

Local Expert Program: Social Media Toolkit





Table of Contents

- Program Introduction
 - Vision + Mission
 - Brand Story
- Content
 - Guidelines
 - Writing Style
 - Experience Words
 - Tips for Social Media
 - Best Practices for Leaving Reviews
- Visual Elements
 - Logos + QR Codes
 - Photographic Style
 - Best Practices for Videos
- Tutorials + Resources
- Posting Checklist

Program Introduction



The Local Expert Program

Mission: To celebrate local pride, engage passionate locals, spread the word about what Fairfield County has to offer, support local business, and bring the community together.



@corkandtapohio

Our Story

Destination Downtown Lancaster



The travel and tourism sector is an integral part of our local economy. Visitors generate significant benefits to households and businesses alike and represent a critical driver of our county's future. Established in 1985 to support local tourism, Visit Fairfield County promotes the places to visit and things to do to potential travelers far and wide.

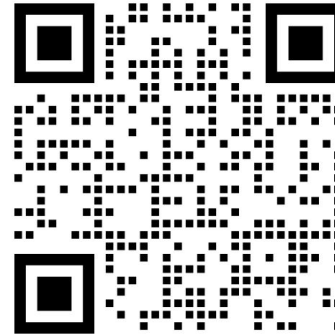
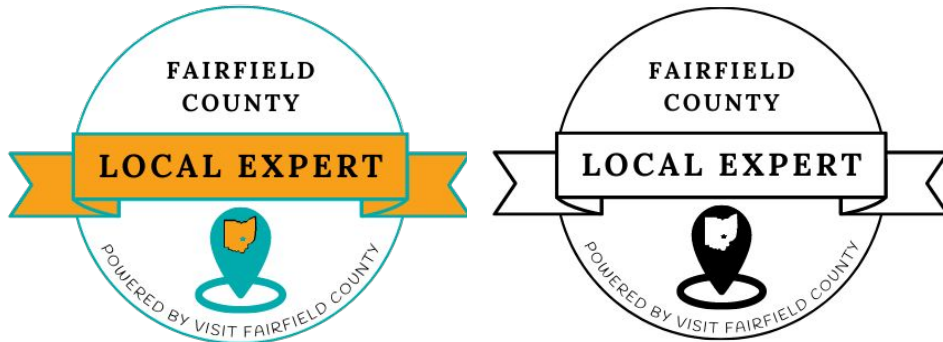
While the places and activities in our county are worthy of a visit on their own, there is one thing that truly sets us apart from other destinations: **our locals.**

Our residents are the best ambassadors for the county. There is no one better to promote the things to do and places to see than those who experience them every day.

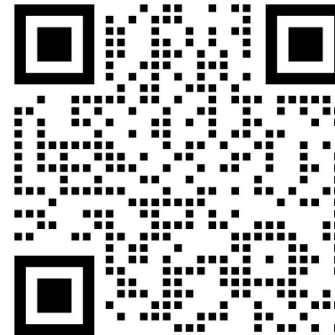
So, now it's your turn to tell Fairfield County's story. We've put together this guide to help you share about our county in the best and most authentic way possible.

Logos + QR Codes

Local Expert Logos



**Local Expert
Landing Page QR
Code:** For easy
access to local
expert resources.



**Local Expert
Application Page
QR Code:** To
provide to other
locals passionate
about Fairfield
County that are
interested in
applying.



Content

Guidelines



As a Local Expert, you are a role model for our county. Your content should be genuine and authentic, but remember that you are also an ambassador for Fairfield County. Use good judgment before posting, as you are an extension of the Visit Fairfield County brand.

Please always be polite, respectful, and kind to all.

Guidelines

Always...

- Be authentic in your captions and reviews while reiterating Fairfield County's key messages. You should sound like yourself!
- Tag the locations of the businesses and their accounts in your posts.
- Answer questions and engage with the comments on your posts. This will help boost your engagement rate, too!
- Be honest and share your genuine reactions, reviews, and experiences. Remember that you are the expert and your words hold a lot of weight.
- Use #FCLocalExpert in your captions

Never...

- Share low-quality photos
- Post about an experience if you have not actually participated in the experience. This can come off as disingenuous.
- Post inappropriate content that is sexually explicit, contains profanity, promotes illegal or unsafe activities, or communicates messages or images inconsistent with the positive intent that Visit Fairfield County wishes to promote.
- Write captions that are unnecessarily rude, violent, or derogatory.
- Engage in potentially controversial topics while representing the Visit Fairfield County brand.

Writing Style



- Post language should be elevated, yet casual.
- Be descriptive! Fill your sentences with colorful language to paint a picture for the reader.
- Make sure all sentences are easy to follow. Adhere to punctuation and grammar rules, and avoid run-on sentences.
- Sometimes, shorter is better. If you're struggling to write a caption or review, keep it brief.
- Remember to have fun with your writing and get creative! Add a few puns and throw in emojis, when appropriate.

Words to consider when writing your captions + reviews

When describing **Fairfield County** as a destination, say:

- Charming
- Inviting
- Quaint
- Humble
- Welcoming
- Delightful
- Peaceful
- Pleasant
- Scenic

When describing **events and experiences**, say:

- Exciting
- Lively
- Entertaining
- Amusing
- Wonderful
- Fascinating
- Informative
- Memorable
- Lovely

When describing **food and restaurants**, say:

- Fresh
- Appetizing
- Savory
- Buttery
- Bittersweet
- Rich
- Sour
- Tart
- Subtle
- Salty

Tips for taking your social media to the next level.



Crafting Captions

- Place the most important information at the front of the caption (i.e., the name of the business, event, etc.)
- Include a call to action
 - Ex: Click the link in my story to learn more
 - Ex: Go to visitfairfieldcounty.org to learn more
 - Ex. Let me know if you have any questions about this event
- Hashtags: #VisitFC, #ExploreFC, #FCLocalExpert, #FCBridgeLove, #Rt33BrewTrail, #CBCWineTrail, #GreenThumbTrail, #FCJavaTrail, #FCSweetToothTrail, #EscapeToBuckeyeLake

Caption Inspiration



midwest_foodfest Anniversary dinner at [@veritas614](#) 🍷 seriously INCREDIBLE 🥰 highlights included the lobster succotash, the zucchini Caesar salad, and of course the drumstick dessert!



twogirlsonecbus Came for the food stayed for the view [@mandrakerooftop](#) brings dining to new heights! The Mandrake is a one-of-a-kind restaurant & lounge experience, sitting 10 stories up in the heart of the Short North. We loved the tapas style dining, elevated cocktails, and a view you can't resist! 🥰



consciouscbus Finally got to try [@artandclay_square7](#) coffee shop this past weekend! It was DELISH.

"Stopping by our coffee house helps us employ and train people with disabilities as they find their place in the community." - Square Seven Coffee House (on [socialventurescbus.com](#))



fatbageats Perfectly cooked Mahi Mahi in a Harissa cream sauce over Basmati rice with a Georgian, one of their signature cocktails. Perfectly spent Saturday night. [#fatbageats](#) [#alehouse1890](#) [#saturdayservice](#) [#harissa](#) [#tunisianstyle](#)

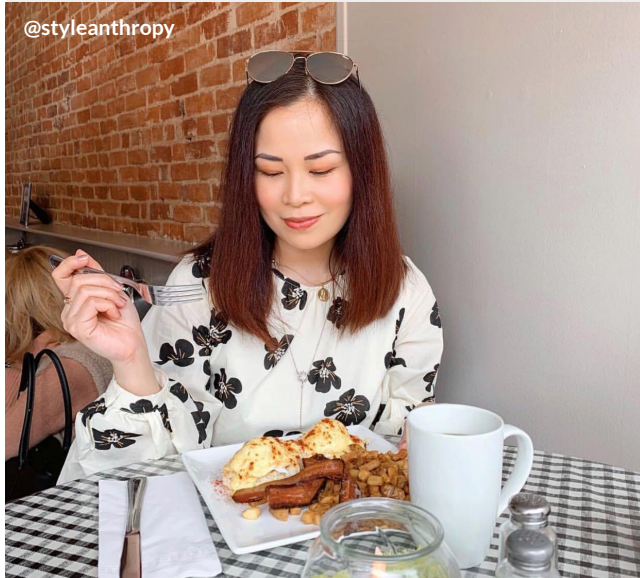


grant.lach Thank you for the music [@dancingdreamnyc](#) and [@lancasterfestival](#) - and thank you for the opportunity to spend time with people I care so much about! [#lancasterfestival](#) [#dancingdream](#) [#abba](#)



eatplaycbus We love Sharon Woods - it is one of our go-to [@cbusmetroparks](#). Trails, wildflowers, a beautiful lake you can fish in (catch and release), multiple playgrounds (including a BRAND NEW one), story trail, natural playground and creek!

Tips for taking your social media to the next level.



Engagement

- Play around with posting times. Your followers may be more engaged at 9 a.m., or they might be more engaged at 7 p.m. Test both and see which posting time receives more engagement
- Before and after posting, engage and interact with your followers' posts. Instagram rewards users who engage with their followers before and after publishing by increasing your posts' visibility within the algorithm
- Follow local businesses and event pages for events that you plan on attending
 - Like, comment, and engage with their content
- Share upcoming events with your followers
 - This can be as simple as sharing one of the events' Instagram posts to your story!
- Like and comment on fellow Local Experts' posts

Facebook vs. Instagram Nuances

Facebook:

- Hyperlinks: Can be posted in captions
- Recommended video dimensions: 1280 x 720 pixels
- Recommended video length: Less than a minute. Short + digestible is best!
- Photos: Recommend 10-20 per post
- Stories: Disappear after 24 hours but can be saved to Highlights
- Captions: Use manual line breaks to separate longer form content
 - Test to see what length of captions perform best

Instagram:

- Hyperlinks: Can only be used in stories or Instagram bios
- Recommended video dimensions: 1080 x 1080 pixels
- Recommended video length: Less than a minute. Short + digestible is best!
- Photos: Can post up to 10 in one post
- Stories: Disappear after 24 hours but can be saved to Highlights
- Captions: Use a [line break generator](#) to separate longer form content
 - Test to see what length of captions perform best

Best Practices for Leaving Reviews

Reviews offer valuable, first-hand guidance for visitors and locals alike. They also provide credibility and visibility to our local businesses.

Best Practices:

- Build out your profile - a trustworthy account has a profile picture and multiple reviews.
- Include pictures in your reviews as often as possible.
- Be specific! Include names of menu items, waiters that were particularly kind, and insider tips for other visitors.
- Break up your paragraphs. Reviews can get lengthy, so make it easier for people to follow along by adding some space between your paragraphs.



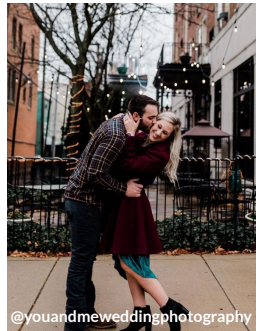
Visual Elements



Photographic Style

Photos should capture Fairfield County's character and atmosphere. Highlight the county's experiences with photos that are vibrant and interesting.

Pro tip: photos with people in them perform better on social media!



Photographic Style



Photos should have a clear subject, focused in the center of the image.



Get creative! Bring props and play with your angles.



Use natural light. Make sure the sun is in front of you so your photo isn't backlit.

Best Practices for Capturing Videos



- Keep your camera steady and focused. When filming, make sure your hands are as still as possible.
 - *Pro tip: If you're going to be capturing a lot of video, consider investing in a tripod!*
- Make sure that the subject of the frame is well-lit.
- If speaking in the video, make sure you are speaking:
 - Clearly
 - Loudly
 - Slowly
- You can always crop a video's length - if you misspeak while talking, take a deep breath and start again.

Tutorials + Resources



Tutorials

Reviews:

- Google
 - [How to set up Google profile](#)
 - [Tutorial for leaving a review](#)
- Yelp
 - [How to set up Yelp profile](#)
 - [Tutorial for leaving a review](#)
- Facebook
 - [How to set up Facebook account](#)
 - [Tutorial for leaving a review](#)
- Tripadvisor
 - [How to set up Tripadvisor profile](#)
 - [Tutorial for leaving a review](#)
 - [How to leave a review for a business that is not listed](#)

Social Media:

- Instagram
 - [How to set up Instagram profile](#)
 - [Tutorial](#) (in-feed post)
 - [Tutorial](#) (stories)
 - [Tutorial](#) (reels)
 - [How to share someone's post to your story](#)
- Facebook
 - [How-to set up Facebook account](#)
 - [Tutorial](#) (posting content)
 - [Tutorial](#) (stories)
 - [How to save a story to highlights](#)

Additional Resources

Photo Editing Apps:

- Use these apps to find colorful filters that will enhance your photos
 - [VSCO](#), [Foodie](#), [Lightroom](#), [Color Splash](#), [A Color Story](#)

Grammar + Spell Check Apps:

- Never have a typo again! These apps can identify spelling and grammar mistakes
 - [Grammarly](#), [Wordtune](#), [ProWriting Aid](#)

Instagram Scheduling Apps:

- These apps will automatically post to Instagram without manual intervention. Never forget to post again!
 - [Planoly](#), [Later](#), [Hootsuite](#), [Loomly](#)

Instagram Grid Layout Tools:

- For a cohesive and consistent Instagram feed, use these apps to plan out your personal Instagram grid
 - [Planoly](#), [Preview App](#), [UNUM](#), [Plann](#)

Posting Checklist



Ohio. Find It Here.

Checklist before posting about a location or experience



@phloxphotos

- ☒ ~~Review this checklist!~~
- ☐ Compile photos and draft a social media caption specific to your experience.
- ☐ Spell check. Make sure the name of the location, event, or experience is spelled correctly.
- ☐ Check to see if the business has an Instagram or Facebook.
 - ☐ If yes, tag them in the post.
- ☐ Before pressing "publish," remember that you are an ambassador for Fairfield County. Make sure that your content is truthful, but not defamatory.
- ☐ Like + engage with the other posts on your feed to boost your post
- ☐ Then, leave a review on sites like Facebook, Google, Yelp and Tripadvisor

Thank you for supporting Fairfield County.



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