

Miami is all about vibrance and energy. And we could all use a little of both. It’s also about life-affirming positive vibes, full-on optimism and the can-do attitudes of our people and our city.

It’s a place where sunrise and sunsets are equally radiant, where cafecito hour brightens our afternoons, and where luminous, moonlit skies light up the night.

That’s how Miami shines, every single day of the year. And that bright, beautiful, sun-drenched attitude permeates everything, every place and everyone in Miami.

**And it all awaits you. Ready for you to explore, discover and enjoy.**

So come shine with us...all you adventurers, beachgoers, foodies, music fanatics, culture seekers and art lovers..

**Let’s go.**

**Let’s shine.**

URL  
**GMCVB.com/MiamiShines**

HASHTAG  
**#MiamiShines**

PROGRAM LOGO



PRIMARY COLOR



RGB: 0 147 192  
CMYK: 80 27 12 0  
HEX: #0093c0

TYPEFACE

Program: **Neutraface 2 Text bold and Adobe Caslon Pro**  
Copy: **Helvetica or Arial**

LOGO USAGE

Logo must be used on all program collateral. Must include GREATER MIAMI AND THE BEACHES (may only be removed on smaller digital assets if not legible.)

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INTRODUCTION

As the COVID-19 pandemic has caused a significant hit to travel and tourism, the Miami Shines campaign aims to keep Miami top of mind as a travel destination, providing a sense of relief to those craving travel experiences while anxious and confined at home. Miami Shines intends to highlight some of the key factors that make Miami a unique travel destination, as well as its vibrant spirit and energy, which can provide a sense of optimism and hope to all during these challenging times. This document presents some best practices, tips and tricks to promote your business as part of this initiative.

TONE

Miami Shines messaging should feel optimistic and hopeful, yet sensitive to the current situation. It does not focus on the negative, but it also does not completely ignore what we are going through. There should be a sense of community in the messaging when relevant - “we will get through this together.” Do not oversell Miami. The goal is not to get people to travel to Miami now, it is to invoke positive emotions about Miami through the imagery and copy.

**ORGANIC SOCIAL MEDIA BEST PRACTICES**

Every social media outlet is different, but here are some suggestions for strong social media exposure:

- » Always link to our website (GMCVB.com/MiamiShines) when possible, as it serves as an excellent resource to learn about the Miami Shines campaign.
- » Posts scheduled in the afternoon & evening (12-7 p.m.) typically gain higher exposure and engagement. Use Facebook, Twitter, and Instagram analytics to determine the best times to post for your audience.
- » If you're looking to boost visibility to your audience, consider boosting your organic post. Keep in mind, it's best to stay more generic in your targeting.

- » Please tag @MiamiandBeaches on all platforms, so we can help amplify your message on our channels.
- » Social graphics for each channel can be found in the "Digital Assets" link to help you support your business' Miami Shines participation.
- » For future posts, you can use the PNG files in the "Digital Assets" link to add the Miami Shines logo to any images you share on your channels. This can be done using PhotoShop or free social image editing tools like Canva.
- » Encourage users to share images of how they're staying positive and shining at home by tagging @MiamiandBeaches or using the hashtag #MiamiShines.

**INSTAGRAM BEST PRACTICES**

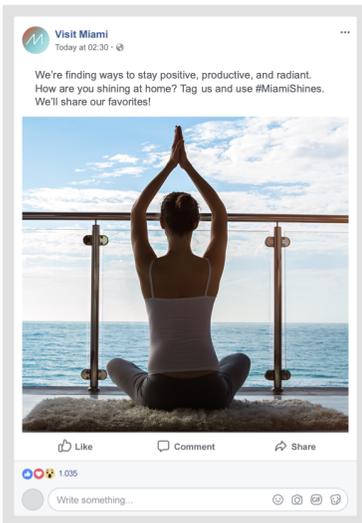
The following is an example of how best to promote Miami Shines and your participation in the campaign on Instagram. Feel free to use this as a foundation and add your unique flair to it. Please also tag @MiamiandBeaches and use the hashtag #MiamiShines.

- We've teamed up with @MiamiandBeaches to showcase all the ways #MiamiShines. Our staff is keeping that Miami spirit strong with virtual dance challenges. How are you shining at home?

**Other Instagram Tips**

On Instagram, you can use up to 30 hashtags (<15 works best) to help boost your organic discoverability. Please be sure to include the hashtag #MiamiShines, along with other local hashtags, brand-specific hashtags, and broader high-traffic hashtags. Favor relevance and timeliness above all.

- » Square images and video (1:1 ratio) with vibrant colors work best on Instagram in-feed.
- » Utilize native platform elements such as stickers, filters, and lenses when possible to give content an authentic feeling and to capture attention.
- » Most business accounts allow you to share a post to your story. This is a good tactic if you'd like to quickly share future posts featuring #MiamiShines content.
- » Be as active as possible by responding to comments and engaging with your audience.



**FACEBOOK BEST PRACTICES**

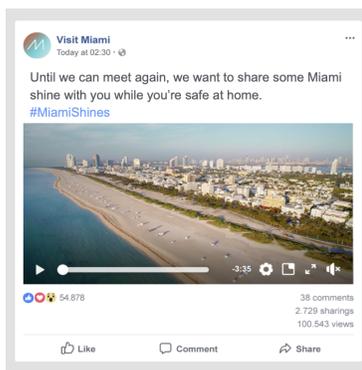
The following is an example of how best to promote Miami Shines and your participation in the campaign on Facebook. Feel free to use this as a foundation and add your unique flair to it. Please also tag @VisitMiami and use the hashtag #MiamiShines.

- We've teamed up with @VisitMiami to keep Miami's vibrant spirit shining as we stand by. For us, that's daily video calls as we try out new recipes and share some laughs. Until we meet again, keep positive and stay safe! #MiamiShines

**Other Facebook Tips**

» Image and carousel posts perform better than text posts. Use the platform to showcase engaging media. We recommend sharing the Miami Shines videos included in this toolkit or images/videos of the following content:

- Virtual Events
- Business open for ordering/delivery
- Images of residents making the best of sheltering in place- work from home/school setups, socially distant walks, balcony performance, etc.
- Heartwarming interactions (from a safe distance) that showcase Miami's positive attitude



- » Try to tell a story with every post. Whether it's the thought behind the story, a positive Miami memory, or the details to an upcoming virtual event, stories help drive deeper connections.
- » Consider your message when choosing what type of post you're publishing. Carousels and slideshows can tell an engaging story, while events do a great job building for a specific occurrence.
- » Don't be afraid to jump into the conversation in the comments. After all, social media should be social! Given the climate of the pandemic, make sure to have reliable facts rather than rumors when discussing health issues and orders.
- » For boosted posts, text cannot take up >20% of the thumbnail image (this goes for Instagram, as well), or it will not run. You can use Facebook's Grid Tool to check if your image is compliant.

## TWITTER BEST PRACTICES

The following is an example of how best to promote Miami Shines and your participation in the program on Twitter. Feel free to use this as a foundation and add your unique flair to it. Please also tag @MiamiandBeaches and use the hashtag #MiamiShines.



- We've teamed up with @MiamiandBeaches to showcase all the ways #MiamiShines. While you're safe at home check out our virtual experience and many more at [GMCVB.com/MiamiShines](http://GMCVB.com/MiamiShines)

### Other Twitter Tips

- » Keep hashtags to 1-2 per tweet to avoid creating a cluttered and unnatural tweet. Tweets with too many hashtags look like spam, and people are less likely to engage with them. Leverage the hashtag #MiamiShines and add either a broader hashtag or a branded hashtag.
- » Keep tweets short and digestible. If the message is difficult to absorb, people will continue to scroll to the next tweet. The full 280 character limit shouldn't be used. (180 characters max, before hashtags and links, is recommended)
- » Twitter moves fast, few users take in Twitter profiles as a sequential story. It's best to diversify the content that's posted to keep users engaged, but it is ok to leverage previously published content as well.
- » With videos, GIFs, stickers, photos, etc., you can express a lot in just one tweet. But sometimes you want to tell a developing story or resurface a related tweet. When that happens, you can use Twitter threads. Each tweet should be able to stand on its own but, when threaded, they strengthen the message – which is ideal.

## MIAMI SHINES AWAITS VIDEO POSTING GUIDELINES

### VIDEO POST BEST PRACTICES

- » Post with the right captions and descriptions for the video.
- » Choose a captivating thumbnail for the video when uploading the video in each platform. On Facebook and Instagram these thumbnails should consist of less than 20% text.
- » Drive higher engagement, shares and views by posting videos directly to each platform rather than linking from YouTube videos or other sites.
- » Only vertical videos should be used for stories on Instagram and Facebook.
- » Posting the video on Instagram Stories is a great way to introduce the video. Stories allow you to add an additional visual element (GIFs, stickers, supers etc..) or a call to action. These can help grab users' attention as they scroll through multiple stories. Please note that max video length for an Instagram Story is 15 seconds.
- » At the moment, stories are seeing higher activity than in-feed videos.
- » You can follow up on your story video post by posting the video in-feed to get additional video views.
- » Continue to follow each individual platform's best practices

### INSTAGRAM STORY VIDEO GUIDELINES

- Recommended resolution is 1080 x 1920
- Minimum resolution is 600 x 1067
- Aspect ratio is 9:16
- Max file size is 4GB
- Recommended video formats are .MP4 and .MOV
- Video length max is 15 seconds

### FACEBOOK IN-FEED VIDEO SHARED POST GUIDELINES

- Recommended video dimensions are 1280 x 720 for Landscape and Portrait.
- Minimum width is 600 pixels (length depends on aspect ratio) for Landscape and Portrait
- Landscape aspect ratio is 16:9.
- Portrait aspect ratio is 9:16 (if video includes link, aspect ratio is 16:9)
- Mobile renders both video types to aspect ratio 2:3
- Max file size is 4GB
- Recommended video formats are .MP4 and .MOV
- Video length max is 120 minutes
- Video max frames 30fps

#### Character Limits

- Maximum count: 2,200 characters
- Recommended: 90 characters (if link is used)
- Headline max: 25 characters
- Link description max: 30 characters

### FACEBOOK VIDEO GUIDELINES

- Minimum dimensions 500 x 500
- Aspect ratios: 1.91 to 9:16, with colored gradient bars rendered above and below videos under 9:16. The text field will also be placed under videos smaller than this aspect ratio
- Max video file size is 4GB
- Max video length is 15 seconds
- Recommended video formats are .MP4 and .MOV

### TWITTER VIDEO GUIDELINES

- Recommended Landscape dimensions: 320 x 180 (256K bitrate), 640 x 360 (768K bitrate) and 1280 x 720 (2048K bitrate)
- Recommended Portrait dimensions: 240 x 240 (256K bitrate), 480 x 480 (768K bitrate) and 640 x 640 (1024K bitrate)
- Minimum dimensions for both is 32 x 32.
- Maximum dimensions for both is 1280 x 1024
- Aspect ratios are between 1:2.39 to 2.39:1
- Max file size is 512MB
- Recommended video formats are .MP4 for web and .MOV for mobile
- Max video length is 140 seconds
- Max video frames 40fps

#### Character Limits

- Maximum count: 280 characters

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