

## PR HOT SPOT January 2009

By Kimberly Miles, Public Relations Manager

### **Come Join Us: Myrtle Beach CVB Connects with Social Media Sites**

Journalists usage of online newsrooms, blogs, RSS feeds and social media continues to be more extensive than believed by PR professionals, indicates the 2008 Journalist Survey on Media Relations Practices Executive Summary.\* In fact, more than 75 percent of journalists use social media to research stories, compared with about 67 percent last year and more than 53 percent now say they visit a social media site like Facebook or YouTube at least once a month. For consumers, social media is used by 1.3 billion internet users and growing daily. The Myrtle Beach CVB has now taken a proactive step to participate in the following social media sites for consumers, partners, and the media: Twitter, Facebook, Flickr, and YouTube. The question is, are you following?

#### **How to follow and support Myrtle Beach on:**

**Facebook (social networking):** Go to [www.facebook.com](http://www.facebook.com). If you don't have an account, create one for your business or yourself. Then in the search bar type in "Myrtle Beach Area Convention and Visitors Bureau." Add the Myrtle Beach CVB as your friend.

**Twitter (micro blogging):** You can directly link to the Myrtle Beach CVB site on Twitter at <http://twitter.com/mymyrrtlebeach>. You can follow those updates by creating your own Twitter site or by subscribing to the RSS feed at the bottom of the page. The Twitter page is updated daily (almost like breaking news alerts) so you will get the latest Myrtle Beach travel news information.

**Flickr (photo sharing):** You can also directly link to the Myrtle Beach Flickr page at [www.flickr.com/visitmyrtlebeach](http://www.flickr.com/visitmyrtlebeach). You don't need to have a free account to view the page, but if you want to see any updates, you can add it to your RSS Feed or MyYahoo page or create an account.

**YouTube (video sharing):** Go to [www.youtube.com/visitmyrtlebeach](http://www.youtube.com/visitmyrtlebeach) and see all the latest Myrtle Beach videos as well as some our favorites others have submitted. You can also subscribe to the video page yourself when additional videos are added or become a friend.

### **Print Publicity Values**

November 2008

127 Print Articles, Total Circulation 11,353,642, Publicity Value \$269,263

Year to Date Print and some Online Coverage Ad Value for Myrtle Beach Travel News \$13,406,595

*Have a question on how to create your own social media site or follow the Myrtle Beach CVB on social media? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com).*

\*Study conducted by Bulldog Reporter and TEKgroup International.