

How to get a bigger social media and content team

workshop notes

[The World's Biggest Social Media team](#) (legacy link)

[Working with Tourism Australia on social](#)

[Question Burst](#), Greg Gregerson

[Everything thing is a remix](#) - Kirby Ferguson

[Steal like an artist](#) - Austin Kleon

[TimesTalks: Stephen Colbert](#)

[Resonate: Present Visual Stories That Transform](#)

[Illuminate: Ignite Change Through Speeches](#)

[Strategyzer](#)

Business Model Canvas

Value Proposition Design Canvas

Testing business ideas

[Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration, Ed Catmull](#)

[GoPro Awards](#)

[Adobe Kickbox](#)

[Only Do It If You're Willing To Do It 100 Times, Josh Spector](#)

[Who, not how](#)

Workshop Questions

1. How do we leverage local partners
2. What are we already doing well that could be amazing
3. How could we be world-famous?
4. How can we better use tech like Crowdriff?
5. Who else outside of travel is already doing this?
6. Who can help us do this?
7. How can we get better support from the leadership team?
8. What do we focus on?
9. What kind of influencers should we use?
10. Who are our best influencers?

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11. How can we be the mayor?
12. How can we make it ok to experiment and fail more
13. How can we unlock more resources?
14. What are our guests really excited about
15. What are they already sharing
16. What is so remarkable about use?
17. How high is high?
18. Which channels are we going to have the most impact with what we have?

What question are you most excited about right now? (Participant questions)

1. How will Mesquite be changed with a new social strategy
2. How to engage Mayors?
3. How do I re-energize / inspire our team to create amazing content?
4. How to create a stronger cultural practice to experiment and fail more?
5. How do I / we create consistency (in posting + across platforms?)
6. What new platforms should we be utilizing or repurposing?
7. How do we decide what we should share
8. What's our baby koala?
9. How do we be a better team of 3
10. What questions should I be asking? 3?
11. How do I get my bosses to take my ideas seriously (look at it from their POV)
12. how can we reframe our social media process is?
13. How can we prevent duplication of work / content?
14. How do I better create a culture for my teeth
15. how do we excite our team / org to get involved and become ambassadors online and off
16. how can we use social listening to inform strategy?
17. is there such a thing as too much brainstorming?
18. how do we encourage users to share more?
19. Where can we have the biggest impact
20. how do we help Regional destinations bring their stories to life using our resources?
21. how to be more creative with content + social
22. what is so exciting about going to the museum? What do you want to post about it?
23. Ubiquity - is it our enemy how do we fight it

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24. how can I team create amazing fresh content to reach a new audience?
25. How can my DMO better utilize the great content that we already have?
26. what questions have we not ask yet? Ask before finding a solution
27. how can we get people to work with us and not against us
28. how can we reframe our work in ways that transcends our organization + serves our region?
29. who could help us with this
30. how can I get more out of what I already produce?
31. How do we get our clients to see the bigger picture of Social and ugc
32. How can we build processes to make a resource has more optimized?
33. how do we get more followers organically?
34. How can we be more creative?
35. I'm most excited about making our guest better versions of themselves by being the damn Mayors!
36. how can we build more pride of place among the locals
37. how do I start?
38. How can we repurpose content
39. How can we involve community members plus partners and be on the same scale and quality
40. what vulnerabilities can we actually share
41. how can we an agency help our partners facilitate content Generations
42. find more time for new ideas while also maintaining the brand
43. how do we get our locals excited in our city
44. how do we Elevate and evolve our brand / contact?
45. How can we get our partners on board to strategize social content sharing
46. how to innovate and get people loving us even more
47. how do I move from campaign the platform thinking
48. How do we tell our boss their idea sucks without saying it directly