Goal Four: Virtual Experience

Present by: Shaolei Jin
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U of M Northwest Regional Sustainable Development Partnership
Community Assistant Program (CAP)
Center For Urban and Regional Affairs (CURA)
Outline

• Planning considerations and ideas
• Specific Recommendations
• Estimated Costs
• Possible future events or activities
Planning considerations and ideas

• Present Norris Camp and the big era
• Internal differentiation
• Awareness and publicity
• Conjunction of on-site and online
• Evaluation
Specific Recommendations

• Videos: Past, Current, Future
  example: Heart Mountain, WY
  http://www.heartmountain.org
Specific Recommendations

• Social Media: Main website, Facebook, YouTube Channel, Twitter, etc.
Specific Recommendations

• Facebook Page Insight
Facebook Page Insight
Facebook Page Insight

### Best Post Types

- **Type**: Status, Photo, Link, Video
- **Average Reach**: Status 33.5K, Photo 34.4K, Link 21.8K, Video 12.8K
- **Average Engagement**: Status 1.5K, Photo 2.4K, Link 1.4K, Video 1.4K

### Page Likes
- Daily data is recorded in the Pacific timezone.

### Page and Tab Visits
- Your Average Last Period: 349
- Your Average This Period: 59
Specific Recommendations

• QR Code/App
QR Code Marketing
Specific Recommendations

• Virtual Tour
• 360 Virtual Tour
  http://www.realtourvision.com/tour-gallery.html
• Real time
  http://www.easypano.com/panorama-gallery.html
• Game type
  http://www.vtility.net/SampleVirtualTours
Specific Recommendations

• Online Archives
• Document
• Audio
• Video
• Photo Gallery
Estimated Costs

- Labor
- Software purchase
  - Free to $1,000
- Online Marketing Campaign
- Design Consultant
- Project administration and support
Social Media Marketing Campaign

- 3 blog posts a week
- Monitoring of Twitter for related keywords, then pushing the links/tweets to relevant topics
- Getting relevant twitterers to follow you
- Daily Twitter updates
- Managing Facebook page
- Facebook ads
- Google+ and LinkedIn management
- Reddit Advertising
- Custom Social media graphics
- Consistent PR
- One press release per quarter
- Contest creation/management
- Social bookmarking submissions like woah
Possible future events or activities

- Journal of ecological events blogged online
- Camera of northern lights or game camera captures when timely
- Newsletter subscribe and notification
- Norris Camp photo/video contest
- T-shirt/poster/logo design contest
- Jingle contest
- Other online marketing campaign/ads
CCC Pics & Posters
Thank you

Questions?