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## Workforce Development Committee

### *Strategic Communications Social Media Plan*

#### I. Executive Summary

The [Workforce Development Committee](#) (WDC) works with tourism industry stakeholders to implement solutions to improve applicant training and increase flow through the hospitality and tourism programs offered in schools throughout Galveston.

The Park Board Public Relations team, in support of WDC, has created an overall communication plan that identifies, generates, and synergizes workforce development related events, milestones, and opportunities (EMOs) to help inform, educate, motivate, activate, and persuade select audiences (particularly students, parents, educators) in ongoing sustainable workforce development efforts in Galveston.

There are many other publics to include government officials and businesspeople who wish to develop the workforce and these audiences are identified in the overall plan as well. There are also various channels for communication that will be utilized moving forward, however, **social media** and **in-person** communication appear to be the most effective tools to reach students, parents, and teachers right now.

This plan deals with social media and is provided to help aid in the development of such a program. Limited social media activity has already occurred in mentioning the birth of the Workforce Development program on Facebook and LinkedIn and we will continue to look for new opportunities to progress like connecting with County and State websites and social media channels. The social media landscape is ever-moving and ever-evolving. Trends that bring results today can be rendered obsolete in a matter of months, but the processes and the foundations we put in place can endure and transfer across channels and mediums.

#### II. Social Media Mission

The primary mission of The Park Board of Trustees Workforce Development Committee's social media program is to use it to inform, educate, and improve of the perceptions of the industry with students, teachers, and parents. We also want to assist educators in focusing and nurturing increased enrollment in hospitality and culinary arts programming in local school districts and colleges. We want to build excitement about the industry and excitement about the possibilities.

Just as Visit Galveston's social media mission is to positively build the island's image as a premier tourist destination while directly engaging with stakeholders through the use of online social channels, we will help build the image of the hospitality industry and engage with the people who can help make it so. In addition to the primary mission, we can use social media to:

- Lead information coordination, support the conduct of outreach and share information on behalf of the workforce development committee, whose aim is to address the growing demand for hospitality professionals in the tourism industry.

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- Share the story of how community leaders are responding to student desires to define career opportunities for summer jobs, internships, and student progress in increasing responsibility and opportunities.
- Assist in fostering and encouraging enrollment in continuing education opportunities at Galveston College and Texas A&M Galveston.
- Share that the island-wide cooperative is endorsed by Galveston Independent School District, Galveston Hotel and Lodging Association, Galveston Restaurant Association, Galveston College and Texas A&M University at Galveston.

A plan with a good **vision** and **foundation** for a social media program that improves the perception of the hospitality industry with students, teachers and parents using channels that they already use will need to be deliberate and focused on creating quality content and linking to existing content that attracts our stakeholders to continue to create organic and sustainable social media products.

### **III. Social Media Situation Analysis**

#### **a. Internal Environment**

The Park Board is a non-profit government agency that is the official destination marketing organization for Galveston Island, Texas. The organization, amongst other responsibilities, is tasked with promoting tourism to Galveston through various group sales, convention services, advertising/marketing, public relations, and special event management efforts. The agency's marketing team has had a presence on social media since 2009, using social channels as both public relations and promotional marketing tools. There is limited bandwidth in helping workforce development and Visit Galveston's social media team can advise as we move forward.

##### **a. Staff**

The Visit Galveston integrated marketing team consists of the bureau's marketing, advertising, and public relations staff who work together to develop and produce social content. In 2015, Visit Galveston hired a full-time social media position to manage the agency's day-to-day presence on social channels. This position is overseen by the marketing director and digital content strategist.

An additional PR Manager is being hired in FY 2023. This PR person will have significant duties in the realm of Park Board and committee advocacy building. Part of this role's duties can include exercising oversight of decentralized social media content and/or helping to set the conditions for someone outside the Park Board to begin using targeted social media channels for parents, teachers, and students.

##### **b. Technology**

Visit Galveston uses the Sprout Social media management tool to manage its social channels. The platform allows Visit Galveston to schedule and post content to its primary social channels, monitor brand conversations and keywords, and generate analytics reports on channel growth and engagement levels. This tool currently has capabilities for Facebook, Twitter and Instagram and we can examine the feasibility of using this platform for workforce projects.

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c. **Primary Social Channels**

**Facebook**

Visit Galveston's current presence on Facebook includes the "Galveston Island Tourism," which has the largest following of all the bureau's social pages.

[www.facebook.com/visitgalvestonisland](http://www.facebook.com/visitgalvestonisland)

Visit Galveston owns additional Facebook pages, including all parks managed by the Park Board and various other pages and groups to support the tourism community. A facebook page for workforce development can be developed, if needed.

**Twitter**

Visit Galveston owns the @GalvestonIsland on Twitter, handle used to promote Galveston Island tourism. [www.twitter.com/galvestonisland](http://www.twitter.com/galvestonisland).

Developing a workforce twitter is not recommended at this time, taking into account the amount of work required to create the amount of needed content and the requirement to monitor it.

**Instagram**

Visit Galveston owns the @GalvestonIsland on Instagram, handle used to promote Galveston Island tourism. [www.instagram.com/galvestonisland](http://www.instagram.com/galvestonisland) . An Instagram account with multiple editors may be a good option for workforce needs and it is a tool used by a younger audience.

**Pinterest**

Visit Galveston's presence on Pinterest includes the "Galveston Island" page featuring a variety of boards promoting Galveston tourism. [www.pinterest.com/galvestonisland](http://www.pinterest.com/galvestonisland).

**LinkedIn**

Visit Galveston owns a company page on LinkedIn, promoting Galveston leisure, group, and meetings/convention tourism.

<https://www.linkedin.com/company/galveston-island-convention-and-visitors-bureau>

The Park Board has its own company page:

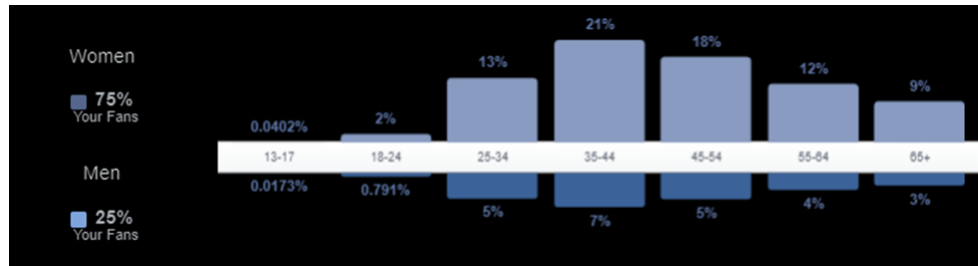
<https://www.linkedin.com/company/galveston-island-park-board>

The site already exists, and we will continue using it as needed to promote workforce development.

d. **Demographics**

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The demographics of Visit Galveston’s social media pages differ by channel. Generally, the gender demographic is 75% women and 25% men with ages of 35-44, 45-54, 25-34, 55-64, 65+, 18-24, 13-17 respectively. Facebook, which has the largest following of all the bureau’s pages, consists predominately of women between the age of 35-54.



e. **Competitive Environment**

As the popularity of social media rises, so does the clutter. Today’s consumers are savvier and more discerning about what they pay attention to, making it more difficult to attract and keep attention. Algorithms that control what users see on their channel timelines also limits what people see.

For our purposes, workforce doesn’t necessarily have “competitors” and workforce social media will focus on a small, targeted audience with far less visitors than Visit Galveston does on its channels.

**IV. Social Media Strategy**

The Park Board Workforce Development’s overall social media strategy is to provide compelling and interactive content about Galveston’s hospitality industry and diverse career offerings. An good example of a website and a well-laid out social media strategy in Minnesota is here: [Workforce Development Month Social Media Toolkit | CareerForce \(careerforcemn.com\)](http://Workforce Development Month Social Media Toolkit | CareerForce (careerforcemn.com))

The workforce social media program will seek to positively manage conversation while proactively finding new followers and cross promoting specific content on Visit Galveston channels.

- a. **Target Markets** consists of parents, teachers, and students. Here is a beginning list of potential linkages for beginning social media posting:

- [Ball High School](#)
- [Galveston College](#)
- [Texas A&M University at Galveston](#)
- [Galveston Independent School District](#)
- [Galveston Hotel and Lodging Association](#)
- [Galveston Restaurant Association](#)
- [Workforce Development | Greater Houston Partnership](#)

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[UpSkill Houston | Soft Skills Development | Career Videos & Resources \(upskillmylife.org\)](#)  
[K-TOR The Tornado | Facebook](#)

[KTOR - The Tornado! The Voice of Galveston ISD and the Galveston Community! \(ktorthetornado.com\)](#)

[Workforce | Galveston County, TX \(developgalvestoncounty.com\)](#)

[Workforce Development Boards — Texas Workforce Commission](#)

[Workforce development in Texas: The latest - Texas 2036](#)

**V. Content Strategies/Tactics**

Diversify Social Posting Content

A plan includes educating target audience about the diversity of hospitality and tourism careers available on the island. Social content can feature beach and non-beach venues, Galveston’s rich history and heritage, arts and culture, restaurants, downtown shopping, attractions, upcoming events, and outdoor activities such as fishing and birding. Many of these posts exist on Visit Galveston and can be reposted onto a workforce location to focus in on WFD.

Hospitality Images

Visit Galveston works with several professional photographers who take island sunrise, sunset, and architecture images. These images are to be posted to Visit Galveston’s Facebook page and other channels several times each week. Workforce can ask the marketing organization to obtain needed shots from a “shot list” of hospitality interactions and local hospitality people.

Galveston Grubs

The digital content coordinator works with the multimedia content creator to brainstorm ideas and further develop the Galveston Grubs video series. This video series partners with local chefs and restaurant owners to feature unique items and behind the scenes shots of their businesses. This is easily repost-able on a workforce site.

Galveston Stories

The marketing team will develop an annual calendar for documentary-style videos promoting Galveston’s diverse community of locals which pairs nicely with workforce posts.

Regular Themes & Hash Tags

Visit Galveston uses a variety of themes and hashtags for its social media posts to create a regular connection with followers and take advantage of trending topics already popular in the social media world. Possible ideas for themes are presented (to begin brainstorming other names) on the chart below:

Theme	Description	Hashtag
<b>Work in Galveston</b>	Visitor Comments, Unique Offerings, Videos	#WorkinGalveston

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<b>Born on Island – Work on island – Stay on island</b>	Images & Facts about people who were born here and have great lives here	#BOIWOISOI
<b>Hospitality Careers</b>	Career Tips, Business Ideas, News about new things going on in the industry	#HospitalityGalveston

Cross-posting

Workforce communications will reach out to social media accounts in Galveston with hospitality ties as well as key accounts to follow and hashtags for potential reshares from organizations like [Workforce Development | Greater Houston Partnership](#).

Person-On-The-Street Videos

Visit Galveston already develops short videos of residents and visitors in Galveston to get an authentic view of the perception of Galveston and its offerings. These videos consist of candid views of Galveston. Videos are captured in locations such as beach parks, attractions, food establishments, and downtown draws. These videos can be reposted with amplifying comments about the Galveston workforce and hospitality industry or video can be created specifically for workforce development.

Small Business Spotlights

The digital content coordinator develops content (photos or videos) to spotlight Galveston Island’s diverse small business community. This involves outreach to partners to coordinate content creation on-site of the participating businesses. When applicable, we can repost and/or repurpose.

**VI. Promotion Strategies/Tactics**

Social Advertising

Visit Galveston uses paid advertising to gain followers, promote events, increase engagement and increase traffic to VisitGalveston.com. A workforce social media program can work with marketing to piggyback off Visit Galveston and promote events or news locally.

Influencer FAM Tours

Visit Galveston hosts influencers and familiarization tours throughout the fiscal year. Some tours might be able to be focused on workforce development and these can be coordinated with the PR team and marketing director.

Contests, Sweepstakes, or “awareness months”

Visit Galveston hosts a variety of social media promotions throughout the year to engage with followers, including photo contests, video contests, sweepstakes and more. These promotions are designed to encourage followers to share their Galveston. There is space

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and bandwidth to create workforce development type contests or challenges. A good example of an “awareness month” in Minnesota’s Workforce Development programs social media campaign here: [Workforce Development Month graphics for Instagram | CareerForce \(careerforcemn.com\)](https://www.careerforcemn.com/workforce-development-month-graphics-for-instagram)

**VII. Social Media Work Plan**

**a. Daily**

1. Manage Social Channels (create content, generate engagement, interact with other pages, respond to messages, questions and comments, monitor online conversation).
2. Create or share engaging content and update highlights accordingly. Additionally, utilize good, visual vertical video for mobile-first social media platforms such as TikTok and Instagram Reels.
3. Monitor Facebook ads including engagement, comments and daily spend.
4. Request User Generate Content through Crowdriff (share on pages, update photo library).
5. Work with PR team to Manage Blogger/Influencer Requests.
6. Partner Relations (Respond to questions, share content, post to Galveston Tourism Partners, Galveston Restaurant Insiders and Galveston Retail Insider groups).
7. Promote content from VisitGalveston.com (Blogs, pages, etc.).
8. Collaborate with local photography partners.

**b. Weekly**

1. Develop Weekly Social Content Calendar in concert with the overall Workforce Development calendar of milestones, events, and opportunities.
2. Monitor Analytics via SproutSocial (adjust content as need)
3. Schedule Content (Facebook & Sprout Social)
4. Webinars/Social Media Emails to keep up with changes
5. Meet with Marketing/PR Team (upcoming events, brainstorm, FAMs)
6. Work with Digital Content Strategist to cross promote events on calendars

**c. Monthly/Quarterly**

1. Sprout Social Reports (monitor, report and occasionally present to WDC)
2. Blog Program (Work with PR and marketing team on topics and content)
3. Work with Digital Content Strategist and marketing director to submit content to Around Houston or [Workforce Development | Greater Houston Partnership](https://www.greaterhoustonpartnership.com/)
4. Social Media Contests & Promotions (design, create, manage, and implement social media contests and promotions)
5. FAMs/Influencers (work with PR team to plan, invite, negotiate, connect with Galveston partners, supply them with Galveston social media information)

**d. Existing Pages/ Groups**

**Facebook**

Galveston Island - <https://www.facebook.com/visitgalvestonisland/>

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Downtown Galveston - <https://www.facebook.com/MyDowntownGalveston/>  
Stewart Beach - <https://www.facebook.com/StewartBeachPark/>  
East Beach - <https://www.facebook.com/eastbeachpark/>  
Dellanera RV Park - <https://www.facebook.com/DellaneraRVPark/>  
Seawolf Park - <https://www.facebook.com/SeawolfPark/>  
East End Lagoon Nature Preserve - <https://www.facebook.com/EastEndLagoon/>  
Galveston Park Board of Trustees - <https://www.facebook.com/GalvestonParkBoard/>  
GICC - <https://www.facebook.com/galvestonislandconventioncenter/>  
Galveston Retail Insider (Group) - <https://www.facebook.com/groups/GalvestonRetailInsider>  
Galveston Restaurant Insider (Group) - <https://www.facebook.com/groups/GalvestonRestaurants>

### **Instagram**

Galveston Island – <https://www.instagram.com/galvestonisland>

### **Twitter**

Galveston Island – <https://www.twitter.com/galvestonisland>

### **YouTube**

Visit Galveston - <https://www.youtube.com/visitgalveston>

### **TikTok**

Visit Galveston - <https://www.tiktok.com/@visitgalveston>

### **LinkedIn**

Visit Galveston - <https://www.linkedin.com/company/galveston-island-convention-and-visitors-bureau>  
Park Board - <https://www.linkedin.com/company/galveston-island-park-board>

### **Pinterest**

Visit Galveston - <https://www.pinterest.com/galvestonisland>

#### **e. Messaging Brand Standards**

1. For graphics and videos, collaborate with the marketing strategist and multimedia content creator before posting.
2. In posts, always add the following at the end when a link is not included:
  - a. #LoveGalveston | VisitGalveston.com
  - b. TBD

#### **f. Tips**

1. On Instagram, 4x5 image ratio is recommended.



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2. When doing a Facebook Live, it is recommended to shoot vertically.
3. When videoing anything for multipurpose use, shoot vertically.
4. When posting on TikTok, try to use popular audio for maximum potential engagement, even if that means turning the audio down to 0%. Audio cannot contain racial slurs or profanity.
5. Galveston Island Tourism is an active brand on social. Find the balance between posting occasionally and frequently across channels through monitoring posts. Galveston's audience appreciates engaging content without sales tactics.
6. Spread the love when creating content. Highlight the beach, top attractions, upcoming events, and small businesses throughout the island.
7. Do not post glass on the beach and only post alcohol at East Beach
8. When posting images of dogs, make sure they are on a leash
9. Posts must not contain profanity, racial slurs, nudity, religion or politics. This may result in immediate termination.
10. Keep in mind regional, national and international issues that are circulating social media. It is important to be aware of what we are sharing as it pertains to the community. (Ex: During peak COVID-19 shutdowns, it would not be appropriate to promote large gatherings).

**g. Ideas and Community Outreach:**

1. Community Engagement - Attend Chamber Breakfast Learning Sessions, Houston Social Media Breakfasts, C-Crewe, etc.
2. Certified Tourism Ambassador (CTA) Involvement with social media (Collaborate with Destination Services).

**h. Tools to be aware of**

1. Sprout Social
2. Crowdriff
3. UTM Generator
4. Dropbox
5. Envato Elements
6. SWR Webcams
7. Adobe Suite
8. Canva
9. TapLink
10. VIsitGalveston.com CMS
11. Emoji Copy
12. National Day Today

**i. How to Stay Current With Industry Trends and daily/weekly blogs**

1. Social Media Examiner
2. Sociality.io
3. HubSpot
4. Sprout Social

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5. Subscribe to newsletters from destinations similar to Galveston for blog content inspiration (Visit Savannah, Explore Charleston, etc.)

**VIII. Social Media Goals & Objectives**

**a. Goals**

1. Generate positive exposure of Galveston's hospitality and tourism opportunities to key targets to create greater recognition of what is available, create positive perceptions and increase interest in becoming part of the Galveston workforce.
2. Create positive exposure of hospitality and tourism job opportunities.
3. Increase traffic to **TBD** by consistently sharing links to relevant content.

**b. Objectives**

1. Create a social media following, learn and experiment.
2. Maintain an acceptable engagement rate (starting with Facebook and Instagram.)

**c. Evaluation**

A variety of quantifiable tools can measure our goals and objectives, once we get going. The digital content coordinator for Visit Galveston can help advise the PR manager on gaining followers and establishing good content and engagement rates.

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