



ARE YOU ENGAGING WITH VISIT OCEANSIDE EFFECTIVELY ACROSS YOUR SOCIAL MEDIA CHANNELS?

In order for us to spotlight your respective businesses, please keep in mind these best practices.

+ BUILD INTEREST

The easiest way to imagine a great vacation in Oceanside is by seeing our beautiful city in action. Whenever you have guests, restaurant goers or event participants at your location, whip out your camera and start snapping.



@ # USE TAGS AND HASHTAGS

Most our shared content is User Generated Content (UGC) that we source from visitors, businesses and locals tagging us on Instagram. When posting on Instagram, select the option to “Tag People”. From there, easily search @VisitOceanside. If you’re a dining partner, please also tag @DineOsido.

Hashtags are a great way to easily integrate with Visit Oceanside’s paid campaigns. Next time you post on Instagram, Facebook or Twitter, simply copy/paste the hashtags below:

GENERAL DESTINATION HASHTAGS:

#VisitOceanside #RespectTheOriginals #LetsGetOsido #OsidoBeatsInside #VentureOsido #OsidelsCalling #OceansideCalifornia

DINING HASHTAGS: #DineOsido #OsidoSips

ALWAYS ENGAGE

Oftentimes, visitors will ask specific questions pertaining to your businesses. That’s why it’s always important to like, comment and engage whenever we tag you in a post or mention your business. Afterall, you are the best source of truth for your operation.

TAG YOUR LOCATION

When posting content captured at your business or event, be sure to tag your location, in addition to @VisitOceanside, so visitors can easily access all the posts related to your business.

KEEP IT CONVERSATIONAL





When posting, be sure to keep your post copy and engagements fun and conversational. This is great opportunity for your brand personality to shine through.

GRANT RESHARING PERMISSION

GRANTING RESHARING PERMISSION allows Visit Oceanside to more easily promote your business in our messaging and imagery. We will always give credit when the images are used across our platforms. If you notice a comment from @VisitOceanside requesting the rights to share one of your images, you can grant us permission by responding to the comment with **#YesOceanside**.

FOLLOW US:

DOUBLE CHECK you’re following us across our main consumer social media channels!

-  @VisitOceanside @DineOsido
-  @VisitOceanside @DineOsido
-  @VisitOceanside
-  Visit Oceanside