



News Release

July 25, 2011

Rivercorp's Tourism Advisory Committee's Social Media Session a Great Success

Rivercorp & Tourism Campbell River & Region's Tourism Advisory Committee (TAC) hosted a successful social media session at Dolphins Resort last Thursday evening.

Fifty-five guests attended from local businesses representing accommodations, adventure tourism, aquaculture, business development, entertainment, food & beverage, health & fitness, real estate, retail, transportation and web design sectors. The interactive event was hosted by Carmen Amberson, Operations Manager at Dolphins Resort.

The evening's topics highlighted popular social media sites including Facebook, Twitter, YouTube, LinkedIn, and Flickr, as well as Blogging and Google+. Tips were shared about managing multiple networks, online dos and don'ts, the frequency of posting content and running a successful contest.

For more information about the social media event including a power-point presentation and photos, visit www.campbellriver.travel

The 2011 Tourism Advisory Committee consists of representatives from accommodations, adventure tourism, arts & culture, food & beverage, media promotion, regional tourism and technology business community. It provides advice, support and ideas for Tourism Campbell River & Region's marketing strategy.

Rivercorp, Campbell River's Economic Development Corporation is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

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