### Discover Kalamazoo’s Social Media Demographics

**Primary Geographical Locations:**
- Detroit, Ann Arbor, Grand Rapids, Lansing,

**Secondary Geographical Locations:**
- Toledo, Indianapolis, Valparaiso, Madison, Milwaukee, Green Bay, Appleton, Oshkosh

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<thead>
<tr>
<th>NICHE</th>
<th>GENDER</th>
<th>AGE</th>
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<tbody>
<tr>
<td>Events</td>
<td>Men &amp; Women</td>
<td>18 to 54</td>
</tr>
<tr>
<td>Museums &amp; Attractions</td>
<td>Women</td>
<td>25 to 64</td>
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<tr>
<td>Outdoor Rec</td>
<td>Men &amp; Women</td>
<td>25 to 64</td>
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<tr>
<td>Foodie</td>
<td>Women</td>
<td>25 to 54</td>
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<tr>
<td>Beer</td>
<td>Men</td>
<td>25 to 44</td>
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### Tips for marketing your event on social media

1. Determine the focus of your event promotions/posts/announcements
   (Focus = what do you want to accomplish? There can be more than one focus)

2. Create a timeline for event promotions and announcements

3. Create a custom, unified hashtag well ahead of your conference dates. Use this hashtag on EVERYTHING, every digital image, every piece of collateral, ads, etc..

4. Create visuals to support your event across all channels

5. Encourage live Tweets from your event

6. Share photos and video on Facebook and Twitter

7. Monitor your hashtag and engage with those using it

8. Provide your event specific hashtag to Discover Kalamazoo so we can monitor and engage in the conversation
LOCAL PROMOTION TIMELINE

ONE YEAR OUT
- Create a custom hashtag and promote/use it everywhere
- Speak to your Business Development or Destination Services Manager about available free high-resolution photos, logos and videos for inclusion in promotional materials

6 MONTHS OUT
- Post about your meeting/event/convention on social media tagging @DiscoverKzoo (Twitter) & facebook.com/DiscoverKalamazoo, using your custom hashtag so your attendees can join the conversation.
- Request local media lists from Discover Kalamazoo team
- Add your event to our online calendar at DiscoverKalamazoo.com

2-3 MONTHS OUT
- Create a pitch list with target media
- Determine story angles

2-3 WEEKS OUT
- Issue media release/advisory
- Pitch story ideas
- Follow up with reporters pitched

1 MONTH OUT
- Prepare media release/advisory

1 DAY OUT
- Tweet about your meeting to local news media
- If media are invited to attend, send a media advisory and let them know the best times to attend

HELPFUL REMINDERS:
- Target your stories (Find the right outlet, department and reporter)
- Find a local angle
- Do not rely on the local media to increase attendance. Your best bet for driving attendance is to focus pre-event efforts on your industry publications, which are more likely to give your event substantial coverage.
- High resolutions photos and logos are available up to two weeks prior to the start of your meeting/event.