

ITINERARY:
A Day in Brant Lake



#firstwilderness

First Wilderness Social Media

SEPTEMBER 2019



PUGS & PUMPKINS
Saturday, September 22nd, 11am - 3pm
Pavilion Park, Lake Luzerne

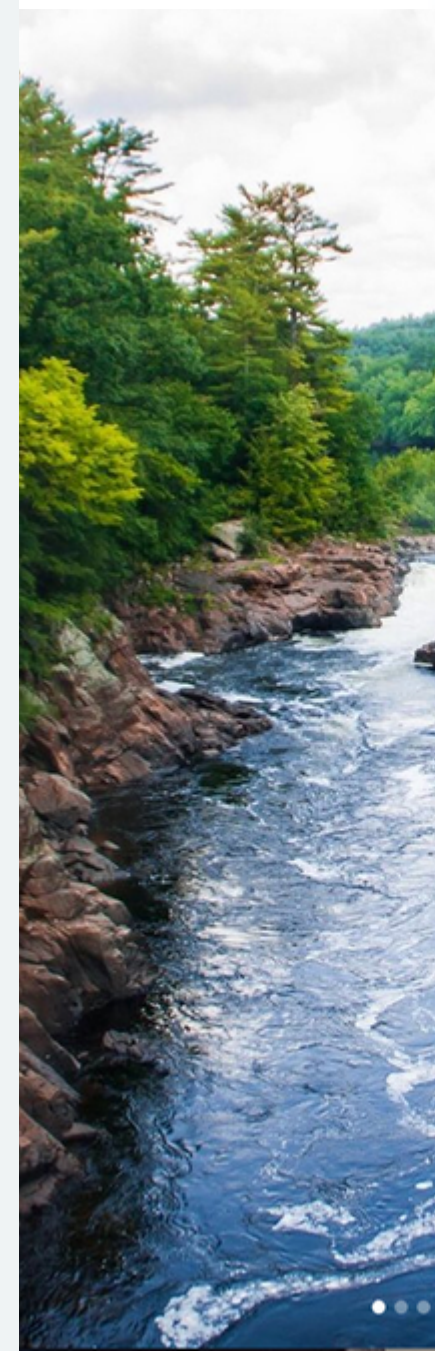


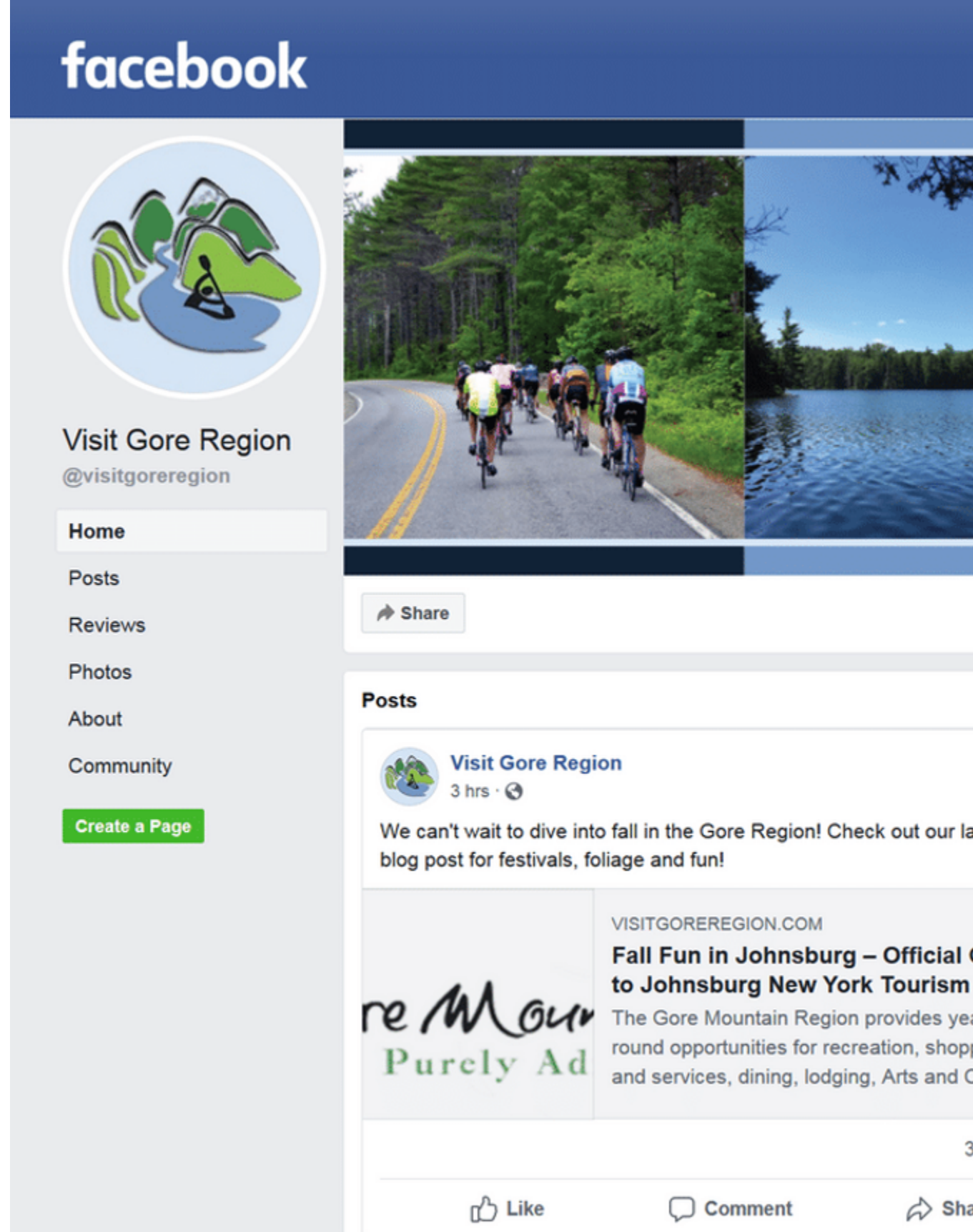
#FIRSTWILDERNESS

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If there is one thing the history of the Adirondacks teaches, its that the meaning of wilderness, like love, changes as soon as its defined.

-PAUL SCHNEIDER





Smart Growth Funding via DEC

HIRED ADVOKATE IN GLENS FALLS

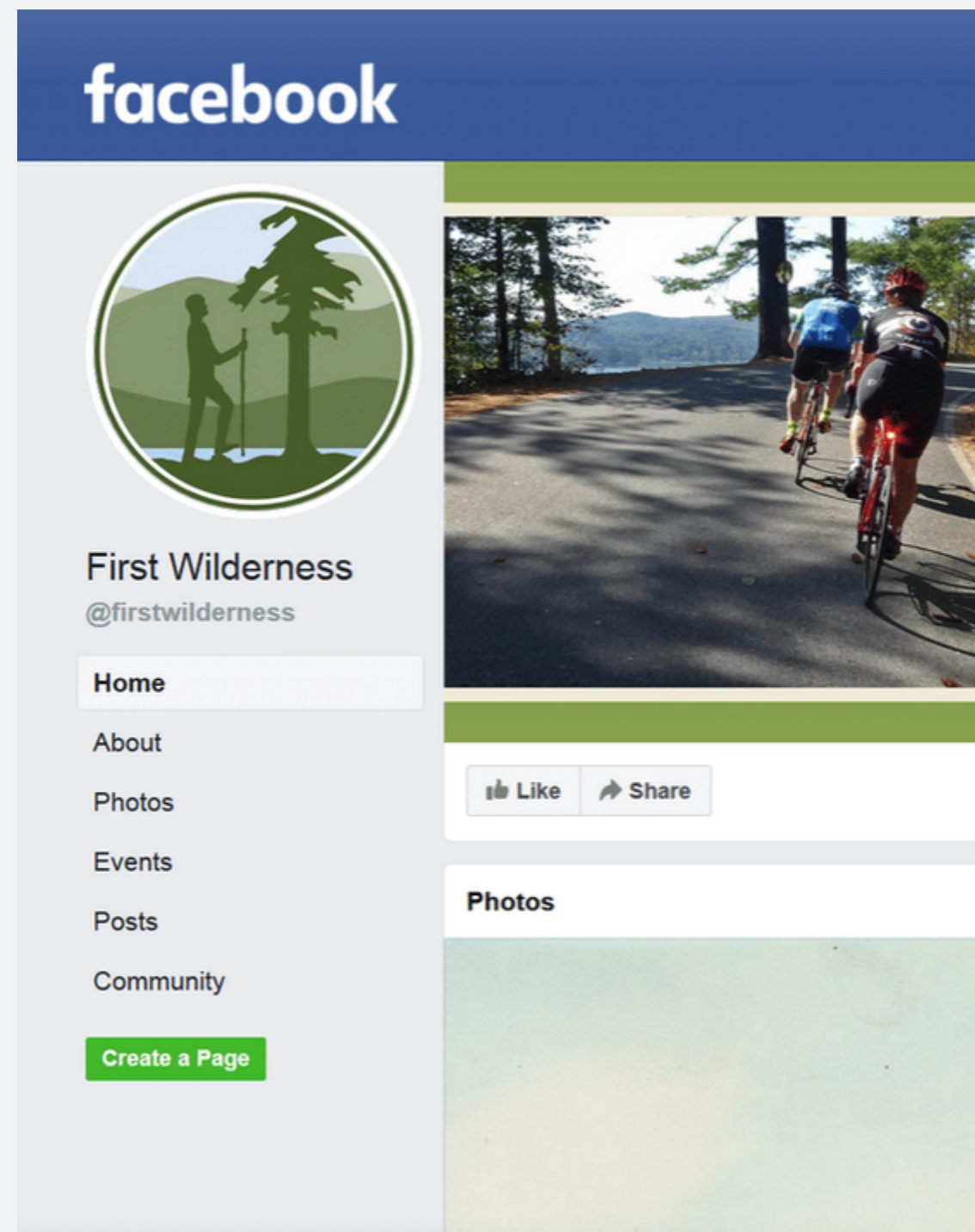
Contract runs from July 2019 to June 2020



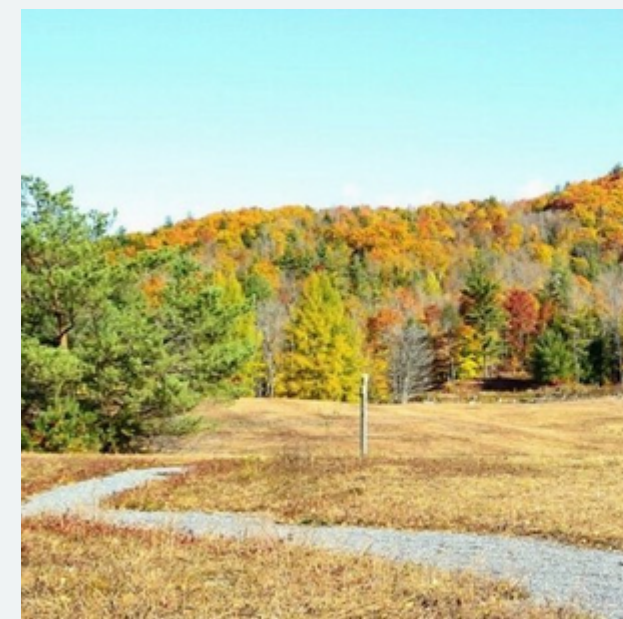
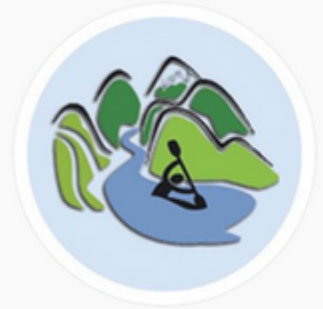
Social Media components:

- Management of visitgoreregion.com
- Weekly blog posts on visitgoreregion.com
- Weekly posts on:
 - #visitgoreregion Instagram
 - #firstwilderness Instagram
 - visitgoreregion Facebook
 - firstwilderness Facebook

Accounts have different colors and branding, but are cohesive and complementary



Instagram



Instagram

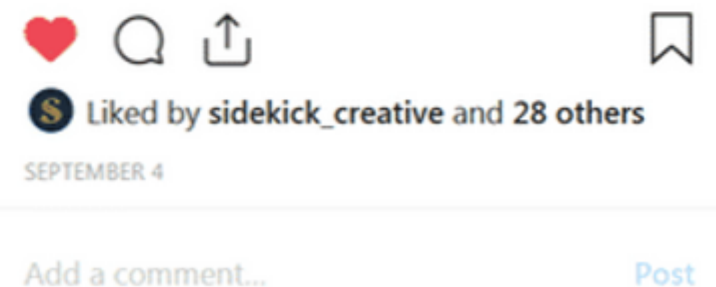
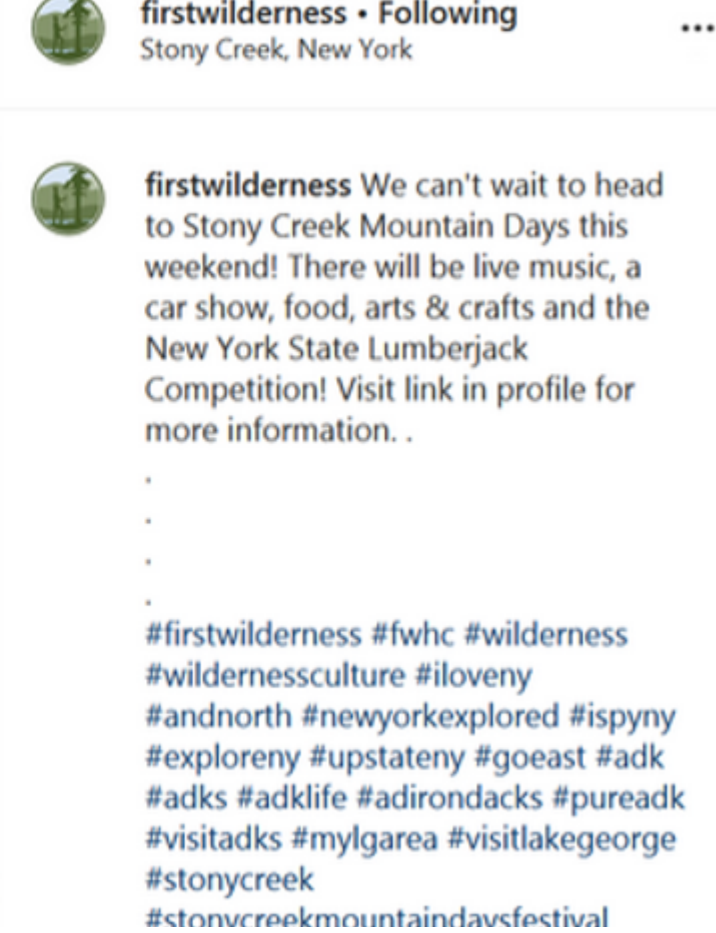
#FIRSTWILDERNESS

146 followers

Landscape and animal photography is doing very well. Instagram is doing a great job showcasing the natural beauty and outdoor lifestyle that brings people to the region.



#NATIONALWILDLIFEDAY

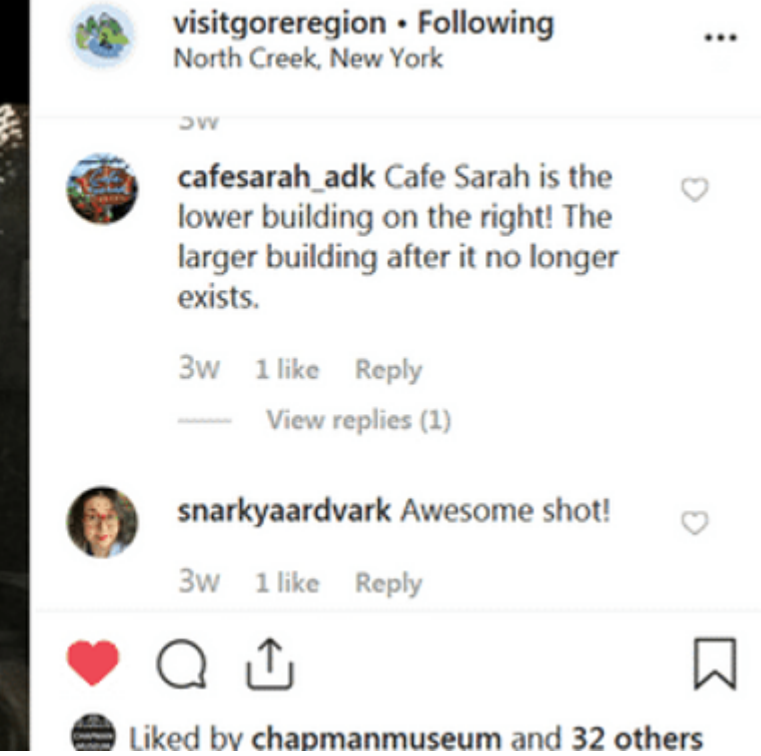


Instagram

#VISITGOREREGION

143 followers

A mix of landscape, historical and business photography is doing well on this page. Users really seem to be identifying with their favorite spots in Johnsburg and ideas on things to do.



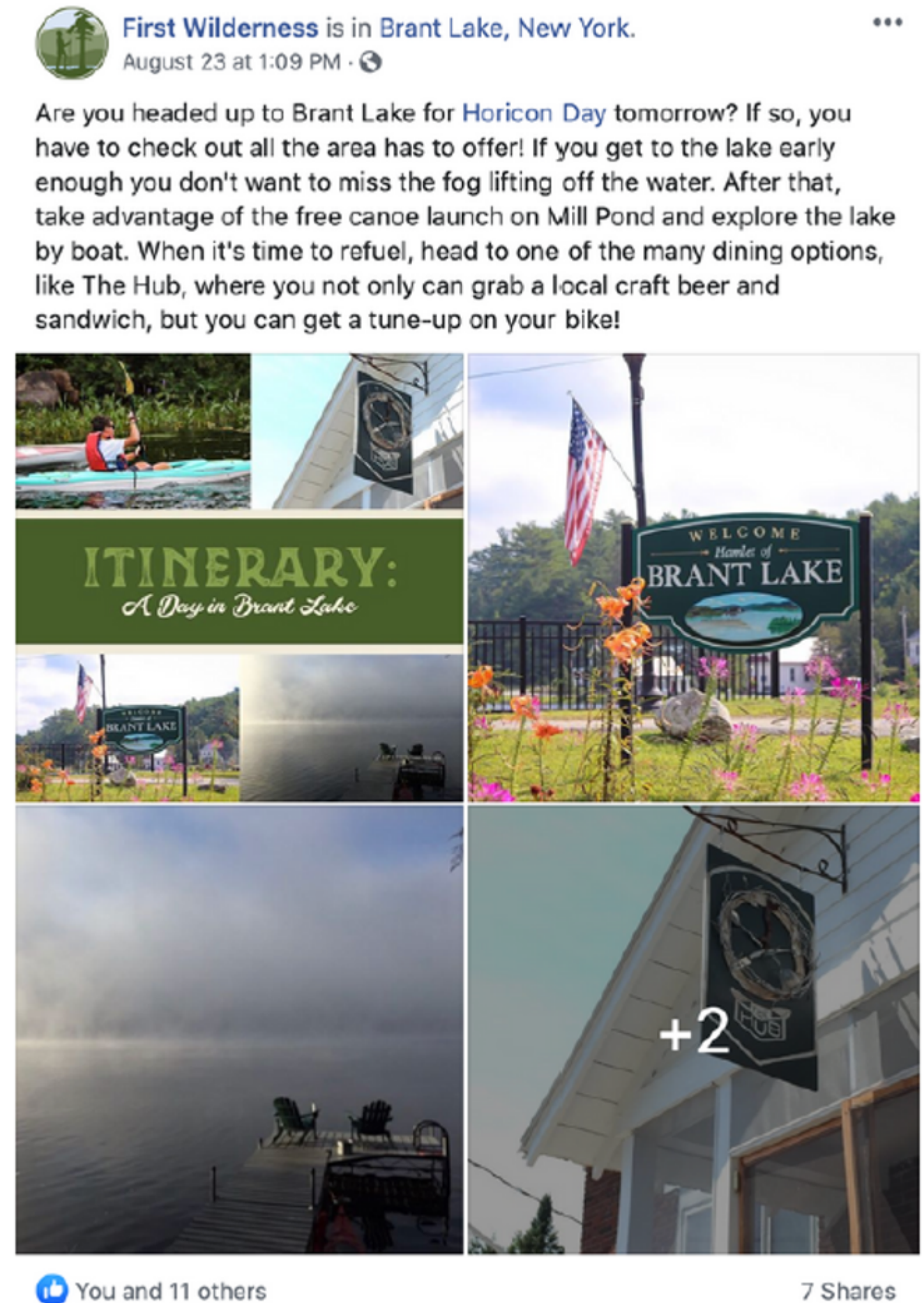
STAY and PLAY

facebook

FACEBOOK.COM/FIRSTWILDERNESS
528 followers

People love seeing their town highlighted and tourists are always looking for must-see spots.

Community-focused posts are doing well. This page could do well with a contest or giveaway to increase visibility and engagement.



facebook

FACEBOOK.COM/VISITGOREREGION
39 followers

Through tagging businesses in photos and blog posts, Advokate has been able to get shares and as a result, higher reach and engagement. People are clicking on links provided to the website and to blog posts which shows they are interested in the content. The page would do well with boosted posts and/or a likes campaign to help build an audience.



Visit Gore Region is with Tannery Pond and 7 others.

Published by Cara Greenslade [?] · August 23 at 12:37 PM · 🌐

Check out some of the local's favorites in the Gore Mountain Region on our latest blog post: <https://visitgoreregion.com/2019/08/19/what-locals-love/>



WHAT LOCALS LOVE
On the Blog!



ACTIVITIES, RECREATION, THE OUTDOORS

Fall Fun in Johnsburg



CATEGORIES

visitgoregegion.com/blog

RECENT TOPICS

- Fall Fun in Johnsburg
- Can't Miss Art Galleries – Parts 1 and 2
- Back to School in the Gore Region
- What Locals Love
- 4 Little Known Facts about the Town of Johnsburg
- Swimming in the Gore Region
- Visit Johnsburg: Come Inside!

