

Making The Most Of Your Membership Through Our Social Media Clout



Over the past few years the CBP has worked hard to increase our social media 'clout'. With over 34,000 Facebook followers, almost 10,000 Twitter followers and over 3,800 Instagram followers we have extensive reach. We can further leverage that reach, for the right content, through our strong relationship with Visit Scotland and their 180,000 Twitter followers etc.....

To really leverage our clout we need content and we want you, our members to get as much exposure as possible for your social media activity.
So please make sure you tag us and we will share as much quality content as we can.

It's really simple. For all your visitor facing content, just tag:

Facebook	@AviemoreandtheCairngorms
Instagram	@visitcairngorms
Twitter	@VisitCairngrms

Or use the hashtag **#VisitCairngorms** across all platforms

We also recommend using the **#ScotSpirt** hashtag if you have the space.

- We aim to share engaging content with great imagery and video.
- We are always looking for newsworthy items so please share and tag us or send us the content and we will share it and tag you.
- Look out for our fortnightly Visit Cairngorms social blog which might well feature your Instagram posts: www.blog.visitcairngorms.com

Business2Business

For Business to Business content we have a growing presence and will happily share your content

- Twitter @CairngormsToday and @CBP_Mark
- Linked in

<https://www.linkedin.com/company/cairngorms-business-partnership>

We look forward to sharing your inspirational content.

Cairngorms
Business
Partnership

Your Local
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Working for You

