

TOURISM  
NORTHERN  
IRELAND

# Summer Lunch & Learn

[tourismni.com/lunchlearn](http://tourismni.com/lunchlearn)

TED

Tourism  
Enterprise Development  
Programme

# Summer Lunch & Learn



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## Get Involved - Sharing YOUR stories and content with Tourism NI

Sarah Sneddon – Social & Digital Marketing Officer &  
Harry Matthews – Partnerships & Influencer Marketing Officer  
Tourism Northern Ireland

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# Share your stories & content

Get involved and share your content for our Discover Northern Ireland channels.

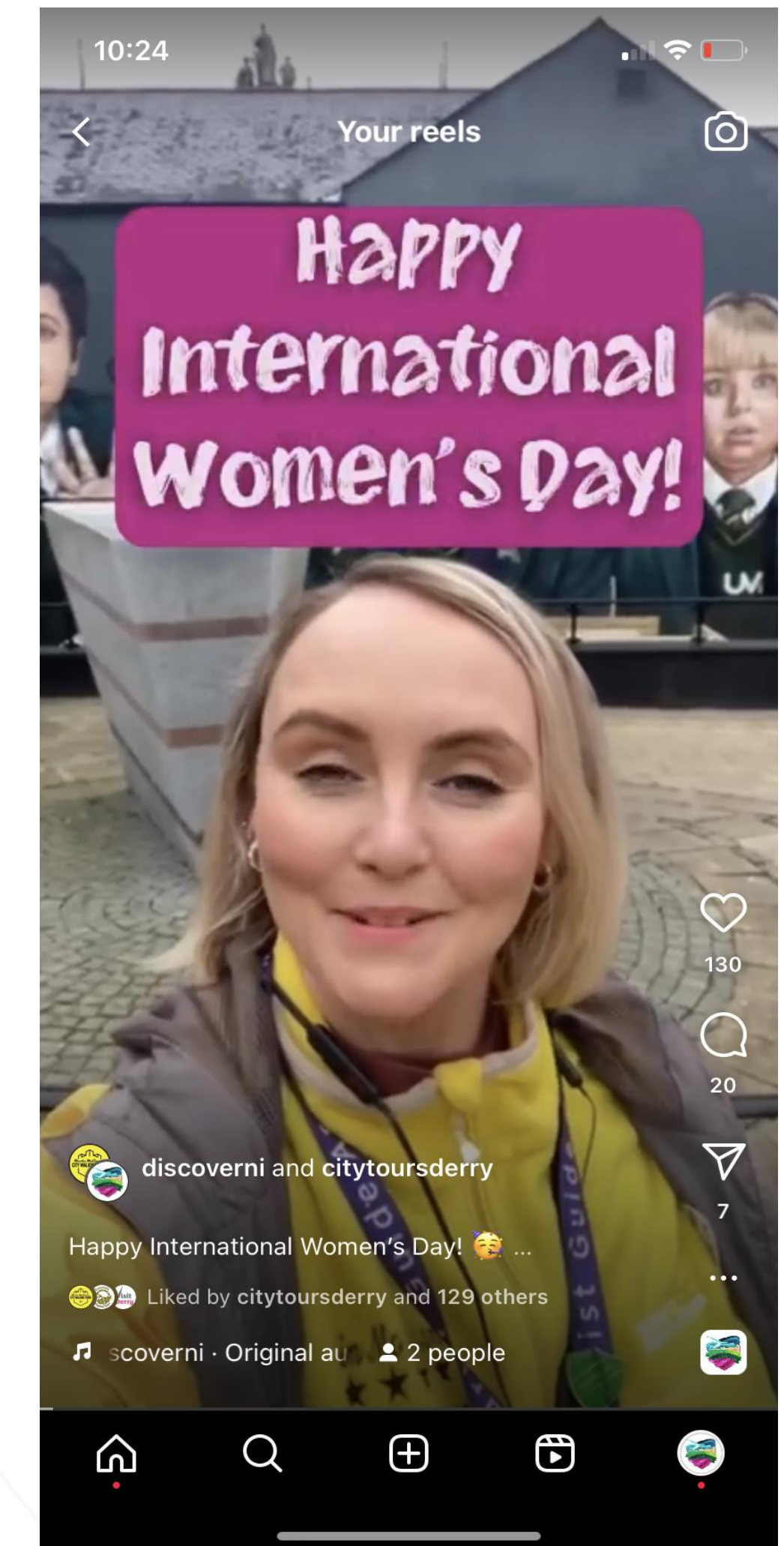
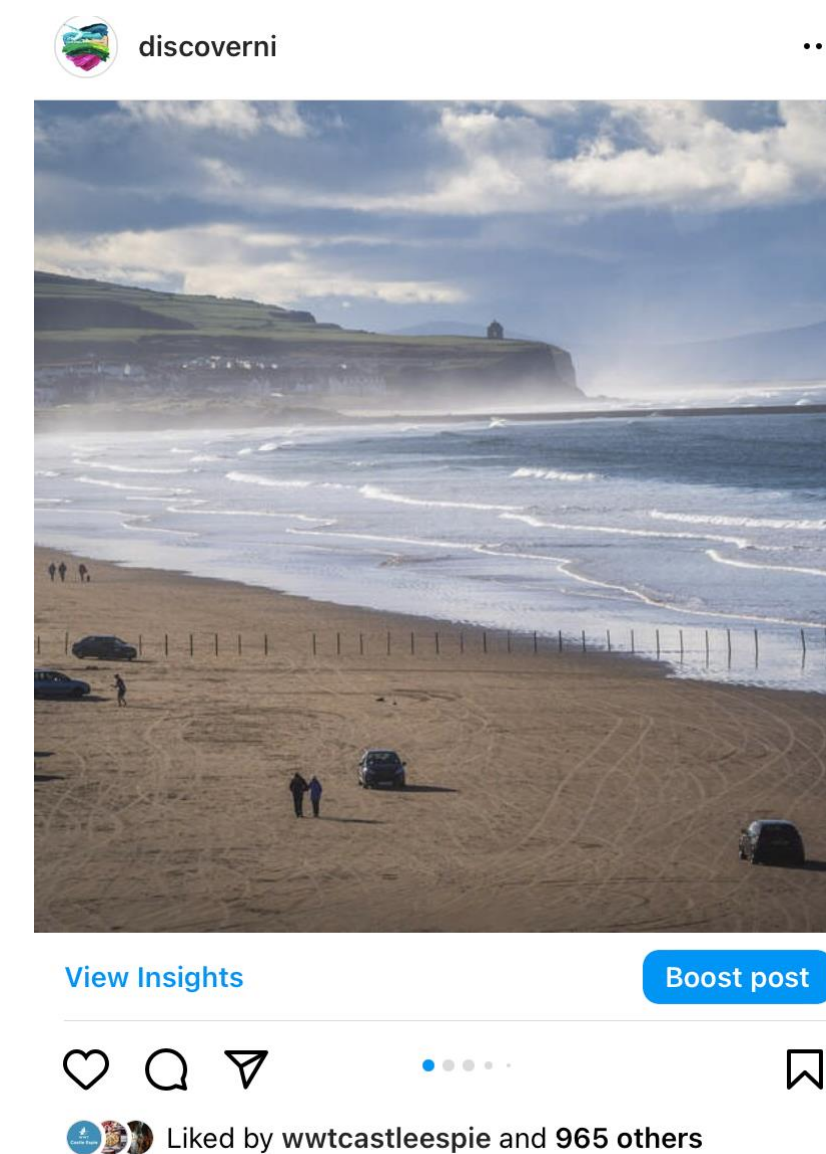
- Videos
- Imagery
- Stories





# What does good content look like?

- Create channel specific content
- Make sure you use high quality images
- High quality, cinematic video
- Content that is free from gifs, filters, emojis
- Topical, seasonal content
- Ensure all the necessary rights/permissions are in place (models, videographer, etc)





# Content that we love to receive

- A photo or video you've taken of a popular location in Northern Ireland, e.g. Giant's Causeway, Titanic Belfast
- A hidden gem you are willing to share
- A delicious breakfast, brunch, or dinner you've just had
- Highlights from your favourite gig or event
- Somewhere you thought was the perfect retreat, or received 5\* service
- A photo participating in one of the many activities around Northern Ireland, whether that be paddleboarding, hydro bikes, walking with alpacas, hiking etc.

## Summer content themes

- Summer adventures & activities
- Road trips
- Golfing breaks

**#MyGiantAdventure**

**#EmbraceAGiantSpirit**



# How we work with Influencers

- Itineraries/FAMs
- Desk drops
- Share discount codes
- Gifted stays
- Blog posts – DNI website
- Shared on DNI social channels





# What working with Influencers does for your business

- New market reach that you might not get with above the line marketing
- Sales/visitors
- Brand awareness
- Engagement/discussion
- Additional content



nadia\_dailyself Following Message

4,476 posts **49.8K followers** 2,292 following

Nadia El Ferdaoussi

Digital creator

Ireland

Travel, wine & fitness content

@f1\_nadia

I host mountain expeditions, fitness trips & hikes

Enquiries [debbie@versify.ie](mailto:debbie@versify.ie)

[linktr.ee/nadiadailyself](https://linktr.ee/nadiadailyself)

Followed by [eamonnmcgilldesign](#), [garyquate\\_belfast](#), [thepodsatstreamvale](#) + 24 more





# How to get involved with Influencers

- Do you have anything new/interesting/made for social media content – let us know!
- Can you host them/work with their needs?
- Do you have marketing budget for gifted experiences?
- Can you share a discount code?





# How to get in touch

By email:

[Digital@tourismni.com](mailto:Digital@tourismni.com)

Use our uploader:

(Linked in Instagram Bio)

[bit.ly/ShareMyGiantAdventure](https://bit.ly/ShareMyGiantAdventure)

On socials:

Engage with / use our hashtags

Send us a DM

Tag us ([@discoverNI](https://www.instagram.com/discoverNI)) in your stories & posts

Encourage your visitors to do the same!

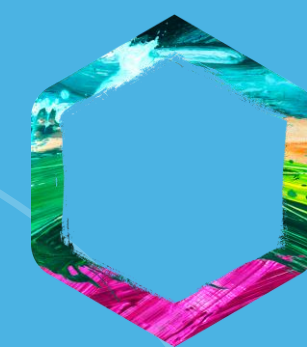




Thank  
you

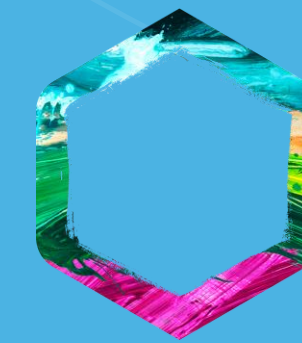
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