



CITY OF FORT BRAGG

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MEMO

MEETING DATE: MARCH 13, 2017
TO: City Council
FROM: Marie Jones
RE: Feedback from Mendocino Chamber of Commerce Regarding
SMG Research Report & Recommendations

The Executive Director of the Chamber of Commerce reviewed the draft report and asked staff to clarify some misconceptions and inaccuracies in the report. Most of the concerns were centered on the recommendations section. In the discussion below, the recommendations from the report are numbered and in black font, while the Mendocino Chamber of Commerce comments are indicated in blue font.

Website Recommendations included:

1. Internalize outbound links when possible and add social sharing widgets to every page.

The Chamber currently interlinks related pages throughout the blog, pages, posts and listings. Social sharing widgets are at the top and bottom of every page.

2. Add 'Recommended Reads' and 'Related Attractions' sidebars and bottom bars to every page.

There are currently related links at the bottom of every listing and post.

3. **Facebook Recommendations include:**

Create more stories and images: Landscape photos, "What to Do", Lodging Discounts, Arts & Crafts, Food and Beverage, Festivals, Featured Business, or Weather updates

The Visit Fort Bragg website currently does all of these kinds of posts.

4. Create an Image Contest or have weekly giveaways that will engage and grow followers. Facebook Likes can grow 1k + in less than a month.

The Chamber has run six contests over the past two months and Justin with Hubnami has been running a Facebook Like paid campaign that has grown our likes in well over 1k likes per month.

5. Develop a Social Media Calendar.

Visit Fort Bragg has a social media calendar. There are two separate ones: One is the Visit Fort Bragg Editorial Calendar for the blog (which is then posted on social media) and there is a weekly schedule of posts.

Instagram Recommendations include:

6. Post a wider variety in imagery.

Visit Fort Bragg is not sure what is meant by a wider variety. Current posts include beaches, forests, sunsets, roads, aerial shots, downtown scenes, flowers, waterfalls, hiking trails, even weather reports.

7. Recruit Influencers: @kathryn_dyer or @chrissykay.

Visit Fort Bragg has several influencers including @kathryn_dyer, @karlzoltan and others.

8. Post one to two photos a week that are not “re-posts”. People like to see that the Fort Bragg Social Media team is active in exploring the destination. Suggested copy: | Image icon: Fort Bragg Team | hashtags. We recommend responding to comments.

Visit Fort Bragg regularly post original posts. It always uses hashtags and also responds to comments. See screenshots below.



