



## 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.

Home page: <https://highway1discoveryroute.com/>

Destination pages: <https://highway1discoveryroute.com/destinations/>

Member portal: <https://highway1discoveryroute.com/member-information/>

### **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.

The Stewardship Travel for Good program also has [Wildlife viewing tips](#), [History & Heritage Trail](#), and [activities](#).

### **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**
2. [Click here](#) to access the #Hashtag master list

#### **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:** <http://highway1discoveryroute.com/blog/>

## **H1DR map and Discovery LOOP MAPS**

The 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](mailto:admin@SLOcountyBID.com).

The Highway1DiscoveryRoute has created local discovery loop maps for each region. These maps are located on each of the destination pages and listed under H1DR PLAY.

Please reach out to your local administrator, or [admin@SLOcountyBID.com](mailto:admin@SLOcountyBID.com), for a PDF of your regions' map.

## **PHOTOS**

Preferred photo size is 800px wide by 600px high.

Visit our [Flickr](#) account to access all photos owned by H1DR. Browse the photo stream, use the search tool 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.

To search photos [use this link](#) and in PhotoStream click on the search icon.

Select images are also available via [Dropbox](#).

Lodging property photos links are available on the [Photo/Video tab](#) of the content calendar.

## **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 [\[HERE\]](#) and on the [Photo/Video tab](#).

Video clips for use on social are [available here](#)

## **CONTENT**

The Highway1DiscoveryRoute [Content Calendar](#) provides an overview of all content development.

### **Detailed instructions for embedding video**

#### ***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>
```

**For marketing programs, please refer to the LFA imperative program overview.**