How to Get a Bigger Social Media and Content Team

Jesse Desjardins

@jessedee   @jessedee

Who needs a **bigger boat**?

Q. **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?'

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 belongs

This belongs

SOCIAL MEDIA FATIGUE.

LIKES

INSTAGRAM CONTENT FOLLOWERS

@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....
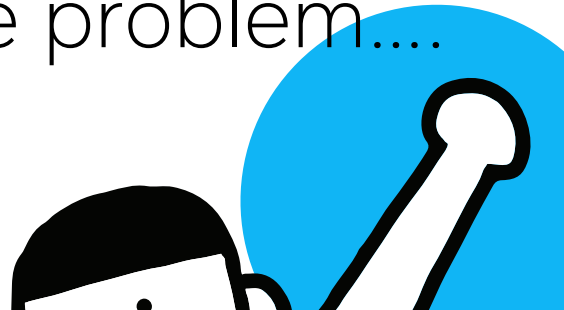
04:00

####

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

Explain the problem
2-min

Brainstorm questions
4-min

Pick questions worth pursuing
4-min

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 ourselvs 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
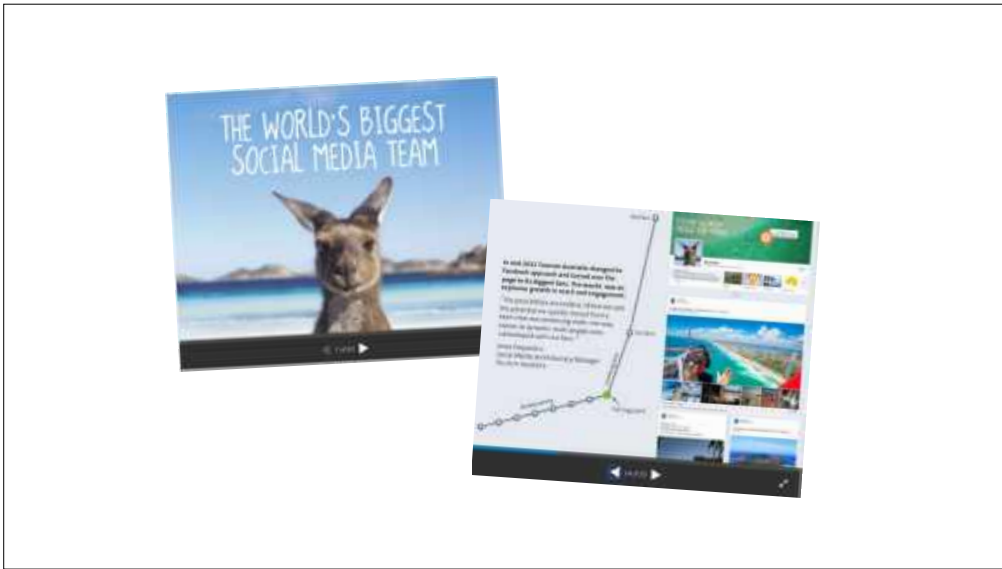how do we get more people to share

Let's get into these questions…

Q.
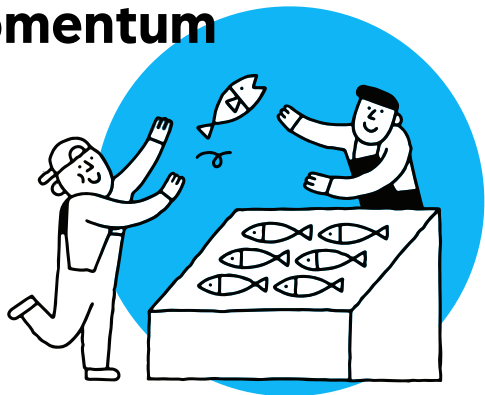**How can we create a model that has continuous momentum**

Campaign vs platforms

Can we do this 100x over?

A great model has momentum

What could we remix that already works?

Disney

STAR WARS

Q.

....

Q.
How can we build a
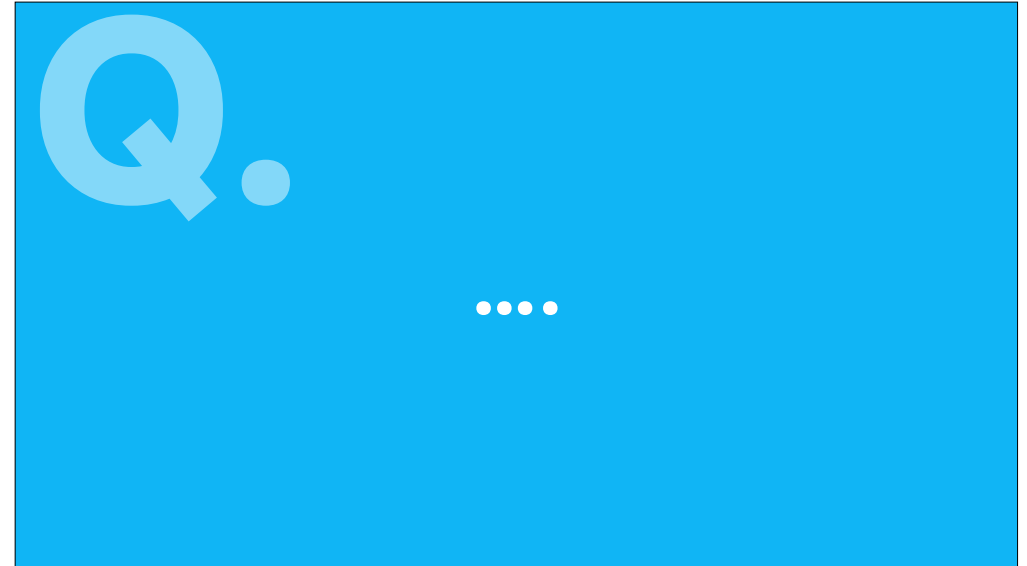fanbase of co-creators

#visitspringfield

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

GoPro

Q. **Are we providing the highest value?**

Q.

....
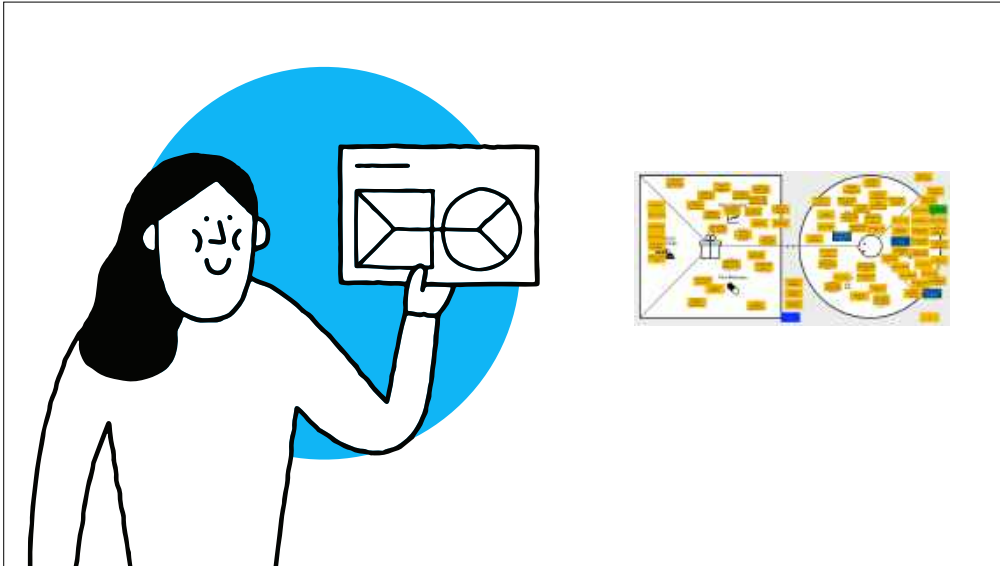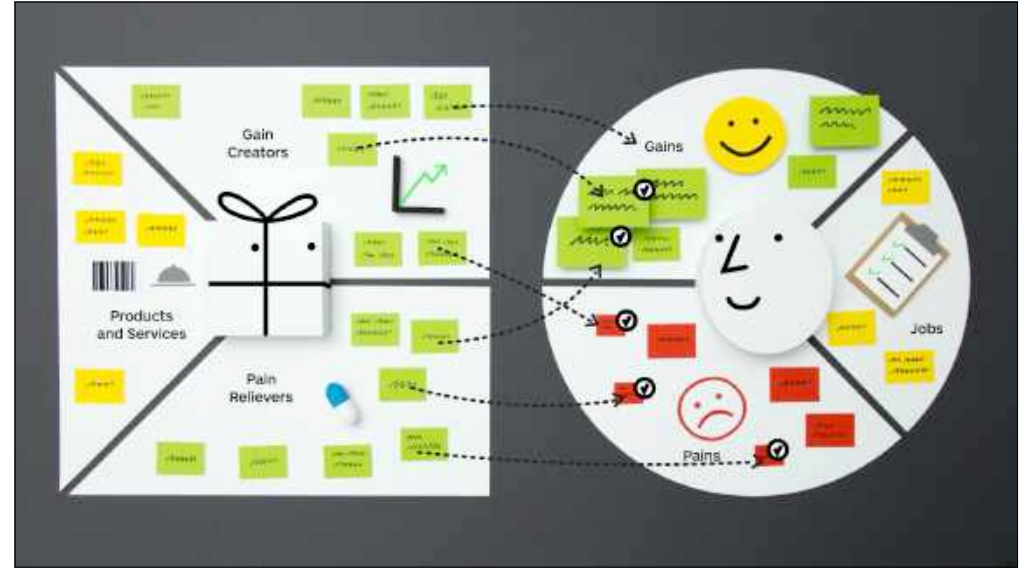
Q.

How can we experiment more?

Adobe Kickbox

Early-StageVenture Returns (2004 - 2013)

6 out of 10 investments lose money

1 out of 4 makes some money

4 out of 100 are home runs

% of Financings

Gross Realized Multiple Range
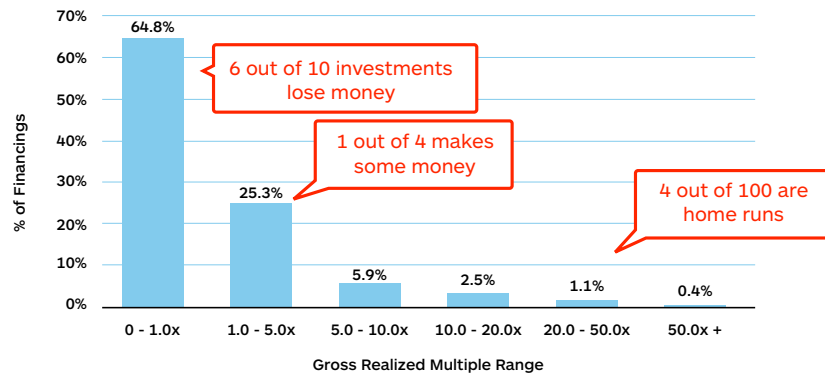
Source: Correlation Ventures (data from VentureSource and other)

Strategyzer

You can't pick winners
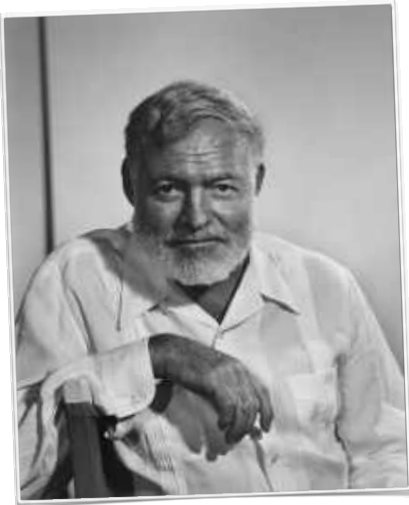
"The first draft of anything is shit"

Ernest Hemingway

THE WORLD'S BIGGEST SOCIAL MEDIA TEAM

Less risky

363,440 views
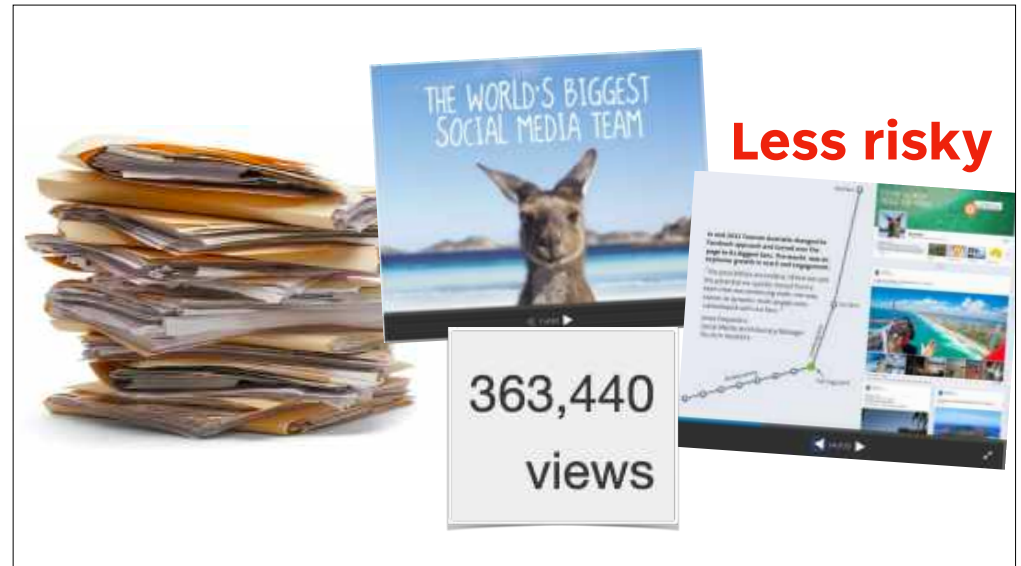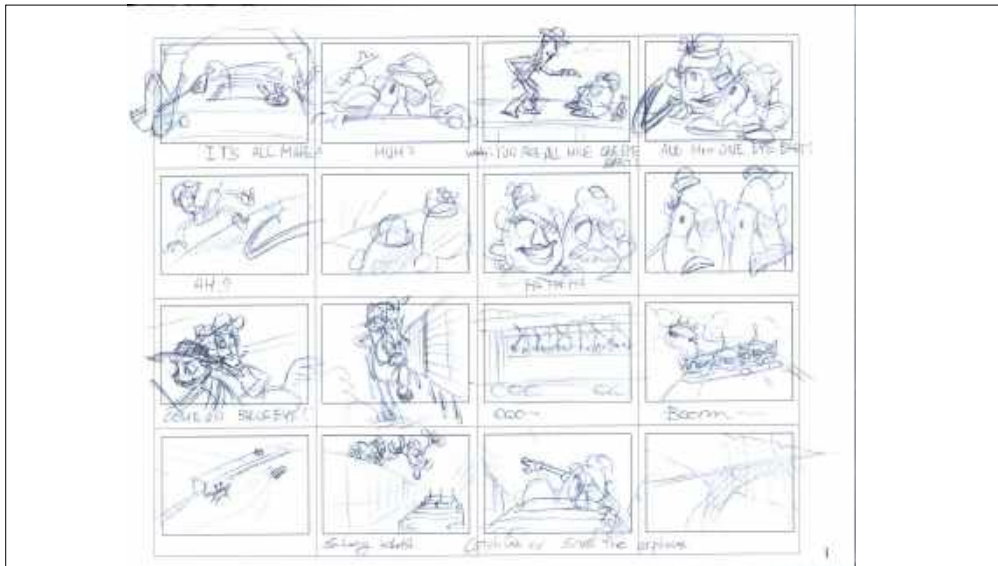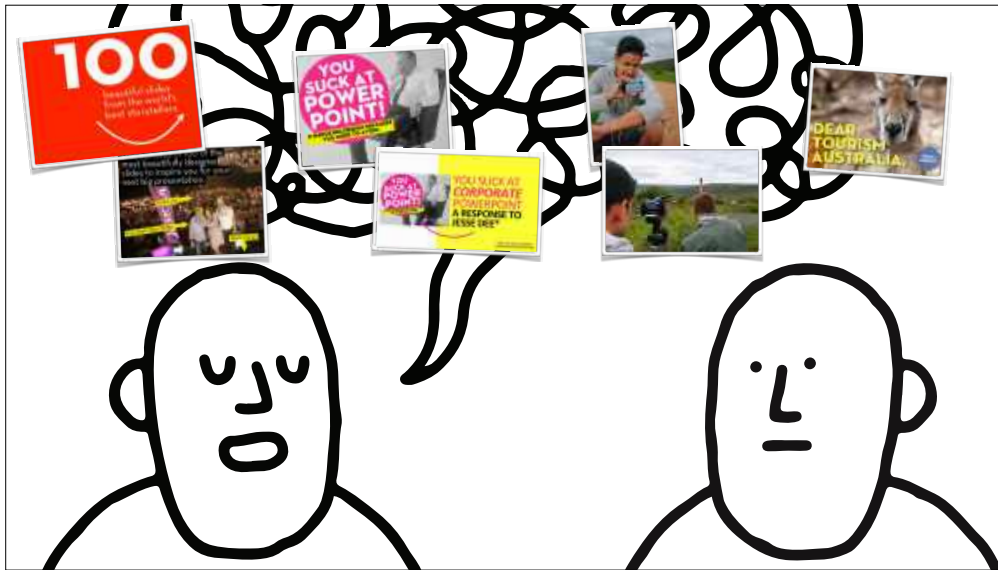
"This is a trial"

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

Bill Gates, Founder of Microsoft

Q.

How can we be better storytellers (and givers)
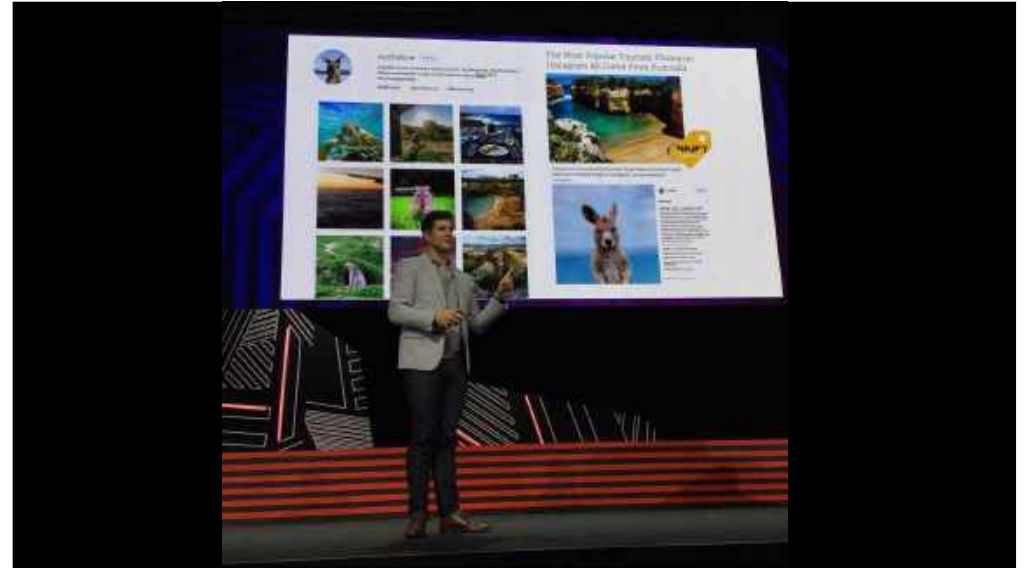
Q.
....

Q.
How can we unlock resources?

You have to PR your own work...

The Most Popular Tourism Photos on Instagram All Come From Australia

Jason Clampet, Skift

But don't do this...

Understand the bigger picture

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

Q. How can we do this?
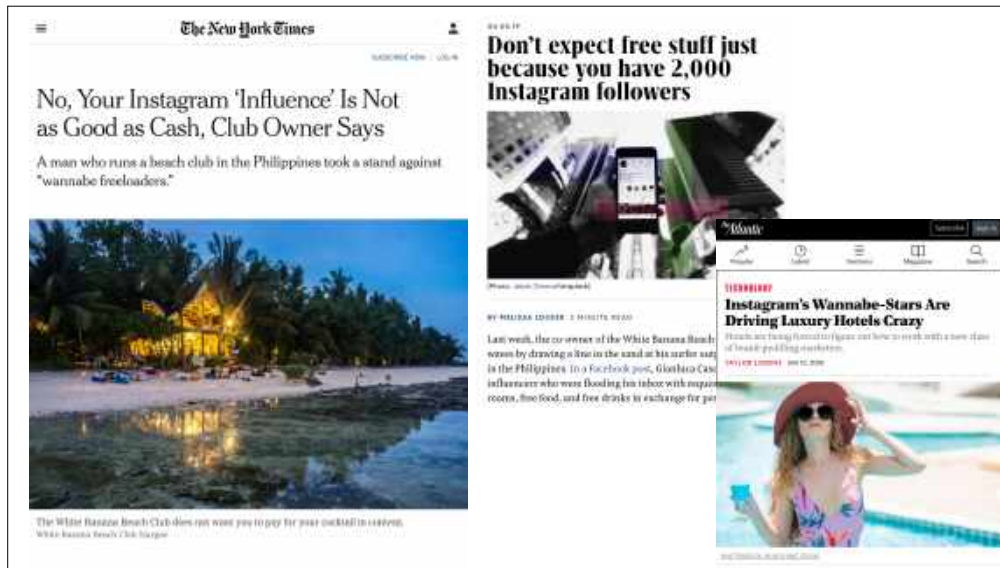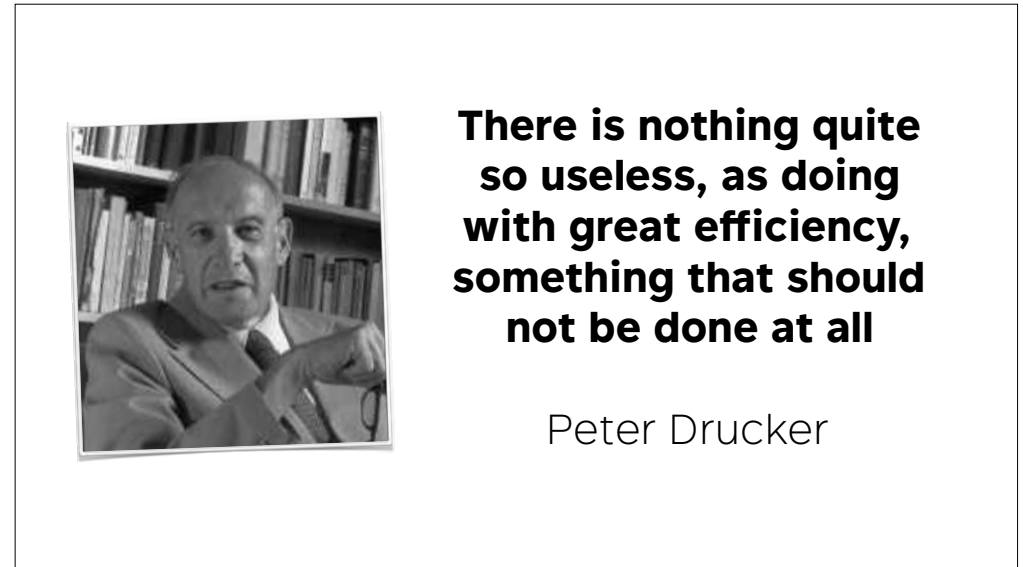
Q. Who could help us do this?

WHO, NOT HOW

Q.

....

Q.

What do we focus on?

Can't you see? I'm BUSY!

by Henrik Kniberg

There is nothing quite so useless, as doing with great efficiency, something that should not be done at all

Peter Drucker

DESIRABILITY   FEASIBILITY   VIABILITY
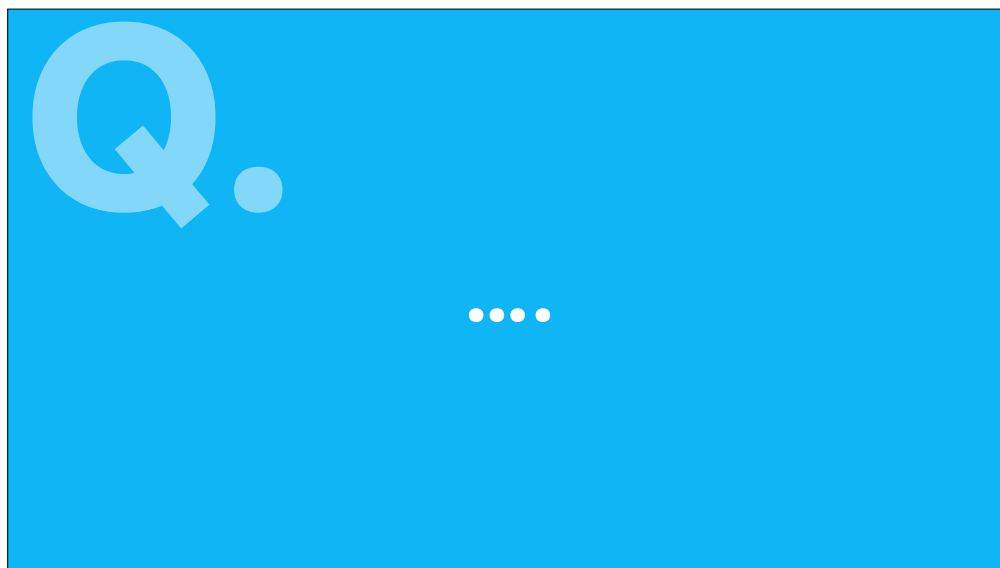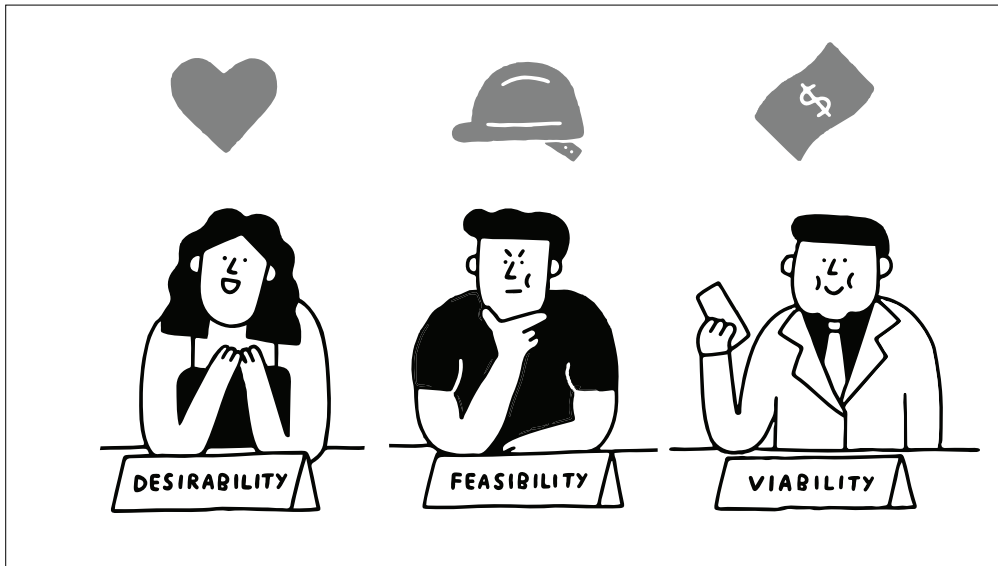
Let's wrap this up...
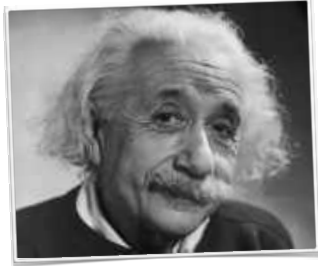
If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

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

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