

The Iowa Tourism Office is the state of Iowa's official tourism marketing organization. We exist to tell your story – through multiple channels and to multiple audiences – in a way that inspires people to choose Iowa as their travel destination.

How do we tell your story?

We tell your story with content marketing. The premise is to attract and retain travelers by creating and curating relevant and valuable content, whether it's through the use of photos, videos or blogs.

We create some of the content ourselves. Some of the content we curate -- meaning you provide us the content, and we share it on our channels.

We're not just providing information, we're providing inspiration.

How can we work together?

It's simple; share content with us. Use the information below to get started. You don't even need to know for which channel your content is best suited. Simply share your great ideas with us, and we'll work with you to find the best way to share it. It's all FREE!

- Send us your newsletters.
- Send us your news releases.
- Send us images and video. (If the files are large, we can help with alternatives to email.)
- Send us an email pitching your great ideas; we'll work with you to choose the social media platform where it will perform best.
- Follow us on social media; we'll follow you back.

To learn more contact Brooke Miller at 515.725.3080 or social@iowa.gov

Blog

blog.traveliowa.com

- Reach: 4,500+ unique users monthly
- Frequency: Blogs are uploaded as they are submitted
- Hint:
 - Write blogs featuring your destination.
 - Work with your local bloggers and travelers and encourage them to write about your destinations.
 - Blog content must be original and may not be posted on other blogs. You may link content from our blog to your site and/or share it on your social channels.
 - Each blog entry must include an image.



Facebook

facebook.com/IowaTourism

- Reach: 68,000 likers
- Frequency: One post/day
- Hint:
 - Each post must include a photo and link to more info.
 - General information or individual location spotlights perform best.
 - “Fun Fact Friday” and “Throwback Thursday” are popular theme posts.
 - Event information doesn’t perform well.



Twitter

twitter.com/Travel_Iowa

- Reach: 17,800 followers
- Frequency: Multiple posts/day
- Hint:
 - Each post must include a link to more info.
 - All information – including event info – performs well.



Pinterest

pinterest.com/IowaTourism

- Reach: 3,300 followers
- Frequency: Boards are built as often as relevant content is provided
- Hint:
 - Pins link back to the partner website.
 - Hi-res images that are 735px X 1102px are most common and perform the best.



Instagram

instagram.com/traveliowa

- Reach: 740 followers
- Frequency: Multiple posts/week
- Hint:
 - We can post your images to our Instagram page
 - Tag your Instagram images #traveliowa or #thisisiowa, giving us permission to repost



YouTube

youtube.com/user/traveliowa

- Reach: 143,000 views
- Frequency: Upload videos as they are provided/created
- Hint:
 - Send us the link to your video so we can include it on our channel’s Partnership Playlist.



Numbers current as of May 2015