

Date: May 6, 2024

To: GMCVB

From: Avoq

Re: GMCVB Board Member Social Media Engagement

GMCVB Board Member Social Media Engagement

Overview

Below, Avoq recommends a suggested messaging outline for GMCVB board members, focusing on enhancing social media engagement across all GMCVB corporate and consumer channels.

Proposed Messaging

As members of the Greater Miami Convention & Visitors Bureau (GMCVB) board, your active presence on social media platforms is essential for promoting our destination and boosting its global visibility.

By engaging with GMCVB's official channels and using relevant hashtags, you help strengthen Greater Miami and Miami Beach's online presence as top-tier destinations.

Connecting with local organizations, attractions, and events amplifies our collective voice, fostering community ties and driving tourism growth. Thank you for your commitment to furthering our mission and showcasing the allure of Greater Miami and Miami Beach!

Share Your Tourism Journey

We're fortunate to have GMCVB board members with impressive backgrounds in tourism. As part of our ongoing [Brought To You By Tourism campaign](#), we invite you to share your tourism story with us. Your contributions will be featured on our corporate social media channels.

Submit your story [HERE](#).

Engagement Guidelines

Social Media Channels and Handles	Engagement Instructions	Popular Hashtags
<ul style="list-style-type: none"> ● Corporate X: @GreaterMiamiCVB ● Corporate LinkedIn: Greater Miami Convention & Visitors Bureau ● Corporate Instagram: <i>COMING SOON!</i> ● Consumer Instagram: @visitmiami ● Consumer Facebook: Visit Miami ● Consumer X: @visitmiami ● Consumer YouTube: Visit Miami 	<ul style="list-style-type: none"> ● Follow all channels. ● Like, comment, and share posts regularly to boost visibility and engagement. (For Instagram, utilize the story feature.) ● Retweet or share valuable content related to tourism, events, and attractions in Greater Miami and Miami Beach. ● Repost organization / partner news on LinkedIn ● Use relevant hashtags to reach a wider audience and increase discoverability. ● Tag relevant accounts. 	<ul style="list-style-type: none"> ● #GMCVB ● #MiamiandMiamiBeach ● #Travel ● #Tourism ● #MBCC (Miami Beach Convention Center) ● #MiamiTemptations ● #MiamiProud (LGBTQ+) ● #VisitMiamiLGBTQ ● #ArtofBlackMiami ● #BroughtToYouByTourism ● #BTYBT ● #FindYourMiami (Consumer channels)