

2012 Social Media Plan

Month	Tool	Theme	Strategic Purpose	Engagement Outcomes
January	Facebook, Twitter, Blog	Renewal and Wellness	Updates about Sedona, Events, Spa & Rejuvenation, New Year's Resolutions	Increase visitation to VisitSedona.com and generate more fan interaction, contests, promote Sedona Marathon
February	Facebook, Twitter, Blog	Renewal and Wellness	Draw attention to specific events: Marathon, Film Festival	Increase conversation about Sedona events, increase tourism in February. Drive traffic to VisitSedona.com
March	Facebook, Twitter, Blog	Outdoor Adventure	Post photos and have conversation about trip planning for the spring, outdoor recreation, things to do, what to explore in Sedona	More visitation to VisitSedona.com, possible photo contest for outdoor adventure activities
April	Facebook, Twitter, Blog	Outdoor Adventure	Post photos and engage with visitors about Spring in Sedona, outdoor adventure.	More visitation to VisitSedona.com, possible photo contest for outdoor recreation activities
May	Facebook, Twitter, Blog	Culinary & Wine Escapes	Discuss events in Sedona, Dine in Sedona, discount travel opportunities for family travel	Call to media to attend Dine in Sedona, prepare and start the conversation about culinary reasons to visit
June	Facebook, Twitter, Blog	Culinary & Wine Escapes	Discuss events in Sedona, photos and descriptions of Chef's and restaurants as well as wineries, tasting rooms etc.	Contests for Dine in Sedona with dining certificates, generate traffic on social media sites as well as VisitSedona.com
July	Facebook, Twitter, Blog	Summer Escape/Family Travel	July: "Monday-Friday Reasons to Visit Sedona This Weekend" theme, each day post a different reason to visit Sedona for the weekend	Increase traffic to Deals and Discounts page on VisitSedona.com, have contest with family photos to enter to win activities in Sedona
August	Facebook, Twitter, Blog	Summer Escape/Family Travel	Sedona Deals & Discounts- post a different deal each day	Increase traffic to Deals and Discounts page by posting a different deal each day and discussing why it's good for families.
September	Facebook, Twitter, Blog	Art & Harvest	Art, First Friday, get ready for Fall. Contest for tickets to upcoming events.	Increase traffic to Fall Deals & Discounts page on VisitSedona.com
October	Facebook, Twitter, Blog	Art & Harvest	Focus on events in Sedona: Book Fest, Jazz, Arts Fest. Contest for pictures of Fall colors	Increase traffic to Fall Deals & Discounts page on VisitSedona.com
November	Facebook, Twitter, Blog	Making Memories in Sedona	Memories in Sedona- what events are not to be missed, post photos	Encourage fan interaction and discussion about their favorite Sedona holiday moments and events
December	Facebook, Twitter, Blog	Making Memories in Sedona	Memories in Sedona- what events are not to be missed, post photos	Encourage fan interaction and discussion about their favorite Sedona holiday moments and events

Ongoing: draw attention to the Official Visitor Center, constant reminders of location, photos of the Center, and what is going on at the Center. Sedona conversation- searching for what is being said through social media outlets