



# Social Media Expert Panel

December 3, 2014



# Social Media Expert Panel



**Scott Oldford**

*Strategy + Direction*

Infinitus Marketing + Technology



**Amy Fisher**

*Internet Marketing Specialist – Social Media*

Newfoundland & Labrador Tourism



**Joseph Teo**

*CEO & Co-Founder*

Echo Fresh



# Social Media





# Newfoundland & Labrador Tourism Social Media Program







## Our Strategy





# Marketing and Advertising Strategy & Objectives



## Digital Marketing Strategy & Objectives



## Social Media Strategy & Objectives





Focus on a select number of social sites to increase our overall web presence by selecting sites that fulfill our marketing objectives based on audience, relevance, and user engagement on those platforms.





Non-resident, touring & explorer market with concentration in Toronto, Ottawa, Calgary, Halifax and Montreal

Singles and couples aged 45+ (55+) with no children living at home

Educated, experienced, and curious travellers, not tourists – for whom travel is a form of self-expression and discovery









# Newfoundland & Labrador Tourism

Travel/Leisure


LikedFollowingShareHootlet

TimelineAboutTV & VideoThe LatestMore

PEOPLE>

82,784 likes

Tim Warren, Denise Seach and 281 others like this.


+278

ABOUT>

Please share your comments, questions, photos and videos. Be advised that profanity, offensive or off-topic material will be removed.

<http://www.newfoundlandlabrador.ca> Promote

StatusPhoto / VideoOffer, Event +

What have you been up to?

Newfoundland & Labrador Tourism shared a link.  
Posted by Amy Fisher [?] · November 28

Looking for an off-the-beaten-trail ski resort? According to enRoute magazine, Marble Mountain will have you finding your higher powder.



THIS WEEK

197  
Page Likes

146,919  
Post Reach

UNREAD

99  
Notifications

11  
Messages

Recent

2014

2013

2012

2011


2010

2009

2008

Founded

See Your Ad Here



Peaks of Perfection: This enroute.aircanada.com Looking for an off the be





TWEETS 6,019 FOLLOWING 19.8K FOLLOWERS 26.5K FAVORITES 218 LISTS 19



Follow

## NewfoundlandLabrador

@NLtweets FOLLOWS YOU

Yarns, travel tips, and events from Newfoundland and Labrador Tourism, Canada. AF = Amy Fisher, EK = Ed Kirby.

Newfoundland and Labrador, Can

NewfoundlandLabrador.com

Joined May 2009

Tweet to

Message

190 Followers you know

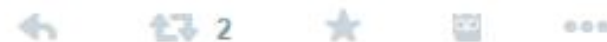


Tweets Tweets & replies Photos & videos



NewfoundlandLabrador @NLtweets · 2m

Chapel Arm, a production by Mindless Theatrics, opens at the LSPU Hall tomorrow night. #theatre ow.ly/Fam9N ^EK



NewfoundlandLabrador @NLtweets · 1h

RT @ballyhewe: My wife took this shot when she was in St. John's over the weekend.  
^EK



Who to follow · Refresh · View all



Greg Winter @DialogWines  
Followed by Tim Corbett an...

Follow



Kim Garst ʘ @kimgarst

Follow



Laura-Beth Power @lbpower  
Followed by Matt Power and...

Follow

Popular accounts · Find friends

Canada Trends · Change

#CyberMonday

Promoted by Future Shop

#CleanHappensCA

Christmas



5,495 subscribers

3,316,609 views

Video Manager



## Newfoundland Labrador

[Home](#)[Videos](#)[Playlists](#)[Channels](#)[About](#)

### One foot at a time: Hiking the breathtaking scenery of Newfoundland and Labrador

20,259 views 3 years ago

Hiking the hundreds of trails in Newfoundland and Labrador will take you through unspoiled wilderness, along majestic coastlines often visited by whales, rare birds and icebergs, past coves, beaches – and even back in time. Don't be surprised if you stumble across long forgotten fishing villages, historic lighthouses clinging to cliffsides and ancient fossil sites. The history here is as powerful as the scenery, and both are just waiting for you to walk on by.

<http://www.newfoundlandlabr...>

### Video Vignettes, Newfoundland and Labrador

Have you ever imagined sitting beside a whale on the ocean, so close you can feel its saltwater spray on your skin? Have you ever stood at the tip of a rock face with a city of birds diving and dancing through sun-infused mist, just a few feet away? And have you ever spent a day on the open ocean, which unfolds into a night full of music and dancing as you explore the...



1:41



2:31



2:22



1:55



2:39

### Channel tips

- Featured channels
- Grow your channel
- Organizing videos

### Featured channels

[+ Add channel](#)

### Popular channels on YouTube

[Enable](#)





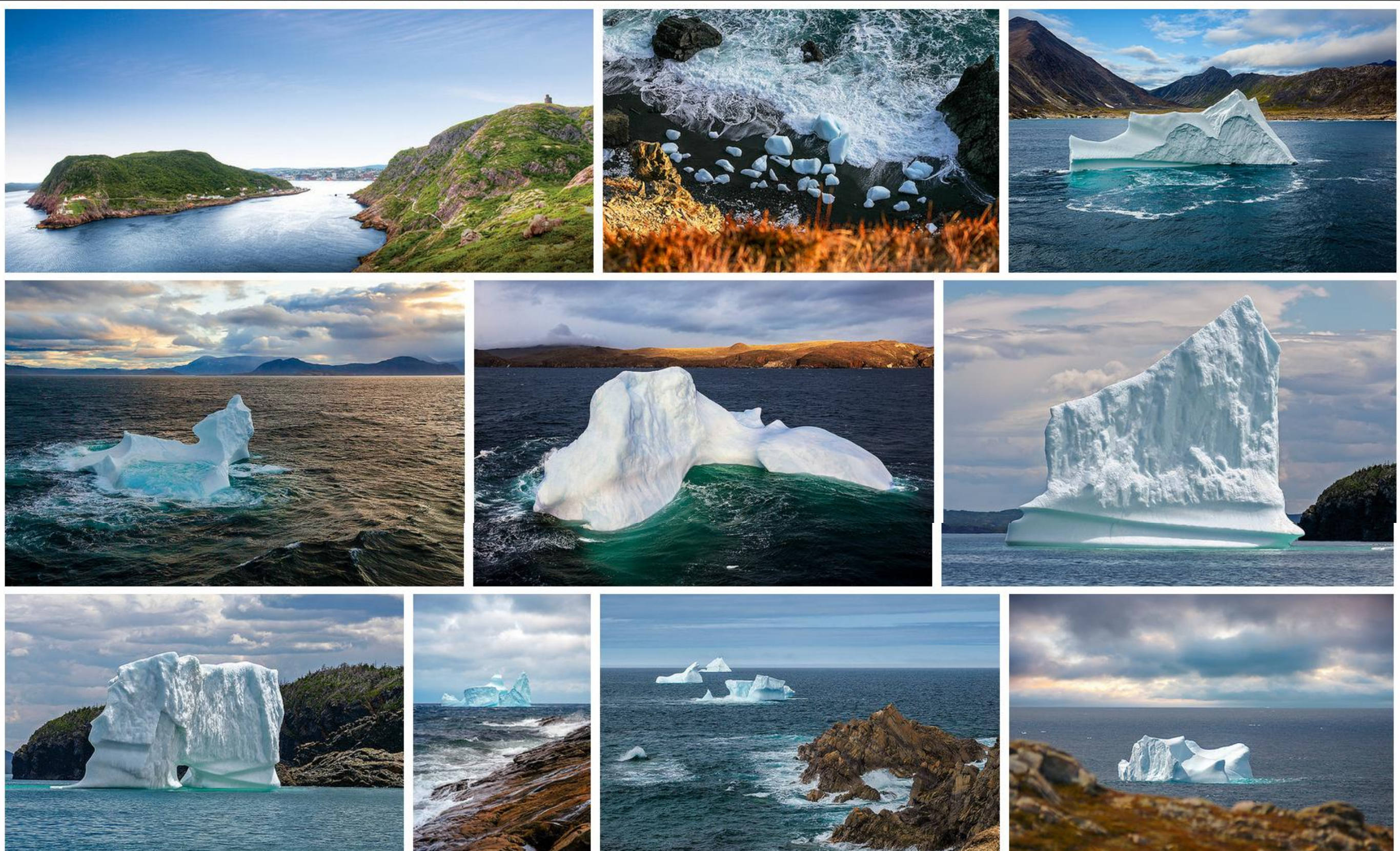
# Newfoundland and Labrador Tourism

1,585  
Photos

October 2010  
Member Since

[Photostream](#)[Albums](#)[Favorites](#)[Creations](#)[Edit](#)









## Our Goals & Tactics





## Goals

1. Build brand awareness
2. Increase traffic to NewfoundlandLabrador.com
3. Build audience & increase engagement
4. Positively influence travel and trip planning
5. Improve SEO





## Tactics

1. Provide engaging content that provokes discussion & contribution
2. Share content from our ambassadors
3. Refer back to [NewfoundlandLabrador.com](https://NewfoundlandLabrador.com)
4. Facilitate conversations
5. Run contests & promotions
6. Utilize paid media





## How Operators Can Get Involved





- Provide content
  - Photos
  - Videos
  - Travel media stories
  - Packages
  - UGC vs. Produced
- Engage with us online - insert yourself in conversations on our channels
- Answer travel questions
- Follow other operators, travel writers and bloggers
- Monitor keywords





Share Photos





Newfoundland & Labrador Tourism shared Trinity Eco-Tours's status.  
Posted by Matt Tucker Target [?] · May 29

The puffins recently arrived at Bird Island in beautiful Elliston.

Post some more of these tomorrow but the Puffins are back at Elliston. Love these birds as I am sure they were never meant to fly! As you can see by the graceful landing.



13,288 people reached

Boost Post

Like · Comment · Share · Hootlet

434 11 3 Shares



NewfoundlandLabrador  
@NLtweets



Following

The puffins have landed in Elliston! Bird Island is puffin colony accessible by land.  
Thx @TrinityEcoTours



RETWEETS  
40

FAVORITES  
30



11:50 AM - 26 May 2014





Newfoundland & Labrador Tourism shared Iceberg Man Tours's photo.  
May 27, 2013

It's a great time of year for iceberg viewing - this iceberg is 5 miles West of Crow Head, Twillingate. What are you waiting for?

<http://www.icebergfinder.com/>

This iceberg is located 5 miles West of Crow Head, Twillingate. At approximately 10,000 years old, this present day masterpiece is also an amazing historical artifact! Absolutely breathtaking!



8,048 people reached

Boost Post

Like · Comment · Share · Hootlet

492 27 349 Shares



Newfoundland & Labrador Tourism shared Northland Discovery Boat Tours's photo.

Posted by Amy Fisher [?] · July 3

There are currently over 100 icebergs between St. Anthony and L'Anse Aux Meadows National Historic Site. Don't miss your chance to see this beautiful archway!

July 2nd photo taken near St. Anthony of our guests enjoying a spectacular Iceberg. Don't miss this rare opportunity to see a massive iceberg with a archway through it with Northland Discovery Boat Tours.



10,704 people reached

Boost Post

Like · Comment · Share · Hootlet

532 9 1 Share





Newfoundland & Labrador Tourism

Posted by Amy Fisher [?] · June 4 ·

What a high rise looks like in Newfoundland & Labrador. Spotted in Fogo Island and Salvage.



92,384 people reached

Boost Post

Like · Comment · Share · Hootlet

1,863 Likes · 76 Comments · 1,234 Shares





Share Videos

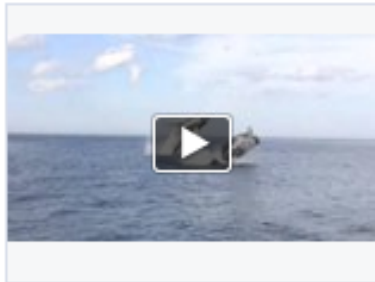




Newfoundland & Labrador Tourism shared a link via Jef Combdon.

Posted by Amy Fisher [?] · July 14

Wow! Some very lucky visitors witnessed a rare double whale breach on O'Brien's Whale and Bird Tours on Saturday and managed to catch it on video!



#### Video of rare double whale leap off Newfoundland

Watch the video Video of rare double whale leap off Newfoundland on Yahoo Yahoo. Some Newfoundland whale watchers were treated Saturday to a rare "double breach" – when two humpbacks leapt from the water simultaneously. Whale guide Joe O'Brien says it's the

359,936 people reached

Boosted

Like · Comment · Share · Hootlet

2,768 137 2,716 Shares



Newfoundland & Labrador Tourism shared a link.

July 10, 2013



What happens when you combine a boat tour, Festival 500 singers, and a pod of whales? A majestic showcase that can only be appreciated by watching this video captured yesterday on O'Brien's Whale and Bird Tours.

Festival 500 Sharing The Voices closes tonight with its Grand Finale at Mile One Centre in St. John's.



#### Choir sings for Whales

Whale watching tour at Bay Bulls with O'Brien's Whale and Bird Tours

34,336 people reached

Boost Post

Like · Comment · Share · Hootlet

307 26 444 Shares



Newfoundland & Labrador Tourism shared Ann Decker's video.

February 11

Sunday morning commute on Fogo Island. Looks like a bit of a traffic jam, wouldn't you say?

Sunday morning commute



16,824 people reached

Boost Post

Like · Comment · Share · Hootlet

526 70 27 Shares



## About This Place

Geography

Nature

Weather & Climate

People & Culture

Music & Performing Arts

History

Multimedia

# Photos & Videos

## Whale Watching, Newfoundland and Labrador



DRONE footage of HUMPBACK...

> Watch Video



Extreme Overhead Drone Wh...

> Watch Video



Whale Watching in Newfoun...

> Watch Video



Playful humpback whales

> Watch Video



Whale Watching with Gathe...

> Watch Video



Beluga Encounter

> Watch Video



a BIG ORCA surprise!

> Watch Video



Killer Whales (Orcas) and...

> Watch Video



Awesome aerial footage of...

> Watch Video

## Travel Questions?



Mon-Sat 11am-6pm (NST)

## Other Playlists



Our YouTube Favourites (27 videos)

> Watch Videos





Participate in Package Program







Newfoundland & Labrador Tourism

November 27, 2013

Let it snow! The snowmobiling season has begun in Central Newfoundland. This photo was shot on Monday November 25 by Riverfront Chalets & Rafting NL, who offer snowmobile rentals and tours.

<http://www.newfoundlandlabrador.com/ThingsToDo/Snowmobiling>



6,692 people reached

Boost Post

Like · Comment · Share · Hootlet

184 9 61 Shares



Newfoundland & Labrador Tourism

June 3, 2013

Now you can dine at the most easterly point in North America with Sunday evening dinner in the historic Cape Spear Lighthouse with Andrea Maunder of Bacalao Restaurant.

Follow the link for details: <http://nl.edining.ca/viewevent.asp?ID=444&thisdate=6%2F23%2F2013> — with Joanne Kelley.



27,904 people reached

Boost Post

Like · Comment · Share · Hootlet

514 32 254 Shares





Newfoundland & Labrador Tourism

Posted by Hootsuite (?) · June 13 ·

There are plenty of ways to view icebergs, the trick is finding one that works for you. Check out these options:

<http://www.newfoundlandlabrador.com/PlanYourTrip/SpecialOffersSearch?packageCategoryID=21>



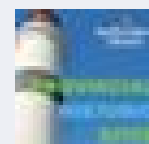
Like · Comment · Share

👍 296 💬 11 ➦ 95 Shares

12,480 people reached

Boost Post





**Provincial Historic Sites - Newfoundland and Labrador** Great picture of the Pt Amour Lighthouse Provincial Historic Site!!

Come see us - we are still open until October 5th.  
September 25, 2012 at 1:30pm · Like · 1



**Newfoundland & Labrador Tourism**

Liked · September 25, 2012

Imagine a guided 2-day hike along ancient coastline with scenic plateaus and breathtaking views, while living the life of a light keeper at the Point Amour Lighthouse Station in Labrador...

Click here for all our Fall Packages & Offers  
<http://bit.ly/nSPBcN> — with Swansetta Rumbolt, Warren Reinhardt, Michael Garcia and Patrick Roden.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

321 people like this.

141 shares

**Chrissy Merrigan** oh wow this would be awesome!  
September 25, 2012 at 12:25pm · Like

**Trevor Pike** WWII shipwreck just down the shore from the lighthouse. A few bits and pieces are all that remain on the beach. My grandfather salvaged an old wooden chair from when it happened and the chair sits in my uncle's house to this day. And if you're looking to sea you'll see lots of whales.  
September 25, 2012 at 12:29pm · Like

**Sandra Wong-Bates** would like  
September 25, 2012 at 12:31pm · Like

**Norm Langille** We just visited Labrador, from here to Lab city--last time I was in Happy Valley was in 1960--quite a change in things--ya got to get some porta potties going through to Goose Bay--  
September 25, 2012 at 12:32pm · Like

**Melanie Manzatiuk** What a breathtaking view!! I miss this terribly!!!  
September 25, 2012 at 12:37pm · Like

**Sylvia Payne-gould** We went there last summer, my Grandson loved it and we all want to go back.  
September 25, 2012 at 12:47pm · Like

**Marta Consuelo Storino** My house !!!!!!!  
September 25, 2012 at 1:16pm · Like

Write a comment...





Send Your Stories







Newfoundland & Labrador Tourism shared a link.

Posted by Hootsuite [?] · September 5

Over on Fogo Island, the folks enjoy their partridgeberries so much they've developed a Partridgeberry Harvest Festival. This fall National Geographic is recommending it as one of the best fall trips in 2014. Mark it down in your calendar: October 11-12.

[http://travel.nationalgeographic.com/travel/best-fall-trips-2014/#/fogo-island-sunset\\_82961\\_600x450.jpg](http://travel.nationalgeographic.com/travel/best-fall-trips-2014/#/fogo-island-sunset_82961_600x450.jpg)



**Best Fall Trips 2014 -- National Geographic**  
[travel.nationalgeographic.com](http://travel.nationalgeographic.com)

Whether you're up for adventure, relaxation, or something in between, check out our editors' list of 10 best fall trips for inspired ideas.

19,144 people reached

**Boost Post**

Like · Comment · Share · Hootlet

243 12 94 Shares

[travelchannel.com](http://travelchannel.com)

[SHOWS](#)

[VIDEO](#)

[SCHEDULE](#)

[DESTINATIONS](#)

[INTERESTS](#)



Alex Fradkin

## Newfoundland

The annual [Fogo Island Partridgeberry Harvest Festival](#), features local foods and crafts. For those with luxurious tastes in both accommodations and food, the [Fogo Island Inn](#) is hosting a special Thanksgiving event called "Chefs Come to the Edge." Executive chef Murray McDonald has invited 4 world-class chefs to join him, and guests will be able to see, pick, dig and sample local delicacies. All foods prepared and served will be from Newfoundland's northeastern coast. The 3-night weekend event includes a traditional Fogo Island boil-up, a 5-course gourmet supper prepared by the 5 chefs, a foraging outing and an afternoon at the festival.

### Fogo Island Inn

210 Main St, Joe Batt's Arm, Newfoundland and Labrador A0G 2X0, Canada

[Get Directions](#)

Phone: +1 800-464-2040







Newfoundland & Labrador Tourism shared a link.

Posted by Amy Fisher Work [?] · November 12

Looking for a reason to visit Newfoundland & Labrador? Here are 5 according to USA TODAY.



5 reasons to visit Newfoundland  
[experience.usatoday.com](http://experience.usatoday.com)

Newfoundland is for the intrepid, with remote inlets, quirky cities and lots of wildlife.

106,176 people reached

Boost Post

Unlike · Comment · Share · Hootlet

621 Shares

Newfoundland & Labrador Tourism, Ernie Brake, Skeezy Smid, Ian Green and 531 others like this.

Top Comments





Newfoundland & Labrador Tourism shared a link.  
Posted by Amy Fisher [?] · September 29 ·

The secret is out: Newfoundland & Labrador needs to be your next culinary travel destination.



#### Why Newfoundland Needs to Be Your Next Culinary Travel Destination

[www.seriousseats.com](http://www.seriousseats.com)

A new generation of Newfoundland chefs, fueled by renewed local pride and the island's growing economy, is bringing the lessons learned in their grandmothers' kitchens to St. John's restaurants. These restaurants are recreating—and sometimes reinventing—local ingredients and traditional meals in the...

47,712 people reached

Boost Post

Like · Comment · Share · Hootlet

👍 543 💬 25 ➦ 267 Shares



Newfoundland & Labrador Tourism shared a link.  
Posted by Amy Fisher [?] · October 29 · Edited ·

According to W Network Million Dollar Critic's Giles Coren, Newfoundland & Labrador is where the real food rockstars are.



#### Newfoundland: Real Food Rockstars

[www.huffingtonpost.ca](http://www.huffingtonpost.ca)

If nothing had prepared me for Newfoundland then nothing could prepare anyone for Raymond's, a very refined restaurant in a handsome old high-ceilinged building (I think probably a former bank) which is not just the best restaurant in St John's but i...

55,488 people reached

Boost Post

Like · Comment · Share · Hootlet

👍 413 💬 8 ➦ 322 Shares





Participate in Conversations







Newfoundland & Labrador Tourism shared Julian Earle's photo.

Posted by Amy Fisher [?] · November 14

Traveller Julian Earle describes this past summer as unforgettable, and we can't help but agree! Did you encounter any glacial giants this year?

"Unforgettable Summer"



13,512 people reached

Boost Post

Like · Comment · Share · Hootlet

Jess MacDonald, Kate Jewer, Josh Quinton and 854 others like this.

Top Comments ▾



Write a comment...



**Mary Dempster** OMG Goodness , we had such a wonderful 2 week vacation in Newfoundland and Labrador ...will definitely be coming back . I now believe that Newfoundland and Labrador are Canada's best kept secrets ...we saw so many awesome things , tons of icebergs ( pun intended) lol, and the friendliest people anywhere in Canada ! 😊

Unlike · Reply · 42 · November 14 at 3:53pm





**Jim Sato** Looking forward to my trip in August 2015. Air, hotel, and car booked. Now I just have to "fill in the details."

Unlike · Reply · 2 · November 4 at 1:46am



**Newfoundland & Labrador Tourism** Hi Jim, be sure to visit [www.NewfoundlandLabrador.com](http://www.NewfoundlandLabrador.com) for lots of trip planning information! - Amy



**Newfoundland and Labrador, Canada – Official Tourism Website**

Newfoundlandlabrador.com is your online...  
NEWFOUNDLANDLABRADOR.COM

Like · Remove Preview · 2 · Commented on by Amy Fisher [?] · November 4 at 8:36am



**HockeyBroph**

Feb 01, 5:32pm via Twitter for BlackBerry®

Every time I see a TV commercial promoting Newfoundland as a travel destination, I want to pack my bags and head to Newfoundland.

Retweeted by TheTeamDesign and 71 others



**NLtweets**

Feb 03, 10:35am via HootSuite

.@HockeyBroph Trust your instinct! We're here to help you plan your dream vacation :) ^AF

Show Conversation



**IceCapsAHL**

Feb 03, 10:40am via Web

@NLtweets @HockeyBroph And don't forget, there's hockey here too. Just tell the boss it's for work!

Show Conversation



**Joanie Woods Demontigny** ▸ Newfoundland & Labrador Tourism

November 27 at 2:04pm · Thorold ·

We're staying for two weeks in July 2015, any information/links on affordable accommodations for 4?

Like · Comment · Share · Hootlet · 1



Write a comment...



**Newfoundland & Labrador Tourism** Hi Joanie, visit <http://www.newfoundlandlabrador.com/WhereToStay> for a list of accommodations. You can filter your search by region, type (hotel/B&B/vacation home), scenic driving route, etc. Click on individual accommodations for more details including price range. Happy planning! -Krista



**Where to Stay – Newfoundland and Labrador**

NEWFOUNDLANDLABRADOR.COM

Like · Reply · Remove Preview · 1 · Commented on by Hootsuite [?] · November 28 at 9:03am





Use Enhanced Web Listings





## Plan Your Trip

- Getting Here
- Getting Around
- Packaged Tours
- Travel Tools
- Travel Itineraries
- Special Offers
- Order Travel Brochures
- Interactive Map
- Driving Distances
- Mobile App

## Search Travel Directory

- Accommodations
- Attractions & Activities
- Campgrounds
- Festivals & Events
- Local Tour Operators
- Local Transportation
- Outfitters
- Restaurants
- Shops & Galleries
- Can We Help?
- Contact Us
- Live Chat
- Visitor Information Centres
- FAQs

# Neddies Harbour Inn

Norris Point  
*Western*

Like Tweet +1

Email Print

A luxurious waterfront inn located right in the heart of Gros Morne National Park. Magnificent views of the beautiful bay and the mountains. First class service and accommodation, fine dining, and careful attention to detail in the midst of the most celebrated natural scenery. 15 spacious king or queen-sized rooms, restaurant and meeting facilities, a fitness room, sauna, and hot tub. A tranquil, yet central, home base for your exploration of the Northern Peninsula and Gros Morne National Park.

Rating: ★ ★ ★ ★ ★

Visit Website Book Online

## Amenities

Oceanfront Property. Spectacular views to Bonne Bay and the mountains. Spacious common area and patio with incredible views, overlooking the sea. Outdoor sitting area. Quiet setting. Afternoon bar service. Hot tub/sauna. Fitness room. Fully equipped meeting room. Licensed Restaurant on site. Fine dining, local and international cuisine. Adventure packages available. High speed Internet access (wired and wireless). Service available in French, German, Italian.

## Helpful Information

- 14 Rooms, 1 Suite
- Book Online
- \$144 - \$255 per night. All rates include continental breakfast with hot dish.

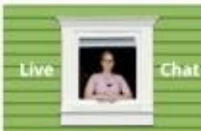
## Contact Information

- 7 Beach Road Neddies Harbour, Norris Point
- 49.5249, -57.861 (Download GPX)
- May 15 - Oct 15
- +1 (877) 458 2929 (toll free) +1 (709) 458 3089
- +1 (709) 458 3090
- www.theinn.ca
- stay@theinn.ca

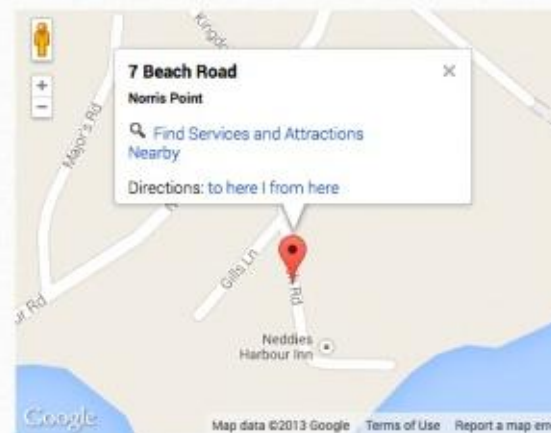
## Social Media

- Facebook
- Twitter
- Blog
- YouTube
- Tripadvisor

## Travel Questions?



Mon-Sat 11am-6pm (NST)



## Special Offers from this Operator



### Gros Morne Sleep and Sail Getaway

*Western*

Relax in the sunroom at Neddies Harbour Inn while you sip your welcome drink and take in the breathtaking view. Get close to nature and culture on Bontours' catamaran and her hilarious crew. Enjoy a delicious meal at Black Spruce Restaurant as the fading light casts soft hues of purple and blue over the water and the hills. Includes welcome drink, two nights accommodation, breakfast, dinner voucher at Black Spruce Restaurant, boat tour.

Visit Website





## Tips for Operators





## Tips

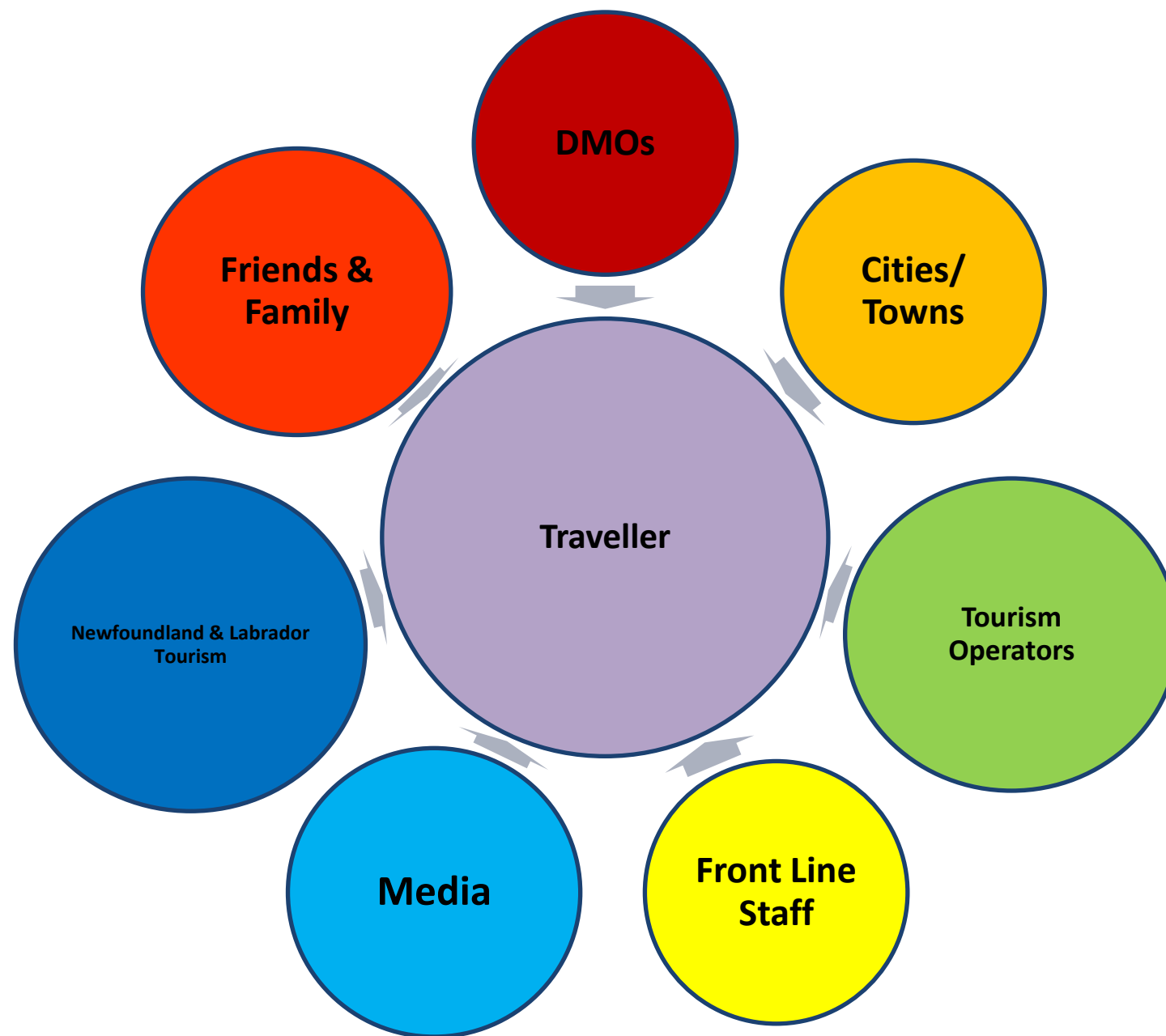
1. Monitor our channels
2. Use a business profile
3. Don't be too promotional – have a conversation
4. Share engaging content
5. Stay true to the NL Tourism brand





Speak with one brand voice in  
everything that touches the consumer









Be natural, genuine and authentic

Comfortable in our own skin

Spontaneous

Creative and colourful

Uncomplicated

Witty

And of course

Courteous, professional and hospitable





**Thanks.**

[NewfoundlandLabrador.com](http://NewfoundlandLabrador.com)

[Facebook.com/NewfoundlandLabradorTourism](https://Facebook.com/NewfoundlandLabradorTourism)

[Twitter.com/NLTweets](https://Twitter.com/NLTweets)





Echo Fresh helps brands tell better stories  
through social media





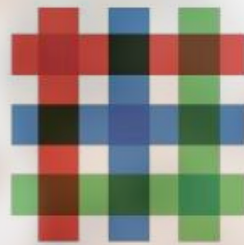
BE RELEVANT BY DOING THINGS

PEOPLE WANT TO SHARE,

LIKE AND COMMENT ON.



# CASE STUDY



C O M M O N G R O U N D



# BE GENUINE



## Common Ground Coworking

Posted by Joseph Teo [?] · August 26

Positive energy is infectious! Coworkers getting things done.



Unlike · Comment · Share · Buffer

19



## Common Ground Coworking

Posted by Joseph Teo [?] · October 10 · Edited

Amy brought cup cakes today! Definitely a sweet start to Thanksgiving Weekend 😊

ps. Cup cakes don't have long life spans here.



Like · Comment · Share · Buffer

Jennifer Smith, Amy Doherty, Reflective Marketing and 8 others like this.



Write a comment...

Press Enter to post.



# BE VALUABLE

 **Common Ground Coworking** shared a link.  
Posted by Joseph Teo [?] · October 7

Having the right tools is essential in getting the job done. Just curious: What are some must have tools that help you keep up with work?



**30 Essential Tools and Web Apps for Freelancers**  
[www.lifehack.org](http://www.lifehack.org)


Gregory Ciotti delivers a stellar list of 30 essential tools and web apps for freelancers that should be in their toolbox.

Like · Comment · Share · Buffer

 Jennifer Smith, Shauna Lynch, Reflective Marketing and 2 others like this. Top Comments -

 Write a comment...  
Press Enter to post.

 **Common Ground Coworking** Thanks for sharing guys!  
Like · Reply · Commented on by Joseph Teo [?] · October 10 at 7:52pm

 **Scott Stevenson** I've tried a lot of task management apps recently and <http://kanbanflow.com> is what has worked best for me



**KanbanFlow - Lean project management, simplified**

KanbanFlow is a Lean project management tool allowing...

[KANBANFLOW.COM](http://KANBANFLOW.COM)

 **Common Ground Coworking** shared a link.  
Posted by Joseph Teo [?] · July 28 · Edited

Knowing when to say "No" and focusing on small goals can actually save you precious time! <http://ow.ly/zEG9m>



**5 Time Hacks for Freelancers**  
[getquaderno.com](http://getquaderno.com)

Most freelancers work for an hourly rate and because there are only so many hours in a day it's important to get the most out of that time. Freelancers that save time while working and doing regular, everyday things are able to make a good living and enjoy life.

Like · Comment · Share · Buffer

 1  1 Share 



# BE CONSISTENT

## Post Reach

The number of people your post was served to.





# LISTEN





# PLAN AHEAD





## STUDENTFRESH CALENDAR MONTH 3 [edit](#) [delete](#)

notes: Campaign details such as: duration, focus, target market, etc.



New Post

Date

Content

Attachment

YES

NO

Comments

Week 1

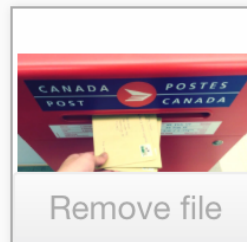
Thu  
2014-11-6

08:30:00

This Thanksgiving, we are thankful for each and every one of our customers who believed in us! Check your mail

☒ Shorten links.

Drop files to attach.



YES

NO

This is great!

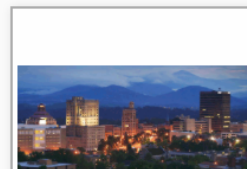
Thu  
2014-11-6

10:30:00

Is your business on social? If not, why aren't you? <http://bit.ly/1x3JKOI>

☒ Shorten links. [Open link](#)

Drop files to attach.



YES

NO

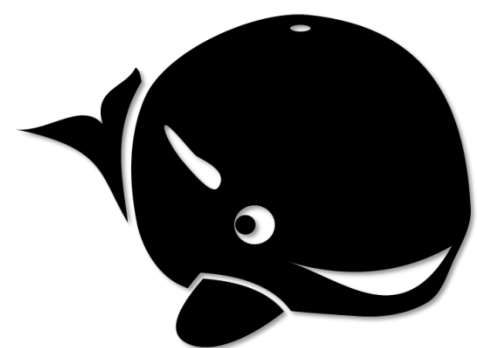
Comments



A person wearing a short-sleeved plaid shirt and blue jeans is sitting on a concrete wall. They are holding a smartphone in their hands. The background shows a building with a corrugated metal roof and a fence.

# TOOLS

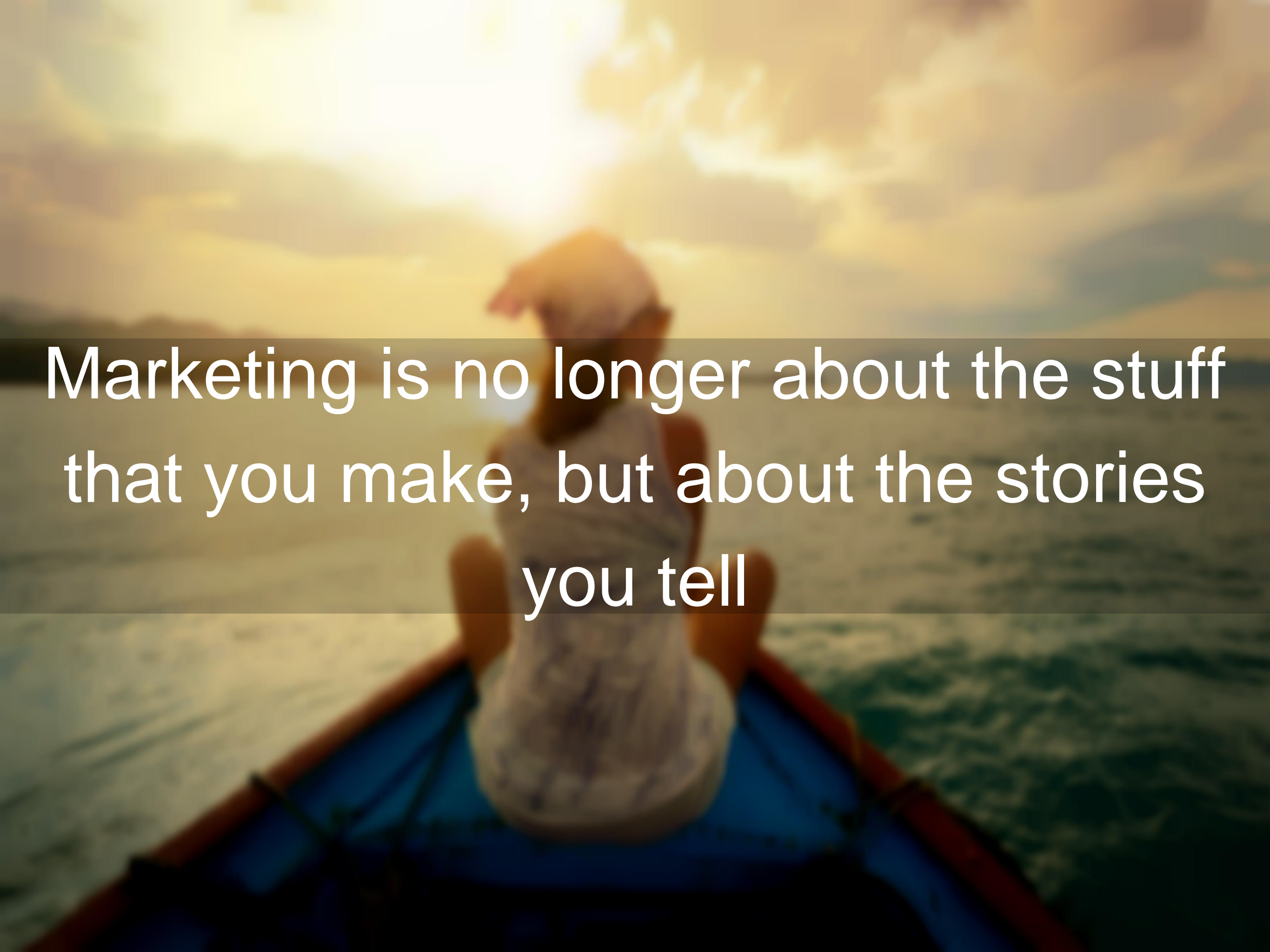




# HeyOrca!





A person is seen from behind, sitting in a small blue boat on the ocean. They are looking out at a vast, calm sea under a dramatic sky with a bright, low sun creating a golden glow. The person is wearing a light-colored, patterned shirt. The text is overlaid on the center of the image.

Marketing is no longer about the stuff  
that you make, but about the stories  
you tell





# SOCIAL MEDIA ASSESSMENT

[JOSEPHTEO.LS@GMAIL.COM](mailto:JOSEPHTEO.LS@GMAIL.COM)





# **HOSPITALITY**

NEWFOUNDLAND & LABRADOR

# Questions!

Contact: Melissa at Hospitality NL – [mennis@hnl.ca](mailto:mennis@hnl.ca)