

# Global diagnosis of your destination on social networks



## Introduction

EDEN's board of administrators have decided to offer all its members a specific assistance to help them promote better their destination on social networks.

As a member of this network, your destination benefit from these advantages :

Your destination has been added to the first E-tourism barometer in Europe and we can now follow, day by day, the growing of your popularity on the main social networks but also compare your results with 300 European Tourism Offices (included 62 EDEN destinations).

You receive today a dedicated diagnosis of your social networks and specific recommendations to help your team improve your visibility and popularity on these media.

This online coaching includes a permanent access to our experts, at your service to assist you in making a better use of social networks.



# A Guarda



+ We can not see a positive progression of your followers during the last month as your destination is not on social network for the moment.

 Your destination on Facebook:

## Things that can be improved

- You don't have any Facebook account. Please read our guide dedicated to this network to see how Facebook can be useful to promote your destination (p. 4).





## Your destination on Google +

### Things that can be improved

- You don't have any Google+ account. Please read our guide dedicated to this network to see how Google+ can be useful to promote your destination. (p.153)



## Your destination on Twitter

### Things that can be improved

- You don't have any Twitter account. Please take time to read our « How Twitter can be useful for your destination » chapter (p.111).



## Your destinations on Youtube

### Things that can be improved

- You do not have any Youtube account for the moment. Even if you don't have any video about your destination, you could create a Youtube account and a Youtube channel with a selection of other videos concerning your destination. Please read our guide dedicated to Youtube and discover how this network can be useful to promote your destination (p.224).





## Your destination on Pinterest

### Things that can be improved

- You don't have any Pinterest account. Being on new social networks takes time and you think that you don't have time enough to be on Pinterest. Please read our chapter dedicated to Pinterest in this guide and discover how this network can be useful to promote your destination (p.275).



## Your destination on Instagram

### Things that can be improved

- You don't have any Instagram account. This is not the easiest social networks and it can only be used on a tablet or mobile phone. Read our guide about this network in order to know about it better and to see how it can help you promote your destination and remember that you can use this network to find content for your website, Facebook, Twitter, Google+ accounts even if you are not active on it (p.321).





## The website of your destination

### Things that can be improved :

- As EDEN is a network you could use the logo « EDEN » more often on your website. Feel free to request it.



## Conclusions



Social networks are not the priority for the moment and you don't have time to manage them. We know that promoting a destination is hardwork and that you already promoting it 25 hours a day, there is no time left for social networks. These new media can help you save time and improve your public & media relations. Please read our guide dedicated to social networks and learn how they can help you save time and improve the visibility of your wonderful destination to the media, travellers, travel agencies, without spending too much time on it. If you have any question about social networks we will be happy to help you try to get on new social network, even just to create an account, see how it works and take time to know about them.

For any further information or request, please contact us by email  
[contact@europeanbestdestinations.org](mailto:contact@europeanbestdestinations.org)

Keep on promoting your wonderful destination !

