

Santa Rosa County Partner Relaunch Suggestions

Study after study is showing it's more important than ever to communicate clearly and frequently to our locals, visitors and future guests about what our destination is doing to keep people safe while enjoying beautiful Santa Rosa County.

This document outlines our initiatives that highlights, supports and enhances partner marketing programs for and within Santa Rosa County. The first portion of this document will provide an overview of the programs that will be undertaken, the second portion will provide some communication guidelines and the third portion will provide information on how to participate and communicate with the Tourism Office.

SECTION 1 - PROGRAM OVERVIEW

Goals:

- Drive overnight stays among targeted visitor groups
- Drive Tourist Dollar Tax Collections
- Drive overall in-market spend and economic impact
- Raise awareness for lodging options, activities, restaurants and attractions

Throughout this uncertain time, keeping Santa Rosa County and our partners top of mind to our past and future visitors has been one of our top priorities.

Initiatives

Owned Media:

- Website
 - GetRelaxing.com will continue to be our primary resource to send interested visitors as they seek more information about our destination.
 - Listings
 - Our partner data will continue to be fed through TripAdvisor so we encourage all partners to make certain their information is up to date and accurate.
 - Blogs
 - Highlight our partners and ways our visitors can enjoy a safe, uncrowded, affordable, and unique vacation.
- Organic Social Media
 - Continue to feature partners throughout our social media calendars. We will continue to develop a content calendar that outlines topics that are relevant to our audiences and highlight our destination assets and partner offerings.

Earned Media:

- Our Public Relations team is actively pitching – creating timely, thoughtful and positive messaging for appropriate distribution to select media that highlight our partners and CVB milestones (openings, etc).
- Craft roundups that include timely and differentiating (what makes our destination stand apart from others) roundups. Each will have a different focus from wellness or family fun to affordability or less crowded.

- Craft positive and creative messaging for June, July and beyond. These pitches will be directed to drive market locals outlined by the media team as well as Florida journalist requests.
- Speaking with journalists and influencers, finding new and creative ways to host writers that want to feature our beautiful destination.

Paid Media:

The Santa Rosa County paid media plan will be geared to these 2 segments:

- Resilient Travelers who will be first to travel and actively looking for booking, likely skewed to the younger, Millennial audience.
- Reluctant Travelers who are a little more hesitant to travel and need more inspiration and reassurance.

Campaign: June 8-September 13

Potential Partner Promotions:

Welcome Back Weekends; Wellness Breaks; Family Getaways

Timing: June-December

SECTION 2 - COMMUNICATION GUIDELINES

Messaging:

Stress the warm, fresh air, uncrowded, spacious beaches, healthy choices in food, exercise and relaxation.

Social media is a wonderful tool that allows companies to communicate and build relationships with people. Because of this, it is extremely important to recognize that overcommunication is never a bad thing in times of public uncertainty and disruption. It is our duty to not be reactive, but instead to proactively identify the potentially lasting implications of the messages you are sending. It is important that we share all messaging in a calm, informed, empathetic and friendly tone at all times.

Below are suggested action plan recommendations for SRC tourism partners with regard to post-COVID-19 communications. Please note, we are actively monitoring the situation not only with the assistance of our local partners, but with direction from the Florida Department of Health, the CDC, VisitFlorida as well as the U.S. Travel Association, and will make updates to these suggestions as needs arise.

FOOD SERVICE

1. Social Media statements need to have an offline element. Restaurants must follow the CDC and FDOH guidelines and enact elevated health standards to safeguard the health of employees and customers. These actions should be listed out on signage in stores, be it something at the cash register, hostess stand, etc. The goal is to remind guests that they are in a safe place. *See a list of examples at the bottom of this sheet.*

They can view the **CDC Environmental Cleaning and Disinfection Recommendations** to learn more here: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html>

2. If the establishment has a website, they will need to have a statement on the site. This statement should include the actions they are taking (step 1 - example at end of document) and how they are continuing to monitor the situation. Also, make sure that the statement links to the CDC page since they are updating it continuously. <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

3. Once step 1 and step 2 are completed, the establishment will need to post on social media about the actions they are taking and link to the statement on their site. If they do not have a site, then on social media--they can post about the actions they are taking and link to the CDC page.

4. It is best practices to monitor conversations happening on their platforms as well as in the social media space. It would be in their best interest to have a response prepared for users asking about the virus. See an example below:

Example 1:

User: Are we required to wear masks?

Brand: At this time, we are not requiring visitors to wear masks, however, we are asking that you continue to follow the CDC social distancing guidelines. This includes diligent washing of hands, avoiding close contact with strangers and daily monitoring of health. For any other questions regarding the elevated health standards we have implemented, please visit our website here:

Example 2:

We are continuing to monitor the rapidly changing developments of COVID-19. We are committed to the health and well-being of our customers and employees. Please see a list of elevated health standards we have implemented here: LINK TO STATEMENT PAGE

For more questions regarding the virus, please visit <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

5. From there, communicating the different options the business is offering is very important. If someone is talking about cancelling their trip, offer to talk them through rescheduling. Monitor all official COVID-19 updates and be prepared to make a social media statement to your audience when it pertains to your vertical. Finally, stay away from any messaging that may be seen as insensitive.

ACCOMMODATIONS

1. Social Media statements need to have an offline element. Restaurants must follow the CDC and FDOH guidelines and enact elevated health standards to safeguard the health of employees and guests. These actions should be listed out on signage at stores, in rooms, in the lobby, etc. The goal is to remind guests that they are in a safe place. *See a list of examples at the bottom of this sheet.*

They can view the **CDC Environmental Cleaning and Disinfection Recommendations** to learn more here: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html>

2. If the establishment has a website, they will need to have a statement on the site. This statement should include the actions they are taking (step 1 - example at end of document) and how they are continuing to

monitor the situation. Also, make sure that the statement links to the CDC page since they are updating it continuously. <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

3. It is best practices to continually monitor conversations happening on their brand platforms as well as in the social media space. It would be in their best interest to have a response prepared for users asking about the measures they are taking to keep the community and visitors safe. See an example below:

Example 1:

User: Are we required to wear masks?

Brand: At this time, we are not requiring visitors to wear masks, however, we are asking that you continue to follow the CDC social distancing guidelines. This includes diligent washing of hands, avoiding close contact with strangers and daily monitoring of health. For any other questions regarding the elevated health standards we have implemented, please visit our website here:

Example 2:

We are continuing to monitor the rapidly changing developments of COVID-19. We are committed to the health and well-being of our guests and employees. Please see a list of elevated health standards we have implemented here: [LINK TO STATEMENT PAGE](#)

For more questions regarding the virus, please visit <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

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OUTDOOR ACTIVITIES

1. For spaces such as the Coldwater Creek, Blackwater River, Navarre Beach, The Pier, Soundside, etc. --make sure that the statement for the county is present. For vendors that are renting out supplies, etc., they will need to have the statement present at their location. *See a list of examples at the bottom of this sheet.*

They can view the **CDC Environmental Cleaning and Disinfection Recommendations** to learn more here: <https://www.cdc.gov/coronavirus/2019-ncov/community/organizations/cleaning-disinfection.html>

2. If the vendor has a website, they will need to have a statement on the site. This statement should include the actions they are taking (step 1 - example at end of document) and how they are continuing to monitor the situation. Also, make sure that the statement links to the CDC page since they are updating it continuously. <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

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INDOOR ACTIVITIES

1. Social Media statements need to have an offline element. Restaurants must follow the CDC and FDOH guidelines and enact elevated health standards to safeguard the health of employees and customers. These actions should be listed out on signage in stores, be it something on the window, in the lobby, etc. The goal is to remind guests that they are in a safe place. *See a list of examples at the bottom of this sheet.*

2. If the establishment has a website, they will need to have a statement on the site. This statement should include the actions they are taking (step 1 - example at end of document) and how they are continuing to monitor the situation. Also, make sure that the statement links to the CDC page since they are updating it continuously. <https://www.cdc.gov/coronavirus/2019-ncov/index.html>

3. Once step 1 and step 2 are completed, the establishment will need to post on social media about the actions they are taking and link to the statement on their site. If they do not have a site, then on social media--they can post about the actions they are taking and link to the CDC page.

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GENERAL/MISC. INFORMATION

Example of a list of actions they are taking to be posted on their website page, in signage and on social media:

We are activating a set of temporary, elevated health standards and following the CDC and FDOH guidelines to help safeguard the health of our employees and customers. See a full list of the actions we have implemented below:

1. Increased cleaning and sanitization of all surfaces in common spaces.
2. All shared items such as (condiments, sugar, creamers, etc.)/(magazines, signup sheets, pens)/(maps, brochures, guidebooks) have been removed and are available upon request and/or will be added by the staff.
3. We are actively monitoring both the CDC and Florida Department of Health (FDOH) for updates and are adapting the (store space, hotel common spaces, etc.) in accordance with official recommendations.
4. Staff has been trained on all Florida Department of Health guidelines and have been directed not to come to work should they exhibit signs of infection.
5. Our goal is to remain transparent, flexible and steadfast in safeguarding [NAME OF CLIENT OUTLET] for visitors and staff.

SECTION 3 - PARTICIPATION INFORMATION

We welcome your involvement, we are in this together and together we can bring back a robust tourism economy to Santa Rosa County.

- Please provide social media content to Monica McBrien - monica@santarosa.fl.gov
- Please provide press information, news stories, etc to Tara Tufo - ttufo@paradiseadv.com
- Please make sure that your information is up to date and accurate on TripAdvisor.

Tourist Development Office - nicoled@santarosa.fl.gov

Paradise Advertising - tsmith@paradiseadv.com