



SOCIAL MEDIA TOOLKIT

Week 2: May 11 - 17, 2020

almost heaven





Dear Friends,

Thank you for joining in the first week debut of the #PlaceI belong WV social activation. My social media feed has been filled with people dreaming of their favorite places in West Virginia and some of the best state outlines I have ever seen. You have embraced this message, and it shows.

As we move into Week 2 and continue to monitor travelers' response to the coronavirus pandemic, the trend continues: Americans are still dreaming about travel. The 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, we launched #PlaceI belong WV. 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 continue 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 the toolkit is the content for Week 2. This week's focus is West Virginia's great outdoors. The theme of each week's message will evolve as more businesses reopen and communities 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!

Be well,

Chelsea A. Ruby

Tourism Commissioner
West Virginia Tourism Office

WEST VIRGINIA TOURISM OFFICE

PROMPT SCHEDULE Week 2

MONDAY, MAY 11

Outdoor Scavenger Hunt

Whether there's a Mountain State souvenir in your home or rhododendron bush in your garden, reminders of West Virginia are everywhere. See how many tokens you can locate on our scavenger hunt! Share your finds with **#PlaceIBelongWV** **#AlmostHeaven**

TUESDAY, MAY 12

Zoom Backgrounds

Video chatting with your friends and family? Hosting work meetings while you're at home? Share your West Virginia pride with our new Zoom backgrounds! **#PlaceIBelongWV** **#AlmostHeaven**

WEDNESDAY, MAY 13

Video Vignette of WV Outdoors

West Virginia is known for its breathtaking mountain scenery. When the time is right, our majestic waterfalls, awe-inspiring overlooks and quiet country roads will welcome you back. For now, enjoy a glimpse of what is waiting for you in Almost Heaven. **#PlaceIBelongWV** **#AlmostHeaven**

THURSDAY, MAY 14

Outdoor Quiz

Do you consider yourself an outdoor enthusiast? Then put your knowledge to the test in this week's quiz! Be sure to share your score and challenge your friends to see who knows the most about West Virginia's great outdoors! **#PlaceIBelongWV** **#AlmostHeaven**

FRIDAY, MAY 15

Share a Photo of a Quaint WV Spot

From the rippling waters to the snow-covered hills and everywhere in between, West Virginia shines in all seasons. Help us feature favorite spots in Almost Heaven by sharing a photo of one of your own. For some added inspiration in planning your next trip, sign up to receive a copy of our state Vacation Guide. **#PlaceIBelongWV** **#AlmostHeaven**

SATURDAY, MAY 16

UGC Bonus Scavenger Hunt Clue

So many things remind us of West Virginia. Have you discovered any of the items on our **#PlaceIBelongWV** scavenger hunt? Remember to share your finds! **#AlmostHeaven**

SUNDAY, MAY 17

UGC Scavenger Hunt Video

Over the course of this week, we've celebrated the natural beauty for which West Virginia is celebrated. Many of you were even able to find symbols of our state in your own home/backyard. We thank you for participating! Now, take a moment to enjoy this highlight reel and keep dreaming of the place where you belong. **#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 its 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 second 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.

OUTDOOR SCAVENGER HUNT | Monday, May 11

EXAMPLE INDUSTRY POST: CONVENTION & VISITORS BUREAU



GREATER PARKERSBURG CVB

Let's get some fresh air and see what we can find! And since we've got a lot of water around here in the Greater Parkersburg area, we'd also like to add one of our own items to the list: a kayak! Share your discoveries with #PlaceIBelongWV #AlmostHeaven

CUSTOMIZE IT!

A scavenger hunt graphic is available for download in the assets library. Two graphics are available: standard and customizable. The customizable version has space at the bottom for partners to insert their own bonus question.

[Click here to access assets](#)

CUSTOM



STORIES

Example Instagram story with the bonus graphic. Customize it with your own bonus item.

@visitpkb

STANDARD



POST

Example Instagram post with the regular scavenger hunt.

@visitpkb

CUSTOM



POST

Example Facebook post with the bonus graphic. Customize it with your own bonus item.

@visitparkersburg

ZOOM BACKGROUNDS

Tuesday, May 12

NOTE
Want your own Zoom background?
Submit one photo
(horizontal orientation) to:
Samantha.R.Nygaard@wv.gov



[@bridgedaywv](#)



[@bridgeday](#)

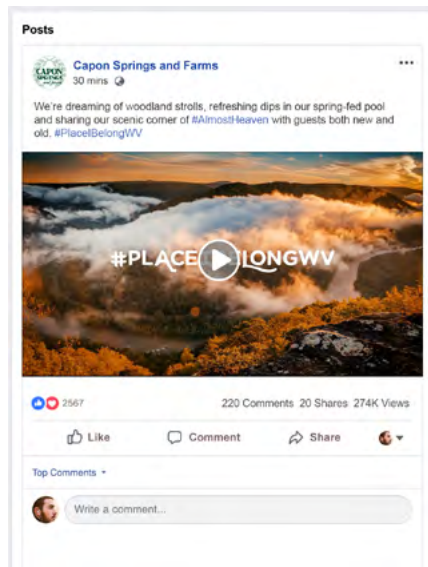
EXAMPLE INDUSTRY POST: EVENT OR FESTIVAL



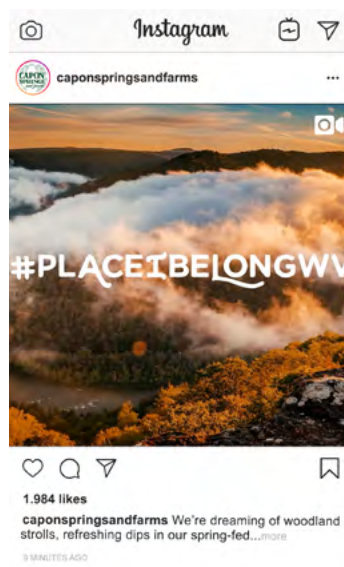
BRIDGE DAY

Nothing beats the view from the New River Gorge Bridge during Bridge Day! Feel as though you're experiencing the beauty and thrills of WV, with these virtual Zoom backgrounds. Tell us your favorite with #PlaceIBelongWV #AlmostHeaven

VIDEO VIGNETTE OF WV OUTDOORS | Wednesday, May 13



[@caponspringsandfarms](#)



[@caponspringsandfarms](#)

EXAMPLE INDUSTRY POST: LODGING PROVIDER



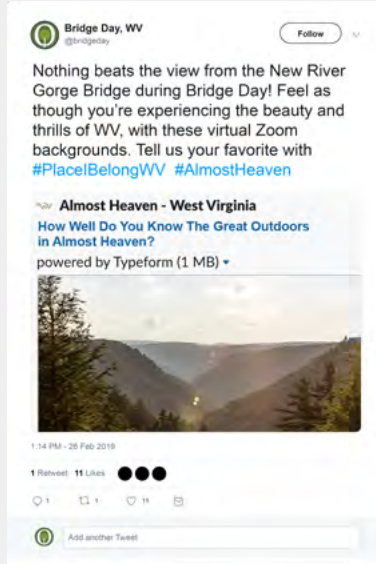
CAPON SPRINGS AND FARM

We're dreaming of woodland strolls, refreshing dips in our spring-fed pool and sharing our scenic corner of #AlmostHeaven with guests both new and old. #PlaceIBelongWV

OUTDOOR QUIZ | Thursday, May 14



@Oglebay



@oglebaypark

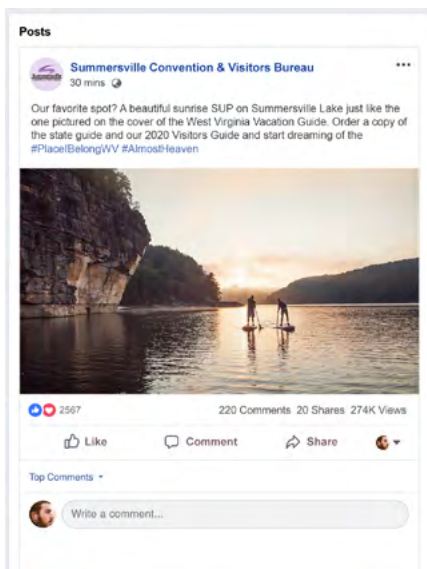
EXAMPLE INDUSTRY POST: ATTRACTION



THE GOOD ZOO AT OGLEBAY

Did you know that the Good Zoo at Oglebay is home to 50 species of animals, 20 of which are rare or endangered? For more fun facts about West Virginia wildlife and the great outdoors, take the quiz! Share your results with #PlacelBelongWV #AlmostHeaven

SHARE A PHOTO OF A QUIANT WV SPOT | Friday, May 15



@summersvilleconventionandvisitorsbureau



@summersvillecvb

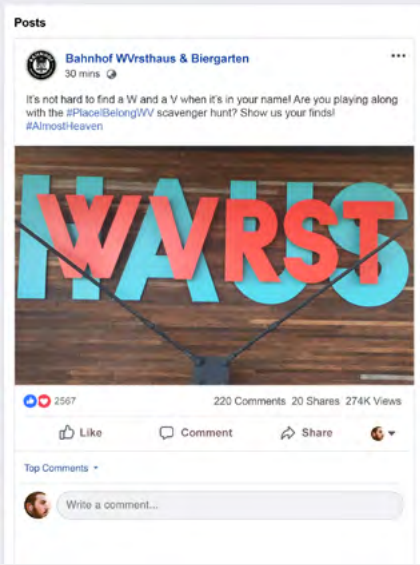
EXAMPLE INDUSTRY POST: CONVENTION & VISITORS BUREAU



SUMMERSVILLE CVB

Our favorite spot? A beautiful sunrise SUP on Summersville Lake, just like the one pictured on the cover of the West Virginia Vacation Guide. Order a copy of the state guide and our 2020 Visitors Guide and start dreaming of the #PlacelBelongWV #AlmostHeaven

UGC BONUS SCAVENGER HUNT CLUE | Saturday, May 16



@BahnhofWV



@bahnhof_wvrsthaus_biergarten

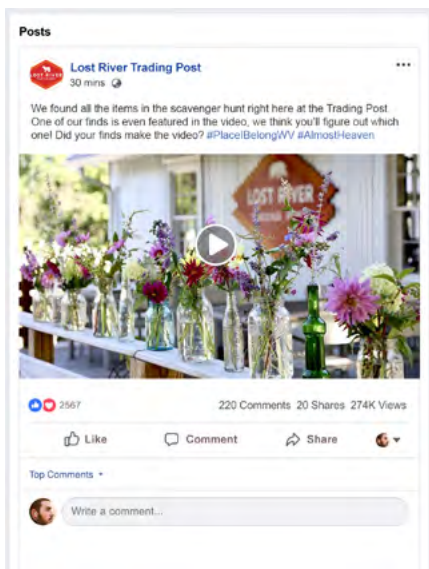
EXAMPLE INDUSTRY POST: RESTAURANT



BAHNHOF WVRSTHAUS & BIERGARTEN

It's not hard to find a W and a V when it's in your name! Are you playing along with the #PlaceIBelongWV scavenger hunt? Show us your finds! #AlmostHeaven

UGC SCAVENGER HUNT VIDEO | Sunday, May 17



@lostrivertradingpost



@lostrivertradingpost

EXAMPLE INDUSTRY POST: RETAIL



LOST RIVER TRADING POST

We found all the items in the scavenger hunt right here at the Trading Post. One of our finds is even featured in the video — we think you'll figure out which one! Did your finds make the video? #PlaceIBelongWV #AlmostHeaven

FACEBOOK FRAME

Partners are encouraged to add the Facebook frame to show your support and help spread the message far and wide. To access the frame:

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

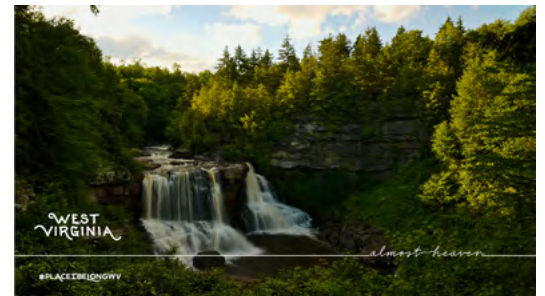


ZOOM BACKGROUNDS

Millions of people are currently using Zoom, a video communications tool, to join work meetings from home, participate in online classes and talk to socially-distanced loved ones.

Zoom offers a virtual background feature as a fun way to vary your background in the meetings. To help you show your love for West Virginia, the Tourism Office has created a collection of Zoom virtual backgrounds at wvtourism.com/zoom. This collection features scenic imagery from around the state and will help you feel like you’re always in the place you belong — no matter where you are.

While this collection features many parts of West Virginia, we want to help you represent your organization on your next Zoom call. If you would like to have a Zoom background created for you, submit a photo (horizontal orientation) to **Samantha.R.Nygaard@wv.gov**.





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

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

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 to keep West Virginia top of mind. 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 part of why West Virginia is the place we all belong.

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WVtourism.com

