

TACVB Marketing Symposium
“Social Media for PR” Workshop

Crafting a Content Calendar

In order to craft a successful content calendar, you need to answer these questions:

1. What are my core brand messages about my destination?
2. What existing assets do we have?
3. What assets are we missing?
4. What are my call-to-actions?

MY DESTINATION BRAND PILLARS ARE:

WHAT EXISTING PHOTOS AND VIDEOS DO I OWN?

WHAT PHOTOS AND VIDEOS DO I NEED?

WHEN PEOPLE ENGAGE WITH MY CONTENT, I WANT THEM TO...