



How Social is Your State DMO?

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How Social is Your State Destination Marketing Organization (DMO)?

In an effort to begin bench-marking the web presence of destinations beyond web site visits, Gammet Interactive created a 12-point algorithm that features 28 objects of measurement. The algorithm was then used to create a social media assessment and evaluation of the 50 official U. S. tourism office web sites.

After visiting the official web site of each state tourism office/destination marketing organization (DMO), Gammet Interactive utilized the following 12 primary points to create a complete evaluation of each entity:

- 1) Certified Site Traffic Measurement from Quantcast.com
- 2) Presence of Social Media Icons and Links on the Web Site Home Page
- 3) State Keyword Search in Google
- 4) Facebook Presence
- 5) Twitter Presence
- 6) MySpace Presence
- 7) Flickr Presence
- 8) Panoramio Presence
- 9) YouTube Presence
- 10) Content Sharing Via a Social Media Tool like Add This or Share This
- 11) Blog Presence
- 12) User Generated Content/Review Site

The evaluation was conducted during 21-day period, which extended through late May and early June of 2009. We realize that social media is moving target and it changes daily. The best attempt was made to conduct the evaluation in the shortest time-period possible. We also extended our best effort to find the “official” presence of each specified DMO on sites like Flickr, Facebook, YouTube, etc. If we did not locate specific social media links on the state tourism web site, we attempted multiple searches on the social media site. The searches were done methodically, through a four-step process which would result in a consistent attempt to locate the official destination presence on the specific social media outlet. After the four searches, we abandoned the process recorded the score of “0” for that assessment point.

In effort to present an example of how each point was measured, we have noted a sample of the criteria that we used to determine the score for presence on Twitter:

- a) Presence on the Site= Yes or No
- b) Followers - Assessed on a scale of 0 to more than 15,000 followers
- c) Updates – Assessed on a scale of 100 to more than 3,000 updates
- d) Twitter Grade – Assessed from the Hubspot tool – twitter.grader.com

To our knowledge, this is the first comprehensive, public evaluation done with a multiple set of social media measurements in the destination marketing arena. The state destination marketing organizations are ranked on the following page in descending order, 1 through 50, with the total score on the far right column. The total scores listed are based on a weighted scale with values that were determined from an assessment of the social media outlets, popularity and importance of brand awareness. We welcome your feedback and responses to our measurement criteria and weighting scale. Please forward any comments and suggestions directly to David Serino, Founder and e-Strategist of Gammet Interactive at dserino@gammet.com or post them publicly on the comments sections at - www.daveserinoblogs.com – to create a conversation with others.

	Abbr.	State	DMO URL	DMO Site Traffic	Social Media Prevalence	Google	Facebook	Twitter	Myspace	Flickr	Panoramio	YouTube	Content Sharing	Blog	Reviews	Totals
1	PA	Pennsylvania	www.visitpa.com	0	10	3	24	24	0	24	5	17	0	20	8	135
2	IN	Indiana	www.visitindiana.com	0	10	3	24	28	0	18	3	16	0	20	8	130
3	FL	Florida	www.visitflorida.com	3	0	5	15	24	0	23	9	22	0	20	8	129
4	OR	Oregon	www.traveloregon.com	0	10	3	15	29	0	15	3	19	0	18	15	127
5	NV	Nevada	www.travelnevada.com	0	10	3	28	21	7	18	1	17	0	20	0	125
6	TN	Tennessee	www.tnvacation.com	0	10	3	39 *	23	7	13	5	17	0	0	8	125
7	MI	Michigan	www.michigan.org	0	10	3	38	13	0	22	1	22	5	0	8	122
8	NC	North Carolina	www.visitnc.com	3	10	5	26 *	15	0	13	5	0	0	19	8	104
9	ME	Maine	www.visitmaine.com	3	0	5	23	21	0	21	1	16	0	0	8	98
10	VT	Vermont	www.vermontvacation.com	3	10	3	19	23	7	12	7	13	0	0	0	97
11	IL	Illinois	www.enjoyillinois.com	0	10	1	15	27	0	18	1	14	0	0	8	94
12	WY	Wyoming	www.wyomingtourism.org	0	0	3	15	18	0	12	3	15	0	18	8	92
13	GA	Georgia	www.exploregeorgia.org	0	10	1	29	22	0	18	3	0	0	0	8	91
14	AZ	Arizona	www.arizonaguide.com	0	10	5	0	27	7	18	7	0	0	0	15	89
15	KS	Kansas	www.travelks.com	0	10	1	26	15	0	8	1	15	5	0	8	89
16	ND	North Dakota	www.ndtourism.com	0	10	3	17	15	0	15	1	9	0	13	0	83
17	SD	South Dakota	www.travelsd.com	0	10	3	22	15	0	10	1	17	5	0	0	83
18	LA	Louisiana	www.louisianatravel.com	3	0	3	15	26	0	13	1	10	0	0	8	79
19	VA	Virginia	www.virginia.org	0	0	3	0	25	0	22	5	21	0	0	0	76
20	AR	Arkansas	www.arkansas.com	0	0	5	27	0	4	12	1	0	5	20	0	74
21	KY	Kentucky	www.kentuckytourism.com	0	10	3	15*	18	0	12	3	10	0	0	0	71
22	ID	Idaho	www.visitidaho.org	0	0	5	15	23	0	12	3	0	0	0	8	66
23	NH	New Hampshire	www.visitnh.gov	0	10	5	0	20	0	18	5	0	0	0	8	66
24	RI	Rhode Island	www.visitrhodeisland.com	0	0	5	24	0	0	10	7	0	0	11	8	65
25	NM	New Mexico	www.newmexico.org	0	0	3	23*	16	0	13	1	0	0	0	8	64
26	IA	Iowa	www.traveliowa.com	0	10	1	15	22	0	8	3	0	0	0	0	59
27	HI	Hawaii	www.gohawaii.com	0	0	5	0	0	0	23	7	0	5	18	0	58
28	OH	Ohio	www.ohiotourism.com	0	0	1	15	0	0	22	3	11	5	0	0	57
29	CO	Colorado	www.colorado.com	0	10	3	0	0	0	15	9	9	0	0	8	54
30	AK	Alaska	www.alaskatravel.com	0	0	1	0	0	0	8	1	10	5	18	8	51
31	UT	Utah	www.utah.travel	0	0	5	0	13	0	15	3	14	0	0	0	50
32	AL	Alabama	www.alabama.travel	0	10	1	0	0	0	12	1	0	0	19	0	43
33	NY	New York	www.iloveny.com	0	0	5	0	0	0	17	10	0	0	0	8	40
34	MA	Massachusetts	www.mass-vacation.com	0	0	3	0	0	0	14	10	0	0	0	8	35
35	NE	Nebraska	www.visitnebraska.com	0	0	3	19	0	0	12	1	0	0	0	0	35
36	MN	Minnesota	www.exploreminnesota.com	0	0	3	-10	14	4	14	1	0	0	0	8	34
37	OK	Oklahoma	www.travelok.com	3	0	1	0	0	0	19	3	0	0	0	8	34
38	WV	West Virginia	www.wvtourism.com	3	0	3	0	0	0	23	5	0	0	0	0	34
39	CA	California	www.visitcalifornia.com	0	0	3	0	0	0	30	0	0	0	0	0	33
40	CT	Connecticut	www.ctvisit.com	0	0	3	0	0	0	12	9	0	0	0	8	32
41	NJ	New Jersey	www.state.nj.us/travel	0	0	1	0	0	0	13	10	0	0	0	8	32
42	WI	Wisconsin	www.travelwisconsin.com	0	0	1	0	0	0	14	9	0	5	0	0	29
43	MD	Maryland	www.visitmaryland.org	0	0	5	0	0	0	13	10	0	0	0	0	28
44	MS	Mississippi	www.visitmississippi.org	0	0	3	0	0	0	8	1	0	5	0	8	25
45	SC	South Carolina	www.discoversouthcarolina.com	0	0	5	0	0	0	12	5	0	0	0	0	22
46	DE	Delaware	www.visitdelaware.com	0	0	3	0	0	0	10	7	0	0	0	0	20
47	TX	Texas	www.traveltexas.com	0	0	3	0	0	0	16	1	0	0	0	0	20
48	MO	Missouri	www.visitmo.com	0	0	5	0	0	0	13	1	0	0	0	0	19
49	WA	Washington	www.experiencewa.com	0	0	3	0	0	0	12	3	0	0	0	0	18
50	MT	Montana	www.visitmt.com	0	0	3	0	0	0	13	1	0	0	0	0	17

* Represents states which did receive an official calculation based on a malfunction of the Hubspot Facebook Grader tool. The score was estimated by Gammet Interactive based on the criteria of similar sites which were graded through the Hubspot Facebook Grader tool.

How Social is Your DMO? - Glossary

Quantcast- www.quantcast.com – Quantcast is a web site that is based on viewing the statistics of other Web sites. Quantcast Corporation's prime focus is to analyze the internet's Web sites in order to obtain accurate statistics. Quantcast rates Web pages by ranks. Participating websites voluntarily insert Quantcast HTML code inside Web pages they wish to have included in statistics. This code allows Quantcast to keep track of the traffic directed towards those Web sites. (Source: Wikipedia)

Facebook- www.facebook.com

Facebook is a popular, free-access social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region to connect and interact with other people. People can also add friends and send them messages, and update their personal profile to notify friends about themselves. (Source: Wikipedia)

Ranked #5. Facebook.com is a top 10 site that reaches over 91 million U.S. monthly people. The site attracts a more affluent, teen and young adult, very slightly female biased following. The typical visitor reads USA Today and subscribes to People. Female, Teens, African American, Has Kids 12-17 in Household, More Affluent, College Graduates. (Source: Quantcast)

Twitter- www.twitter.com

Twitter is a free social networking and *micro-blogging service* that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. Senders can restrict delivery to those in their circle of friends. (Source: Wikipedia)

Ranked #26. Twitter.com is a top 50 site that reaches over 22 million U.S. monthly people. The site attracts a young adult, slightly more female than male audience. The typical visitor reads Perez Hilton, subscribes to Entertainment Weekly, and visits tennayalayouts.com. Female, Young Adults, African American, Has Kids 0-2 in Household, Less Affluent, College Graduates. (Source: Quantcast)

Myspace- www.myspace.com

MySpace is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally. (Source: Wikipedia)

Ranked #9. Myspace.com is a huge site that reaches over 63 million U.S. monthly people. The site appeals to a slightly female slanted, teen and young adult audience. The typical visitor visits whateverlife.com and shops at Hot Topic. Female, Teens, Hispanic, Has Kids 12-17 in Household, Less Affluent, People with no College. (Source: Quantcast)

Flickr- www.flickr.com

Flickr is an image and video hosting website, web services suite, and online community platform. It was one of the earliest Web 2.0 applications. In addition to being a popular Web site for users to share personal photographs, the service is widely used by bloggers as a photo repository. (Source: Wikipedia)

Ranked #27. Flickr.com is a giant site that reaches over 22 million U.S. monthly people. The site is popular among a slightly male slanted audience. The typical visitor visits ifilm.com and reads Gawker. Male, Young Adults, Asian, Has Kids 12-17 in Household, Less Affluent, College Graduates. (Source: Quantcast)

Panoramio- www.panoramio.com

Panoramio is a geolocation-oriented photo sharing website. Currently, some of the photos uploaded to the site can be accessed as a layer in Google Earth and Google Maps, with new photos being added at the end of every month. The site's goal is to allow Google Earth users to learn more about a given area by viewing the photos that other users have taken at that place. The website is available in several languages. (Source: Wikipedia)

Ranked #866. Panoramio.com is a top 1,000 site that reaches over 1.6 million U.S. monthly people. The site attracts a mostly male, skewing older following. The typical visitor consults virtualtourist.com, visits esmas.com, and watches Univision. Male, Older, Hispanic, No Kids in Household, Less Affluent, College Graduates. (Source: Quantcast)

YouTube- www.youtube.com

YouTube is a video sharing website where users can upload, view and share video clips. Unregistered users can watch the videos, while registered users are permitted to upload an unlimited number of videos. (Source: Wikipedia)

Ranked #7. Youtube.com is a huge site that reaches over 71 million U.S. monthly people. The site attracts a more youthful following. The typical visitor reads funnyordie.com. Male, Teens, Asian, Has Kids 12-17 in Household, Less Affluent, People with No College. (Source: Quantcast)

Gammet Interactive – www.gammet.com

Gammet Interactive is a marketing technology advisor that offers e-travel insight to members of the travel, tourism and hospitality industries. The company assists organizations with the process of assessing their internet marketing needs along with providing services to develop, implement and manage cost-effective online and social media marketing programs. The organization was founded by tourism industry veteran David Serino in 2000.

For more information, please contact David Serino at dserino@gammet.com or 734-878-8800.



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