Who Are You Online?  
How Will People Know?  

Sheila Scarborough  
Tourism Currents
What do people find when they Google you?
Historic Places in El Paso, TX

El Paso > Points of Interest

- Magoffin Homestead
  Pioneer family's 1875 adobe house

- Franklin Mountains State Park
  Climbing & hiking in a scenic desert

- Wyler Aerial Tramway
  Mountain gondola ride & a gift shop

- El Paso Zoo
  35-acre park with 220 species

- El Paso Museum of History
  Exhibits tracing 400 years on the border

- Chamizal National Memorial
  Museum & park at the U.S.-Mexico border

- El Paso Museum of Art
  13th- to 21st-century regional works

- El Paso Holocaust Museum and... Artifacts, photos & bilingual narrative

- Ysleta Mission
  New Mexican-style adobe mission church

Historical and Cultural Sites - Things To Do - Destination El Paso | El ...

This well-known outlaw was said to have more than thirty notches on his gun, evidence that no more dangerous gunman ever operated in Texas. So, don't be afraid to go down to explore and snap a few pictures of the historic tombstones as well as sites like the Buffalo Soldier Memorial. El Paso County Historical Society's ...
How do you manage what shows up when people Google you?

That’s called “Online Reputation Management”
Match your great offline experience with a great online experience
Manage Your Own Online Reputation Through....

1) Your “digital storefront” online appearance & first impressions

2) Your online interactions with visitors & guests
   a. Reviews
   b. Social media
Your digital storefront is (usually) your website
Magoffin Home State Historic Site

1120 Magoffin Ave.
(Visitors Center is at 1117 Magoffin Ave.)
El Paso, Texas 79901
GPS: N31° 45' 46" W106° 28' 39.4"
915-533-5147
magoffin-home@thc.texas.gov

In This Section
- Visitor Information
- History
- Rental Policy

Hours
Wednesday–Friday
9 a.m.–5 p.m.
(Visitor Center closes at 4 p.m.)
Guided tours on these days begin at 10:30 a.m. and 2:30
Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.

All of our Aluminum or Wrought Iron Gates, or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection or Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic Aluminum Driveway Gates and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences.

For a quote please send an e-mail to LAOrnamental@aol.com

If you looking For Privacy with your Driveway Gates, Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. Privacy Gates

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If you not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement Main Circuit Boards for all brands, and Remote Controls for Visors or Keychains.
Your online interactions with social media & reviews show that you’re paying attention & care about visitors.
Listen and respond online!
To manage your online reputation, you must monitor that reputation.

Listening online = monitoring
Key to listening...

Notifications
Listening & Responding on Facebook

@SheilaS
@TourismCurrents
#RealPlaces18
Can you name this plant now that it has gone to seed?

I’ll be talking about this lovely source of food and medicine and many others today on a special plant walk with our neighbors from Mission Tejas State Park - Texas Parks and Wildlife.
Amanda Willoughby Goldenrod?
Like · Reply · 3 · December 14, 2017 at 10:39am

Caddo Mounds State Historic Site It is 😊
Like · Reply · 1 · December 14, 2017 at 10:45am

Logan Christopher its good for friction fires too 😊
Like · Reply · December 14, 2017 at 11:39am

Caddo Mounds State Historic Site Logan Christopher The fluff?
Like · Reply · December 14, 2017 at 11:57am

Logan Christopher The stems are great hand drill spindles. Works really well with yucca fire boards.

Like · Reply · 1 · December 14, 2017 at 12:01pm

Caddo Mounds State Historic Site Logan Christopher It would be fun to do a friction fire workshop sometime where we make the tools from plants growing at Caddo.
Like · Reply · 1 · December 14, 2017 at 12:02pm

Kevin Rust Sign me up
Bertha M. Dinkins reviewed Texas Quilt Museum — 5 stars
August 11, 2017

This was a wonderful first time experience for me. The staff was so courteous and helpful with the presentation as well as answering our questions, etc. Do plan to get another group that I'm in to tour this museum.

Texas Quilt Museum
Community Museum · 2,517 Likes

Thank you for the kind words, Bertha! We are so glad to hear that you enjoyed your first visit to the Museum, and we hope to see you again soon!
Listening & Responding on Twitter

@SheilaS
@TourismCurrents
#RealPlaces18
Thanks for the awesome video @MsSalvac! It was great to spend the day with your students & experience their love of learning!

Carol Salva @MsSalvac
youtu.be/o6bJ4-pf05Y Ss took pics & notes all day! We made this. Thank U @VHoggPlantation & @TxHistComm! #ellchat #Newcomers #ells #SIFE

9:03 AM - 20 Apr 2017

1 Retweet 2 Likes
Listening & Responding on Instagram

@SheilaS
@TourismCurrents
#RealPlaces18
sbnmaxeyhouse We're continuing our focus on sports today, by showcasing the pieces of exercise equipment that we have in the collection at the Maxey House, these Indian clubs. Indian clubs are a type of exercise equipment that involve weighted clubs that will help you build your muscles. We don't know who in the family would have used these clubs #sportsMW #MuseumWeek #maxeyhouse

kariddaniel So would they juggle them or just use them like we do weights?

sbnmaxeyhouse @kariddaniel - they'd use them like we use weights!
Listen / monitor with a dashboard like TweetDeck or Hootsuite
Courtney Cacitian mentioned you
Courtney Cacitian @manncatian 1d
More helpful info MT @TourismCurrents A5. Put Twitter handle & Facebook URL on your offline materials. Don't make ppl search. #tourismchat

DixieLustBlog.com favorited
Tourism Currents @TourismCurr... 1d
A5. Tip: put actual Twitter handle & Facebook URL/name on your offline materials, not just the logos. Don't make ppl search. #tourismchat

Andrea Robyns mentioned you
Andrea Robyns @Andrea_VisitGR 1d
MT @TourismCurrents: A5. Tip: put actual Twitter handle & Facebook URL/name on your offline materials. Don't make ppl search. #tourismchat

Rivka retweeted
Erin Logsdon @luxtrvwrks 21h
Beautiful architecture at A-Kan Bar @Nizuc_Resort flickr.com/photos/luxury... #FriFotos #luxury #mexico

Clinton County Ohio @clintonco... 1h
Merry Christmas! #Architecture meets mistletoe & holly for church on Sunday: ow.ly/i/2ckNX #FriFotos #churches

visitBergen retweeted
LuxuryChicTravel @LuxChicTravel 1d
The @visitBergen houses are a model of Norwegian #architecture including beautiful colours & woods #frifotos
pic.twitter.com/aHe1Tl14Rq

Alappuzha Pattanam @alpcity 8h
It's heavily raining here in Alappuzha... Love it......
Details

Kerala Tourism @KeralaTourism 9h
Which place in Kerala would you pick for spending a vacation with your lover? Varkala, Munnar, Wayanad, Alleppey, Kerala,ovalam or anywhere else?
Details

Arunkumar B @arunind999 9h
SouthWest Monsoon on its way... Still showering from the last night..!!! #Alappuzha #Kerala
Details

ranjit rawat @ranjitnetgains 10h
Food Corners At Alappuzha Beach alappuzhabeach.in/food-comers.h...
Details
Monitoring a hashtag with a tool like Tagboard
Jennifer Flaa
@jeniEats

It's not a perfectly Iowan meal without lots of (good) ranch. Thanks for the wings Grid Iron Grill! #buywebcity pic.twitter.com/KvWBJOVTPR

13 Dec 2:39pm

Travel With Sara

The holidays are alive in Webster City Area Chamber of Commerce- #buywebcity

24 days ago

amwa9  •  24 days ago
Listening/responding is good visitor & customer service (it’s also key to your online reputation)
What about negative stuff?
Getting Found Online
Checklist for Getting Found Online

1) Your website – give ‘em what they’re Googling for.

2) Your **Google My Business** listing – claim it, fill out all info, upload photos, respond to reviews.

3) Your **Facebook Page** – make sure it’s complete, active, & consider ads.

4) Your **keywords** – in photo, video, & audio file names, also in titles & descriptions.
Remember...
Use these.
A lot.
1) Your “digital storefront” online appearance & first impressions

2) Your online interactions with visitors & guests
   a. Reviews
   b. Social media

@SheilaS
@TourismCurrents
#RealPlaces18
Match your great offline experience with a great online experience
“I do not have time to manage one of those new telephones.”
Thank you!

Sheila Scarborough
Tourism Currents

@SheilaS
@TourismCurrents