

# Visit Maryland: Social Media

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# Why use social media?

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## COMMUNITY

- Social media is a community forum.
- People use social channels for inspiration, information and to connect with others.
- As travelers, you offer a first-hand glimpse of true Maryland experiences. By joining our social media community, you become a tourism ambassador to the world – sharing highlights of trips through imagery and first-person accounts.





# We use social media to:

- Boost Maryland travel sites and industry partners
- Connect with freelance journalists and media outlets
- Form a community of those who love Maryland, those that want to travel here and those who are curious about what we have to offer
- Share experiences, stories, tips
- Show off!
- Inspire

# Help us highlight Maryland's best!

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Share your travel photos, videos and stories with us!

- Use #MDinFocus on photos and videos
- Tag our pages –
  - @Maryland on Twitter
  - @VisitMaryland on Instagram
  - @Maryland on Facebook
- Enter your event information into our VisitMaryland.com calendar



# Best things to share:

- Photos – scenery, signs, related businesses, experiences

You Retweeted  
**Montgomery Parks** @MontgomeryParks · Jan 16  
Photo of the Day: Cold, icy waters of Sligo Creek. (Photo - @Tony\_Ventouris for Montgomery Parks)



1 8 23

You Retweeted  
**Renee Sklarew** @DCWriterMom · Jan 17  
A7 I love to bring spices back as souvenirs of my travel like Cajun seasoning in @VisitNewOrleans & Old Bay on the Eastern Shore of @TravelMD #FoodTravelChat @EscapeTalbotCO – at Central Grocery Co.



1 3 10

- Videos – short clips that highlight the best parts of a trip





visitmaryland

Garrett County, Maryland

visitmaryland No need to stay inside as it gets colder. Throw on a coat and hat and hit the trails to take in different views as the seasons change. For a list of places to go hiking, click the link in bio. #VisitMaryland #deepcreeklake #MDinFocus (📷 @evan\_nowak\_)

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#maryland #deepcreek #hiking #photography #nature #backpacking #river #trail #hike #happytrails #fall #winter #rocks #getoutdoors #hiking\_daily #wanderlust #wander #roamtheplanet #discoverearth #goexplore #exploremore #earthoffical #hikerlist #motivation



1,384 likes

NOVEMBER 30, 2017

Add a comment...





visitmaryland  
Garrett County, Maryland

- goteamkelly OMG this is so cool 😍 ×
- evan\_nowak\_ Thanks for sharing guys 🙌 ×
- evan\_nowak\_ @lklein53 you made it to the big league! ×
- visitmaryland @evan\_nowak\_ Thank you! Happy trails! ☐☐☐ ×
- a\_mandastray @m\_linz ×
- m\_linz @straytchillin yesss ×
- eddieaction Nice! ×
- kianoloehr Yes, toller Beitrag! 🙌👍 ×
- andreaspaslack Schönes Bild, gefällt mir 🙌 ×
- vonslots Waters doe ×
- uch.ral ☐☐ ×



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visitmaryland  
Garrett County, Maryland

- ak.the.ref Now u just motivatied me to do the same thing in my city.... ×
- heykatej Where specifically is this in deep creek? ×
- christy\_singer @michael\_jarred ×
- visitmaryland @evan\_nowak\_ can you share? ×
- marylandsup\_ Deep Creek Lake is the best ×





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Garrett County, Maryland

evan\_nowak\_ @heykatej ×

@visitmaryland hey Kate! So I'm not super familiar with the area to be honest. We were actually coming home to Pittsburgh from a wedding out in Cumberland and I like to drive through Deep Creek because it's such a nice area and I like the ice cream store there. 😊 We were driving down the road and heard water so we pulled off and hiked in. This was about 2 miles south of that ice cream store, that's about all I know. Right off the side of the road. Wish I could help more.

seandalina @jmdudas ×

heykatej @evan\_nowak\_ awesome! Ice cream and rivers. Who could want more? 😊

evan\_nowak\_ @heykatej Exactly! I



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Garrett County, Maryland

evan\_nowak\_ @heykatej Exactly! I ×

totally forgot to mention that it's actually an official trail. We just couldn't access these cool rocks directly from the trail so we went in a different way. So if you hear water, saw ice cream and see an official trailhead parking lot, you made it 😊😊

heykatej @evan\_nowak\_ you are officially becoming favorite person ×

evan\_nowak\_ @heykatej ㄟ( ̯ ㄟ)ㄎ hey I'll take it wherever I can get it lol ×

heykatej @evan\_nowak\_ just stalked you. Your pics are gorg! ×

evan\_nowak\_ @heykatej thank you so much! 🙏 it honestly means a lot. I love getting to connect with people like this through Instagram!



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Office of Tourism

Thank You

