MEMORANDUM

TO: **CBID Tourism Partners and Members**

Project: **Highway1DiscoveryRoute Technology Sharing**

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Below are instructions for your social media and web folks to implement Highway 1 Discovery Route logos, photos, videos, loop maps and events calendar into your site.
As enhancements to API feeds occur, this memo will be updated and posted on
Highway1DiscoveryRoute.com/member

LOGO to link to H1DR.com and Stewardship landing page
Upload Highway 1 Discovery Route logos, including Stewardship Travel logos, click [HERE].
Hyperlink the logo to our Highway1DiscoveryRoute homepage using the following URL:
http://highway1discoveryroute.com/
Hyperlink to the Stewardship Traveler landing page, containing our Wildlife Viewing & Stewardship Tips:
http://highway1discoveryroute.com/stewardship-travel/

Coastal Discovery & Stewardship Toolkit
A complete Toolkit for the annual Coastal Discovery & Stewardship Celebration is on the member page of the website at http://highway1discoveryroute.com/member/#Coastal-Discovery-and-Stewardship

Engage with us on SOCIAL MEDIA
Facebook:
1. Share relevant content from our page to drive engagement back to your own page. Click the
   " ⤴ Share " button on the bottom of a H1DR post to share to your page's timeline.
2. When posting your own content, hyperlink/tag the H1DR Facebook page by typing
   @Highway1DiscoveryRoute.

Instagram:
1. Tag our page in your photos by using the following
   a. Type **@Highway1DiscoveryRoute** in your caption to mention our page.
   b. To appear on our page's tagged photos section, click on the "Tag People" segment when posting your photo and type **Highway1DiscoveryRoute**

Twitter:
1. Tag us on Twitter:
   a. Type **@Hwy1DiscoveryRt** in your caption to mention our page
   b. Share a photo to Twitter or add a photo to your tweet as you normally would. You'll notice that when the photo uploads, there's a box underneath that says "Who's In This Photo". Click on this button. A new screen will open with suggestions of people to tag as well as a search bar. Type **Hwy1DiscoveryRt** to tag us in the photo.

Blog:
  If you would like to link to our travel blog, use the following hyperlink:
    http://highway1discoveryroute.com/blog/

H1DR map and Discovery LOOP MAPS

The revamped H1DR map is available for all lodging to provide to their guests. If you need additional fold-out maps, please email your local administrator or admin@SLOcountyBID.com.

The Highway1DiscoveryRoute has created local discovery loop maps for each region. These maps are located on each of the destination pages in the right rail under the Road Trip Info header.
Please reach out to your local administrator, or admin@SLOcountyBID.com, for a PDF of your regions' map.

PHOTOS

Visit our Flickr account to access all photos owned by H1DR. Browse the photo stream or view photos by categorized albums. Select the photo you want to use, click the down arrow located in the bottom right corner, select "View all Sizes," and download your desired image size.

Select images are also available via Dropbox.

VIDEOS

The Highway1DiscoveryRoute marketing effort is constantly creating and posting high quality, entertaining videos showcasing the best of Highway 1 and all 10 destinations. Find, upload and share videos posted to the Highway1DiscoveryRoute YouTube channel [HERE]

Detailed instructions for embedding video and adding RSS widgets

VIDEO Instructions:
1) Visit Google Support Here for step-by-step instructions to embed YouTube videos

2) To embed videos onto your website.
   NOTE: ?rel=0 stops from showing related videos
   <iframe width="640" height="360"src="http://www.youtube.com/embed/foywVtrEP1w?rel=0" frameborder="0" allowfullscreen></iframe>

Examples:

Cambria
<iframe width="640" height="360" src="http://www.youtube-nocookie.com/embed/NUSMgyHB4i8?list=UUuNfoLEs_uKIVS7ILZ5pTZg&hl=en_US" frameborder="0" allowfullscreen></iframe>

San Simeon
<iframe width="640" height="360" src="http://www.youtube-nocookie.com/embed/JLZnM_fxJRo?list=UUuNfoLEs_uKIVS7ILZ5pTZg&hl=en_US" frameborder="0" allowfullscreen></iframe>

EVENTS H1DR.com Calendar RSS feed
RSS: http://highway1discoveryroute.com/events/feed/

H1DR.com widget examples (see instructions & codes on next page)

Current details are here: http://api.highway1discoveryroute.com/
- STAYS
- EATS
- PLAYS
- EVENTS

INSTRUCTIONS:

1.) Include the following javascript file in the <head> of your template file:

<script src="http://api.highway1discoveryroute.com/widget/hwy1-api.js"
type="text/javascript"></script>

2.) Add the following code per widget you are adding.

<div id="wcc-play-widget" class="wcc-widget-loading">
  <regions id="wcc-play-regions" value="10" />
  <count id="wcc-play-count" value="5" />
  <count id="wcc-play-order" value="random" />
</div>

Optional:

<div id="example-content">
  <div id="wcc-play-widget-content"></div>
</div>

3.) Replace category with (play, eat, stay)

4.) Add a comma separated list of regions you would like to display content for. See list of region codes below.

Region Codes

- 1Arroyo Grande Valley
- 2Avila Beach
- 3Cambria
- 4Cayucos
- 5Edna Valley
- 6Los Osos & Baywood Park
- 7Morro Bay
- 8Nipomo
- 9Oceano
- 10San Simeon & Ragged Point
- 11Paso Robles
- 12San Luis Obispo
- 13Big Sur
- 14Templeton
- 15Atascadero
- 16Pismo Beach
- 20Other County Locations

Event Include code and Options:

Events can be filtered by region and category, and can show events up to a specific number of months from current.
<div id="wcc-event-widget-content" class="wcc-widget-content"></div>
<div id="wcc-event-widget" class="wcc-event-loading">

Enter region code(s) from list above, but **note the following -**

The event feed allows you to include multiple regions, but we have added region settings in the CMS that allow for an event to be flagged for multiple regions. That means that if an event is flagged for San Simeon and Cambria, you will see that event on Cambria's feed, even if you do not include San Simeon's region code. We discourage using multiple event regions on a page, if only because you can get duplicate event posts, but also because it allows us to have a single point of update; we change the settings on the event in the CMS, and the changes appear globally; it also allows us to send events to areas that normally wouldn't see them if so desired.

```
<regions id="wcc-event-regions" value="1,5" />
```

Determine number of events per page:

```
<count id="wcc-event-count" value="15"></count>
```

Month range determines how many months from current month will be displayed. For example, if it is March, and you want to show events through July, place a 4 in the value field. In April, events will display through August, etc. :

```
<count id="wcc-event-month-range" value="4"></count>
```

Events can still be displayed by month and/or year. To do so, assign a year and/or month. IMPORTANT: set month-range value to '0'.

```
<count id="wcc-event-month-range" value=""></count>
<count id="wcc-event-year" value="2017"></count>
<count id="wcc-event-month" value="04"></count>
<count id="wcc-event-month-range" value="0"></count>
```

Events are now assigned a category. Like regions, the event list can contain multiple categories, separated by a comma. The Category codes are listed below. :

```
<count id="wcc-event-category" value="8"></count>
```

```
</div>
```

Code block:

```
<div id="wcc-event-widget-content" class="wcc-widget-content"></div>
<div id="wcc-event-widget" class="wcc-event-loading">

<regions id="wcc-event-regions" value="" />
<count id="wcc-event-count" value=""></count>
<count id="wcc-event-month-range" value=""></count>
<count id="wcc-event-category" value=""></count>

</div>
```

Event Categories:

- 9Festival
- 12Farmer's Market
- 8Live Event
- 13Sporting Event
- 14Stewardship Travel Event