SOCIAL MEDIA FOR MEMBERS

How DDC can help amplify your online story

OUR STRATEGY

The DDC social media strategy is largely user generated.

- The goal is to highlight the experience of visiting Washington, DC as seen through guests’ eyes.
- This shows DC in an authentic way and drives engagement and is especially true on the consumer Instagram channel, where nearly all images have been reposted, not created by us.

The images most often don’t have words or text and rarely feature specific brands.

- The DDC team turns first to washington.org for story ideas including the events calendar, deals and member listings for photos.
- The team often links our social media posts to content rich pieces on washington.org such as:
  - 100+ Free Things to Do
  - 20+ Hot Restaurants to Try Now in Washington, DC
  - 16 Can’t Fail First Date Ideas in Washington, DC

WHAT YOU SHOULD DO

1. Use #MyDCcool or #DestinationDC when you post. We may like, re-post, or add to our features. (when your story is relevant to visitors or our industry).
2. Sell the experience, not the offer. And know your audience.
3. Ensure photos you share are emotive and in focus.
4. Grant permission for sharing when asked.
5. Be sure to regularly refresh your content.
6. Share updates with your account manager.

WHERE YOU’LL FIND US

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<thead>
<tr>
<th>CONSUMER</th>
<th>INDUSTRY</th>
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<tbody>
<tr>
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<td>#DestinationDC</td>
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<td>@VisitDC</td>
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MEDIA ASSET COLLECTOR

Do you have b-roll and visual assets that you want to share? Visit washington.org/memberassets to access the collector, upload your assets and fill out the submit form. These assets have the potential to be used for marketing uses to help promote Washington, DC!