



@a.typical.workday



@korofina



@jarrett.hendrix



@h.i.o



@district_diner



@adam_brockett

CONNECT WITH DESTINATION DC ON SOCIAL MEDIA



@docrox6



@locknshootphotography



@marylwinlow



@kristysees



@mill_burray







@derrcher



WHERE YOU'LL FIND US





CONSUMER CHANNELS

Audience: Locals, travelers and potential visitors

-  @washingtondc
-  @visitwashingtondc
-  @washingtondc
-  #MyDCcool

INDUSTRY CHANNELS

Audience: Members, hospitality & tourism industry, businesses and meeting planners

-  @destinationdc
-  @destinationdc
-  @destinationdc
-  #DestinationDC, #DCcoolMeetings

HASHTAG GUIDE

#MyDCcool

Audience: Locals, travelers and potential visitors

When to use: At monuments and memorials, out to eat, while exploring neighborhoods

#DCcoolMeetings

Audience: Meeting and event planners, associations and visiting groups

When to use: At meeting venues, group dining experiences, near great views of or from DC event spaces

#DestinationDC

Audience: Members, stakeholders and DDC ambassadors

When to use: At member events, out and about in the city and when engaging with DDC staff

SOCIAL MEDIA FOR MEMBERS

You have to do it. Everybody's doing it. This is how we do it.

WHAT DESTINATION DC CREATES

DDC writes popular, content rich pieces for consumers.

Regularly published on Facebook and Twitter and linking to Washington.org, these include things like

- 100+ Free things to do
- 20+ Hot Restaurants to Try Now in Washington, DC
- 16 Can't Fail First Date Ideas in Washington, DC

The DDC team turns first to Washington.org for story ideas including the events calendar, deals and member listings for photos.

Be sure to regularly refresh your content. When you have something special to share, be sure to contact your membership account manager.

OUR STRATEGY

The DDC social media strategy is largely user generated.

- The goal is to highlight the experience of visiting Washington DC as seen through guests' eyes.
- This shows DC in an authentic way and drives engagement.
- This is especially true on the consumer Instagram channel, where nearly all images have been reposted, not created by us.
 - The images most often don't have words or text and rarely feature specific brands.
 - DDC seeks release permission for all photos before they are shared.

WHAT YOU SHOULD DO

DDC can help amplify your story online. Our team will choose items to share that best fit our social media audience, channel and calendar.

- Use #MyDCcool or #DestinationDC when you post. We may like, re-post, or add to our own features.
- Sell the experience, not the offer.
- Ensure photos you share are emotive and in focus.
- Grant permission for sharing when asked.
- If you're producing an event or photo-op invite us by sharing with your member account manager. Please try to give us 2-weeks heads-up and include
 - Photos
 - Links
 - Social media handles and hashtags

Contact the membership team, partnerships.updates@destinationdc.com.