



SOCIAL MEDIA TOOLKIT

FOR MEETING PLANNERS

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

HOW TO USE

You've decided to host your next meeting in the greater Fort Myers area - thank you! We're so excited to welcome your attendees to enjoy our islands, beaches and neighborhoods.

1. To better promote all that your attendees can enjoy while here across your social channels, copy and paste content and hashtags as appropriate.
2. Select your favorite image within the options provided and use the corresponding size for the channel you are sharing on.
3. Add the webpage URL provided along with the corresponding copy.
4. Share and engage!

SOCIAL CHANNELS & BRAND HASHTAG

Facebook: facebook.com/visitfortmyers

Instagram: @visitfortmyers

Twitter: @visitfortmyers

TikTok: @visitfortmyers

Hashtag: #MyFortMyers

GIFs: giphy.com/visitfortmyers

- *GIFs can be utilized in Instagram Story features, found via the 'GIF' search button within the Stories editing settings*

SAMPLE SOCIAL MEDIA CONTENT

Things to Do in Fort Myers

Post Copy: We're excited to announce the [insert company meeting] will be in the greater Fort Myers area this year! Plan ahead to enjoy a few @[visitfortmyers](https://www.visitfortmyers.com) favorites while you're there:

Link:

<https://www.visitfortmyers.com/see-do>

Hashtags: #MyFortMyers #ThingsToDo

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



Top Reasons to Make Time for Play

Post Copy: [Insert company meeting] is going to @visitfortmyers. Outdoor adventures and welcoming neighborhoods await on your free nights! You may even want to stick around for a few days to explore this island paradise.

Link:

<https://www.visitfortmyers.com/visit/editorial/youre-meeting-paradise-why-not-stay-w-hile>

Hashtags: #MyFortMyers #Bleisure

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



Things to Do in Downtown Fort Myers

Post Copy: Looking for something fun to do during your free time at [insert company meeting]? Check out these must-see @[visitfortmyers](#) sites in downtown Fort Myers!

Link:

<https://www.visitfortmyers.com/visit/edit/orial/downtown-fort-myers-river-district-things-to-do-in-one-day>

Hashtags: #MyFortMyers
#DowntownFortMyers

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



Places to Eat in the Fort Myers Area

Post Copy: Ready for some local fare but aren't sure where to go? This list of dining options in sunny Southwest Florida is just the ticket!

Link:

<https://www.visitfortmyers.com/eat-drink>

Hashtags: #MyFortMyers #FoodieFinds

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



Top Spots for Coffee In and Around Fort Myers

Post Copy: Looking for a pick-me-up? Sip through this list of the top coffee spots in and around Fort Myers.

Link:

<https://www.visitfortmyers.com/visit/edit/orial/top-coffee-spots>

Hashtags: #MyFortMyers #CoffeeBreak

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



Local Breweries

Post Copy: End your meeting day at one of the dozens of local breweries that call the Fort Myers area home!

Link:

<https://www.visitfortmyers.com/local-breweries-distilleries>

Hashtags: #MyFortMyers #DrinkLocal

Find images sized for Facebook, Instagram and Twitter feeds [here](#).



ADDITIONAL RESOURCES

BEST PRACTICES

- Tagging the @VisitFortMyers page can help lead to additional engagement and impressions, allowing your audience to learn more about the destination if they are interested
- Continuously engage with followers and share up-to-date news and information from @VisitFortMyers
- Engage with @VisitFortMyers channels to foster additional community interactions
- When linking to the corresponding landing page, ensure the link is shared in full and shortened with a URL shortener like [Bit.ly](https://bit.ly)
- When sharing to Facebook and Twitter, it is recommended to include a photo upload alongside the link for greater visibility
- Don't spam your followers by overusing hashtags
- Ensure your content is informative while also exciting and authentic

TIPS

- Use Fort Myers' islands, beaches and neighborhoods, with the islands, beaches and neighborhoods portion presented in lowercase letters after the possessive apostrophe.
 - In subsequent posts, for variety, you can use:
 - the islands, beaches and neighborhoods of Fort Myers
 - Fort Myers and surrounding areas
 - in Fort Myers
 - around Fort Myers
 - in the greater Fort Myers area
 - Fort Myers and surrounding neighborhoods
 - in Southwest Florida
 - Encouraged adjectives before the full destination reference:
 - Experience the islands, beaches and neighborhoods of Fort Myers...
 - Discover Fort Myers' islands, beaches and neighborhoods....

We look forward to
welcoming you to the greater
Fort Myers area!

Questions?

Contact the [Fort Myers Team](#)

