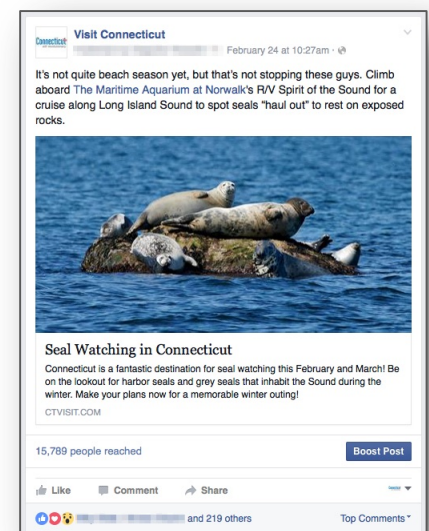


PR + Social Media Support Overview

The Connecticut Office of Tourism employs a number of promotional avenues to support partners all across the state – including everything from media outreach to social media support. Below please find more detail on how you can work with the COT team to promote your destination or initiative, as well as the team’s contact information. We look forward to working with you!

- **Media outreach:** The COT team is in regular conversation with in-state and national media and is always looking for unique stories to share with media. Partners are welcome to share destination happenings and any local trends with the COT team for consideration.
- **CTvisit.com:**
 - Better navigation
 - Much more visual and scannable
 - Greater emphasis on deep well of inspirational content
 - From 2000 to 4000 new partners listed
 - Restaurants are now featured and, in fact, have their own navigation tab
 - More focus on accommodations
 - Cross sell of “what’s in the neighborhood”
 - And much, much richer FREE listings for the partners represented
- **Newsletter:** Distributed to more than 220k+ recipients, this monthly e-newsletter includes a “What’s Happening” section featuring events and overall happenings throughout the state, a “Travel Deals” section, a “Getaways section,” as well as a “This Weekend” section. All items listed in the e-newsletter originate from CTvisit.com, so to be considered for inclusion, partners should make sure their information is listed on CTvisit.com (details above).
- **Social channels:** COT manages communities on [Facebook](#) (Visit Connecticut – 256k+ fans), [Twitter](#) (@CTvisit – 24.2k+ followers), [Instagram](#) (@CTvisit – 7k+ fans), [YouTube](#) (ConnecticutTourism – 58.7k+ total views; 225+ subscribers) and [Pinterest](#) (Visit Connecticut – 3k+ followers). The following are examples of ways our team promotes partners via social media:
 - **Facebook:** Partners have the opportunity to be highlighted in regular “This Weekend” posts, dedicated status updates or within themed Facebook albums. The team also occasionally features trivia and “Guess Who” type content, so if partners have trivia and photos to share in that vein, they are welcome to share for consideration.



- **Twitter:** Partners have the opportunity to be highlighted within dedicated tweets or featured within Twitter Lists (CT eating; CT family fun; Cool CT locals; Cool CT Bloggers; CT museums).
- **Instagram:** Partners have the opportunity to be highlighted through dedicated image and video posts that feature hidden gems and activities in the state, and in weekly hashtag trends (#TravelTuesday, #TBT). Partners are encouraged to use #CTvisit for the opportunity to be reposted.
- **Pinterest:** Partners have the opportunity to be highlighted in seasonal Pinterest boards or within ongoing boards such as “What To Do With the Family,” “Where to Eat in CT,” “Hiking Trails in CT,” “Where to Stay in CT,” “Where to Take a Date,” and many more.
- **YouTube:** Partners have the opportunity to share videos which can be highlighted within playlists on the Connecticut Tourism channel, including *still revolutionary*, CT Cultural Treasures and Tales from the Trails (hiking specific).
- **NOTE:** Photo and video assets are the most valuable form of content for social media. Any destination or event that will be promoted on social media almost always corresponds with a photo, so please be mindful of collecting photo assets when sharing event information with the COT team.
- **Giveaways:** The COT coordinates large-scale giveaways and promotions several times a year, where partners have the opportunity to be included in the promotion prize package, gaining major visibility throughout the program. Partners are also welcome to reach out to the COT team if they have a particular product/service they’re able to give away for possible individual social media giveaways.



For more information/questions contact:

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