

# Visit Mayberry – Promoting Your Destination Through Social Media

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# Myspace Analysis-Tom Has Friends!!!

## [www.web-strategist.com](http://www.web-strategist.com)

- MySpace the largest Social Network in North America maintains a dominant position as media site
- MySpace has more than 110 million monthly active users around the globe
- On average 300,000 new people sign up to MySpace every day
- One of the fastest growing websites of all time
- 14 Billion comments on the site, 50 Mil. mails per day (more than Yahoo, Hotmail or Google) 10 Billion friend relationships
- 8 Million images being uploaded per day and 60,000 new videos being upload to MySpace each day



# WHY EVEN MESS WITH MYSPACE?

- **More than Half of MySpace Visitors are Now Age 35 or Older, as the Site's Demographic Composition Continues to Shift**
- **It is FREE and you can get good Feedback by connecting with people**
- **Its happening whether you like it or not!**  
**-Myspace, Facebook, Twitter**

# Myspace Opportunities

[www.myspace.com/visitmayberry](http://www.myspace.com/visitmayberry)

- Allows you to upload video, images, blog, network, distribute upcoming events
- Collect Data by surveys to gather info
- So what has Myspace done for Mount Airy?
  - Currently distributing Visitor Guides on a weekly basis
  - Assisting in Wedding Planning through Myspace
  - Connect with other Businesses in the area showcasing what you are doing!
  - Distributing Press Releases to Friends about Packages, Upcoming events, showcase local talent-Music,



# Mayberry Recommendations

- Need to Log on each day- Answer any questions and let others know its active
- We tend to change themes every couple of months to keep page fresh
- We made our page unique with the Andy Griffith Theme- Find what you have that is unique that has a large following ex. Local Attraction, Band, Restaurant etc.
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Pilot Mountain State Park