



A Day in The Life of 3 CrowdRiff Users:

What Are The Workflows of These Social, Website & Digital Marketing Managers?

Natalie Tomaszewski

Kingman Office of Tourism

 @kingmanvc

 @gokingman

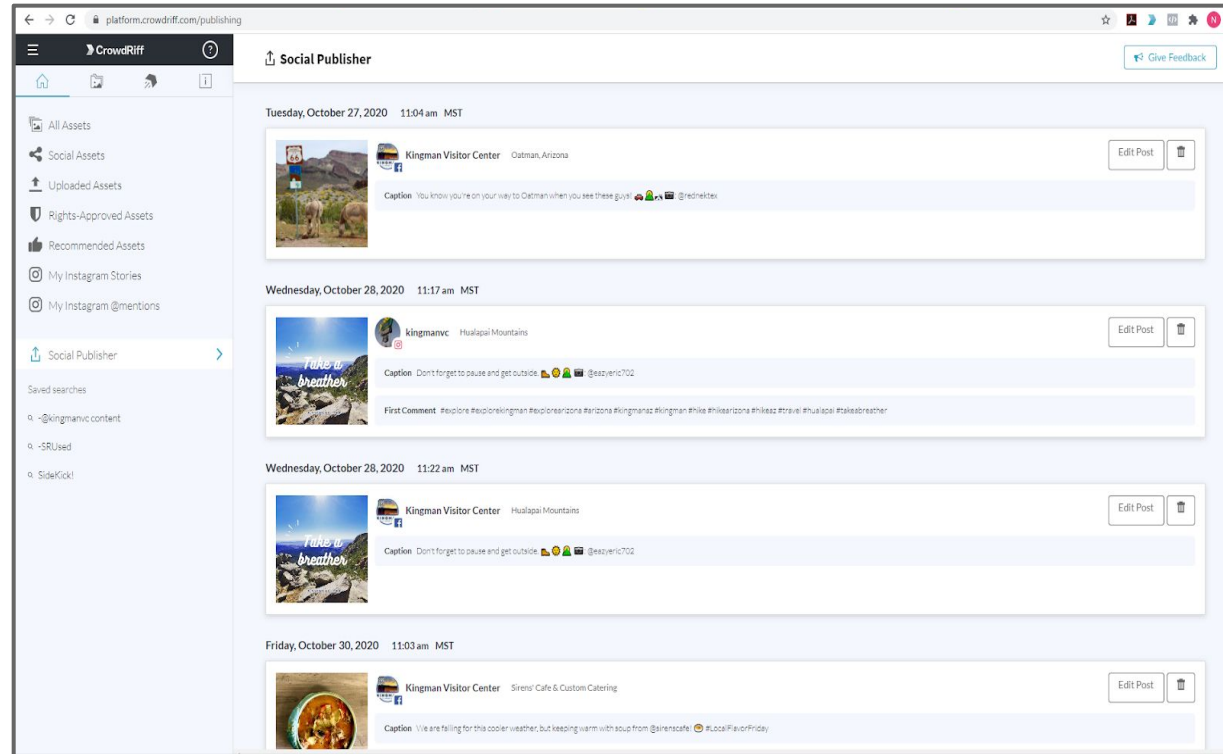
STEP BY STEP

1. What worked well?
2. Requesting rights
 - a. Side Kick
 - b. Hashtags
3. Social Publisher

The screenshot displays the Crowdriff Social Publisher interface. The left sidebar contains a navigation menu with the following items: All Assets, Social Assets, Uploaded Assets, Rights-Approved Assets, Recommended Assets, My Instagram Stories, My Instagram @mentions, Social Publisher (highlighted), and Saved searches. The main content area shows a list of social media posts. The first post is from Tuesday, October 27, 2020, at 11:04 am MST, featuring a photo of two elephants and a caption from Kingman Visitor Center. The second post is from Wednesday, October 28, 2020, at 11:17 am MST, featuring a photo of a mountain landscape with the text 'Take a breather' and a caption from kingmanvc. The third post is from Wednesday, October 28, 2020, at 11:22 am MST, featuring the same mountain landscape photo and caption from Kingman Visitor Center. The fourth post is from Friday, October 30, 2020, at 11:03 am MST, featuring a photo of a bowl of food and a caption from Kingman Visitor Center.

SOCIAL PUBLISHER

- List of posts
- Seasons and events
 - #TBT
 - Local food campaign
- Have long ago was something similar posted?



Social Media Post Schedule - Excel

Natalie Tomaszewski

File Home Insert Draw Page Layout Formulas Data Review View Help Tell me what you want to do

Clipboard Font Alignment Number Styles Cells Editing

C11 X ✓ fx Cerbat Foothills

	A	B	C	D	E	F	G	H	I
8		Saturday, October 3rd	Arizona Sunset		Magic AZ sunsets				
9		Sunday, October 4th	#NationalGetOutandDrive Day---Route 66 to Oatman		Take the road less traveled				
10		Monday, October 5th	Locomotive Park		Take a trip back in time.				
11		Wednesday, October 7th	Cerbat Foothills		Time to get out on the trails!				
12		Thursday, October 8th	#throwbackthursday		Opening of Mohave County Museum				
13		Friday, October 9th	#LocalFlavorFriday		Sirens Café				
14		Saturday, October 10th	Hackberry General Store		Out of all the unique signs at the Hackberry General Store, which is your favorite?				
15		Sunday, October 11th	Starry Night		How would you describe Kingman's starry nights?				
16		Tuesday, October 13th	Cerbat Foothills		Nothing better for the soul than immersing yourself in nature.				
17		Wednesday, October 14th	View of Kingman		(View from Mohave Heritage Tour)				
18		Friday, October 16th	#LocalFlavorFriday		Rickety Cricket Mango Drop				
19		Friday, October 16th	Road with cholla		Where is your road trip taking you?				
20		Saturday, October 17th	Arizona Sunset		Sunsets are proof that no matter what happens, every day can end beautifully. -Kristen Butler				
21		Monday, October 19th	Hualapai Mountain with dogs		Who's ready for an adventure?				
22		Thursday, October 22nd	#throwbackthursday		Oatman Main Street				
23		Friday, October 23rd	#LocalFlavorFriday		Mattinas Risorante cheesecake				
24		Friday, October 23rd	Road view of Brunswick		Get lost in our downtown				
25		Sunday, October 25th	#sunsetunday		Hualapai Mtn sunset overlooking Kingman				
26		Tuesday, October 27th	Burros alongside Route 66		Add it to your bucket list!				
27		Wednesday, October 28th	Take a breather		Don't forget to pause and get outside.				
28		Friday, October 30th	#LocalFlavorFriday		Sirens soup for cooler weather				
29		Friday, October 30th	Cerbat Foothills night shot		Kingman is showing off again				
30		Saturday, October 31st	Happy Halloween! & National Knock Knock Joke Day		Have a spooktacular Halloween from the Kingman Visitor Center!				
31									

Facebook 2020 Q4 Instagram 2020 Twitter 2020 Youtube 2020 Instagram Followers ED Facebook Weibo Postings

EXCEL DOCUMENT

TIPS & TRICKS

- Getting rights to content
- Scheduling out
- Changes in area



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