CrowdRiff for Pros: How to Create UGC-Powered Maps, Visual Business Directories & Custom Homepage Designs

Ryan Gray
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FloridaNow.com

Live Twitter, Instagram and webcam feeds from destinations across the Sunshine State.

Up-to-the-minute travel conditions, social media information and commentary.

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Protecting the overall brand halo - *keeping Florida in a positive light*.

Give near-term travelers confidence to make travel decisions relevant to their mindset and right for themselves.

Give future travelers confidence that Florida will still deliver a great vacation experience and confidence to book travel.

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Shows potential visitors that natural incidents (storms, oil spill, red tide) typically only affect small portions of the state.

Combats geographic confusion.

Brings clarity that Florida is always open for business.

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Previously only Twitter and webcam feeds from local DMOs.

New Project:
Replace curated updates with Instagram feeds for every participating DMO in the state.

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Why CrowdRiff?

PROBLEM:
Instagram API functionality that allowed reading of public media was being deprecated.

Options:

1. Get a user access token from each DMO's Facebook page.

2. Use CrowdRiff API to bring in content via Instagram business account trackers. **WINNER!**

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How We Did It

Added local DMOs (46) to our business account trackers.

Use a search query via the API to fetch all of the content for each DMO account.

Organize feed by DMO via lat/long tracked on the map.

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Results

A site well positioned to deliver on travel safety concerns throughout 2020.

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Thanks!

Ryan Gray

rgray@visitflorida.org

(850) 205-3848

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