

RED LODGE MOUNTAIN - #MYREDLODGE

For the 2014/15 season, Red Lodge Mountain has engaged in a social media hashtag campaign called #myredlodge. The intent of the campaign is for visitors of Red Lodge and Red Lodge Mountain to share images of their visit as they happen, both on and off the ski mountain, by using the hashtag #myredlodge via Instagram and Twitter. The objective is to capitalize on the power of social media by broadening the number of potential travelers who will see fun/adventurous/scenic images of a visit to Red Lodge and Red Lodge Mountain.

We built a landing page that curates all the photos, and also included galleries for our favorite and winning photos (top photos are awarded each month). See the galleries at www.redlodgemountain.com/myredlodge. In addition, a TV screen in the mountain's Main Lodge displays a photo feed as they are published. See photo below, and you can also view that feed here: www.tintup.com/myredlodge_tv. Among the strategies used to promote the use of the hashtag, one was to create a #myredlodge window cling. This was distributed to restaurants, bars, and lodging properties in Red Lodge to display in their windows, further tying in the goal to promote not just skiing, but all of Red Lodge's assets.

To date, the campaign has garnered more than 1,500 posts (majority on Instagram). Further, although we began this season with a rather meager number of Instagram followers, we've more than doubled that number.

www.instagram.com/redlodgemountain.

TV DISPLAY:



WINDOW CLING:



CENTER PAGE OF ANNUAL WINTER GUIDE, WHICH FURTHER PROMOTES THE #MYREDLODGE CAMPAIGN.

#MYREDLODGE

Red Lodge and Red Lodge Mountain are special places that inspire visitors and locals to create memories that will last a lifetime. We invite you to share some of these memories as they happen, both on and off the mountain. Whether it's carving fresh lines in 18" of powder, enjoying an afternoon of sledding and snow shoeing, or kicking back in one of Red Lodge's many restaurants and bars, you can share your moments on Facebook, Instagram, and Twitter by tagging your photos with #myredlodge. We'll curate all appropriately tagged photos on our website, highlight some of the best throughout the season, and offer prizes and recognition to our favorites.

Have fun, create memories, and follow the photo feed at RedLodgeMountain.com/myredlodge.

- WWW.INSTAGRAM.COM/REDLODGE MOUNTAIN
- WWW.TWITTER.COM/REDLODGE MNTN
- WWW.FACEBOOK.COM/REDLODGE MOUNTAIN

Collage captions include: A HAPPY GIRL, LOST IN HEADWATERS, WINTER CARNIVAL FUN, SKI VACATION, START TO ANOTHER SERIES, WEEK 6 OF TOWN SERIES, WINTER WONDERLAND.