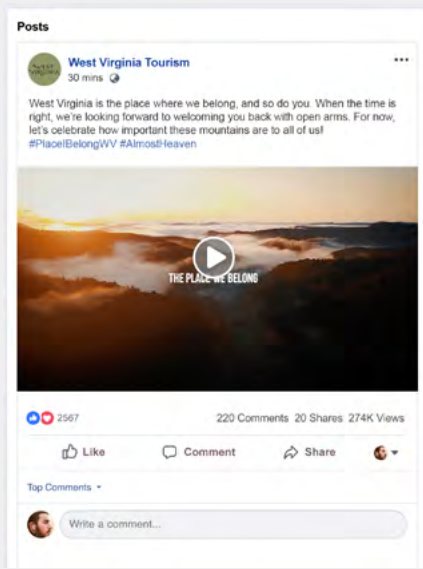
HOW YOU CAN PARTICIPATE

Each area of West Virginia is just as unique as it's residents; that's why we want all of our Tourism partners to take the message of **#PlaceIBelongWV** and make it their own. While videos and quizzes will be initially shared by the @WVtourism social channels, we encourage you to make each post unique to your audience. Whether you want to keep things simple and share social posts from the Tourism Office, or tailor each message to fit your business and your audience, this social strategy can allow you to be as creative as you want.

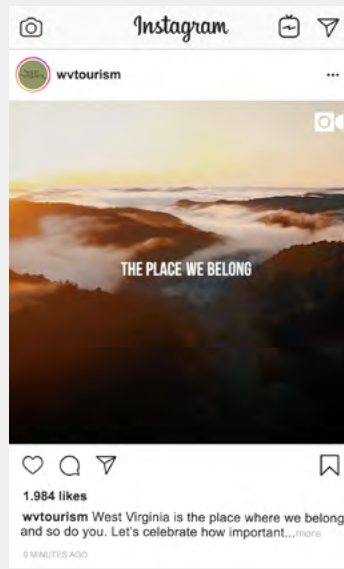
Below are examples for the first week's prompts; we'll provide examples each week using different partners from around the state. These visual representations and sample copy are meant to inspire you; we encourage you to customize these with your hashtag or other messaging. These messages can be worked into your current social strategy or simply shared when it fits into your schedule. Through our united effort, we can help inspire travelers to start dreaming about their next trip to West Virginia when the time is right to travel again.

KICK-OFF VIDEO

@WVTOURISM POST SUNDAY, MAY 3



@WVtourism post



@WVtourism post

The West Virginia Tourism Office will kick-off the strategy with a video on Sunday, May 3 on our social channels. You can share this video across your social networks with your own unique message.

GENERIC POST TEXT

West Virginia is the place where we belong, and so do you. When the time is right, we're looking forward to welcoming you back with open arms. For now, let's celebrate how important these mountains are to all of us! #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

When the time is right, our mountains **[insert feature from your region here]** are waiting to welcome you back. #PlaceIBelongWV #AlmostHeaven **[#CVBHashtag]**

LODGING (BAVARIAN INN)

Keep Planning. Keep Dreaming. The resort and brewery are here patiently waiting. #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

We're always dreaming about all the great places in West Virginia. #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)

The trails are waiting to welcome you back to the place you belong. #PlaceIBelongWV #AlmostHeaven

EVENT (WV STATE FAIR)

There is nothing we cherish more than West Virginia and all her beauty. #PlaceIBelongWV #AlmostHeaven

RETAIL (J.Q. DICKINSON SALT-WORKS)

We're dreaming of warm summer nights, farm-to-table dinners and welcoming our customers back to the farm. We're here waiting in the place we belong! #PlaceIBelongWV #AlmostHeaven



Example Facebook post
Tucker County CVB



STORIES

1. Post your completed example of the Madlib
Tucker County CVB

2. Post an empty Madlib for your followers
Tucker County CVB

GENERIC POST TEXT

Are you dreaming of exploring West Virginia? Share where you belong and tag the person you wish you were with! We can't wait to welcome you back to our mountains. #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

Where have you been missing in **[insert CVB area]**? Who are you bringing along on a future trip to **[insert CVB area]**? #PlaceIBelongWV #AlmostHeaven

LODGING (BAVARIAN INN)

We miss our guests the most! Where's one place you can't wait to visit and who are you bringing along on your future trip to West Virginia? #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

We think you all belong at Black Bear with us (when we open again) but until then, where else have you been dreaming of visiting in West Virginia? #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)

What's one part of the trails you can't wait to ride when they open back up? Who's going along with you? #PlaceIBelongWV #AlmostHeaven

EVENT (WV STATE FAIR)

The mountains of Greenbrier County are where you'll find us. It's just where we belong! Is the State Fair of WV where you belong, too? Who will you bring on a future visit to the fair? #PlaceIBelongWV #AlmostHeaven

RETAIL (J.Q. DICKINSON SALT-WORKS)

For seven generations we've known the place where we belong is West Virginia making our hand-crafted all natural salt. We're missing our loyal customers and visits from travelers near and far at our shop. Who and where are you missing most in WV? #PlaceIBelongWV #AlmostHeaven

SHAPE OF WV | @WVTOURISM POST TUESDAY, MAY 5



Example Facebook post
J.Q. Dickinson Salt-Works



Example Instagram post
Hatfield McCoy Trails

GENERIC POST TEXT

Excuse us while we gather some supplies ... we can't wait to see what you come up with! #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

Check out the WV we made out of **[insert materials]**! Show us what you used by sharing your photo and tagging #PlaceIBelongWV #AlmostHeaven

LODGING (BAVARIAN INN)

Perched on a bluff overlooking The Potomac, the Bavarian Inn is the place we belong! Show our state (and Shepherdstown) some love. We're heading to the kitchen to work on our Shape of WV masterpiece! #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

West Virginia made from guacamole? Dreams do come true! Make your own with our guacamole recipe! #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)

When you're exploring off the beaten path, you use what you've got. Sometimes, that means a bunch of rocks, twigs, and leaves. What do you think of our rusticly-inspired WV? #PlaceIBelongWV #AlmostHeaven

EVENT (WV STATE FAIR)

In conjunction with the theme for the State Fair this year, we've used some West Virginia treasures to show our love for WV! Show your love by making your own version of our state with treasures from your house! #PlaceIBelongWV #AlmostHeaven

RETAIL (J.Q. DICKINSON SALT-WORKS)

Artisanal salt crafted in our Appalachian mountains isn't the only thing we love about West Virginia, but it certainly tops the list! Play along and create your own outline of the state using one of our products and share it with #PlaceIBelongWV #AlmostHeaven.

TBT FAVORITE PHOTO/MEMORY | @WVTOURISM POST THURSDAY, MAY 7



Example Facebook post
WV State Fair



Example Instagram post
Black Bear Burritos

GENERIC POST TEXT

We've made a lot of memories here over the years, and we bet you have, too! We can't wait to welcome you back soon to our state to make more memories. But, in the meantime, we'd love for you to share your favorite West Virginia memory with us! #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

We've made a lot of memories in **[insert area name]** over the years, and we bet you have, too! We can't wait to welcome you back. But, in the meantime, share your favorite West Virginia memory with us! #PlaceIBelongWV #AlmostHeaven

LODGING (BAVARIAN INN)

We have over 40 years of memories here at the Bavarian Inn and we are looking forward to making more when we can welcome you back. We miss our guests - so share a photo from your favorite visit with us! We can't wait to see you again soon! #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

We have so many great memories over the years! It's hard to pick just one, so here are a few. We can't wait to welcome you back! In the meantime, share your favorite memory (or food) from Black Bear Burritos! #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)

From your first ride to your most recent visit, share one of your favorites times on the trails. We can't wait to welcome you back soon! #PlaceIBelongWV #AlmostHeaven

EVENT (WV STATE FAIR)

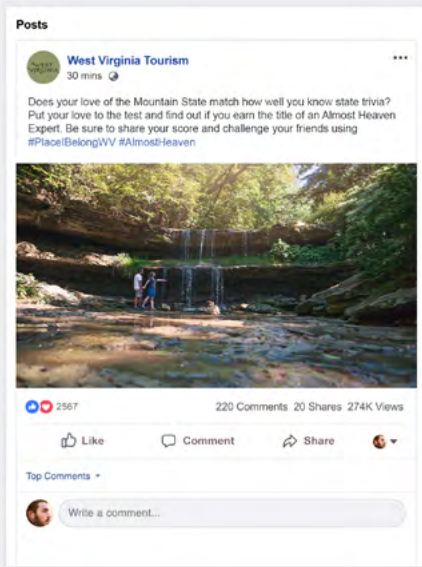
Remember that time we welcomed Garth Brooks to our stage? Share your favorite State Fair memory! #PlaceIBelongWV #AlmostHeaven

RETAIL (J.Q. DICKINSON SALT-WORKS)

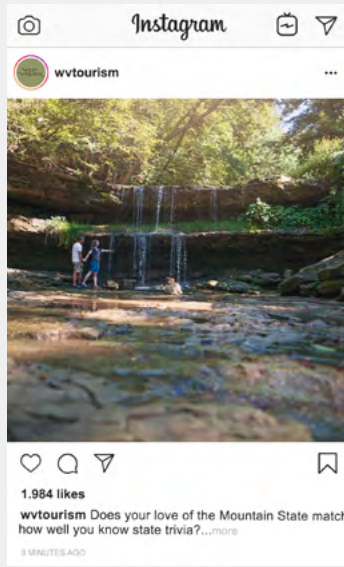
One of our most beloved memories was welcoming family members to the farm to celebrate the revival of our salt-making traditions on the very same land where it all began. And, ever since, we've been helping to create memories for others through hosting weddings and special events. We can't wait to open our doors to you again soon! Share your favorite memory at our farm. #PlaceIBelongWV #AlmostHeaven

QUIZ |

@WVTourism Post Saturday, May 9



@WVtourism post



@WVtourism post

You can share this post from @WVtourism across your social networks with your own unique message.

GENERIC POST TEXT

Quiz time! Test your knowledge, tag a friend to play along, and let us know how you did! #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

We're Almost Heaven Experts, but that's no surprise! Test your West Virginia trivia and share how you rank! #PlaceIBelongWV #AlmostHeaven

LODGING (BAVARIAN INN)

How well do you know West Virginia trivia? We got a 15/15. How did you do? #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

How well do you know WV? Hint: We couldn't agree more that our region is known for good food! #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)

How's your WV trivia? Hint: part of our name might be an answer to one of these quiz questions! #PlaceIBelongWV #AlmostHeaven

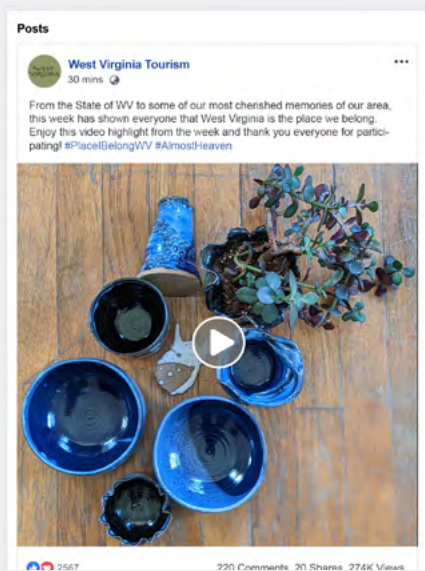
EVENT (WV STATE FAIR)

Test your West Virginia knowledge! Bonus points for knowing which travel region the State Fair takes place in each year! #PlaceIBelongWV #AlmostHeaven

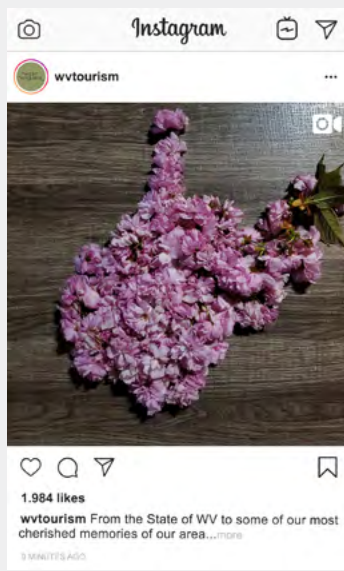
RETAIL (J.Q. DICKINSON SALT-WORKS)

Are you up for a challenge? Test your WV Trivia! We even learned a few new things with this fun quiz! #PlaceIBelongWV #AlmostHeaven

VIDEO & THANK YOU | @WVTourism Post Sunday, May 10



@WVtourism post



@WVtourism post

Share video posted by @WVtourism and with your own unique message

GENERIC POST TEXT

For the last week, we've been showcasing the very best of West Virginia. From the shape of our state to cherished memories, this week has shown everyone that West Virginia is the place we belong. Enjoy this video highlight from the week and thank you everyone for participating! #PlaceIBelongWV #AlmostHeaven

EXAMPLE POSTS BY PARTNER TYPE

CONVENTION & VISITORS BUREAU

Take a look at all of these amazing creations! Thank you for participating and sharing your love of West Virginia! We can't wait to see what's coming up this week! #PlaceIBelongWV #AlmostHeaven

LODGING (BAVARIAN INN)

We loved showcasing our love of West Virginia! Check out this video to see why our state is the place we belong! #PlaceIBelongWV #AlmostHeaven

RESTAURANT (BLACK BEAR BURRITOS)

We are proud to be West Virginians - and even more proud to see a few guacamole photos in this video. Hope you all enjoyed eating the guac, too! #PlaceIBelongWV #AlmostHeaven

ATTRACTION (HATFIELD-MCCOY TRAILS)


We think this video could use a little more dirt, but we really enjoyed showing our love for West Virginia! #PlaceIBelongWV #AlmostHeaven

EVENT (WV STATE FAIR)

For the last week, we've been showcasing the very best of West Virginia and there's nothing better than the State Fair! From the shape of our state to cherished memories, this week has shown everyone that West Virginia is the place we belong. #PlaceIBelongWV #AlmostHeaven

RETAIL (J.Q. DICKINSON SALT-WORKS)

We loved seeing so many of our fans sharing their beautiful art made from our products! Catch a glimpse of the creativity in this video! #PlaceIBelongWV #AlmostHeaven



CVB NEWSLETTER EXAMPLE OPTIONS

SAMPLE MESSAGES FROM CVBS TO MEMBERSHIP

SOCIAL STRATEGY OVERVIEW EMAIL

In celebration of our beautiful state and what makes it special, we are partnering with the West Virginia Tourism Office on a social strategy called #PlaceIBelongWV.

Beginning on Sunday, May 3, and continuing over the next several weeks, there will be a number of themed prompts and activities that we'll be sharing along with West Virginia tourism industry businesses as a way to strengthen connections and showcase the love that we share for the Mountain State. Our goal is to flood social media with vacation ideas from West Virginia to inspire future travel, and we'd love to have your help.

As we transition to reopening businesses and facilities in the coming weeks, this messaging will evolve to best fit those circumstances. It is the intention that through our collective participation, we can encourage future visitors to keep dreaming of West Virginia, even though they aren't traveling right now.

We would like to encourage you to support this initiative by sharing the posts made by the Tourism Office and also engaging in the activities yourselves (please remember to use #PlaceIBelongWV and #AlmostHeaven). Help spread the message that West Virginia is a place where we all belong.

WEEK 1 EMAIL

The theme for the first week in the #PlaceIBelongWV initiative is "Love of WV." The first activities will be announced via social media (@WVtourism) starting on May 4. The prompts include a WV MadLib, a call to create the "Shape of WV" using found materials, an ask to share a favorite WV photo or memory and a family-friendly state quiz. Again, we encourage you to participate by sharing and engaging with the prompts (please remember when making/responding with your own posts to use #PlaceIBelongWV and #AlmostHeaven).

NOTE

We encourage you to customize this email for your subscribers and to also include your brand hashtags or other elements that are important to your marketing strategy.



MESSAGE FROM CVB TO CONSUMERS

OVERVIEW & WEEK 1 EMAIL

Do you miss our **[insert an area descriptor such as rolling hills, deep valleys, lush forests, charming small towns, etc.]** and West Virginia as much as we miss you? While you're dreaming of your return, we'd like to invite you to celebrate our beautiful state and what makes it special.

Beginning on Sunday, May 3, and continuing over the next several weeks, the **[insert CVB name here]**, in partnership with the West Virginia Tourism Office (@WVtourism) and other organizations and businesses across the state, will be sharing fun, family-friendly activities to celebrate our mutual love of the Mountain State and spread the message that West Virginia is the place where everyone belongs. Simply follow @WVtourism on social media (we'll be playing along, too, so keep folloWVg us) to see each new post, and then share your response with #PlaceIBelongWV and #AlmostHeaven **[insert CVB hashtag here if applicable]**. We can't wait to see what you come up with! And in the meantime, keep dreaming of West Virginia - we can't wait to welcome you back soon!

FACEBOOK FRAME

The Tourism Office has created a Facebook frame for this social activation. Partners are encouraged to add the Facebook frame starting on Sunday, May 3 to help us kick-off the effort. To access the frame:

1. Click “update your profile picture”
2. Choose “add frame”
3. Search for “Place I Belong WV”



ADDITIONAL RESOURCES

Need a little help creating social imagery? There are a lot of online tools available, and many of them have free or low-cost options.



Canva

Canva is a versatile, easy-to-use resource for creating both print and digital content. It is a great tool for users of all skill levels. Canva offers a paid subscription or free account option that gives users access to a wide variety of templates and assets.

Canva's design builder is intuitive and allows users to begin with pre-designed creative or start from scratch. The program also allows for direct publishing to Facebook or Twitter from Canva by connecting the two platforms.

[GO TO CANVA →](#)



PicMonkey

PicMonkey is another image editing tool that allows users to edit photos and create designs for social distribution. Supporting flexibility, collaboration and rapid iteration, the program can be used on a desktop or via their mobile app (available on both iPhone and Android). PicMonkey offers a free 7-day trial and then tiered paid plans after the trial period has expired.

[GO TO PICMONKEY →](#)

almost heaven

We can't wait to see how you and your followers help all of us keep dreaming about West Virginia. Be sure to follow along with @WVtourism on all of our social channels for daily prompts and inspiration. Thank you for being such an important of why West Virginia is the place we all belong.

**WEST
VIRGINIA**

TOURISM OFFICE

WVtourism.com

