

# Being social media savvy can help your business

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STEAMBOAT SPRINGS  
CHAMBER RESORT ASSOCIATION

If sharing is caring, then the Steamboat Springs Chamber Resort Association challenges all social media users to care by sharing updates, photos and videos of and about Steamboat Springs. Sound silly? Think again.

With multimedia tools such as Facebook, Twitter, blogs and YouTube infiltrating all aspects of our lives, the time is now for the Steamboat Springs business community to capitalize on the extraordinary benefits these social media networks have to offer. Every Steamboat resident who participates in social media can be a promoter of Steamboat Springs. It's that simple.

"In this day and age, we can all be active marketers. We have infinite tools at our fingertips," notes Katy Martin, regional marketing director for ResortQuest Colorado. "Social media marketing is basically the old fashioned idea of networking, but using wonderful new technologies to be able to do this on a much larger, more efficient and more targeted scale."

It is time to think outside the box. Focus not on the challenge of managing and leveraging these new tools but on the limitless potential this viral messaging can add to local businesses. Looking for a place to start?

## Can the Chamber help?

Whether a Steamboat Springs business or businessperson is new to the social media world and looking for guidance or a seasoned social media professional is exploring ways to make valuable connections within the business community, the Steamboat Springs Chamber Resort Association is a great

place to start.

With four specific Twitter accounts, two Facebook pages, the Steamboat Springs Daily Blog and soon to come YouTube and visitor feed content, the Chamber team is working hard to use social media tools to enhance visibility for all.

Check out the Steamboat Springs Chamber Resort Association accounts, what the messages are and what to expect from these voices in the year to come. And remember to follow us!

## Twitter

Four Chamber Twitter accounts (@SteamboatCO, @MediaSteamboat, @SustainableBoat and @SteamboatBiz) give Chamber members the opportunity to follow unique local voices, sharing differing information pertinent to Steamboat Springs and business.

@SteamboatCO is a visitor focused account with daily tweet subjects including various blog posts, monthly e-newsletters, weather updates, activity and "to-do" information, experiential posts (e.g. event attendance, new experiences), event announcements, hot deals, re-tweets of visitor related comments and relevant media articles.

@MediaSteamboat is a public relations focused account with daily tweet subjects including Steamboat Springs Chamber Resort Association news releases, YouTube video clips, Steamboat Springs videos, relevant articles, weekly Chamber page posts, media placements, re-tweets of other relevant articles and media-related events.

@SustainableBoat is a sustainability focused account in cooperation with the Chamber's Sustainable Business Program with tweet subjects including sustainability tips, Buy

## Contribute online

**Help travelers make informed decisions and contribute to the Steamboat forums**

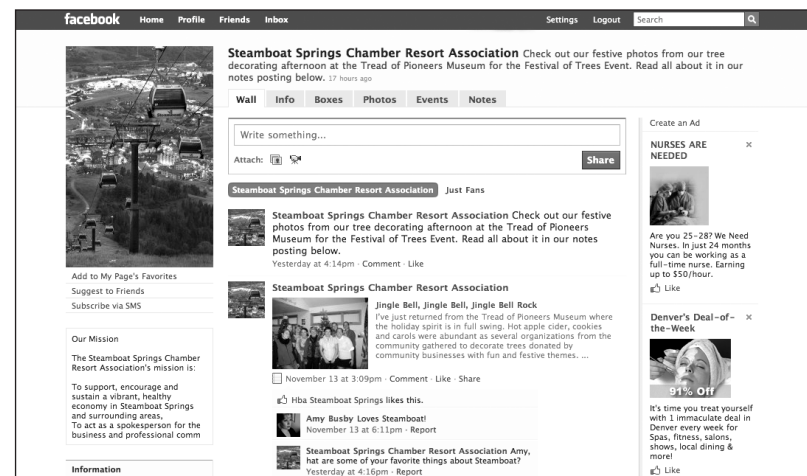
- Post reviews of your favorite activities and restaurants on the Web
- Tweet about epic snow conditions and wonderful weather and inspire potential visitors
- Update your status on Facebook with details of your latest Steamboat excursions
- Submit photos to Media: Denver Post, 9News, Denver Channel 7, CBS4, Fox 31, CNN etc.
- Post your best Steamboat Springs photos on Flickr (become our Flickr friend at [www.flickr.com/photos/steamboatspringschamber/](http://www.flickr.com/photos/steamboatspringschamber/))
- Video! It doesn't matter how amateur it is — capture it on film and post it to YouTube (make sure to have Steamboat Springs in the video's name)
- Blog! Write about your Steamboat adventures. You'd be shocked to realize how many people are interested
- Businesses should be writing press releases and submitting them to PRweb.com. Tell the world about the unique activities, meals or gifts that you have to offer

Local messages, green building information and updates about the Sustainable Business Program from consultant company Environmental Solutions Unlimited.

@SteamboatBiz is a Chamber Member focused account with daily tweet subjects including member events, member information, Monday Report Link, Young Professionals Network events and news releases, new member business announcements with tweepics of ribbon cuttings, Spurs on Service announcements, hot deals, member-to-member discounts and member tweet contests.

## Facebook

Home to two Facebook accounts, the Steamboat Springs Chamber Resort Association works to get information out



**Facebook (as seen here)** and other social media tools are very easy to use and extremely helpful for business networking. The Chamber uses its Facebook fan page to interact with locals and potential guests by communicating current events, photos and updates.

to Facebook users everywhere. Fan pages can be found for the Steamboat Springs Chamber Resort Association and the Young Professionals Network of Steamboat Springs. To become a fan, look for each of these groups in the Facebook search box and click on the "Become a Fan" icon to get regular updates and show your support.

A fan page is set up for Facebook users to have access to insider information. By becoming a fan, users have the opportunity to interact with organizations by posting comments, sharing links and photos and encouraging others to become fans, as well. This is one of the easiest viral marketing tools in today's social media climate.

## Daily Blog

The Steamboat Springs Daily blog can be found on [www.steamboat-chamber.com](http://www.steamboat-chamber.com) and is a great resource for those wanting information about life in Steamboat Springs. Look for personal stories, fun experiences, great photos and other Steamboat links. Have an experience-based blog idea you

would like to share with visitors? E-mail Courtney Allen at [courtney@steamboat-chamber.com](mailto:courtney@steamboat-chamber.com) for more information.

"If members aren't interacting via social media then they are missing out on opportunities with businesses and customers," notes Meagan Coates, Community Development Manager. "We encourage all members to utilize these free tools and to use the Steamboat Springs Chamber Resort Association as a resource."

The Steamboat Springs Chamber Resort Association also has recently added a new social networking tool to [www.steamboat-chamber.com](http://www.steamboat-chamber.com). Under the homepage navigation bar "Business Directory and Membership" check out other Chamber members that have their own blog, Facebook page and Twitter account under "Member Social Networking." This is a one-stop shop for Steamboat Springs businesses that are making use of these tools. Follow them, friend them and comment on their posts. The number of people businesses can reach by marketing together is infinite.



## Upcoming Events

### November 19 Sustainable Business Networking Luncheon

Join the Sustainable Business Program participants for this educational luncheon. Share ideas, meet new people and celebrate "green" accomplishments. \$5 for program members, \$15 for non members. Please RSVP@[steamboat-chamber.com](mailto:steamboat-chamber.com) or 875-7000.

11:30a.m.-1:30p.m. at *Olympian Hall*

### November 19 Young Professionals Network Event

Join the Young Professionals Network for their monthly event featuring a guest speaker with food and drink specials. Free for YPN members, \$10 for guests. Please RSVP to [marion@steamboat-chamber.com](mailto:marion@steamboat-chamber.com) or 875-7008.

5:30-7:30 p.m. at *Chaps at The Steamboat Grand*

### November 20 Good Morning Steamboat!

Come hear a panel of local speakers discuss current issues

and the stories behind the headlines. Bagels provided by Colorado Bagel Co. with time for networking and Q&A. \$5 for members. Please RSVP@[steamboat-chamber.com](mailto:steamboat-chamber.com) or 875-7000.

7:30 a.m. at *The Steamboat Smokehouse*

## New Members

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that will get you back in shape. Don't waste a day on your expensive ski ticket or be held up from doing what you came here to do. Instead, let one of our professional massage therapists work the kinks out of your muscles so you can get back to what you love. We provide deep tissue massage, Swedish massage, couples massage, duet massage, pregnancy massage and reflexology. Call for an appointment or save \$5 by booking online. Please note that this is a professional massage and not an erotic massage service.

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**[www.calconci.com](http://www.calconci.com)**

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