

How to Get a Bigger Social Media and Content Team

Jesse Desjardins



 @jessedee  @jessedee

Who needs a **bigger boat?**



 What should go into a destination strategy?

Q.

What is everyone else doing?

Q.

How do I design this by committee?

The important and difficult job is never to find the right answer; it is to find the right question

Peter Drucker



Q.

How might we build 'the world's biggest social media team?'



363,440 views



The Most Popular Tourism Photos on Instagram All Come From Australia



This picture of a stop along the Great Ocean Road is the fourth most-liked travel industry image on Instagram. Tourism Australia / Instagram

This doesn't belong



This belongs



@jeremyville

The minute we begin
to think we know all
the answers, we forget
the questions

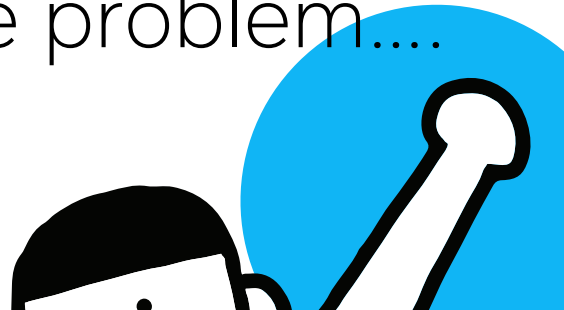
Madeleine L'Engle



**A 10-min exercise
to help you and your
teams ask better
questions**



Here's the problem....



04:00

####



Goal:
**more wisdom,
more insights,
more self awareness,
more possibilities**



02:00

Pick the one question worth pursuing

I got this clever cookie to help...



 **CrowdRiff**

how to leverage local partners
what are we already going well
how could better use CR
who else outside of travel is already doing this?
what new skills could we learn ourselves on the them
how can better support from exec team
how do we focus on whats important*
should we use influencers
who would be best influencers
how can we be the mayor
how can we make our exp world class
how can we make it ok to experiment and fail more
how can we borrow from other ppl are doing
how could we get more money to do this?
what are our guest really excited about
what are they already sharing
what is so special about us
are we doing everything we can we what we have or is
there more room to grow?
how are we using tech
how do we prove ROI?
what are some tips and tricks to save time
what's the real jtbd
which channels should be doing
how do we get more people to share

Let's get into these questions...

Notes:

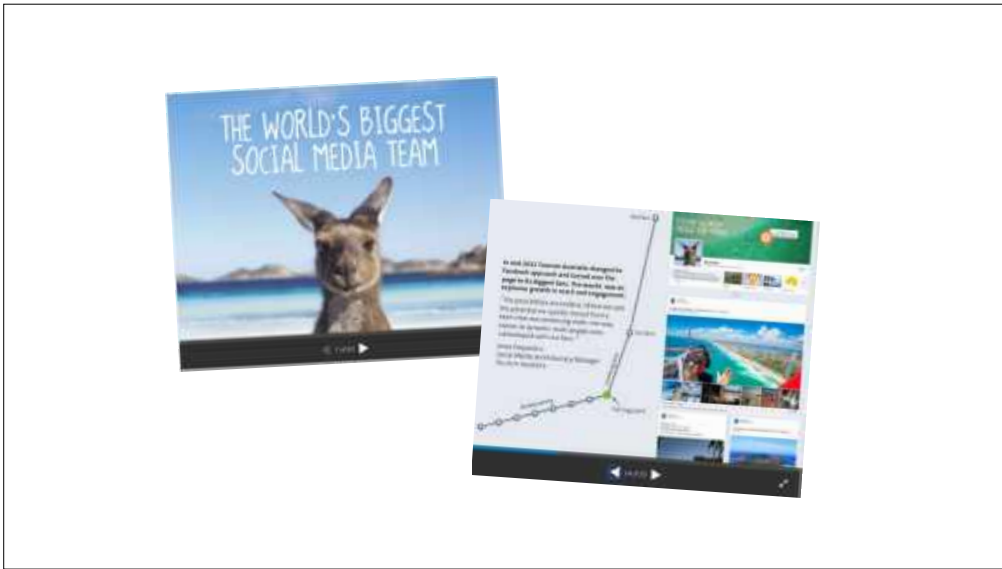
bit.ly/see100x



Q.

How can we create a model that has continuous momentum

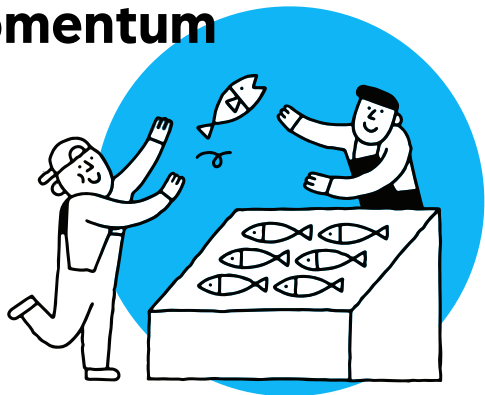
Campaign vs platforms



Can we do this 100x over?



**A great model
has momentum**



Q.

**What could we remix
that already works?**

Disney

STAR
WARS

GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF

STALLKRENNARTIST.COM

Q.

...

Q.

How can we build a fanbase of co-creators

#visitspringfield

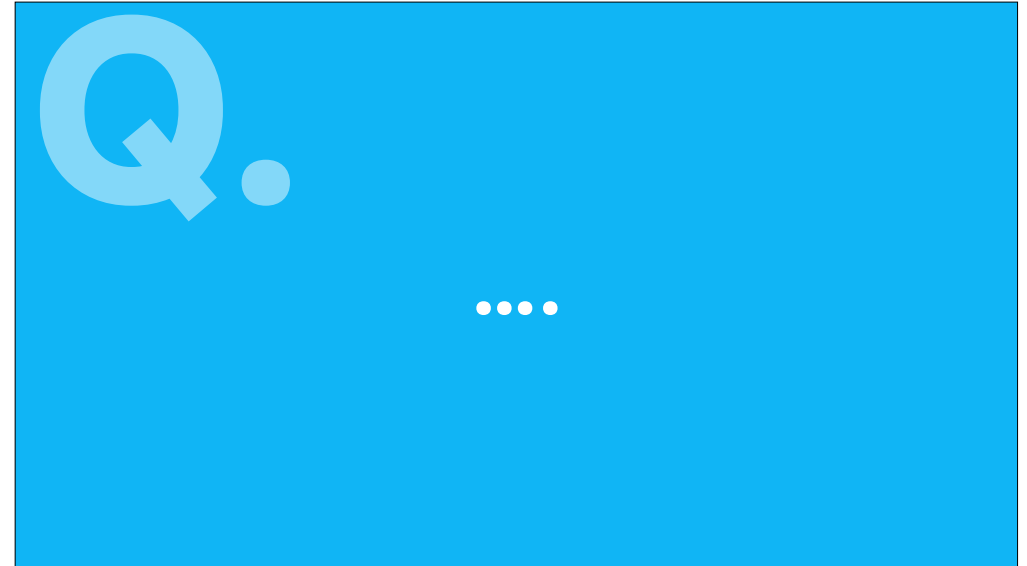
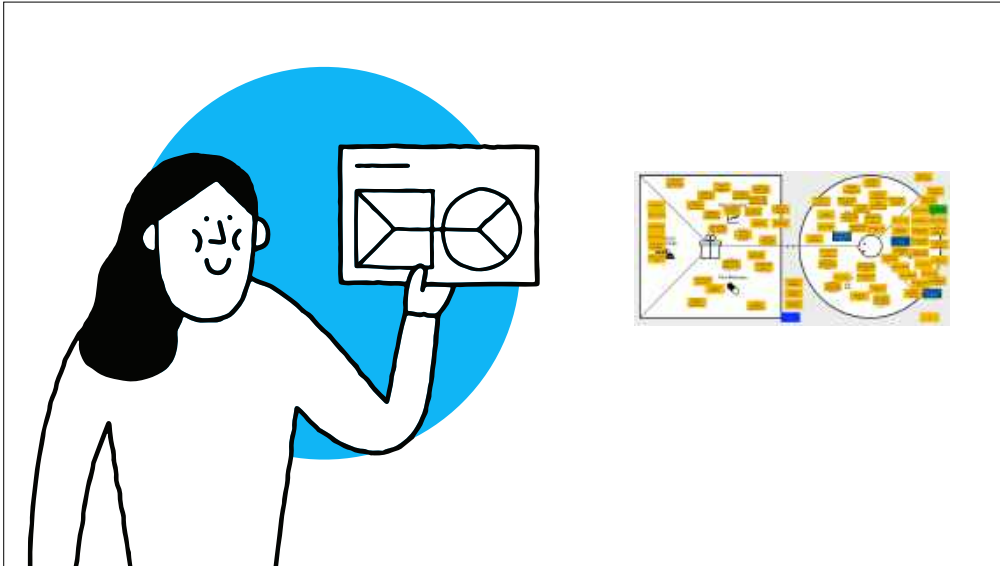
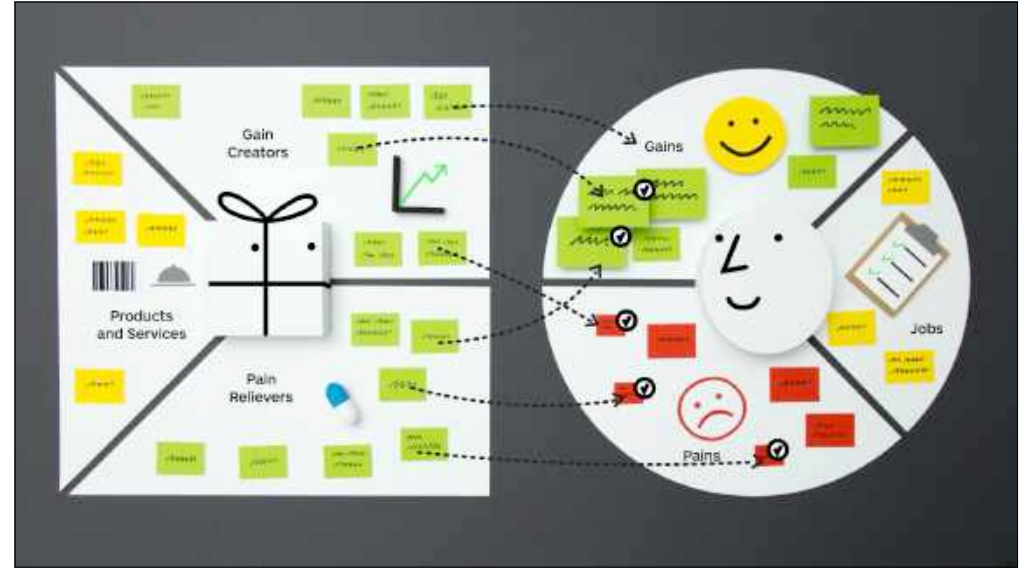


**How can we
keep elevating the
type of content
we get?**



Q.

**Are we providing
the highest value?**



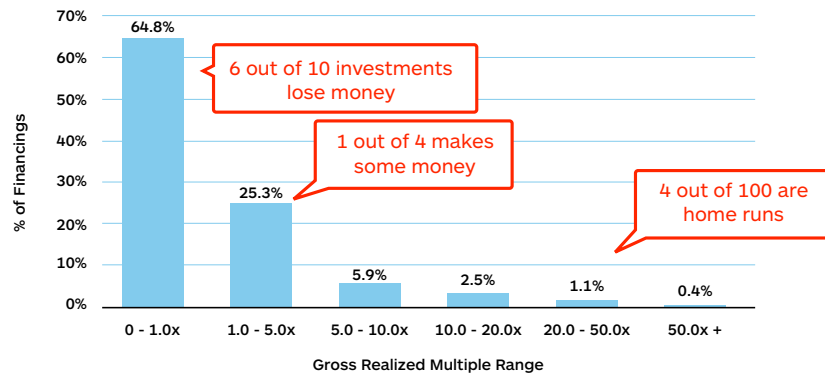
Q.

How can we experiment more?

Adobe Kickbox



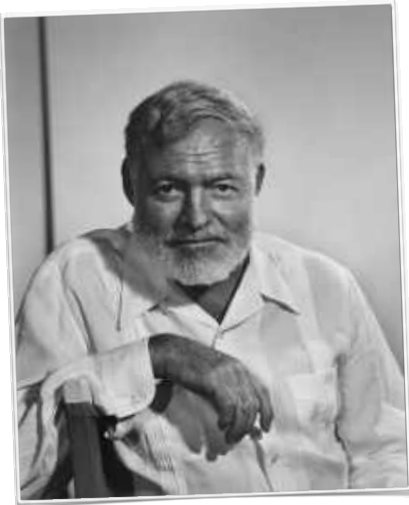
Early-Stage Venture Returns (2004 - 2013)



Source: Correlation Ventures (data from VentureSource and other)

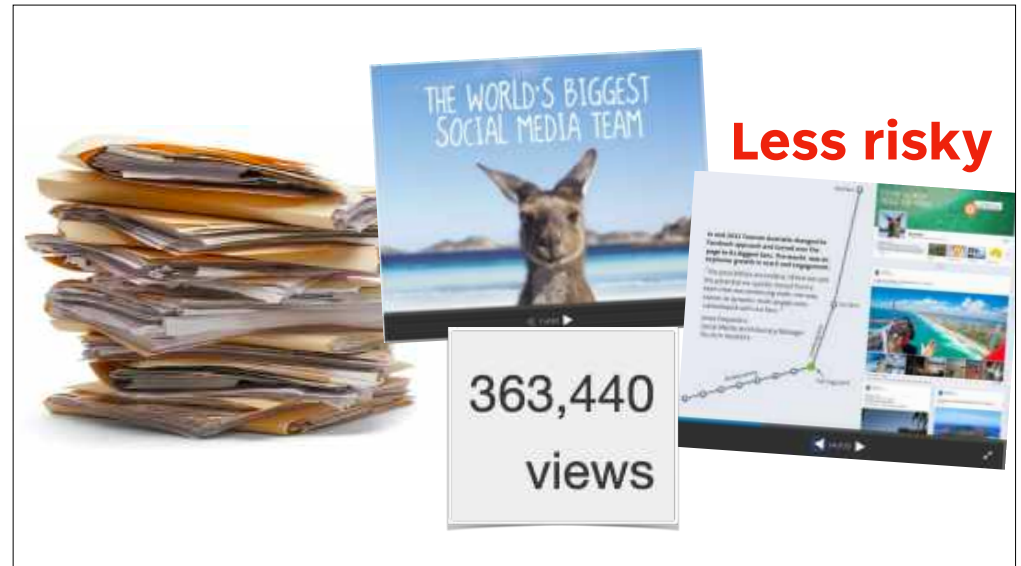
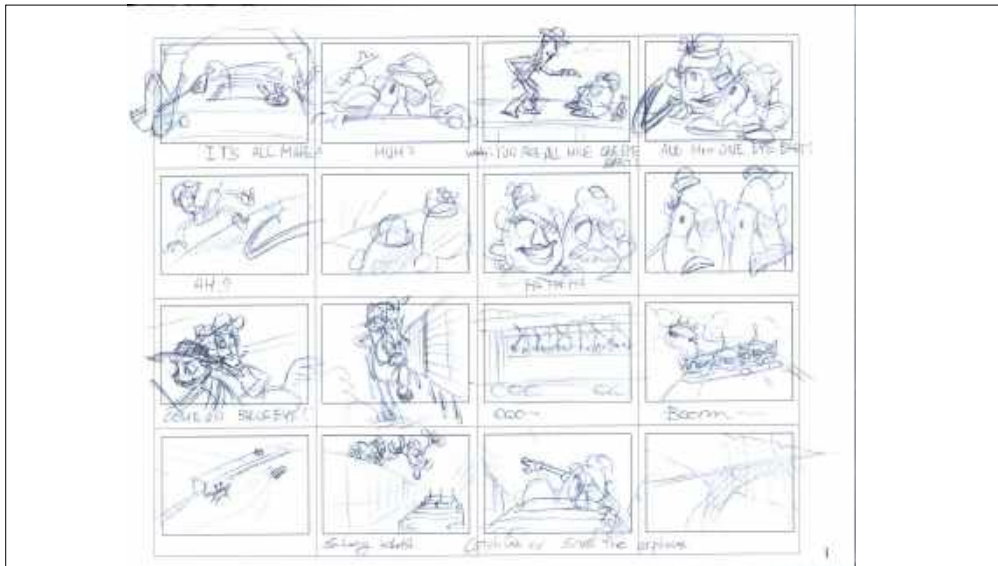
Strategyzer

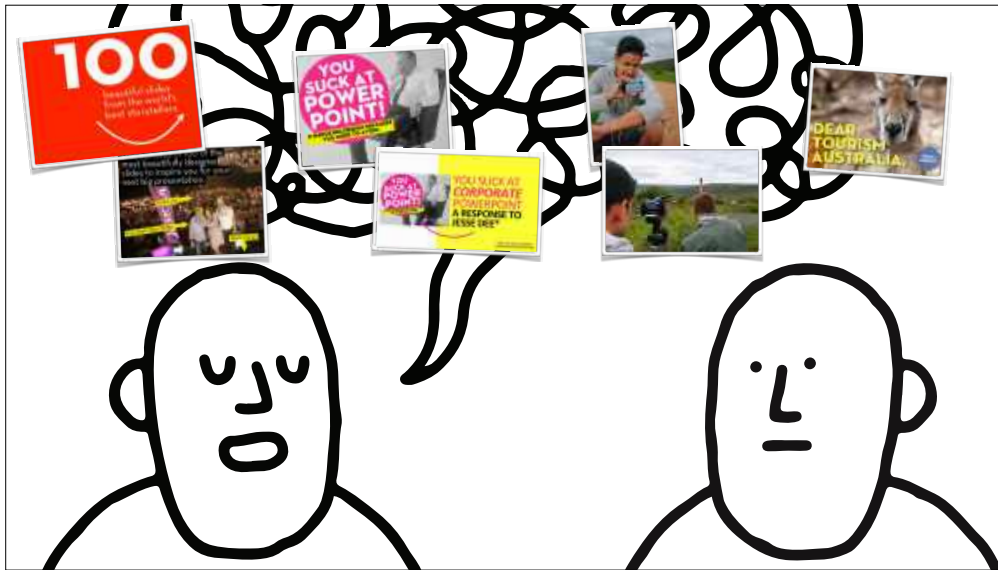
You can't pick winners



“The first draft of anything is shit”

Ernest Hemingway





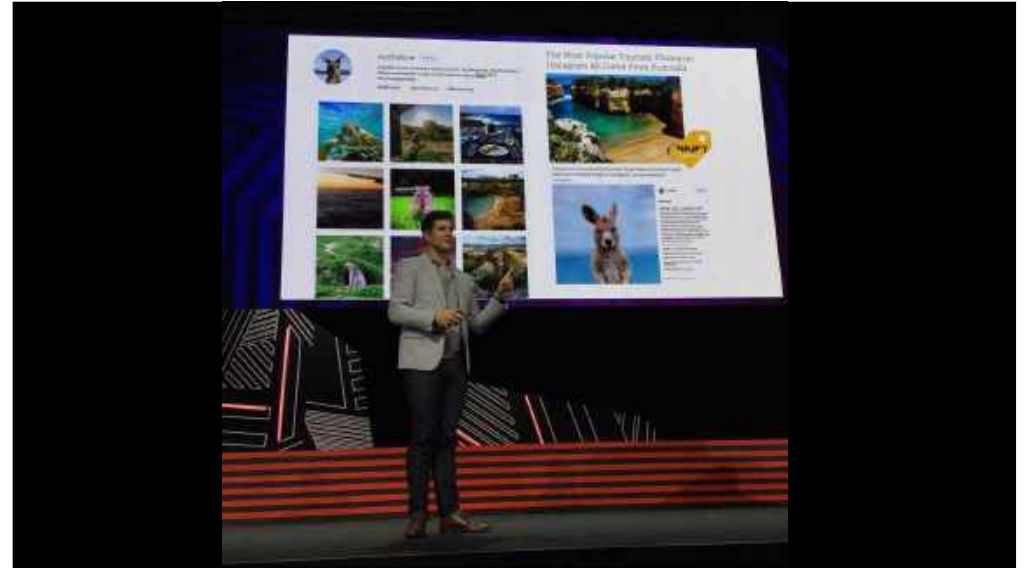
“This is a trial”

Success is a lousy teacher. It seduces smart people into thinking they can't lose.

Bill Gates, Founder of Microsoft



How can we be better storytellers
(and givers)



Q.

....

Q.

**How can we
unlock resources?**



**You have to PR
your own work...**

The screenshot shows a Skift website interface. At the top, there is a navigation bar with 'SKIFT' and various categories like 'TRANSPORT', 'DESTINATIONS', 'ROOMS', 'DIGITAL', and 'SOFTX'. A search bar contains 'SKIF ID' and 'Texas Reports'. Below the navigation is a banner for a 'FREE WEBCAST' titled 'Using Social Media to Attract Chinese Tourists' on March 19th at 1:30 PM EDT, with a 'REGISTER HERE' button. The main article is titled 'The Most Popular Tourism Photos on Instagram All Come From Australia' by Jason Clampet, Skift, dated Jan 15, 2014. The article features a large image of a coastal scene with a bay, cliffs, and a beach. A small caption below the image reads: 'This picture of a stop along the Great Ocean Road is the fourth most-liked travel industry'. At the bottom left, there is a 'SKIFT TAKE' section with the text 'The organization has found a way to...'.

But don't do this..

Skift News ▾ Research Events ▾ Newsletters ▾ Advertising Sign In Q

Travel Services Corporate Travel

The 17 Most Influential People in Travel of 2013

Skift Staff | Skift | Dec 31, 2013 9:30 am



Jesse Desjardins at Tourism Australia

Bigger destinations with better attractions look to Tourism Australia as the example for destination marketing in a social age. It's Jesse Desjardins and the organization's social team who are responsible for bringing the island continent into the Facebook feeds, Twitter streams, and Instagram apps of more than five million potential visitors worldwide. This year Tourism Australia completed another successful (and very much copied) "Best Jobs in the World" campaign, activated its social followers by curating and sharing hundreds of their fan photos (including a racy kangaroo one), and maintained its position as the most popular destination on social media.

Skift Take

We like it when
— Jason Clark



Understand the bigger picture

**You want people to
work with you...
Not against you**

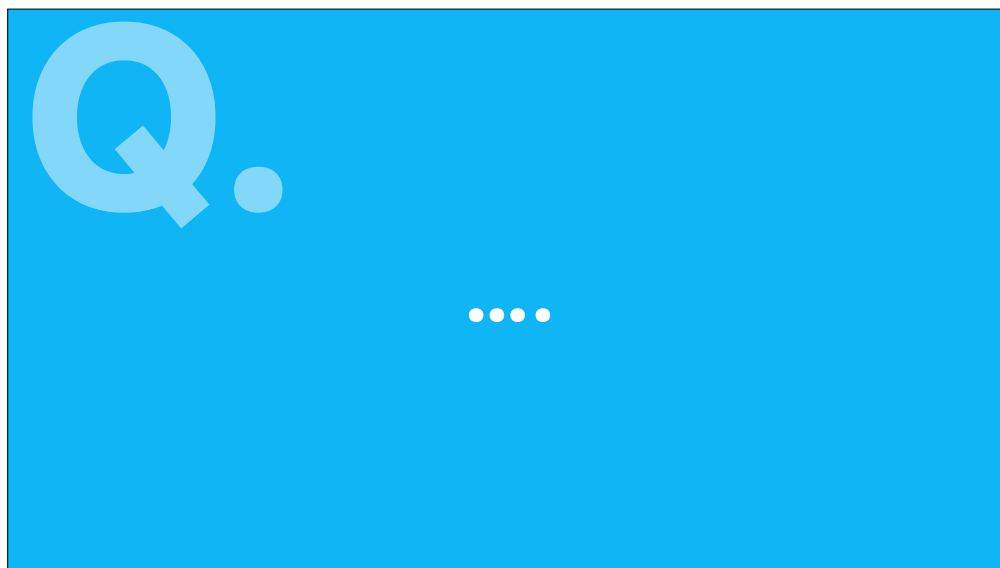
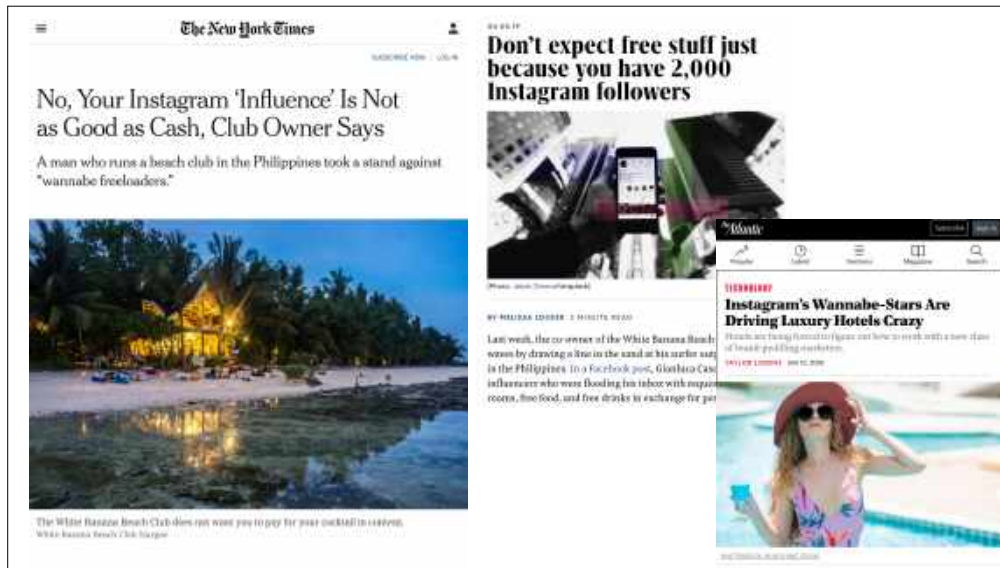


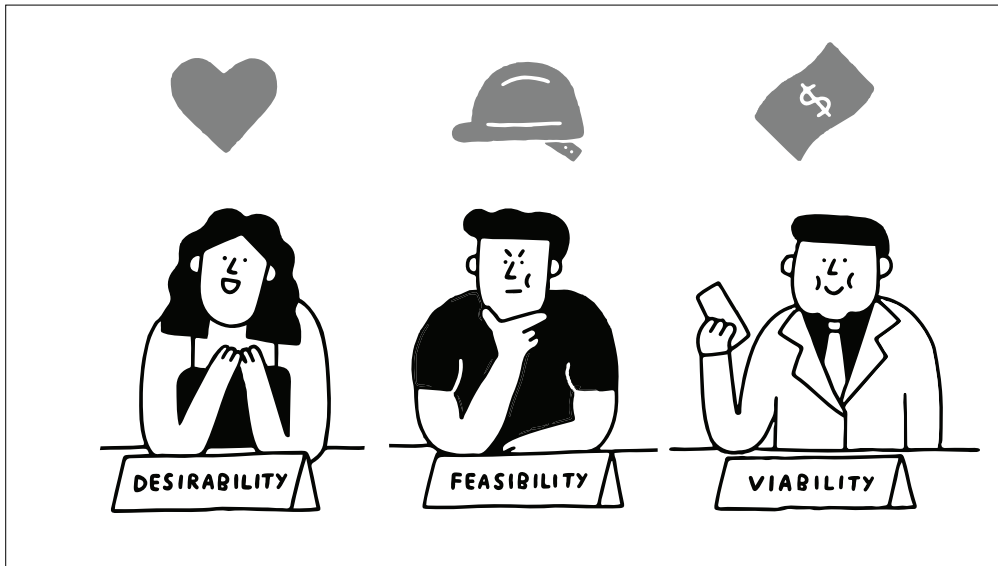
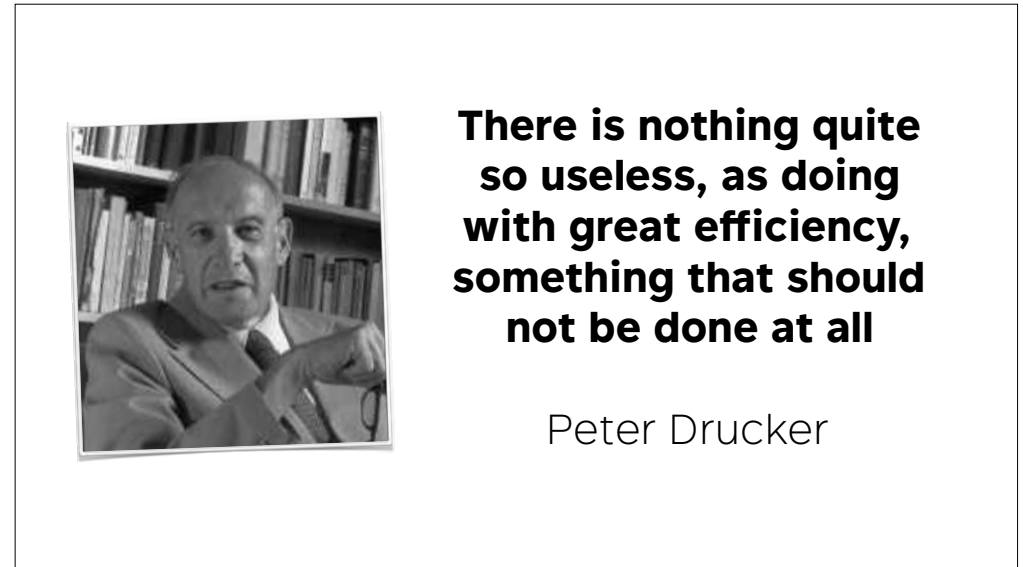
**How can
we do this?**



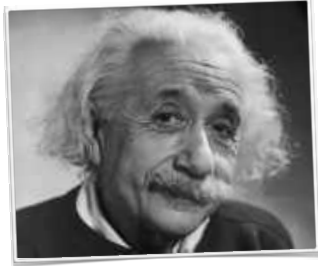
**Who could
help us do this?**

WHO, NOT HOW





Let's wrap this up...



If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

Albert Einstein, smart guy

Do a question audit

- How many are you asking
- What type of questions are they
- How are people responding to them
- Who is asking you questions
- How are you responding to them

00:30

What question are you most excited about right now?



The Guest Experience Map®

thegem.com

Jesse Desjardins

@jessedee

jesse@thegem.com

