

ECONOMIC DEVELOPMENT COMMITTEE

12 SEPTEMBER 2018

PROMOTION OF TOURISM SOCIAL MEDIA UPDATE REPORT

1.0 Purpose of Report

1.1 This report seeks to provide Members with an update, as requested in the June 2018 Committee meeting on the utilisation of Social Media since the Promotion of Tourism budget was introduced in April 2017.

2.0 Background Information

2.1 Following the report to the Economic Development Committee in June 2018, the following provides detailed statistics on the progress of social media activity since April 2017. Two examples are provided – one to November 2017 and one to July 2018 at Appendix 1

3.0 Proposals

3.1 Social Media

Postings are programmed based on research as to the optimal time with up to three postings per day at 9.30, 15.15 and 20.00. The interest has increased considerably over the year and there are now:

Facebook (@visitnewarksherwood) – 1,657 followers to 5 August 2018

Twitter (Twitter@NewarkSherwood) – 4,529 followers to 5 August 2018

Facebook is by far the largest social media platform available in terms of users and the one that offers the most potential to build awareness of the Visit Newark & Sherwood Brand.

Reach - the number of people who had any content from or about our Page enter their screen – is a key metric relating to building brand awareness on Facebook. Up to end of April 2018, the page has organically achieved reaches varying from a few hundred on a single day, up to 6,000.

In May 2018, we embarked on our first Facebook advertising ad, as part of a three-month campaign to boost posts and further increase reach and to target the population of the counties surrounding Nottinghamshire where there is potential to attract visitors for staycations and weekends.

Of our Facebook followers to April 2018 - 1,209 Facebook followers, 932 were from the UK, and 352 were from Newark. 76% were female. Of the female followers, 59% were aged between 25 and 54 years of age. In line with the tourism strategy set out in 2017, the Facebook advertising campaign will also target the 54 years and up audience to tap into the grey pound.

The campaigns will focus on outdoors and family activities and cultural and heritage sites.

3.2 Blog Posts

Regular blog posts are now produced on a weekly or bi-monthly basis and a summary is provided in **Appendix 1**.

3.3 Campaigns

In 2017, the following social media campaigns were undertaken successfully with prizes provided by Tourism Businesses in the district. The Inspired by Newark & Sherwood poetry competition was very successful and has led into the Poetry Trail as the campaign for the current year. Tourism businesses and visitors have commended the campaigns.

Date	Title	Region	Entries
19 June to 30 July	#robinhoodsays....	Sherwood	22
3 July to 31 August	Inspired by Newark & Sherwood	Newark with Sherwood element	97 as of 29/08/2017
14 August to 10 September	ToB cycling campaigns	Newark, Sherwood and Southwell	5 different campaigns

Campaigns for 2018

Campaign	Period
Newark & Sherwood Poetry Trail - includes Southwell Minster, Sherwood Forest Arts & Craft Centre and Newark Castle as the trail venues, as well as Newark Book Festival and the Byron Festival  NEWARK & SHERWOOD POETRY TRAIL	12 March – 31 August – plus September winner announcement
Robin Hood Portrait Competition  ROBIN HOOD <small>PORTRAIT COMPETITION</small>	19 March – 31 August – plus September winner announcement

The campaigns this year have prizes that promote varied aspects of the region, for example art and jewellery from local craftspeople, signed books from local writers, art supplies from a Seawhite of Brighton, which has its warehouse near Sherwood Forest, and a winners' exhibition opportunity from the RSPB. The non-tourism related nature of the prizes is to make the campaigns accessible to all tourism businesses by not promoting a competitive tourism prize.

This has been a successful strategy with TAG members signing up for hard copies of the Newark & Sherwood poetry trail as well as posters for both competitions. Tourism businesses are using the campaigns to target their own customers and prospects.

4.0 Equalities Implications

4.1 None identified.

5.0 Impact on Budget/Policy Framework

5.1 None

6.0 RECOMMENDATION

That the contents of this report be noted.

Reason for Recommendation

To provide an update on progress regarding Social Media, following a request at the June Economic Development Committee meeting.

Background Papers

Nil

For further information please contact Julie Reader-Sullivan on Ext 5258

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