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# Working with bloggers to amplify social media

@debbie\_hindle @fourbgb

four · bgb

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the integrated travel specialists

# #Blogmany

EDINBURGH'S HOGMANAY

TICKETS › EVENTS › SIGN UP › GALLERY › INFO › TRAVEL › PRESS › EDINBURGH'S BLOGMANAY

# 13 BE LUCKY BLOGMANAY

Want to share your Edinburgh's Hogmanay experience with the world? With visitors from over 60 countries joining us at the 'Home of Hogmanay', we want you to join our team of international Travel Bloggers and tweet, facebook, photograph and share your Edinburgh's Hogmanay experience by sending your content using [#blogmany](#)

## Welcome to Blogmanay



Influential travel bloggers from as far afield as the USA, Australia, Malaysia and Europe will be coming to Scotland and will be joined by members of the UK's and Scottish travel blogging community. Follow their exploits and join in yourself on [Twitter](#) and [Instagram](#) using our hashtag [#blogmany](#).

Together with partners [EventScotland](#), [VisitScotland](#), [Edinburgh Tourism Action Group \(ETAG\)](#), [Festivals Edinburgh](#), [Haggis Adventures](#) and [Skyscanner](#), Edinburgh's Hogmanay are hosting 21 travel bloggers from around the world to experience Edinburgh and Scotland as one of the world's premier New Year destinations. All overseas travel has been found on leading travel search site Skyscanner.

Edinburgh's [Hogmanay](#) promises to kick off 2013 in some style. The three day Festival starts with a cast of thousands enjoying the [Torchlight Procession](#) on Sunday 30 December, and the celebrations continue with the [World Famous Street Party](#) and [Cuckoo in the Gardens](#) on Monday 31 December where revellers will enjoy the very best in live music, from Simple Minds, The Vibe, The Matcasoes, Reverend and the Makers, Admiral Fallow and Lax, together with [REWIND&R- the biggest party...in years](#) which will turn Princess Street into the world's largest dancefloor. The evening culminates in the spectacular [Midnight Fireworks](#) from the ramparts of Edinburgh Castle and the world's largest rendition of [Auld Lang Syne](#).

Other events on New Year's Day include the return of the popular [Edinburgh's Dogmanay](#) and the [New Year's Day Triathlon](#), both in Holyrood Park and [Your Lucky Day](#) – a whole festival in one afternoon.

Home  
Blogger Profiles

How can I get involved?  
Use our hashtag on Twitter + Instagram: [#blogmany](#)  
[Twitter](#) | [Facebook](#) | [Instagram](#)

Featured Posts



# Amplifying your social media

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What is a blogger?

What do companies value about working with bloggers?

What problems do they have working with bloggers?

Blogger solutions

# 1. What is a blogger?

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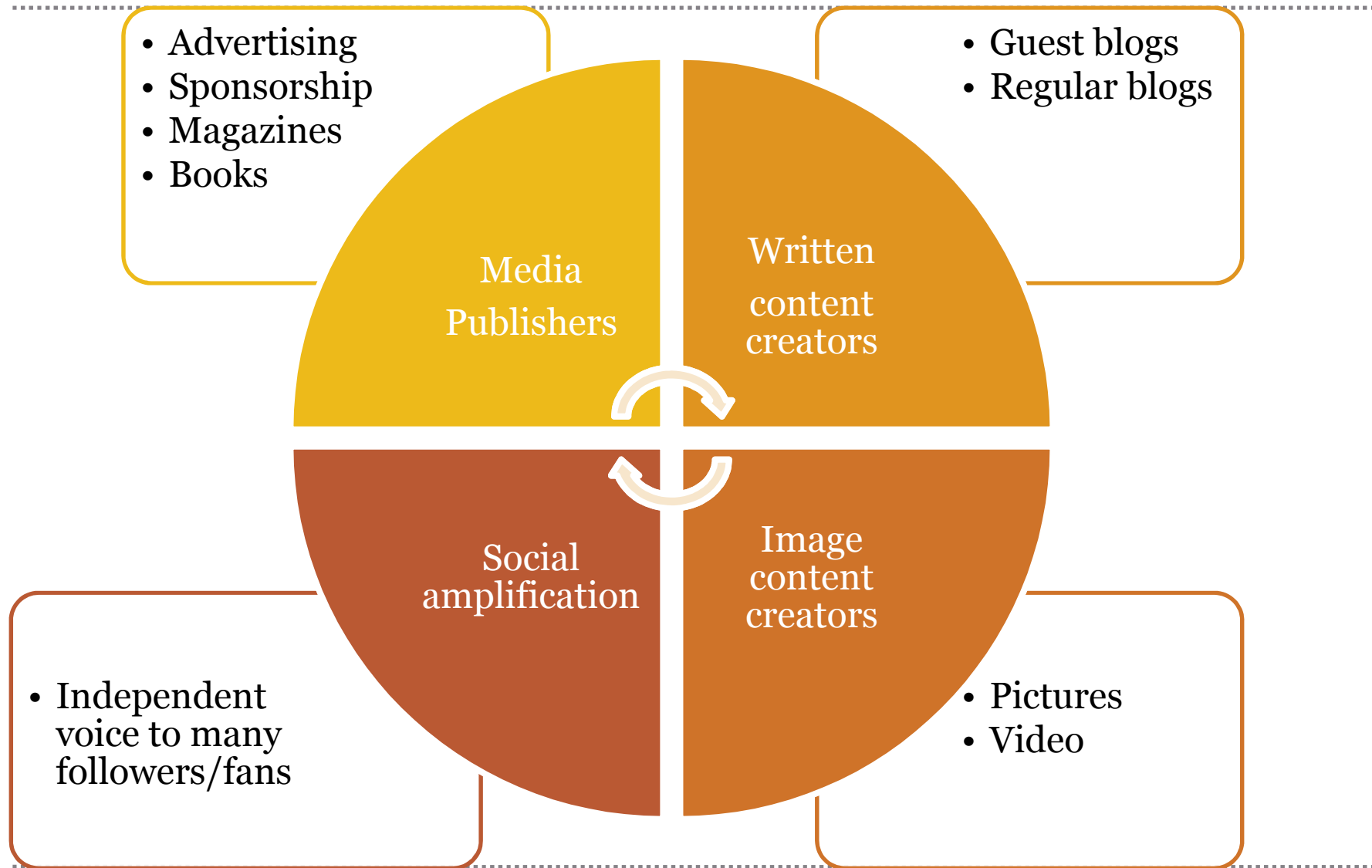
Content  
publishers

Entrepreneurs

Social media  
platforms

Not journalists

# 1. What is a blogger?



# 1. What is a blogger?

**INSIDE** *the* **Travel Lab**  
*exploring unusual journeys*

Home About Places New! Lost?

## Start Here for Travel Inspiration

Welcome to *Inside the Travel Lab*, a global travel blog on the **best independent cultural travel and adventure**. It's a collection of stories from the heart and from the hip, with some lush photos and videos to go with them (although I made them, so there's a teeny-tiny possibility that I'm biased.)

If you're new to blogs, they're simply regularly updated websites. This one is all about **adventure**, cultural travel and excellence: a way for you to explore **unusual places in the world**.

### A Bit About The Blog

I started this blog when I left my job as a hospital doctor and embarked on a career in **freelance writing and photography**. It's grown a lot since then and just like a proud parent I'm overcome with the urge to tell you about every single achievement (listed as **essential reading on National Geographic Traveller**, described as "one of the best in the world by Lonely Planet, sometimes even read by my mum.")

However, you're probably not here for any of that. You're looking for a hefty dose of **travel inspiration** so that you can either plan your next **adventure** or just dream about the world.

Alright, then. **Let's get you started.**

Start exploring...

HOLA! LATEST CONNECT PROJECTS

Hi, I'm Abi, a journalist who swapped a career as a doctor for a life on the road.  
Read more. Explore more.

Subscribe

As seen in

NATIONAL GEOGRAPHIC TRAVELER  
lonely planet

THE HUFFINGTON POST  
intelligent travel

# Publishers books and magazines

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HOME THE SERIES \* LUXURY VOLUNTEER FOOD SOLO CAREER BREAK

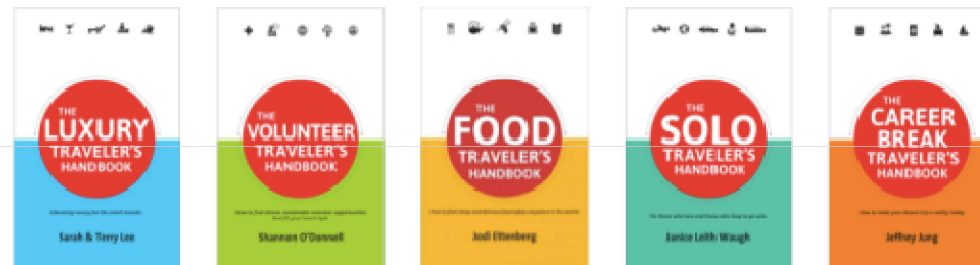


Sign up for the Newsletter

Email:

Submit

## The Traveler's Handbooks



### *How and why you travel is as important as where*

With an eye to filling a gap in traditional travel publishing, a collective of online travel writers—passionate about their travel niches and concerned about the lack of go-to resources for the same—launched The Traveler's Handbooks.

The handbooks offer inspiration and practical advice to help readers explore the world according to their own lifestyle and interests.

Each book is modeled on the *Solo Traveler's Handbook* by Janice Waugh. Following the publication of her book in 2011, Janice recruited the rest of the handbook authors, each with an expertise in a growing travel niche and a serious love of travel. The first five handbooks in the series cover food, volunteer, luxury, solo and career break travel, and each is the result of diligent research and many hours of

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# Publishers books and magazines



The screenshot shows the WildJunket website. At the top, there is a navigation menu with links for Home, About, Photos, Destinations, Blog, and Magazine. The main header features the WildJunket logo with the tagline "Travel Light, Travel Far". Below the header, there is a "Magazine" section with links for "Current Issue", "Advertising", "Affiliate Program", "Editorial Guidelines", "Subscribe", and "Back Issues". The featured magazine cover is for "Wild Africa" and includes headlines for "10 Desert Trips", "Sri Lanka", "Tanzania", "Mongolia", and "Madagascar". To the right of the cover, there is a description of the magazine's mission and a list of features. At the bottom, there is a paragraph about the magazine's availability on iPad and Android.

**WildJunket**  
Travel Light, Travel Far

Home | About | Photos | Destinations | Blog | Magazine

## Magazine

[Current Issue](#) | [Advertising](#) | [Affiliate Program](#) | [Editorial Guidelines](#) | [Subscribe](#) | [Back Issues](#)



**WildJunket**  
Travel Light, Travel Far

**Wild Africa**  
Desert, jungles, canyons and bizarre alpine forests

10 Desert Trips

Sri Lanka  
Sensory getaways for the full of senses

Tanzania  
Wildlife big five in photos

Mongolia  
Wild in the heart

Madagascar  
Wildlife, beaches, beaches and parks, where the 10-page guide to the Pearl of South America

• Pinyon (Larch) in the Grand Canyon (Gardner & Upson)

**WildJunket Magazine** is a digital flipbook magazine with a focus on outdoor adventures and special interest journeys. Our mission is to inspire readers to **travel light and travel far**. As an advocate of active travel, we encourage readers to go beyond the conventional trail and seek out extraordinary experiences. We see travel as an experience that enriches our lives and makes us better people – and we want to share that invaluable experience with you.

Our magazine features: long, destination-focused travel narratives with a strong **story-telling element**. Our travel writers come from all corners of the world to share their deep cultural or emotional experiences on a very personal level. We also publish spreads of quality images so expect a visual feast as we bring what we see on the road right to your screen.

Each issue includes:

- **100+ pages** of travel inspiration that promise to get you dreaming of your next travel destination!
- A wide spectrum of travel articles ranging from long features to short dispatch pieces and droolworthy food pieces.
- **Unconventional destinations** from the Arctic to Madagascar, Sri Lanka and Kyrgyzstan.
- All articles include essential info box on how to get there, where to stay etc.
- Theme-based trip suggestions, unique hotels and thought-provoking columns

**WildJunket Magazine** is a bi-monthly digital magazine specifically designed for iPad and Android readers. It is available for purchase here on our website or on our magazine retail partners, Zinio and Magzter. A preview of each issue is also published on *WildJunket.com*. We believe in partnering with outdoor brands and adventure outfitters to promote the type of travel we enjoy.

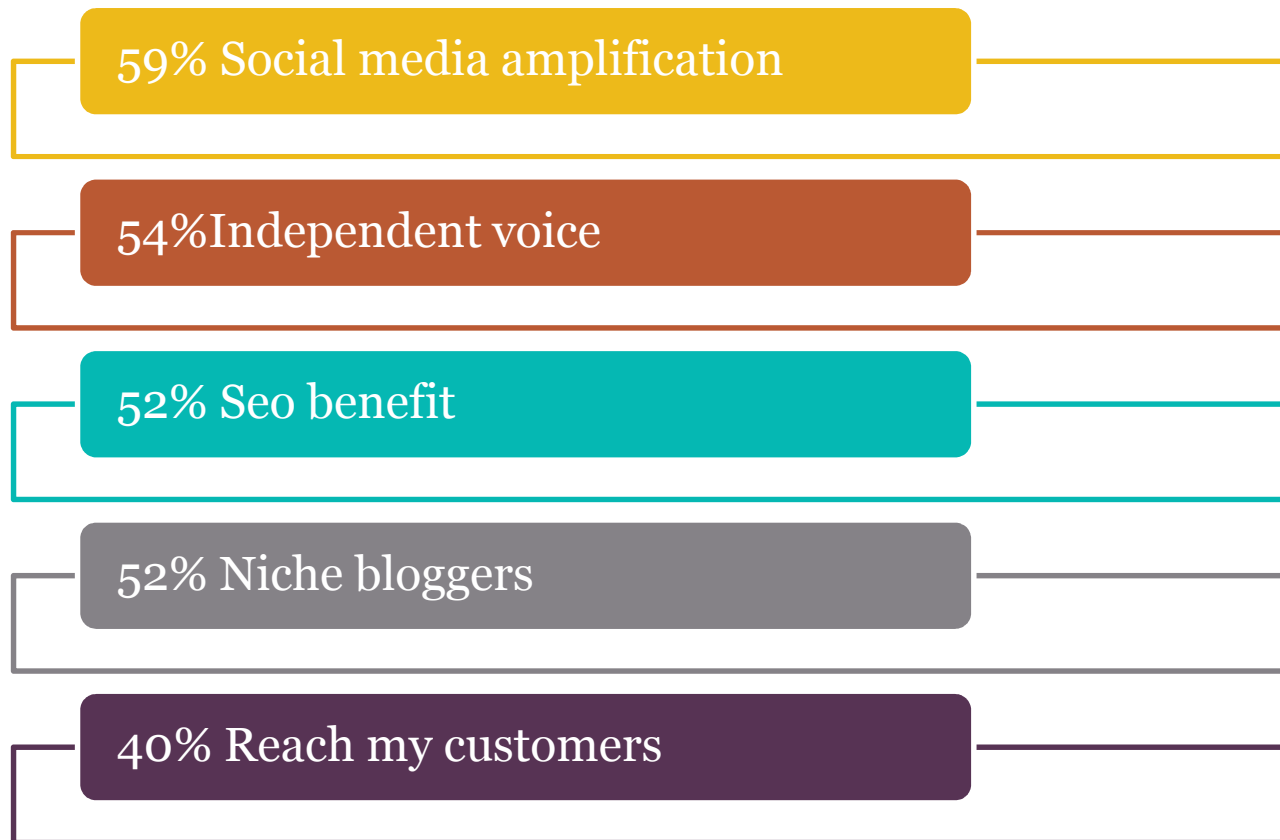
**WildJunket Magazine** is a quarterly digital magazine specifically designed for iPad and Android readers. It is available for US\$1.99 per issue or US\$10.95 for a one-year subscription (6 issues) on our magazine retail partners Zinio and Magzter, as well as through our *Newsstand App*. You can also get a print copy

the integrated travel specialists

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## 2. What do organisations value?

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Source: Fourbgb Survey

# Social media amplification

The image shows a screenshot of a Twitter profile for Melvin (@traveldudes). The profile header includes a profile picture of Melvin holding a beer, his name, handle, bio, and a 'Follow' button. The bio states: "Love to travel, to discover the world, to travel free & untroubled & still be informed like an insider! For Travelers, By Travelers! & founder of Traveldudes. Citizen of the world · <http://www.traveldudes.org/static/about-traveldudes>". Statistics show 91,670 tweets, 79,264 following, and 97,584 followers.

On the left, a sidebar menu for TRAVELDUDES (For Travelers, By Travelers!) lists: Travel tips, Travel diaries, Photos, Videos, Accommodations, and Tours. Below the menu is the text "Explore Traveldudes.org".

The main content area is divided into two columns. The left column contains a "Follow Melvin" form with fields for Full name, Email, and Password, and a yellow "Sign up" button. Below this is a "Tweets" section with links for Following, Followers, Favorites, Lists, and Recent Images (with four small image thumbnails).

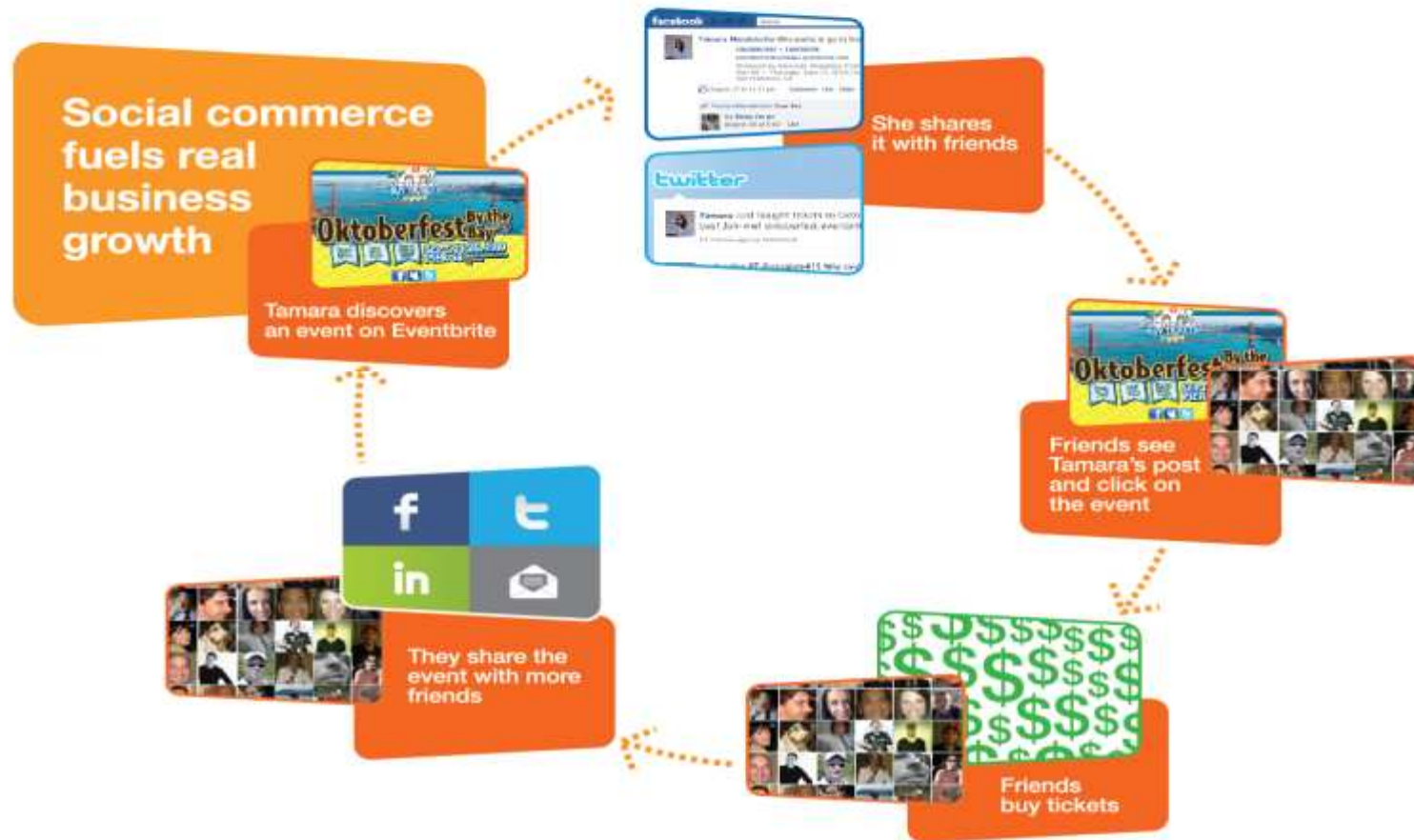
The right column displays a list of tweets from Melvin:

- Tweet 1:** 38m ago. "NEW: Bathing in Budapest - Gellert Baths [tdud.es/Yhe](http://tdud.es/Yhe) via @acooknotmad #ttot #travel".
- Tweet 2:** 44m ago. "via @easyhiker101 See & experience the real Costa Brava: [ow.ly/eYv0Z](http://ow.ly/eYv0Z) #inCostaBrava #ttot #travel".
- Tweet 3:** 2h ago. "NEW: How to Save Money on Food Costs During Long Term Travel [tdud.es/Yht](http://tdud.es/Yht) via @acooknotmad #ttot #travel".
- Tweet 4:** 3h ago. "NEW: Shopping in the Express Aisle - Interrupted by a Bloody Big Train: [tdud.es/gwj](http://tdud.es/gwj) via @randomswill #ttot #travel".
- Tweet 5:** 4h ago. "NEW: How to Cross the Road in Vietnam [tdud.es/gqz](http://tdud.es/gqz) via @101holidays #ttot #travel #vietnam".
- Tweet 6:** 5h ago. "Haven Delight - Basilicata in Italy: [ow.ly/eVh0l](http://ow.ly/eVh0l) via @StoryTravelers #ttot #travel".

At the bottom of the profile page, there is a footer with copyright information: © 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers Directory.

# Eventbrite – value of social sharing

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# Eventbrite – value of social sharing



# Bloggers such as...

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## Food bloggers

- LegalNomads
- Eat like a girl
- Gourmet chick
- Culinary Travels
- Bacon is magic
- The Taste of Travel
- CC Food Travel
- Migrationology
- The Catty Life



## Luxury bloggers

- Velvet Escape
- LiveShare Travel
- Luxury Lifestyles
- ALuxuryTravelBlog
- Luxury Travel Butler
- Mrs O around the World
- Luxury Travel Mom
- My Beautiful Adventures
- Isabelle's Travel Guide
- The Travelettes



## Experiential bloggers

- Inside the Travel Lab
- Quirky Traveller
- TravelDudes
- Travel with a Mate
- Heather on Her Travels
- Everything Everywhere
- 40 before 30
- Nomadic Matt
- Trav Monkey

# Bloggers such as...

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## Specialist

- Sophieontrack
- Career breakguy
- SoloTraveler
- Trains on the Brain
- Travelling Shopaholic
- Aussie Nomad
- Just Travelous
- Jetting Around
- No Checked Bags



## Budget bloggers

- Budget Traveller
- Europe Budget Guide
- Budget Travel Adventures
- The Antipodean Blog
- 48 hour adventure



## Adventure bloggers

- The Planet D
- Adventurous Kate
- Wild Junket
- Expert Vagabond
- Four Jandals
- Family on Bikes
- The Vacation Gals
- Earth Xplorer

### 3. What are organisations doing?

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Source: Fourbgb Survey

# Top tips for working with bloggers

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## Research

- Read
- Follow
- Media pack
- 'A quantity of quality'

## Clarify

- They need to make money too
- Expectations

## Creative

- Time
- Wifi
- Integrity
- Immediate

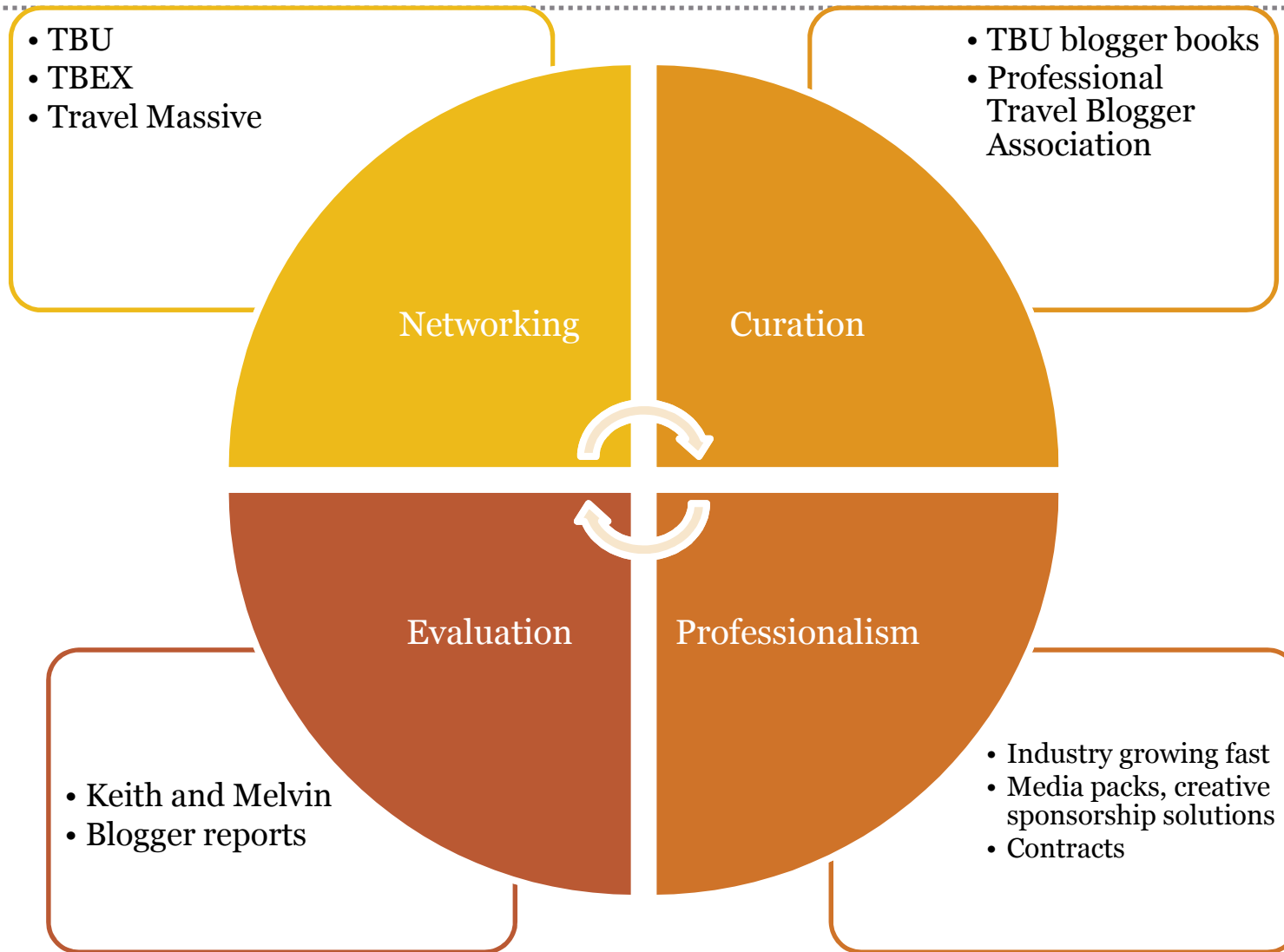
## 4. What are organisations concerns?

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Source: Fourbgb Survey

# Blogger solutions



# Identifying bloggers – @tbloggersunite April


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The screenshot shows the homepage of the Travel Bloggers Unite (TBU) website. At the top right, there are links for "Sign Up", "Sign In", and a search bar labeled "Search Travel Bloggers Unite". The main header features the TBU logo (a blue sphere with "TBU" in white) and the text "TRAVEL BLOGGERS UNITE" in green and blue. Below the header is a navigation menu with links: HOME, MY PAGE, TBU JOBS, TBU PORTO, TRAVEL BLOGGY AWARDS, WTM LONDON '12, and ABOUT. The main content area is titled "WTM LONDON 2012" and features a large banner for the "world travel market" event, held from 05-08 Nov 2012 at ExCeL London, described as "The Leading Global Event for the Travel Industry". Below the banner, there is a section titled "World Travel Market - Information" with a list of events: "Blogger Registration", "TBU Seminar - 'How To Measure Travel Blogger ROI' - (Tues 6th 11am-12pm)", "TBU Evening Networking Event - (Tues 6th 7pm-late)", "Travel Bloggers Guide To WTM", and "Exhibitors & Media Events - (blogger friendly)". On the right side, there is a "Welcome to Travel Bloggers Unite" section with "Sign Up" or "Sign In" links, another "WTM LONDON 2012" banner, and a "Join Our Mailing List" button. The URL "www.travelbloggersunite.com" is visible in the bottom left corner.



# Identifying bloggers – @TBEXevents Dublin Oct


Sign Up Sign In Search Travel Blog Exchange




Home My Profile Conferences & Meetups TBEX Connect Members About TBEX

**TBEX on Twitter**


TravelBlogExchange.com on Twitter  
TBEX Twitter

 nerdseyeview today's question: would perhaps TBEX/TBU attendees benefit from a session on how to respond to your critics effectively? because, uh, yeah.  
2 hours ago · reply · retweet · favorite

 LandLopers How To Fly On a Plane: A Slightly Sarcastic Checklist ht.ly/eZxYM #travel #ip #flying #tbex  
43 minutes ago · reply · retweet · favorite

Join the conversation


**Photos**



+ Add Photos View All

**Blog Posts**

 **Eating and drinking in Spain**  
Posted by monika on October 2, 2012 at 5:36pm






 **Chubby Squirrels & Concrete Dinosaurs: The Return of Right Brain Brewery**

Welcome to Travel Blog Exchange  
[Sign Up](#) or [Sign In](#)

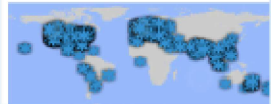
Upcoming Events!



Connect with TBEX



Recent Visitors



# Identifying bloggers



PROFESSIONAL  
TRAVEL BLOGGERS  
ASSOCIATION



NAME  PASSWORD  GO [FORGOT YOUR PASSWORD?](#)



## ABOUT THE PTBA

The Professional Travel Bloggers Association's mission is to promote the interests of travel bloggers within the industry by supporting and fostering the needs, careers and relationships of travel bloggers. It aims to legitimize travel blogging as a business and facilitate business relationships within the industry.

[Come read more about the PTBA](#)

## FAQS

[You've got questions? We've got answers.](#)

Who runs the PTBA? What are the requirements to join? What do you get for your membership fee? Do we accept bloggers that don't blog in English?

We answer some of the basic [questions](#) we have heard so far about the PTBA. Please feel free to email us with any others.



## SEARCH ENGINE

The [search engine on this site](#) is going to be one of the initial highlights to being a member of the PTBA. It is the most vibrant and comprehensive search engine for travel bloggers available anywhere.

[Click through here to see more details on the search engine.](#)

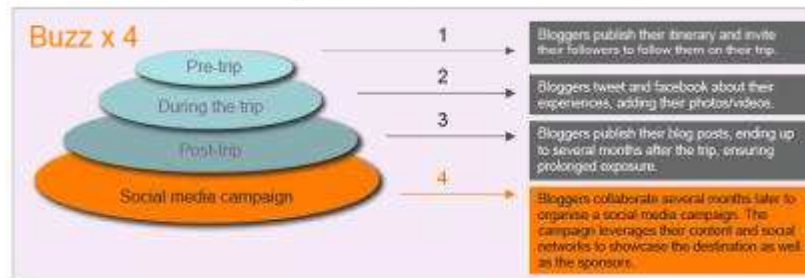
## SITEMAP

- [About the PTBA](#)
- [FAQs](#)
- [Search engine explanation](#)
- [Founding Members](#)
- [Join as Blogger](#)
- [Join as Industry / PR](#)
- [PTBA Bylaws](#)

# Blogger marketing cooperation

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iambassador  
by velvet escape



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[www.navigatemediagroup.com](http://www.navigatemediagroup.com)  
[contact@navigatemediagroup.com](mailto:contact@navigatemediagroup.com)

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Thank you  
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