

Checklist:

We know these are challenging and unprecedented times for the travel and tourism industry. If you're looking for ways to use CrowdRiff at this time, follow this checklist for some ideas on a few things you can do right now, as well as some things you can do to plan for the future.

Right now:

Source UGC:

- Keep your destination top of mind by sharing on organic channels, like email and social media
- Continue to share positive, inspirational UGC photos on social
- Look for content that adheres to social distancing guidelines: solo outdoor activities, meditation, and in-home activities
- When you find a photo you love, use Similar Photo Finder to source more just like it
- Supplement your COVID-19 blog or website content with UGC of things locals can do while social distancing

Support partners now and through the recovery by:

- Sourcing and sharing partner visuals
- Showcasing their experiences and promoting their websites and social pages
- Creating a round-up blog or web page with up-to-date local business information, hours, and imagery
- Add Google Locations to partner photos
- Use Connect to access partner Instagram Stories and photos and videos they've been tagged or @mentioned in

Run photo contests and challenges to engage your community and generate more content

- Promote it on social media, your website, and email newsletters
- Set up a dedicated hashtag
- Use Public Uploader to gather entries

Lay the foundation for recovery:

Create and promote hashtags for the various stages of recovery

Prepare future content now

- Plan for a resurgence in travel. People are browsing now and planning for the future.
- Anticipate what kinds of questions people may have about your destination
- Revisit planned campaigns or create new campaigns

Source imagery for future campaigns:

- Domestic tourism
- Road trips
- Local experiences

Send rights requests for future campaign visuals

Plan future website improvements

Add calls-to-action to the images in your website galleries

Set up Public Uploader, if you have it