

TALKING TOURISM

July 11, 2010

Each month this space will be devoted to a column written by Debbie Robinson, executive director of the Cambridge/Guernsey County Visitors & Convention Bureau, who will provide information about upcoming events, area attractions, bureau services and projects, and most importantly, communicate the tremendous impact that the travel and tourism industry has on this region.

Electronic Marketing

Earlier this year the Cambridge/Guernsey County Visitors & Convention Bureau joined the trend of social media and social marketing through Facebook, Twitter and YouTube. The VCB utilizes these platforms to post upcoming events and travel related news to increase awareness of Guernsey County and opportunities for visitors. As consumers turn to the internet as a means of finding information, it is very important that the VCB maintains a strong presence on these electronic platforms to reach this growing marketing segment.

The VCB Facebook page showcases information about area attractions and upcoming events along with contact information and office hours for the VCB office. The Facebook page also features photos of attractions and events in Guernsey County. Facebook allows the VCB to directly interact with other Facebook users by quickly sharing information, answering individual questions and to responding to posts on their "wall," a sort of virtual community message board. The VCB Facebook page currently has 145 fans.

Twitter is a real-time network that allows users from all over the world to share information instantly. Users can access Twitter by computer or through their cell phone to post a 140 character "tweet," a short sentence indicating what the user is doing, where they are or what is happening at that moment. The VCB utilizes Twitter to let their followers know what events are coming up and what has recently been updated on the VCB Facebook page. The VCB Twitter currently has 48 followers. YouTube is a video sharing website where users are able to upload videos of other users to view. The VCB's YouTube page currently has five videos posted that showcase the VCB on the Ohio News Network (ONN) news broadcast.

In addition to the social media, the VCB staff continues to blog about the area and organizational events through <http://cambridgevcb.blogspot.com>.

Follow the VCB on Twitter and be our friend on Facebook to stay in touch and to receive the latest information on Guernsey County! Links for all three VCB social media pages can be found on the VCB's homepage, VisitGuernseyCounty.com.

Events to Discover

Looking for something to do this month? Check-out what's coming up:

July 11 - 17	Xtreme WildeCamp, the Wilds, Cumberland
July 15, 18, 29	Cambridge City Band Concert, Cambridge City Park
July 18	Waiting for Joshua, Living Word Amphitheater, Cambridge
July 23	Chef in Vineyard Dinner, Terra Cotta Vineyards, New Concord
July 24- 25	Byesville Scenic Railway, Byesville
July 31	Cambridge Run & Countryside Ride, Guernsey County Courthouse, Cambridge
Fridays in July	Guernsey County Farmers Market, Guernsey County Courthouse, Cambridge
Fridays and Saturdays	Living Word Outdoor Drama, Living Word Amphitheater, Cambridge

To learn more about the VCB, area events and activities visit the Cambridge/Guernsey County VCB office at 627 Wheeling Avenue, Suite 200 in downtown Cambridge, call 740-432-2022, email info@VisitGuernseyCounty.com, or visit VisitGuernseyCounty.com.