



# TRU Co-op Placement 2020

# Co-op Placement

## Duong Trinh

- 4<sup>th</sup> 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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A large, stylized sun graphic in a golden-yellow color. It features a central circle with radiating lines of varying lengths, some straight and some curved, creating a sunburst effect. The sun is positioned behind a horizontal golden-yellow bar that contains the title text.

# Tourism Merritt Social Media Recap

February 20 – March 12

# Main Channels



@tourismmerritt



@tourismmerritt



@tourismmerritt



@tourismmerritt



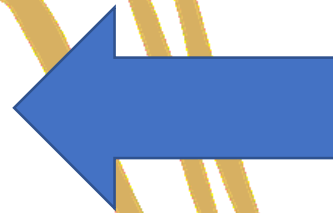
# Social Media and Tourism Marketing

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

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

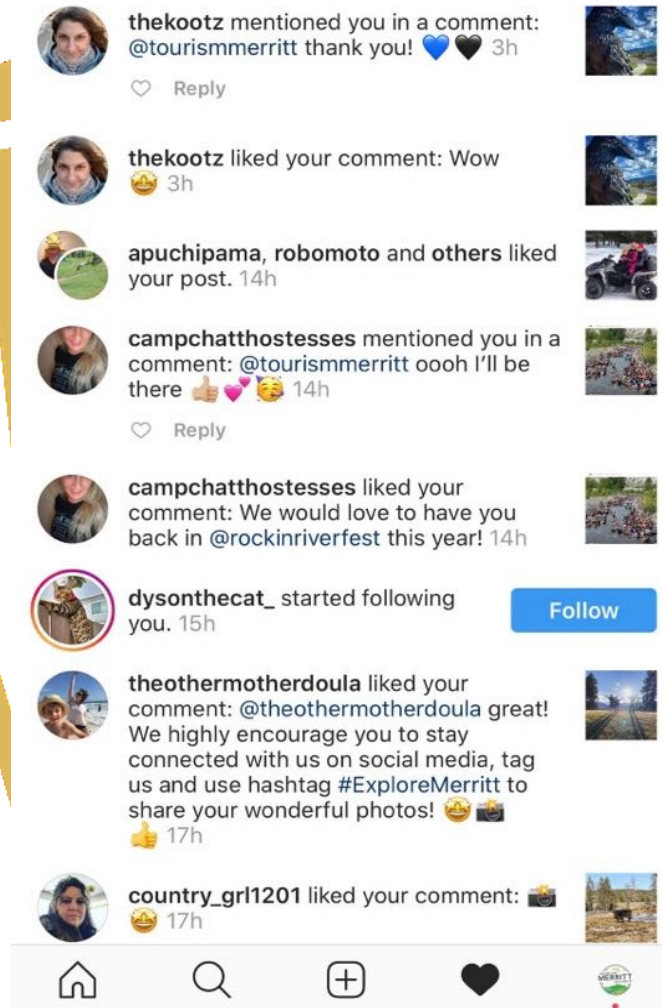
# Goals

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




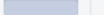




























Weekly and Monthly events

# Results

|           | February 20, 2020<br>(Starting) | March 12, 2020<br>(Current) | May 1, 2020<br>(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<br>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





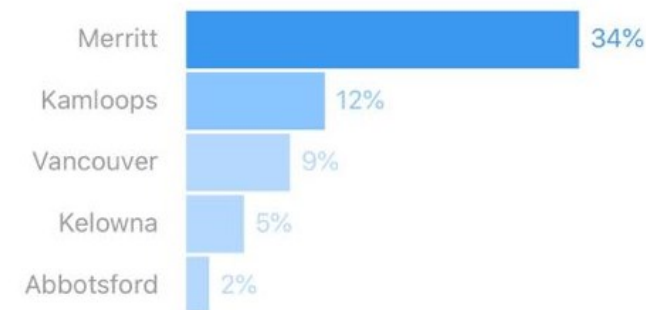
# Results

## 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

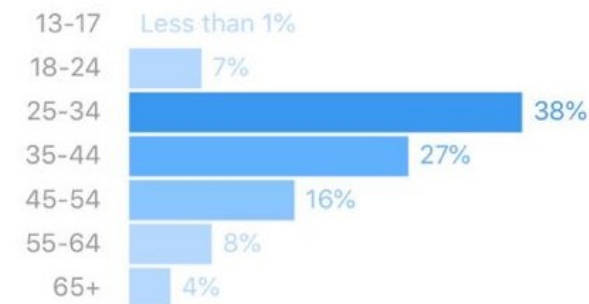
### Top Locations ⓘ

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

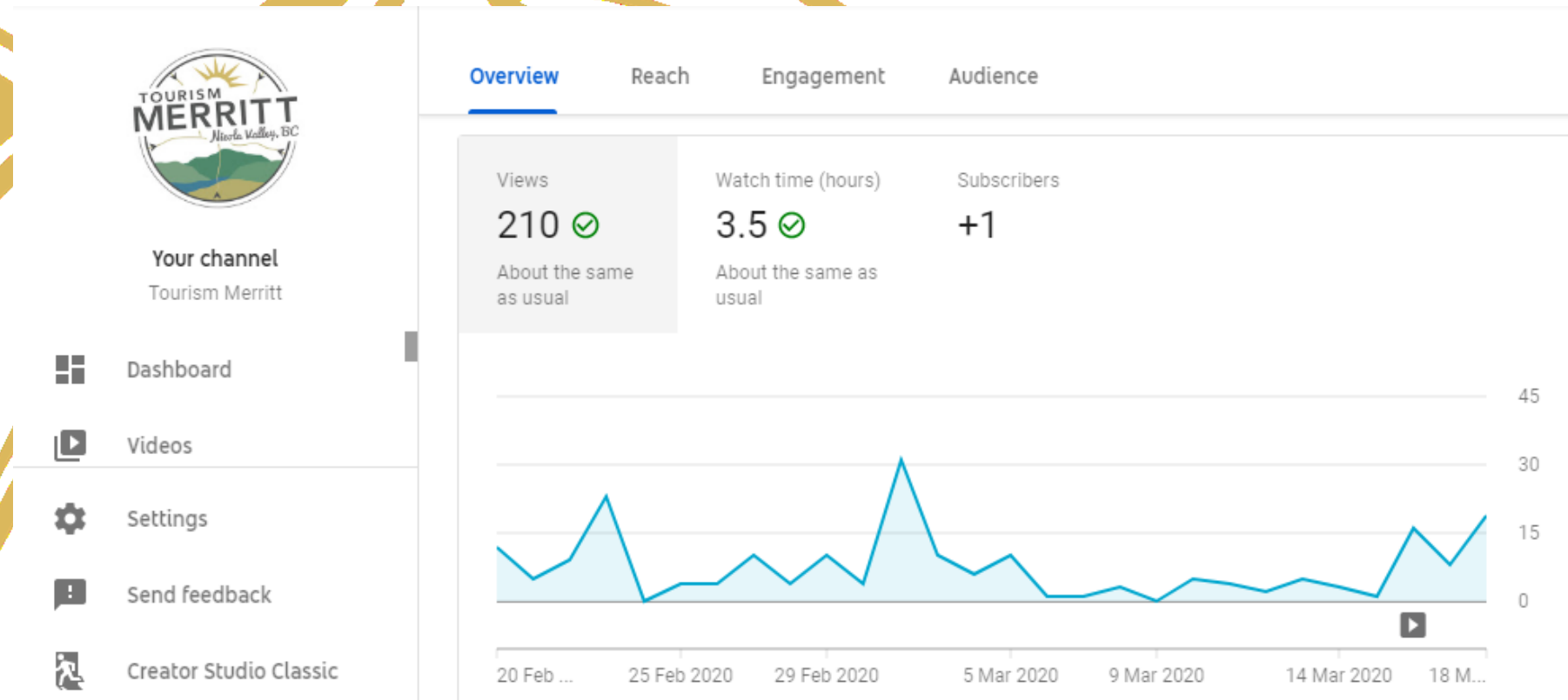


# Results



## 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!**