



Social Media Best Practices

How to Leverage Visit Grants Pass Social Media: A Josephine County Business Guide

Visit Grants Pass Social Media Accounts

- Facebook: <https://www.facebook.com/VisitGrantsPass>
- Instagram: [@visit_grants_pass](https://www.instagram.com/visit_grants_pass)
- Hashtags: [#takeanewroute](https://www.instagram.com/hashtag/takeanewroute) [#visitgrantspass](https://www.instagram.com/hashtag/visitgrantspass)

Role of Accounts

Visit Grants Pass is funded through lodging tax dollars earmarked for tourism promotion. The goal of the social media work is to build destination awareness and inspire travel to Grants Pass and Josephine County. The target audience is people living outside a 50-mile radius of our communities.

Note: Paid social campaigns, based on the subject, will be targeted to audiences based on campaign goals.

How you can plug your business into Visit Grants Pass social media outreach:

- When posting on Facebook and Instagram tag the Visit Grants Pass Social accounts
- Use [#takeanewroute](https://www.instagram.com/hashtag/takeanewroute) and [#visitgrantspass](https://www.instagram.com/hashtag/visitgrantspass) hashtags on all your posts
- When the Visit Grants Pass account shares your post to stories, reposts a post, or shares your events, interact with the VGP

Visit Grants Pass
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#FirstFriday is finally here! Join the festivities later by strolling around the Historic District where local shops will be staying open late and offering complimentary samples, special promotions, and live entertainment. Afterwards, enjoy a Friday night out at one of the local restaurants and bars. Find the complete listing of First Friday events here: <https://visitgrantspass.com/first-friday-stroll/>
[#takeanewroute](https://www.instagram.com/hashtag/takeanewroute) [#visitgrantspass](https://www.instagram.com/hashtag/visitgrantspass)

Boost this post to reach up to 189 more people if you spend \$14. [Boost post](#)

👍❤️ 138 5 comments 19 shares

account by liking or commenting. These mutual interactions build more organic (unpaid) engagement

- Message or tag VGP accounts to share your upcoming Live Entertainment events so that they may be included in our weekly flyer. Live events include activities such as music, dancing, poetry, paint and sips, theatre, films, trivia nites, carnivals, and cultural and art events. **Weekly event flyers go live every Thursday on social media and the website** and are distributed digitally to local hotels. Please submit your listing by Wednesday of each week to events@visitgrantspass.com.

How the Visit Grants Pass social media accounts might engage with your account:

- **Story Share:** both on Facebook and Instagram the VGP account might share your posts to stories to amplify a post
- **Repost:** VGP might ask permission to use an image or video from your account as a post on the VGP social media accounts. The request will be sent via a direct message, and upon approval, the post will be scheduled into VGP content. If the post isn't time-restricted, it could be scheduled for a later date.
- **Shares:** More time-sensitive posts and events might be shared on the VGP page or in the stories feature to amplify the message
- **Engagement:** You might see the account like and comment on your posts in an effort to also help boost organic reach and engagement



General Best Practices:

- **Events:** Take the time to make a Facebook event that can be easily shared. It is important to create events with time before the event (aim for a month ahead of time) so that more eyes can see and engage with the event
- **Regular posts:** Social media can feel overwhelming but don't overthink it. Posting regularly is really important, even if your time only allows one post a week.