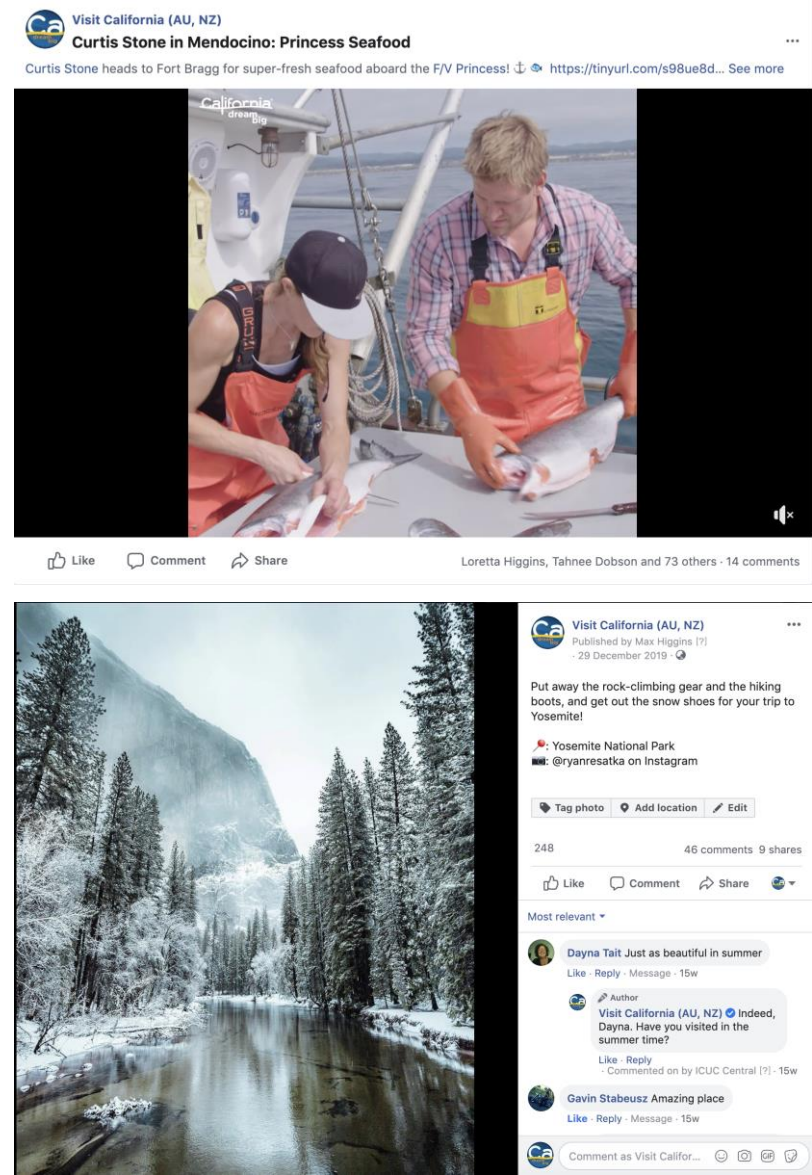


# Social Media Management: Visit California

In a partnership with GoPro ANZ, Gate 7 was able to leverage their strong social audience to drive awareness of Yosemite, Mariposa County in California.

BRIEF	SOLUTION	ACTION
<p>As the long standing representatives for Visit California in Australia and New Zealand, the Gate 7 team began managing their ANZ Facebook account in 2016.</p> <p>Our primary objectives were to entice and educate travellers to promote repeat visitation and longer stays.</p> <p>We were also tasked with increasing the audience and engagement rates organically.</p>	<ul style="list-style-type: none"><li>Develop a detailed strategy and plan for Visit California socials, crafted around the interests and patterns of Australian and New Zealander travellers.</li><li>Link content back to relevant eDM and website content, to further engagement with the brand and provide additional traffic to those owned channels.</li><li>Establish internal mission to drive demand and conversation amongst travellers by sharing surprising and iconic content from the Golden State.</li></ul>	<ul style="list-style-type: none"><li>Detailed posting calendars put in place.</li><li>Performance regularly monitored for activity that may shape or influence future posts.</li><li>Regularly tracked the following metrics:<ul style="list-style-type: none"><li>Reach</li><li>Engagement</li><li>Sentiment</li><li>Shareability</li></ul></li><li>Divided content between surprises and icons in order to balance what people expect and want to see from California, while also encouraging dispersal and longer stays.</li><li>Utilise Facebook’s segmentation tools to grow audience through strategic targeting.</li><li>Give audience a “behind-the-scenes” experience through Facebook stories when running campaigns or events with celebrities or other eye-catching activities.</li></ul>



# Social Media Management: Visit California (cont'd)

Visit California's ANZ social media performance is well above average for the industry.

## RESULTS (MAR 18 – FEB 20)

- Total post reach: 4,757,068
- Engaged users: 150,187
- Engaged user rate: 3.16%
- Increased likes from 87, 336 to 88,965 with no paid activity
- Engagement rate 0.21%, compared to the industry benchmark of 0.13%

