

Social Media for Melissa's Travels

Goal: To inform, entertain and inspire others with travel safety, locations, financials, photographs, and more via three social media platforms.

Approach: By using my travel blog (Melissa's Travels on WordPress) and two social media sites (Twitter-@MelissaTravels1 and Facebook-Melissa's Travels), I will link all three sites together to quickly get information to the public and to businesses. The blog will create traffic on websites of those who choose to promote it on their business page.

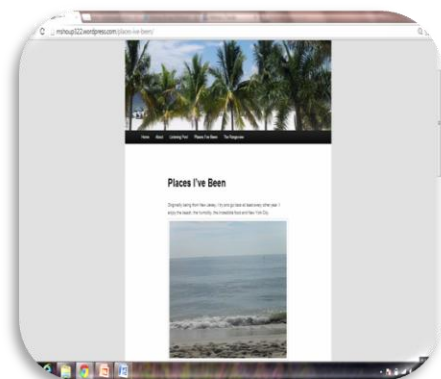
Twitter: Twitter is a very popular social media site amongst businesses. It is easy to follow a company, person, or site that you wish to learn more about. With Twitter, I will follow as many travel websites, magazines, and companies that I can find, to learn what their travel needs are and to encourage them to review my blog. By using only 140 characters, I can promote exciting new travel tips, deals, and vacation ideas. Twitter is good for businesses and travelers who do not a lot of time to read long articles. Within this site I can give enough detail in brief with a link and/or photo that is easily accessible to them.



Facebook: This social media tool is used frequently for friends, families, business and now college classes. Originally used as a site for college students only, this is now a great promotional tool for businesses. Facebook is now easily accessible, just like Twitter, from smart phones. This makes posting quick information, pictures, and links viewable in a person's newsfeed. The newsfeed on Facebook is helpful because when you sign on to your page, it is the first thing to show up. While posting links catches the eye, pictures do a much better job. I plan to post as many travel pictures that suit the topic, including hotels and resorts, food and drinks, things to do, and touristy (and landmark) attractions.



WordPress Blog: One older type of social media that is becoming more popular and needed with careers, is a blog. Many newspapers and magazines are requiring bloggers now to pick a beat (one particular topic) and write about it weekly, or sometimes even daily. This keeps readers interested in new and exciting stories and events that relate to their topic. Also, readers have a choice of which beat they prefer and then they can follow that specific blogger. Blogs help communicate with other sites by having an option to link or share to Twitter and



Facebook. When you link these three together, any post on any of the three sites will show up on the other two. This saves time because you only have to post once. My blog on WordPress will help me promote my travels to other companies by linking it to Twitter and Facebook. I can tweet travel information and post my blog link at the bottom as a “continued here” feature, which will bring in more readers. The more travel companies, websites and magazines who set up my blog on their page, the more readers I will work to bring in, which will then bring traffic to their page. Another way to advance traffic for other websites is by hyperlinking words to websites. For example, in my travel blog I have country names hyperlinked to a website about traveling to that particular country.

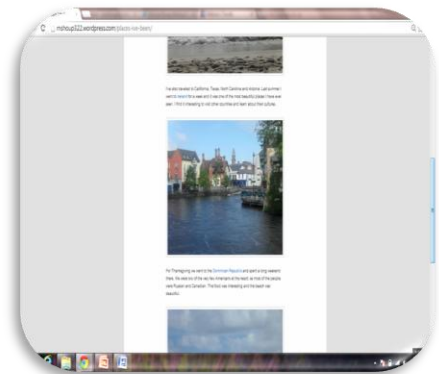
Sample Blog Post:

“Originally being from New Jersey, I try and go back at least every other year. I enjoy the beach, the humidity, the incredible food and New York City.”

“I’ve also traveled to California, Texas, North Carolina and Arizona. Last summer I went to Ireland for a week and it was one of the most beautiful places I have ever seen. I find it interesting to visit other countries and learn about their cultures.”

“For Thanksgiving we went to the Dominican Republic and spent a long weekend there. We

were two of the very few Americans at the resort, as most of the people were Russian and Canadian. The food was interesting and the beach was beautiful.”



Analytics: Google Analytics is a great free tool to track how many visitors one has on their website. I will keep a weekly report of analytics for each website who promotes my blog, and also, track the analytics on my own Twitter, Facebook and WordPress blog. As they increase I will continue to post daily on the three social media platforms., as well as increase my content, amount of posts, pictures, and links.

Why?

So why should you choose to invest in my blog and social media approach? With social media, it is easy to quickly inform travelers and companies of discounts, safety, weather, the top places to travel to, the best food, and more. People want to access information quickly without having to read a book or story. Social media is meant to be quick bits of information for others to keep up on.

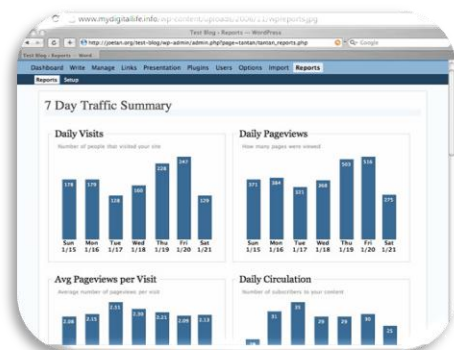


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