

A large, stylized sun graphic in a golden-yellow color is centered in the background. It features a circular face with radiating lines and long, pointed rays extending outwards. In the top right corner, there are two small, solid-colored squares, one green and one orange.

TRU Co-op Placement 2020

Co-op Placement

Duong Trinh

- 4th year Bachelor of Tourism Management at Thompson Rivers University
- Major: Festivals & Events
- Co-op Placement at City of Merritt: Tourism Coordinator (January 8 – May 1, 2020)





Co-op Placement

Expectation:

- Hands-on Experience in Tourism
- Enhance knowledge about Tourism Marketing
- Research on Tourism in Smaller Community
- Improve professional Skills and Personal Growth

Experience:

- Review Documents from Local, Regional and National Levels
- Create Digital Content
- Manage Social Media Accounts
- Communicate with Locals, Visitors and Organizations



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Tourism Merritt Social Media Recap

February 20 – March 12

Main Channels



@tourismmerritt



@tourismmerritt



@tourismmerritt



@tourismmerritt



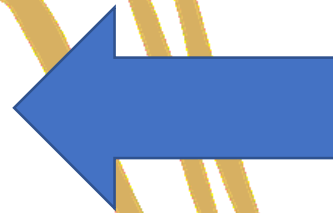
Social Media and Tourism Marketing

Social Media is **Important** in Tourism Marketing:

- Engage and Communicate with Tourists pre, during and post trips
- Support Official Website (tourismmerritt.ca)
- Communicate with Other Tourism Organizations

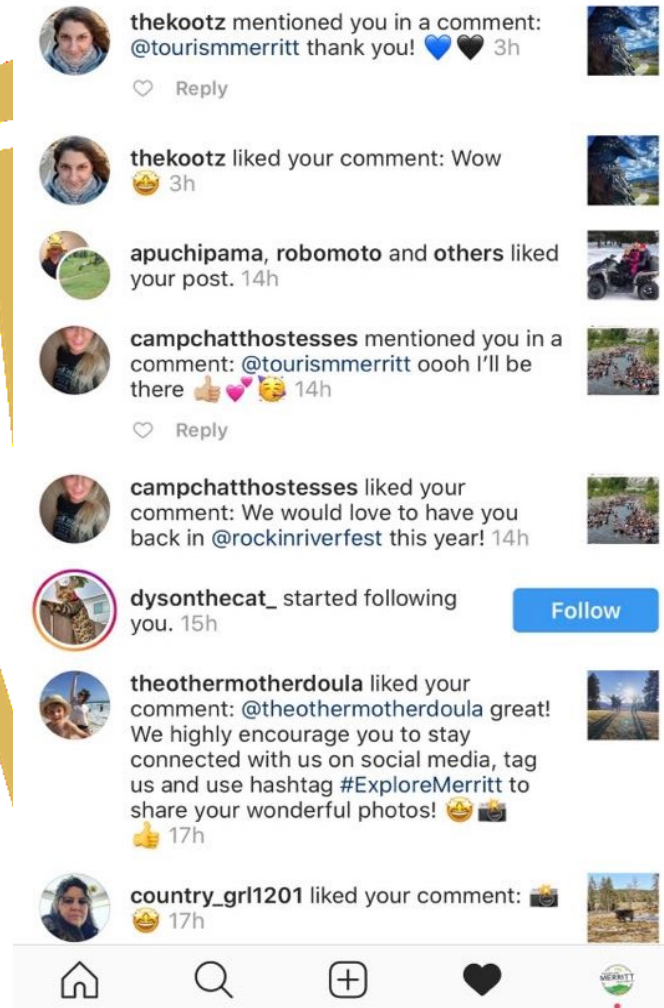
Goals

1. Increase Engagement
2. Promote Events and Special Occasions
3. Encourage First-time Visitors and Returned Tourists



1. Interact and Communicate
2. Marketing Campaigns
3. Improve Content

Actions



Actions



#MondayMerritt



Photo Contest




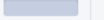




























Weekly and Monthly events

Results

	February 20, 2020 (Starting)	March 12, 2020 (Current)	May 1, 2020 (Goal)
Facebook	2250	2345 (↑95)	2750
Instagram	501	578 (↑77)	1000
Twitter	644	647 (↑3)	800
YouTube	69	71 (↑2)	100

Results



Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Destination British Colu...	699.1K 	▲11.1%	9	688.8K 
2	 Tourism Kelowna	75K 	0%	7	1.7K 
3	 Revelstoke	40K 	▲0.1%	7	12.3K 
4	 Tourism Kamloops	29.5K 	0%	6	7.3K 
5	 Tourism Vernon	13.3K 	▲0.1%	6	7.4K 
6	 Visit Penticton	9.5K 	0%	3	200 
7	 Tourism Pemberton	5.3K 	0%	3	16 
8	 Thompson Okanagan To...	4.5K 	0%	5	59 
9	 Hope, Cascades & Cany...	3.7K 	0%	5	229 
YOU 10	 Tourism Merritt	2.3K 	▲0.8%	8	491 

Improvement

Fastest Growing Page in the Area in
the Past Month



Results



Improvement

- Significant Improvement
- Organic Post Reach: 500-1200/post

Discovery ?

5,204

Page Reach

▲ 1K last 28 days

325

Page Views

▲ 107 last 28 days



Add to Your Page's Story

Reach people with a photo or video in the stories section at the top of their News Feed.

Audience

2,294

Total Page Likes

▲ 91 last 28 days



Charmen Thoms, Trinh Trang and 2.3K other people like your Page



Page Insights

Feb 14 - Mar 12

Last 28 days ▼

Post Reach

4,902

▲ 870

Post Engagements

2,094

▲ 1.1k

New Page Likes

91

▲ 85

Posts ?

[See More](#)

26 posts published in the last 28 days.

MOST ENGAGING POSTS



With 40+ restaurants and cafes in town, M...
February 27

Reach 643
Engagements 287



We think it is beautiful too!
March 2

Reach 604
Engagements 225



Such a wide variety of restaurants and cafe...
February 24

Reach 1.2K
Engagements 138



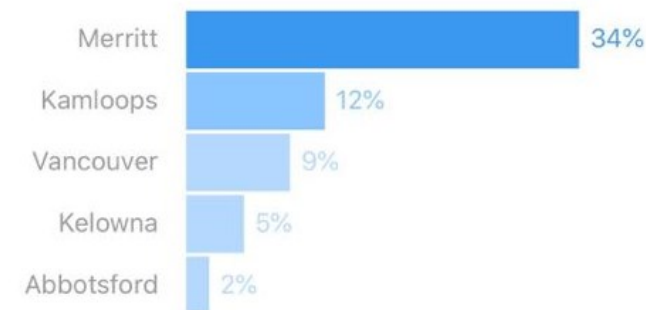
Results

Improvement

- 1 Post/ 2 Days
- Increase Engagement
- + Instagram Story: 40 → 60+ Views/Story
- + Profile Visits: 40 → 180 Times/Week
- + More Messages, Reactions, Use of Tags/Hashtags
- Attention from Provincial Organizations, Local Community and Visitors

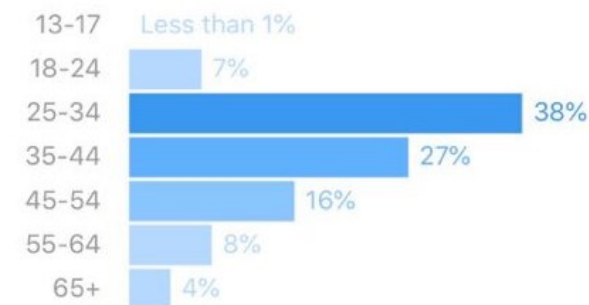
Top Locations ⓘ

Cities Countries



Age Range ⓘ

All Men Women



Results



Improvement

Significant Improvement Can be Seen from Statistics



28 day summary with change over previous period

Tweets

16 ↑128.6%



Tweet impressions

4,933 ↑138.1%



Profile visits

51 ↑34.2%



Mentions

4



Followers

647 ↑2

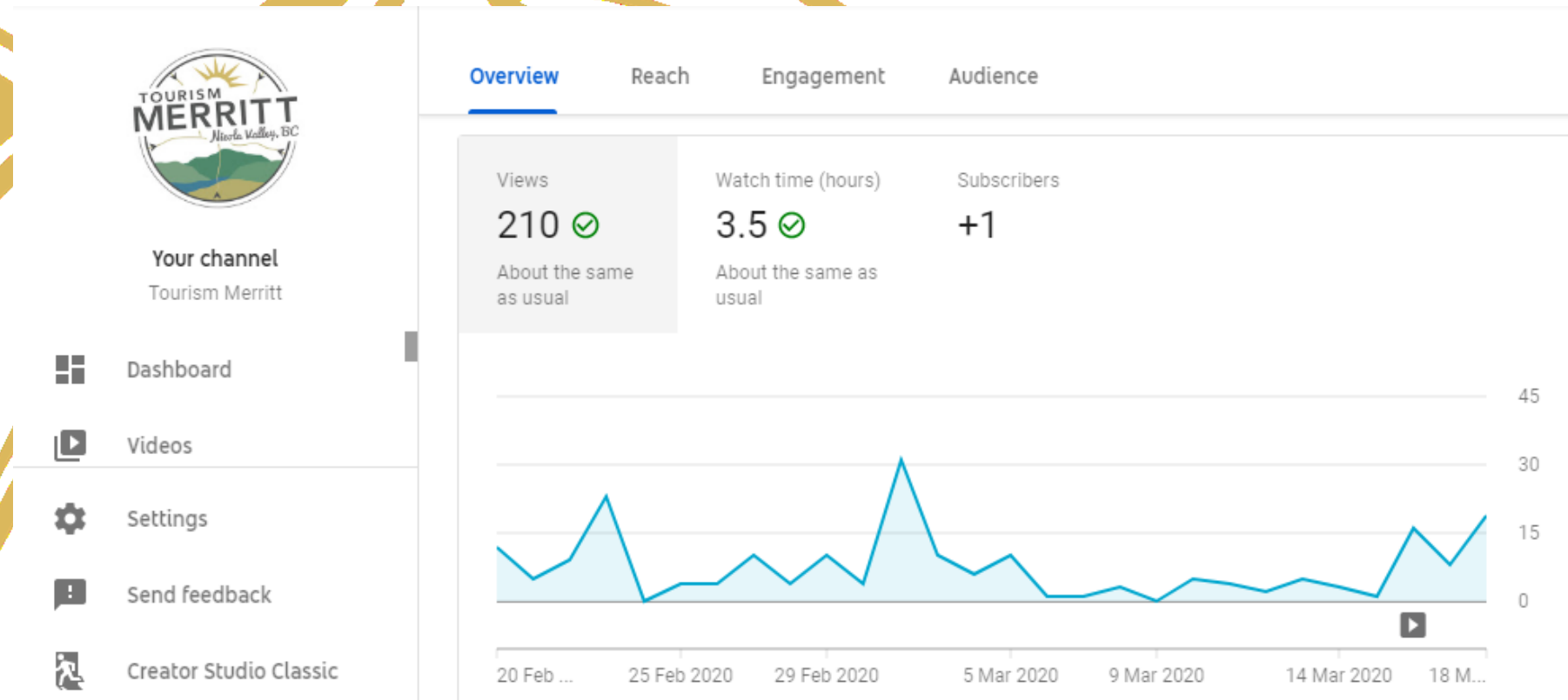


Results



Improvement

- Increase Number of Subscribers
- Videos Have been Scheduled throughout the Year



What Could Be Improved?

- Target Market: Visitors and Local Community
- Frequency of Posts
- Increase Post/Website Clicks, Reactions, Comments and Shares
- Improve Response Time on Social Media
- Continue Delivering Excellent Service to Encourage Online Checkins and Recommendations.

Social Responses

Comments

Done

2



Margie Telmer

Haven't been there yet but plan on checking it out

1w Like Reply

1

Reacted to your story: 🥰



Only you can see this



We went to @devon.more's show at Culture Club tonight and it was so fun! She has a second show tomorrow (Saturday) too 🥰 plus complimentary Brambles baked goodies and a cash bar ✨

I will absolutely be back this year 🥰
my favourite festival ever



Good to see a post from you today! If you need content, I take quite a few images in the area and tag them #exploremerritt. I'm retired and more than happy for you to use my content. Cheers to you



tourismmerritt We would love to have you back in @rockinriverfest this year!

21h 1 like Reply

— Hide replies



campchatthostesses @tourismmerritt ooh I'll be there 👍💕🥰

15h Reply

Reacted to your story: 🥰



Only you can see this



apregnantfilm @tourismmerritt things were lit in Merritt. Thanks for having us!

1d

Replied to your story



Only you can see this

Looking forward to my next visit.



A large, stylized sun graphic in a golden-yellow color, featuring a central circle and numerous long, pointed rays extending outwards. It is positioned on the left side of the slide, partially behind the text.Two small, solid-colored squares, one green and one orange, are located in the top right corner of the slide.

**Thank You For
Listening!**