



VisitBritain's Social Media Journey

Justin Reid – Head of Digital and Social Media

Adriana Conte – Social Media Programme Manager





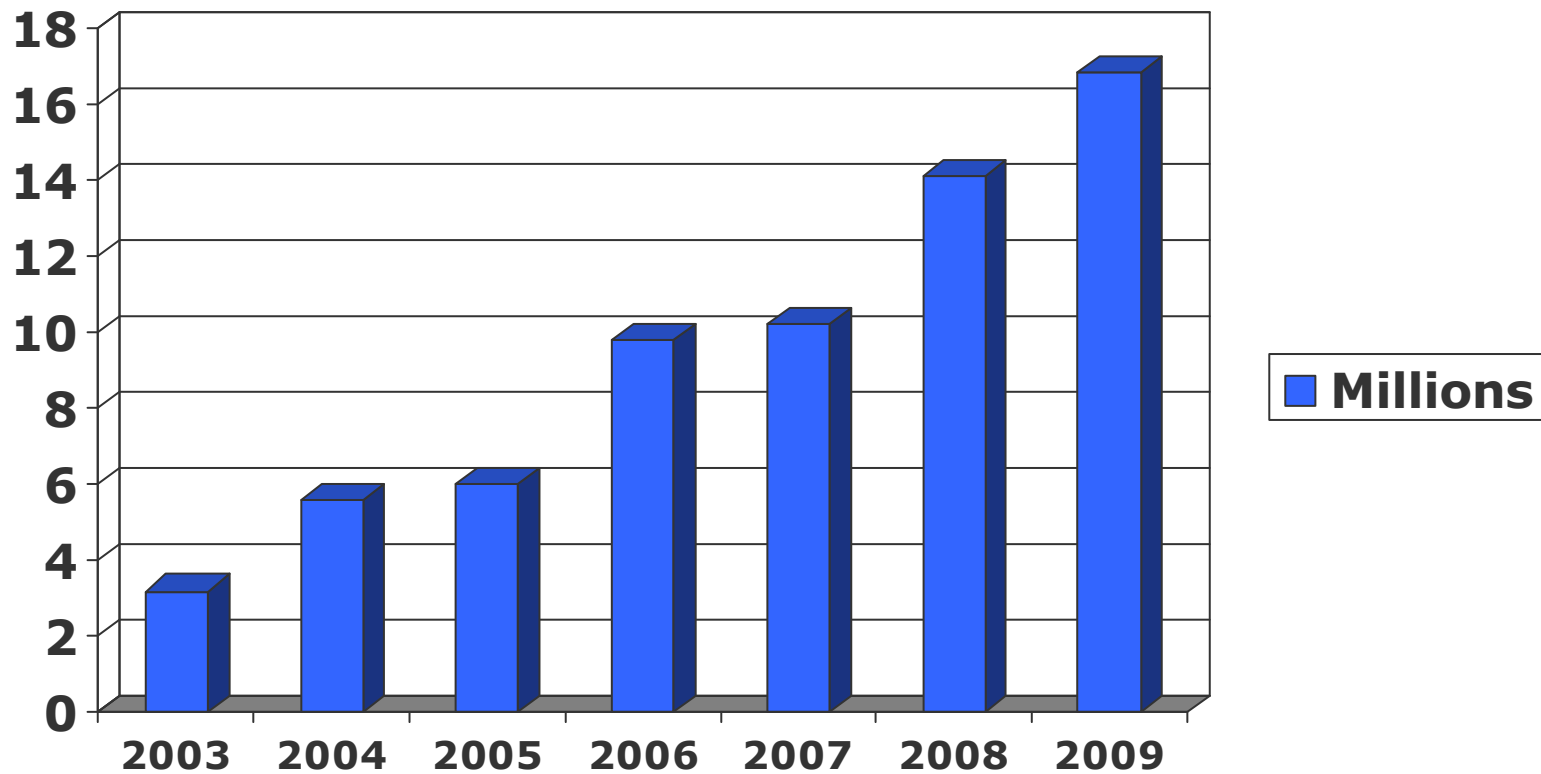
Digital Marketing

- Websites
- Campaign
- eCRM
- Content Distribution
- Retail

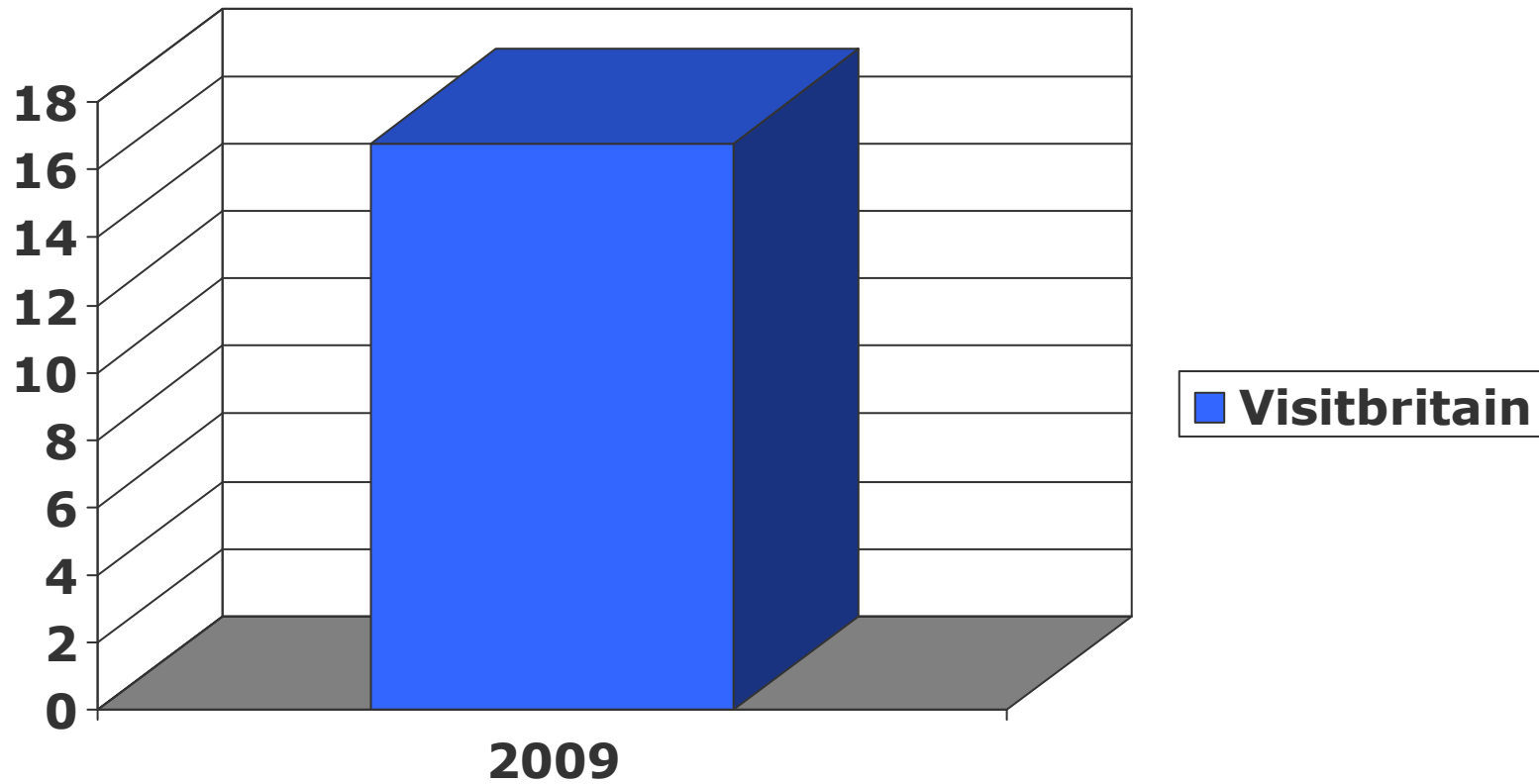
- SOCIAL MEDIA



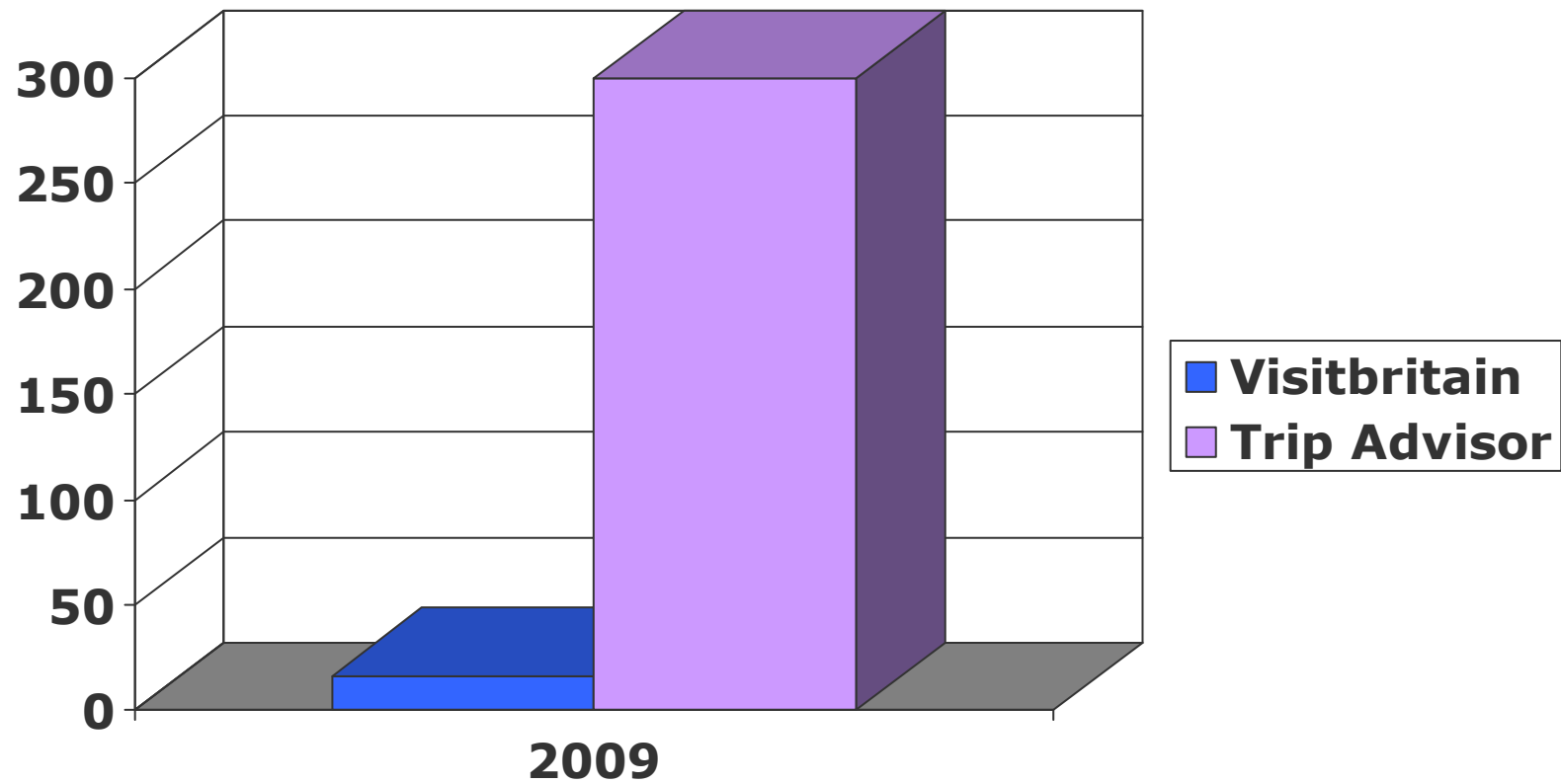
Steady progression



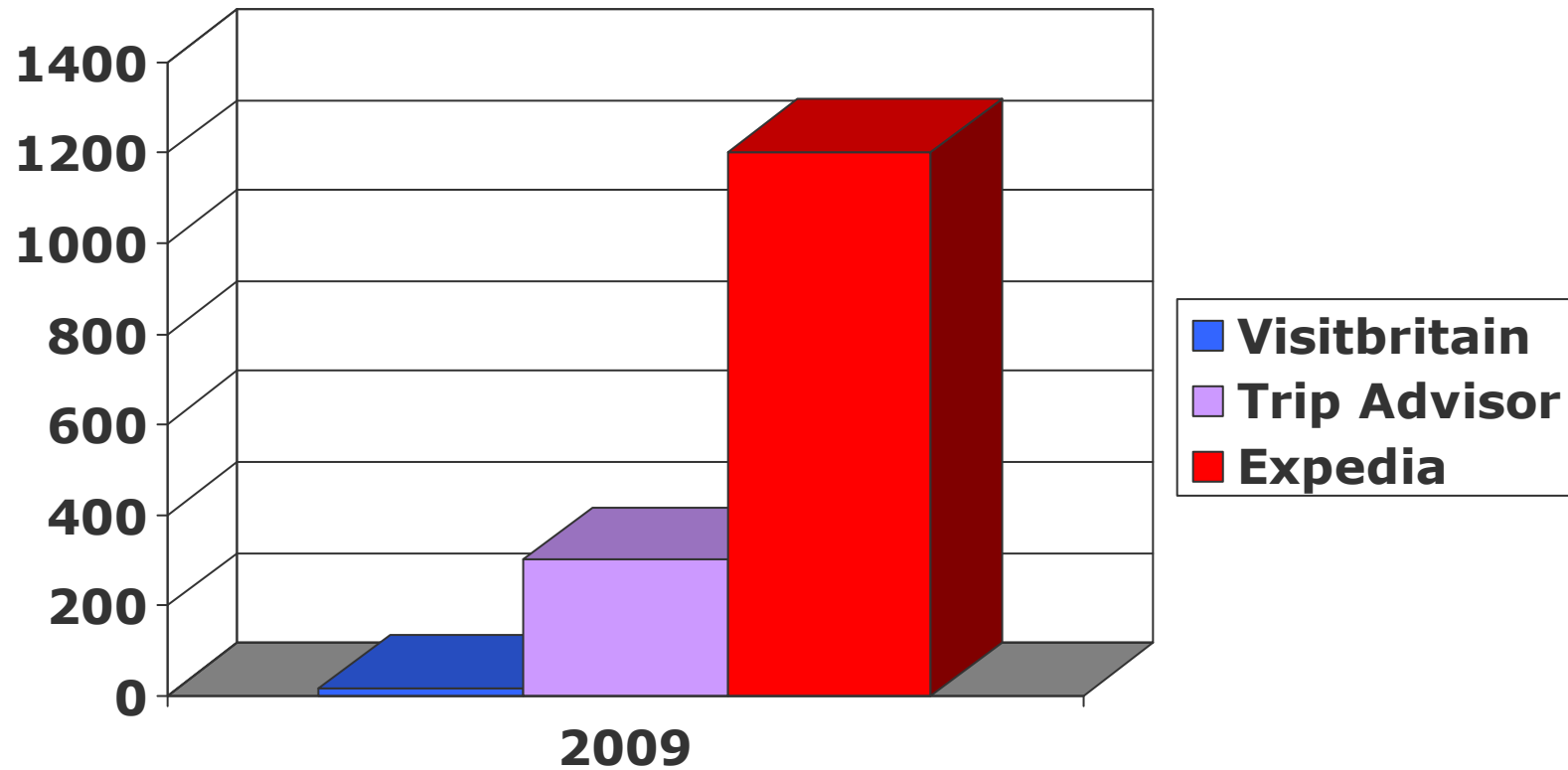
Bigger picture



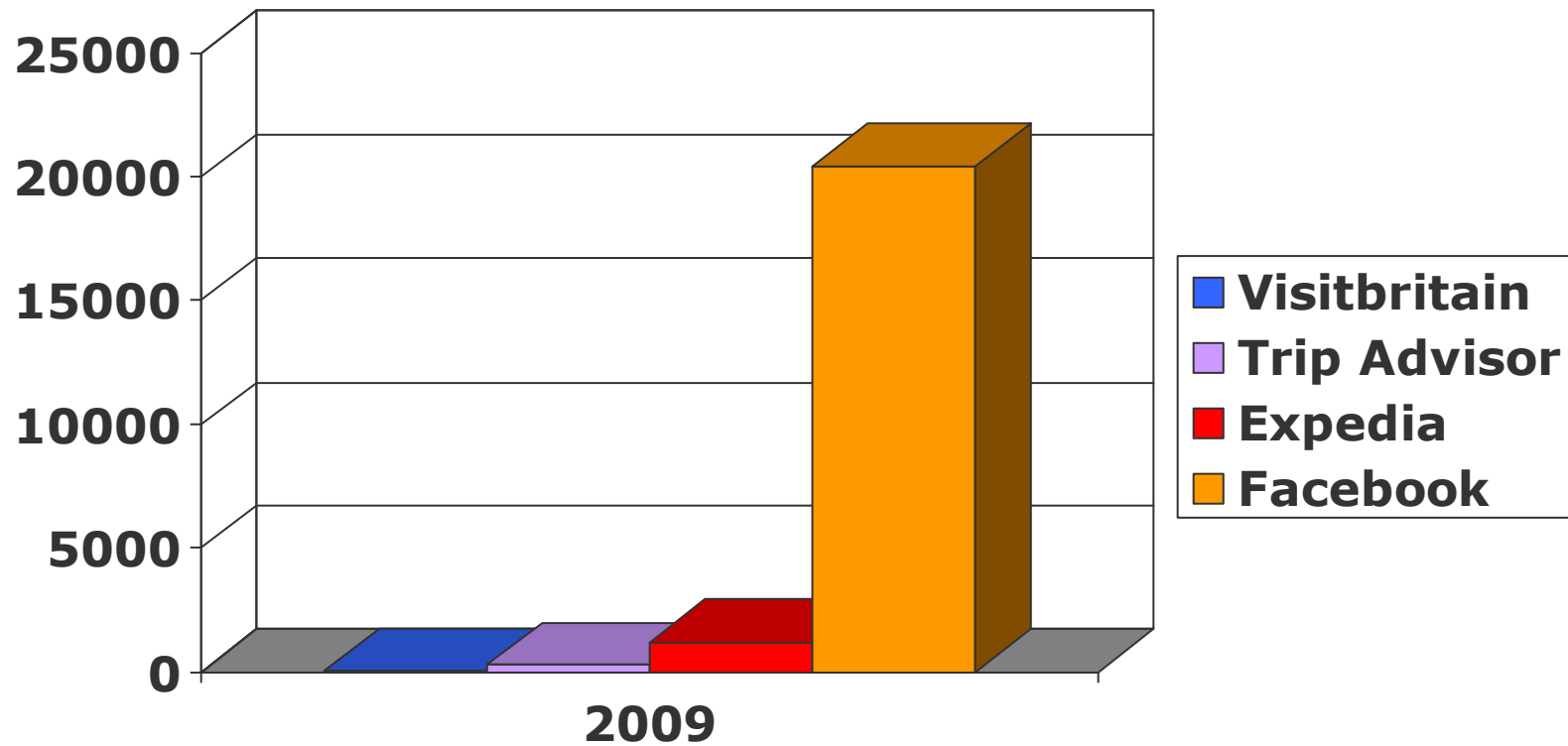
Bigger picture



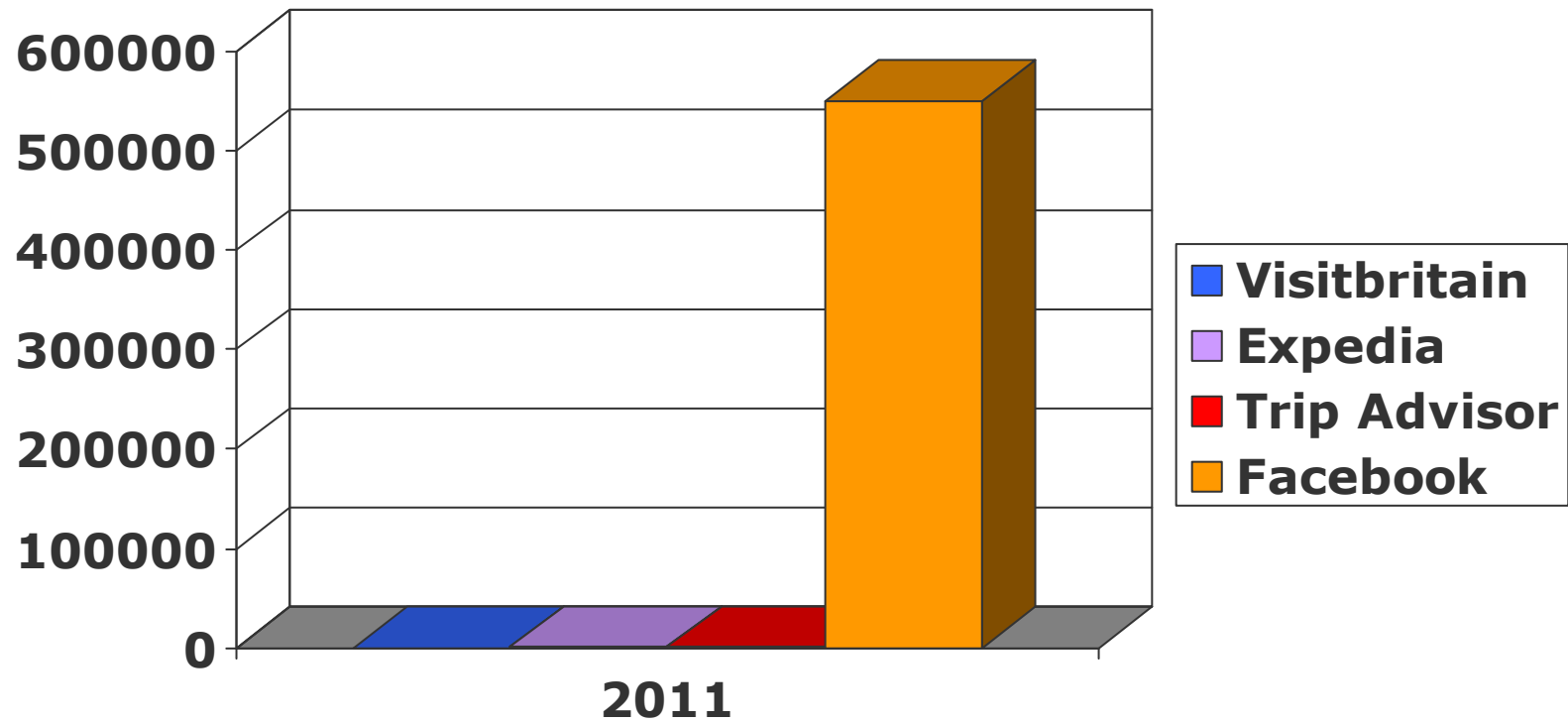
Bigger picture



Bigger picture



Bigger picture





A Year of Discovery in 20 minutes!

- Twitter
- YouTube / VisitBritain.tv
- Flickr
- Facebook



What's happening?

Timeline @Mentions Retweets Searches Lists



Dorsetecho Dorset Echo
NEWS: Harbour junction: Additional measures possible: HARBOUR Crossroads will be controlled by four-way stop/go ... <http://bit.ly/fsn9XE>
15 seconds ago



marenhogan Maren Hogan
Good morning!! I am awake on a plane.
13 seconds ago



GrimsbyUK Europe's Food Town
Murder inquiry launched and four arrested as body parts are found: A MURDER inquiry has been lau... <http://bit.ly/e5nype> This is #Lincs
10 seconds ago



_creativeintent Creative Intent
Intentionally Creative is out! <http://bit.ly/gu6JLr> ▶ Top stories today via @sketchybear @bakerkitchens @maximusfishing @rachelducker
12 seconds ago



TheatreFix TheatreFix
TheatreFix's latest review - Winterlong & Soho. Tickets start from just £10 for the award-winning playwright's show. <http://tiny.cc/gr8cqe>
26 seconds ago



matthewteller Matthew Teller
Yup "@matthewinlondon Received silver-plated invite to party in Spain incl flights, hotel & "entry into parallel universe of luxury". Said no
26 seconds ago



stillsafe Still Safe@
Visit the Award Winning Revoy Castle Hotel, stunning location with

Your Tweets 4,591

8 minutes ago: @socialscotland pleased to say our most watched video is one of edinburgh :) if you have more please send to

Following 8,589

Followers 21,488



Favorites 19

Listed 1,196

✪ isisdickson @VisitBritain The best way to spend a crisp sunny Sunday like today i..

Recently listed in: Europe, london, Travel, Reizen, Guides

Trends

Worldwide · change

#dealwithit

#avamusikindo2

Gail Kelly

#drakeline

Kate Ellis

Mike Carlton

Eroski Málaga

Janet Albrechtsen

Oneiric Ocelot

Joe Hockey

Who to follow

Suggestions for you · view all

VolvoCars_US · Follow
Volvo Cars US

Promoted

HotelPRGuy · Follow
Charles Yap

bgb **bgb_news** · Follow
bgb

StylistMagazine · Follow
Stylist Magazine

Refresh suggestions

Browse interests · Find friends

Twitter for BlackBerry

n. the official Twitter app for BlackBerry.

VisitBritain's Video Channels

- www.visitbritain.tv and YouTube between them delivered over 5 million views last year



Featured Destination



The New Forest

Take a look at some of what is on offer in the

Competition



Keep an eye out for our Video competition coming here soon!

City Spotlight



London

The capital has a whole host of attractions and



Flickr

[Destinations & maps](#) | [Things to do](#) | [Events](#) | [Accommodation](#) | [Transport](#) | [About Britain](#) | [Travel tips](#)

Welcome To Britain

If you're planning a holiday to the UK, looking for hotels and accommodation in Britain, or simply after UK travel, attractions or events information, VisitBritain.com has everything you need to know.



England



Wales



Discover Scotland

www.visitscotland.com



London

Photo by Erin

Ye Olde Cheshire Cheese

London

Wordsmiths' watering hole [Read more about historic pubs](#)

[View More Like This](#)

[Share this page](#)

[Embed](#)



[Show on map](#)



Flickr

- 6,000 images with over 120k All Time views of photos on our Flickr Account
- Over £200k saved
- Over 250 photography ambassadors
- These fantastic images been viewed over 50 million times!





- Edit Page
- Promote with an Ad
- View Insights
- Suggest to Friends
- Remove from My Page's Favorites

Information

Founded:
17 December 2009

About:
It doesn't matter if you're living here, visiting here, wanna visit here, leaving here (don't go!) or none of the above, join us in spreading the Love UK.

<http://www.visitbritain.com/>

<http://www.twitter.com/VisitBritain>

Insights

See All

- 109,722 Monthly Active Users
- 1,290 Daily New Likes
- 216,957 Daily Post Views
- 598 Daily Post Feedback

Insights are visible to page admins only.

Love UK Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category. "Winner, you still have 7 more days to claim your £3,000 prize, otherwise we shall be drawing again" 4 hours ago dear

- Wall
- Info
- Top 50 Places
- Unite the I...
- Team Work
- Photos
- >>
- +

Share: Status Photo Link Video

Write something...

- Love UK + Others
- Just Love UK
- Just Others
- Spam
- Settings



Love UK Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category. "Winner, you still have 7 more days to claim your £3,000 prize, otherwise we shall be drawing again"

4 hours ago · Like · Comment · Promote

77 people like this.

View all 51 comments

Write a comment...



Love UK The search is on! We've got together with STA Travel and TravelCUTS to bring you this cool new app to put your social networking skills to the test. Log onto Unite the Invite and you could win a once-in-a-lifetime trip for two to one of Britain's coolest cities: Glasgow, Edinburgh, Cardiff, Manchester, London or Liverpool.



Love UK

LoveUK.us

Welcome to a Facebook Page about Love UK. Join Facebook to start connecting with Love UK.

5 hours ago Unlike · Comment · Share · Promote

You and 48 others like this.

View all 53 comments

Write a comment...

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Love UK



Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category....

Like · Palace Street likes this.

Engagement is the Key

Users [See Details](#)

New Likes?	Lifetime Likes?
103,733	187,063

Interactions [See Details](#)

Post Views?	Post Feedback?
43,977,477	116,068  1,934,367%





The Next Big Step...

- Facebook isn't getting smaller
- Geo-Location is getting bigger
- Combine the two...



A photograph of a blue boat with a yellow stripe on a beach at sunset. The boat is the central focus, with its hull and deck visible. The background shows a beach, the ocean, and a sky with scattered clouds. The text is overlaid on the boat's hull.

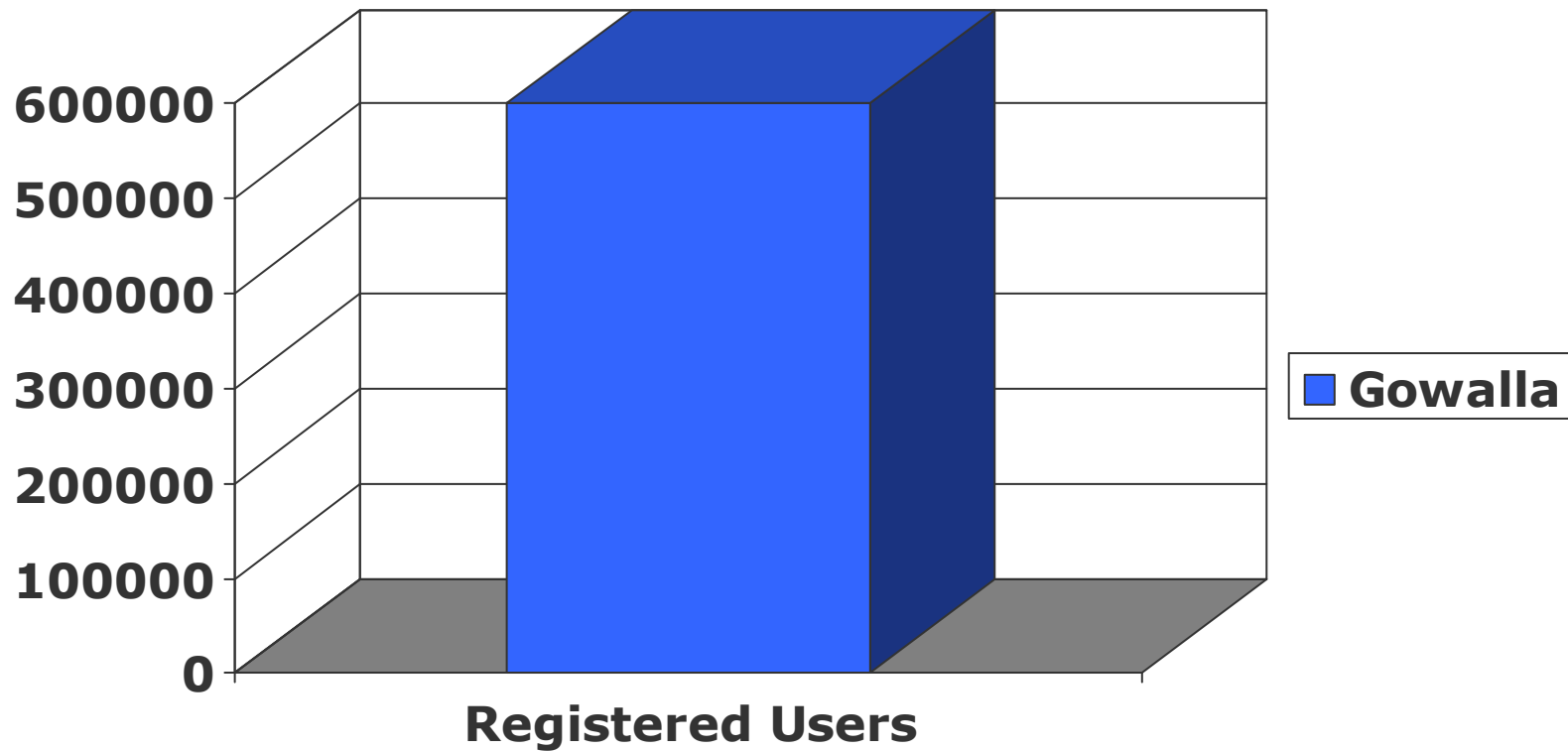
VisitBritain & Social Media
The Global Guest Book for
Great Britain

A photograph of a blue boat with a yellow trim, resting on a pebbly beach. The sky is a mix of blue and orange, suggesting sunset or sunrise. The text is overlaid on the image.

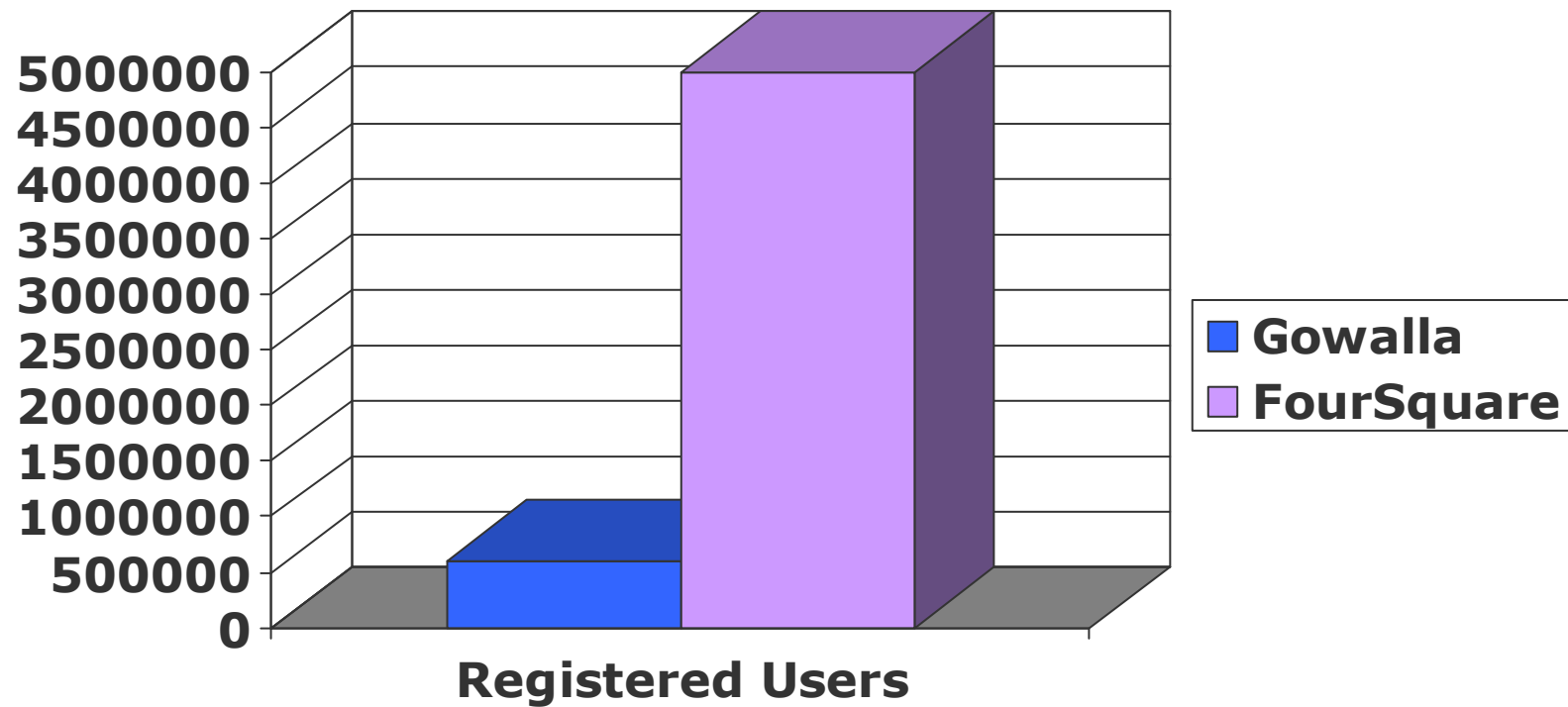
**VisitBritain & Facebook
Places**

Inspiring Everyday

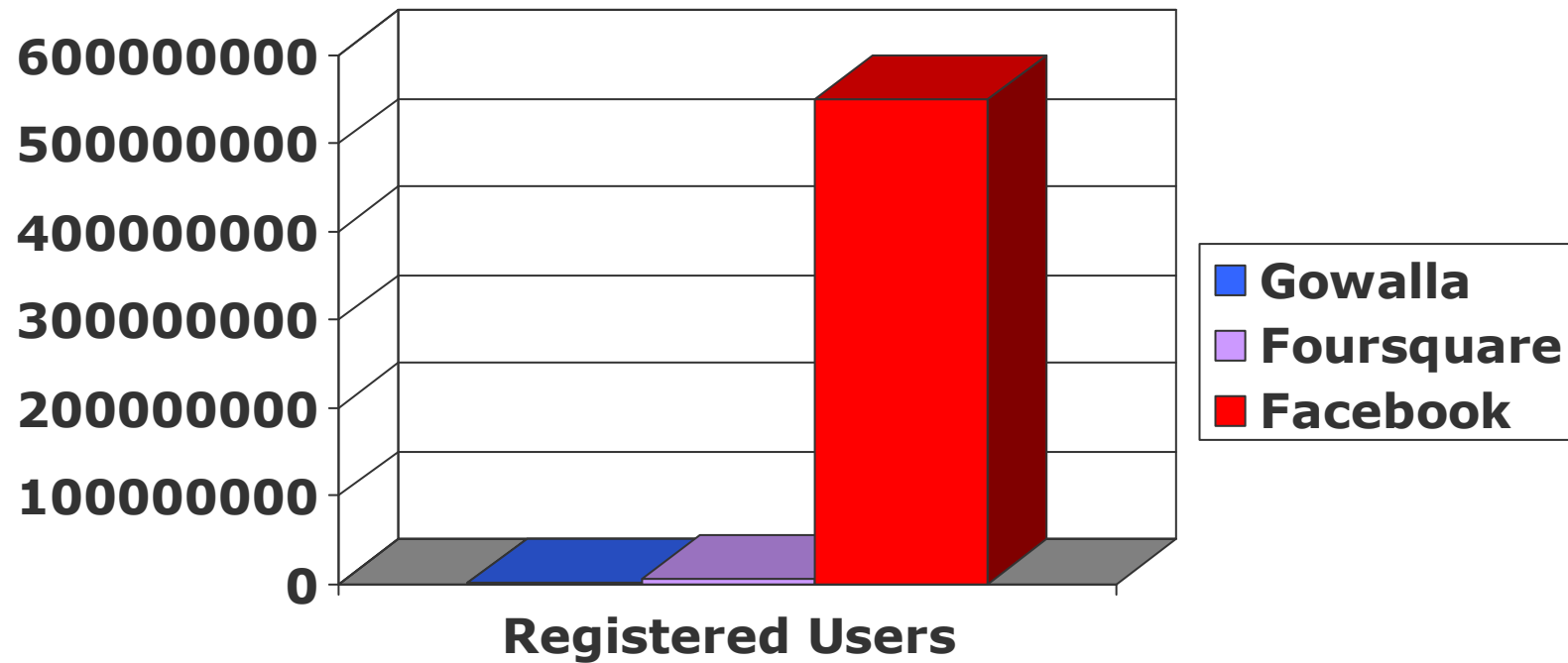
Why Facebook Places?



Why Facebook Places?



Why Facebook Places?





How does it work?

- 10,000's of Places already set up in Facebook, including yours!
- Tourism filter produces 500 Places...and counting!
- 100% crowd sourced





Add to My Page's Favorites

Subscribe via SMS

Information

Founded: 17 December 2009

About: It doesn't matter if you're living here, visiting here, wanna visit here, leaving here (don't go!) or none of the above, join us in spreading the Love UK.

http://www.visitbritain.com/

http://www.twitter.com/VisitBritain

120 Friends Like This

6 of 120 Friends See All



Michael McCormick Jasmine Spandzeva Seren Welch



Love UK If I could open a museum, it would be a museum of.....(what?) on Thursday

Wall Info Top 50 Places Win! Team Work TV News >>

TOP 50 UK PLACES

The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.



Show All

Page: 1 2 3 4 5



London Eye

Non Mover More Information 9565 Check-ins

Buy Tickets

Share

Jason Reid, Simon Mills and 8,440 others like this. Unlike

Have my friends visited?



Harrods

Up 5 More Information 7892 Check-ins

Share

Like

Adriana Conte, Declan Kennedy and 3,565 others like this.



Have my friends visited?



Selfridges

Non Mover More Information 8861 Check-ins

Share



Have my friends visited?



Wall

Info

Photos (163)

Reviews

Events

Discussions

69,142

people like this

Likes

See All



SEA LIFE London Aquarium™



Alton Towers



London Dungeon™



Merlin's Magic

The Official London Eye

Local Business · London, United Kingdom



Wall

The Official London Eye · Most Recent

Share: Post Photo Video

Write something...



The Official London Eye

We're the top place on Visit Britain's Love UK page! Thanks everyone for checking in to the London Eye and getting us to the top spot!



Love UK

Let's share love for the UK. Good stuff, funny stuff and the downright peculiar stuff! It doesn't matter if you're living here, visiting here, wanna visit here, leaving here (don't go!) or none of the above, join us in spreading the Love UK. Love UK is lo...

See More

Page: 105,245 people like this.

about an hour ago · Like · Comment · Share

You, Adriana Conte, Palace Street and 34 others like this.



Rasha M. Al Yaseen good 4 ya :)

about an hour ago · Like

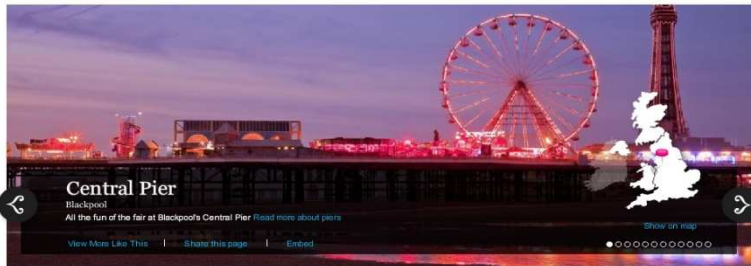


Vermouth Tran ^ ^! Woh wa. Great! Happy and good more and



Welcome To Britain

If you're planning a holiday to the UK, looking for hotels and accommodation in Britain, or simply after UK travel, attractions or events information, VisitBritain.com has everything you need to know.



Must See Places

TOP 50 UK PLACES

The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.



Justin Reid, Zoltan Tisza and 115,079 others like this. Unlike



Page: 1 2 3 4 5

1. **London Eye**
 up 3
 More Information
 10999 Check-ins
 Buy Tickets Share Justin Reid, Simon Mills and 12,176 others like this. Unlike
 Have my friends visited?

2. **Harrods**
 up 5
 More Information
 8156 Check-ins
 Free Share Like Adriana Conte, Declan Kennedy and 5,058 others like this.
 Have my friends visited?

3. **Trafalgar Square**
 up 7
 More Information
 7515 Check-ins
 Free Share Justin Reid, Conor Ryan and 3,557 others like this. Unlike
 Have my friends visited?



You are here: Home / Top 50 Attractions in the UK

Top 50 Attractions in the UK

Like Jonathan Thomas likes this.

TOP 50 UK PLACES

The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.



Justin Reid, Constandina Millos and 115,081 others like this. Unlike



Page: 1 2 3 4 5

1. **London Eye**
 up 3
 More Information
 10999 Check-ins
 Buy Tickets Share Justin Reid, Chris Gallagher and 12,177 others like this. Unlike
 Have my friends visited?

2. **Harrods**
 up 5
 More Information
 8156 Check-ins
 Free Share Like Adriana Conte, Declan Kennedy and 5,058 others like this.
 Have my friends visited?

3. **Trafalgar Square**
 up 7
 More Information
 7515 Check-ins
 Free Share Justin Reid, Adriana Conte and 3,557 others like
 Have my friends visited?

SEARCH OUR ARCHIVE

Google Custom Search

AFFORDABLE BRITISH TV WORLDWIDE!



SHORT TERMS AVAILABLE,
FROM 1 DAY
INSTANT ACTIVATION!

Learn More

THE TELLY.NET | 1-888-UKTELLY

CHECK OUT OUR FABULOUS ADVERTISERS!



Facebook Deals

Individual Deal



Loyalty Deal



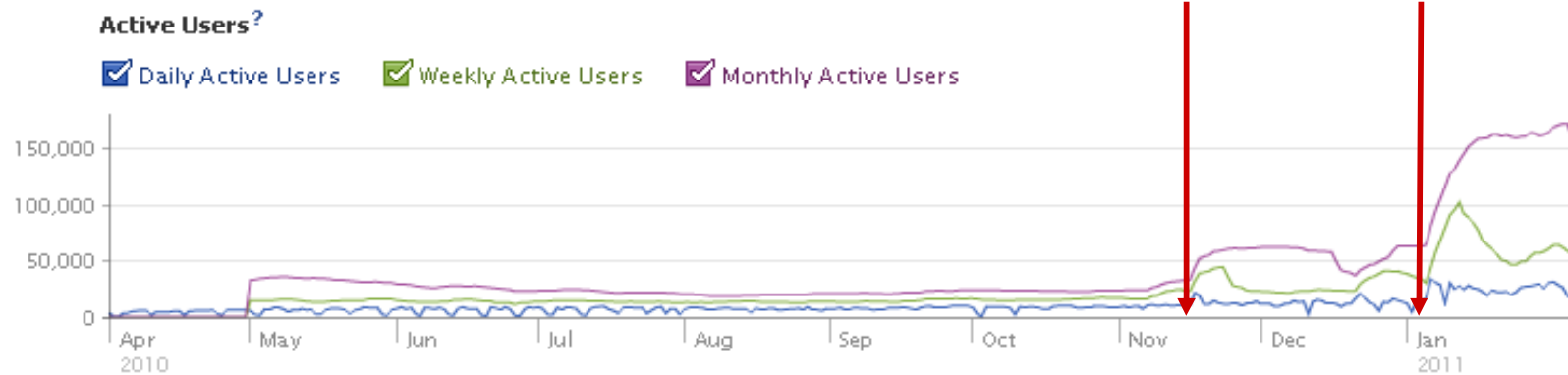
Friend Deal



Charity Deal



Effect for Love UK ?



Tab Views?

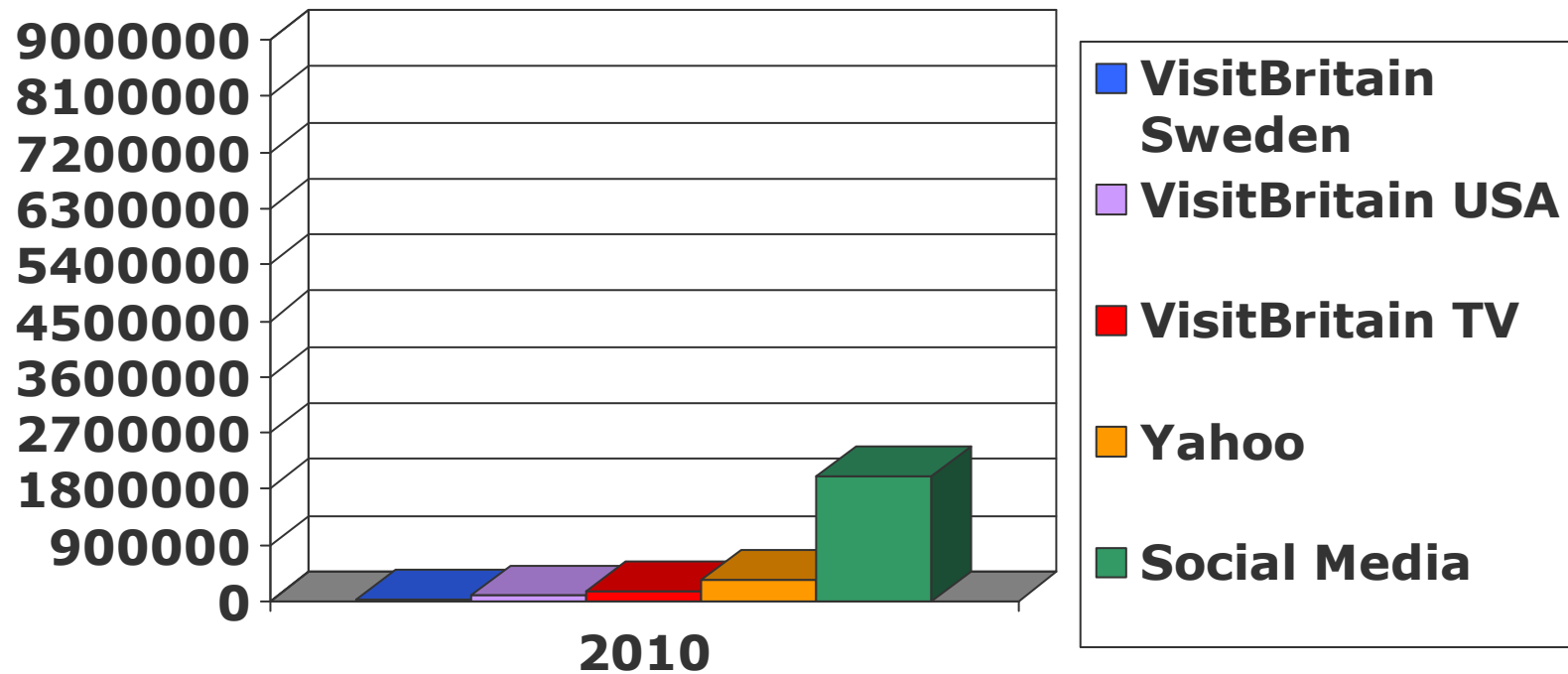
- 297** Wall
- 11** Information
- 6** Love UK loves...
- 4** Photos
- 3** Slideshow
- 3** Discussion Boards
- 2** Boxes
- 2** Follow us on Twitter
- 1** Video
- More

Tab Views?

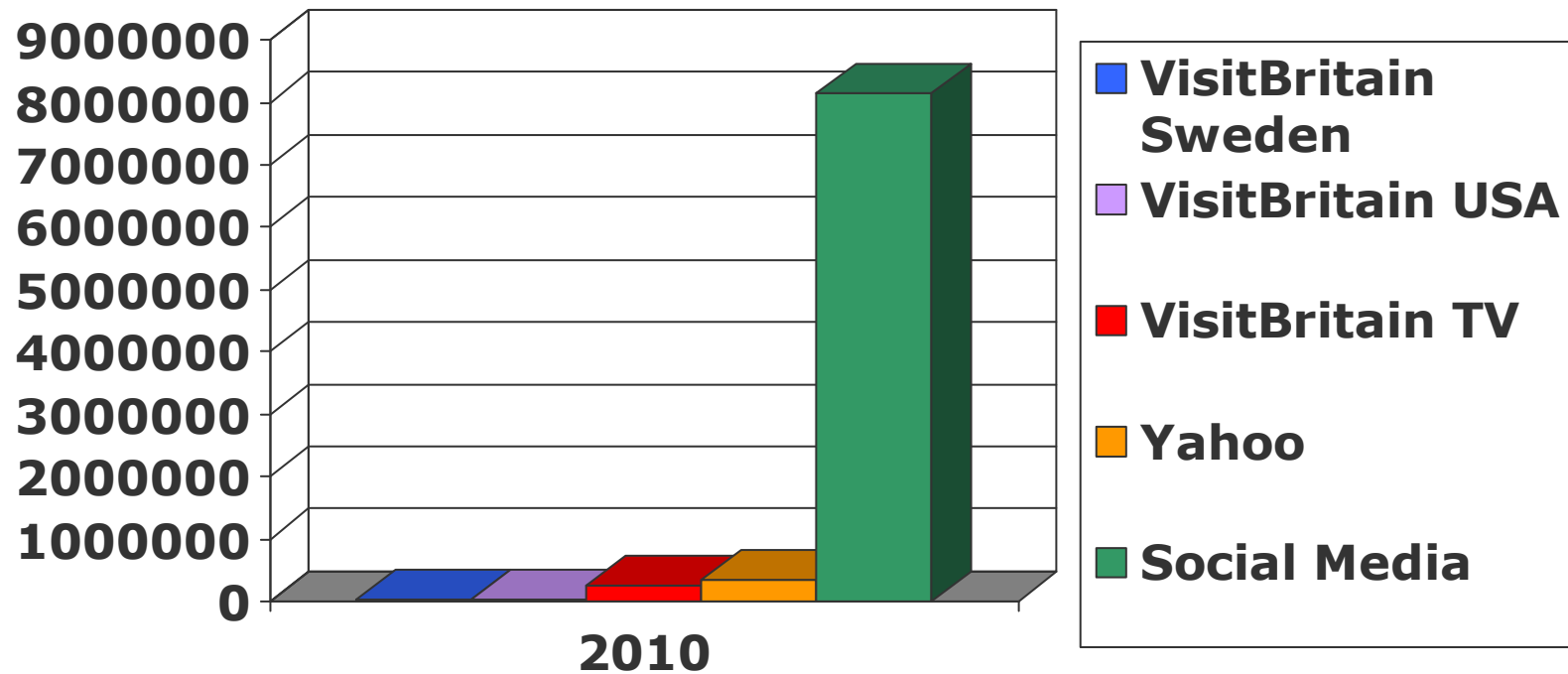
- 556,785** Love UK Team Work
- 245,086** Visit Britain's Top 50 Places
- 229,596** Wall
- 19,026** Information
- 14,989** Photos
- 12,390** Love UK loves...
- 5,180** Discussion Boards
- 3,738** Slideshow
- 2,441** Follow us on Twitter
- More













2010 prediction was....



How did we do?



The 25 Most Influential Tourist Boards and DMOs Online

RANK	USER	KLOUT SCORE	LOCATION	BIO	WEBSITE
	#1 VisitBritain	65.65	United Kingdom	We're the official people for tourism in the UK. Here we bring you travel ideas, discounts and offers, attractions and events, guides, fun facts and much more.	http://www.visitbritain.com
	#2 visitPA	65.37	Pennsylvania	visitPA.com is the official tourism website for Pennsylvania.	http://www.visitPA.com
	#3 Banff_Squirrel	64.6	Banff, Canada	Unlikely Spokes-Squirrel of Banff and Lake Louise Tourism in the Canadian Rockies.	http://www.banfflakelouise.com
	#4 I_LOVE_NY	64.15	New York State	The official I LOVE NEW YORK, tweeting for you about New York State Travel & Tourism and what's great across New York State.	http://iloveny.com/
	#5 columbiasc	63.26	Columbia, SC	The official guide to Columbia, SC. Tweets about #famouslyhot attractions, restaurants, shops, hotels, meeting facilities, events and more!	http://www.columbiacvb.com
	#6 PureMichigan	63.26	Michigan	Follow us for the latest #PureMichigan events, news, ads and behind-the-scenes stuff. Let us know what you think!	http://www.michigan.org
	#7 nycgo	62.74	New York, NY	The official guide to New York City, nycgo.com is a great place to find out about restaurants, shopping and events in NYC, whether you're a visitor or a local.	http://nycgo.com
	#8 visitbatonrouge	61.57	Baton Rouge, LA	The official twitter for Baton Rouge CVB. Tweets by @theresaoverby. Geaux Tigers, Go Jags, #GoBR. We are Louisiana's state capital and plantation country.	http://www.redstickblog.com
	#9 visitphilly	61.05	Philadelphia	The Greater Philadelphia Tourism Marketing Corporation, as tweeted by Caroline	http://www.visitphilly.com
	#10 VisitJamaicaNow	60.81	Jamaica	The Sweetest Deals & Promotions for your next visit to JAMAICA!	http://www.visitjamaica.com/



VisitBritain & Social Media
Questions

