



How Knowledge Management Technologies Enable Tourism Organizations

The Case of Falcon Social
Usage at the Vienna Tourist Board

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER

A group of people are sitting on a large, bright yellow modular sofa in a modern, brightly lit interior space. The sofa is composed of several large, rectangular blocks. A woman with long dark hair, wearing a white off-the-shoulder top and black pants, is sitting on the left side, looking towards the center. A man in a white t-shirt is sitting in the middle, looking down. A man in a blue t-shirt is sitting on the right side, wearing headphones and holding a smartphone. The floor is made of light-colored tiles.

Julia Jakoubek

Team Manager Digital
Marketing

- International digital marketing campaigns
- Website development of www.vienna.info
- Social Media support



Ronja Spranger, B.A.

Social Media Specialist

- Community Management
- Planning and creating daily content
- Social Media coordination within the organisation
- Campaigns
- Monitoring and analysis

The Social Media Channels of the Vienna Tourist Board



B2C

- Facebook
- Google+
- Instagram
- Foursquare/Swarm

B2B +
B2C

- YouTube
- Flickr

B2B

- Twitter
- LinkedIn (VCB)
- Xing (VCB)

Who is managing the community?

- Ronja Spranger & Digital Marketing Team:
Facebook pages [wien.info](#) & [vienna.info](#)
Google+, YouTube, Instagram, flickr,
foursquare/swarm
- Robert Seydel:
[Gay City Vienna](#) & [Gayfriendly Vienna](#)
- Margot Hofmann & Media Team:
[Twitter](#)



Who helps managing the communication?

- Vienna Hotels & Info Team
for general information (Hotels, what to do, special requests)
- Market Management and Advertising-Teams
organising campaigns and events
- Creative Agencies (native speakers)
for international marketing campaigns (eg questions about contests)
- Austrian National Tourist Office (native speakers)
for international marketing campaigns (eg questions about contests)

The main challenge...

...is to manage Social Media across:

- Departments and teams
- Generations and expertise

...is to know:

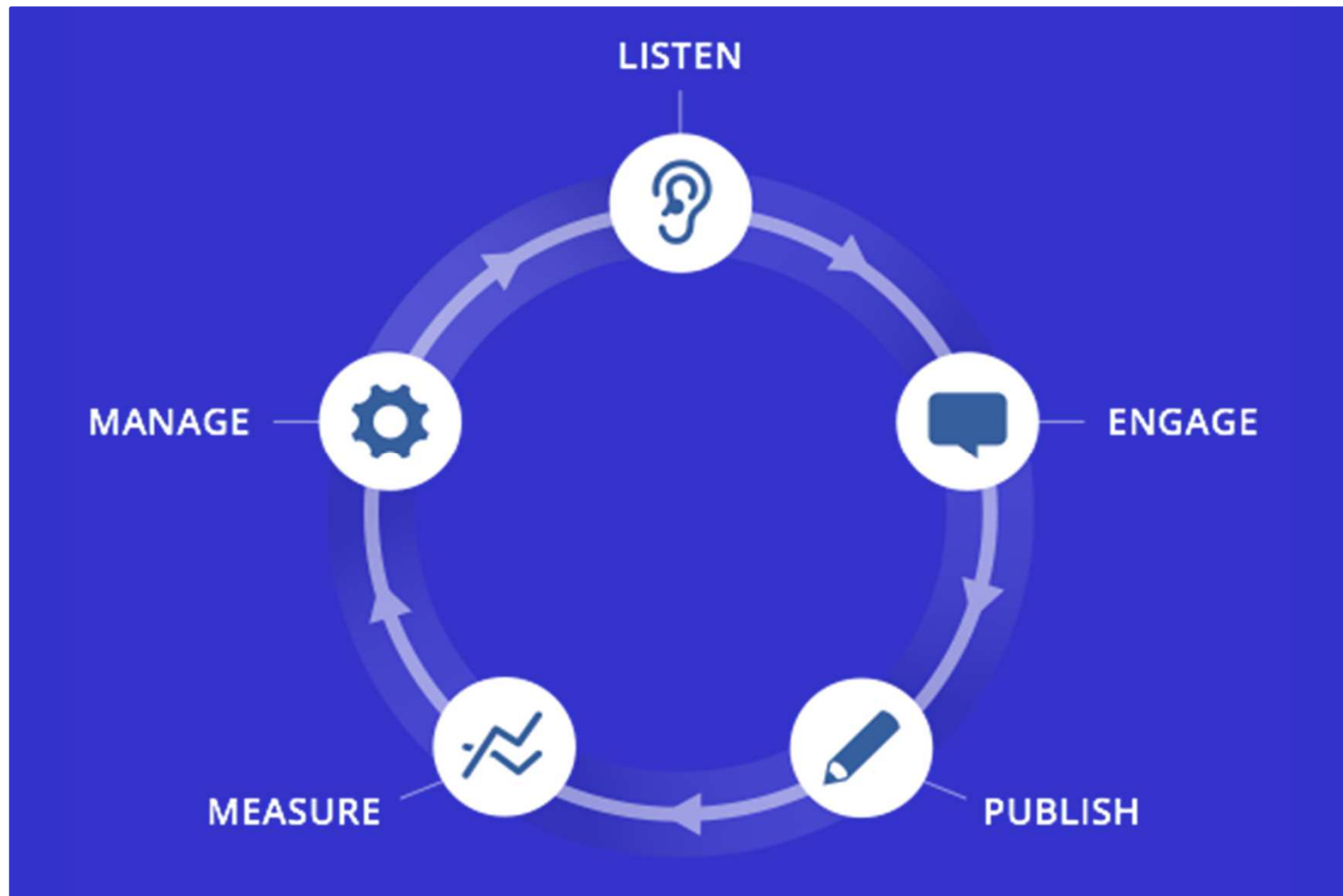
- Who?
- When?
- What?
- Where?

We need a Social Media Management Tool...

- Free or paid?
- What do we need?
- Info about 15 Tools
- Evaluation of 4 Tools
 - Features
 - Amount of accounts and channels
 - Price
- Decision: Falcon Social

Falcon Social Management Tool

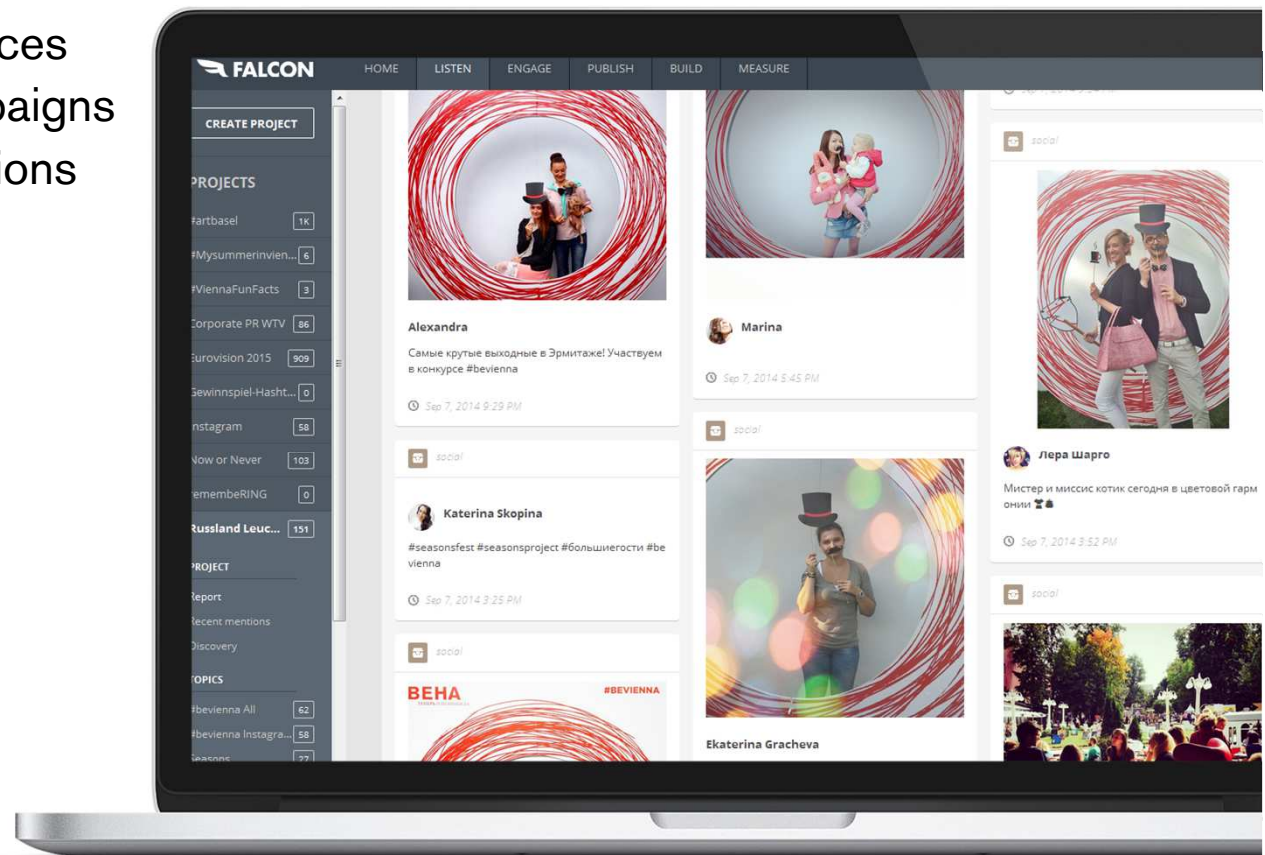
A unified Social Media management platform



Falcon Social „Listen“

Listening to identify relevant topics and evaluate campaigns.

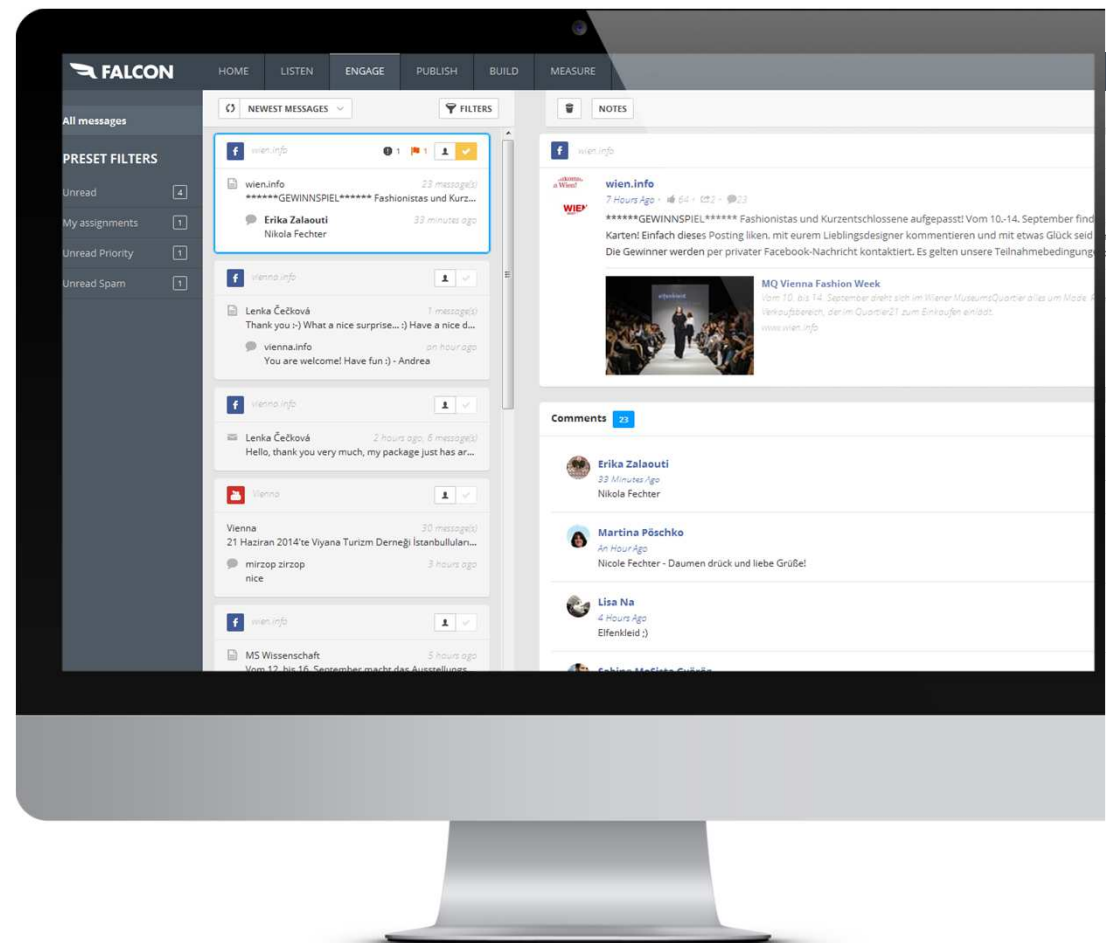
- + 3.5 Million Data Sources
- Custom Filters for campaigns
- Live Streams with Mentions



Falcon Social „Engage“

Moderation and community management for teams.

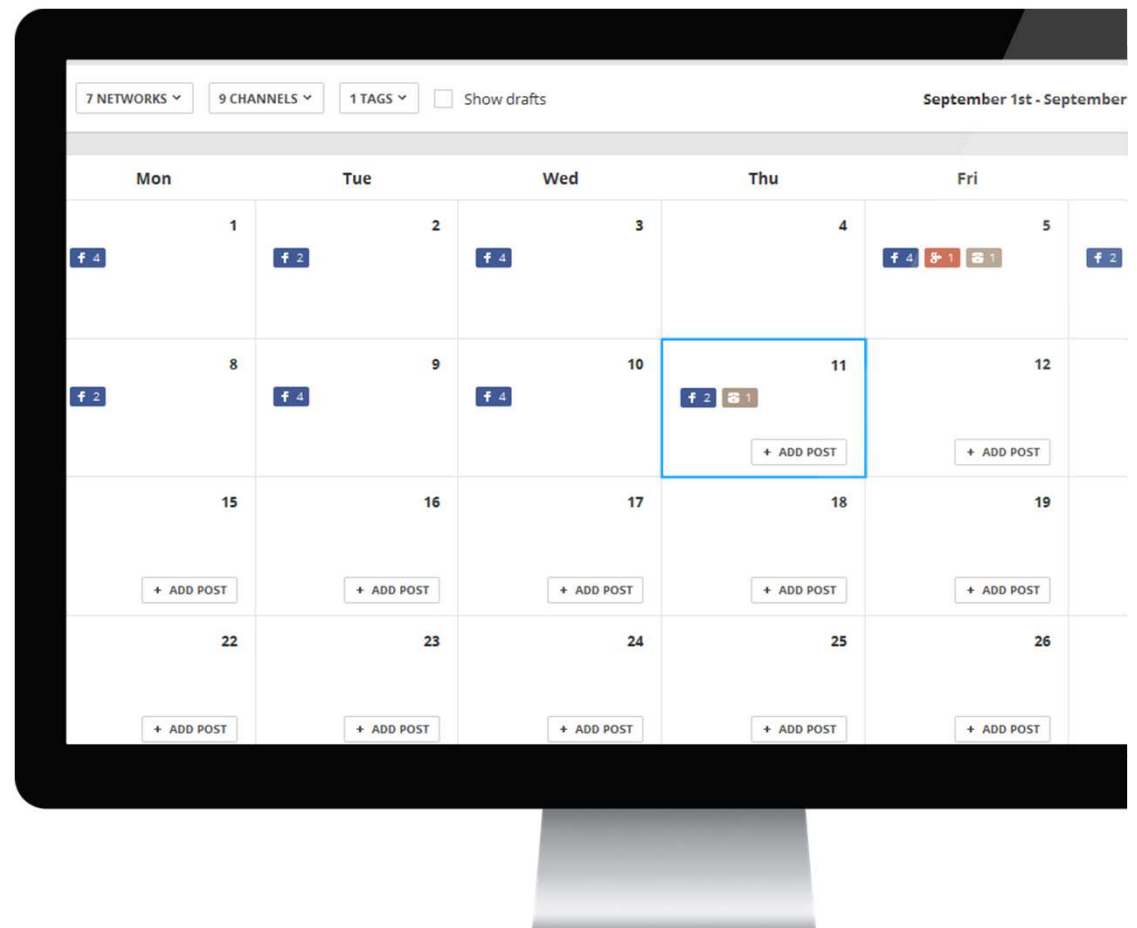
- Message Feed
- Assign feature for teams and team members
- Content Templates (FAQs)
- Spam Detection



Falcon Social „Publish“

Content publishing in all Channels

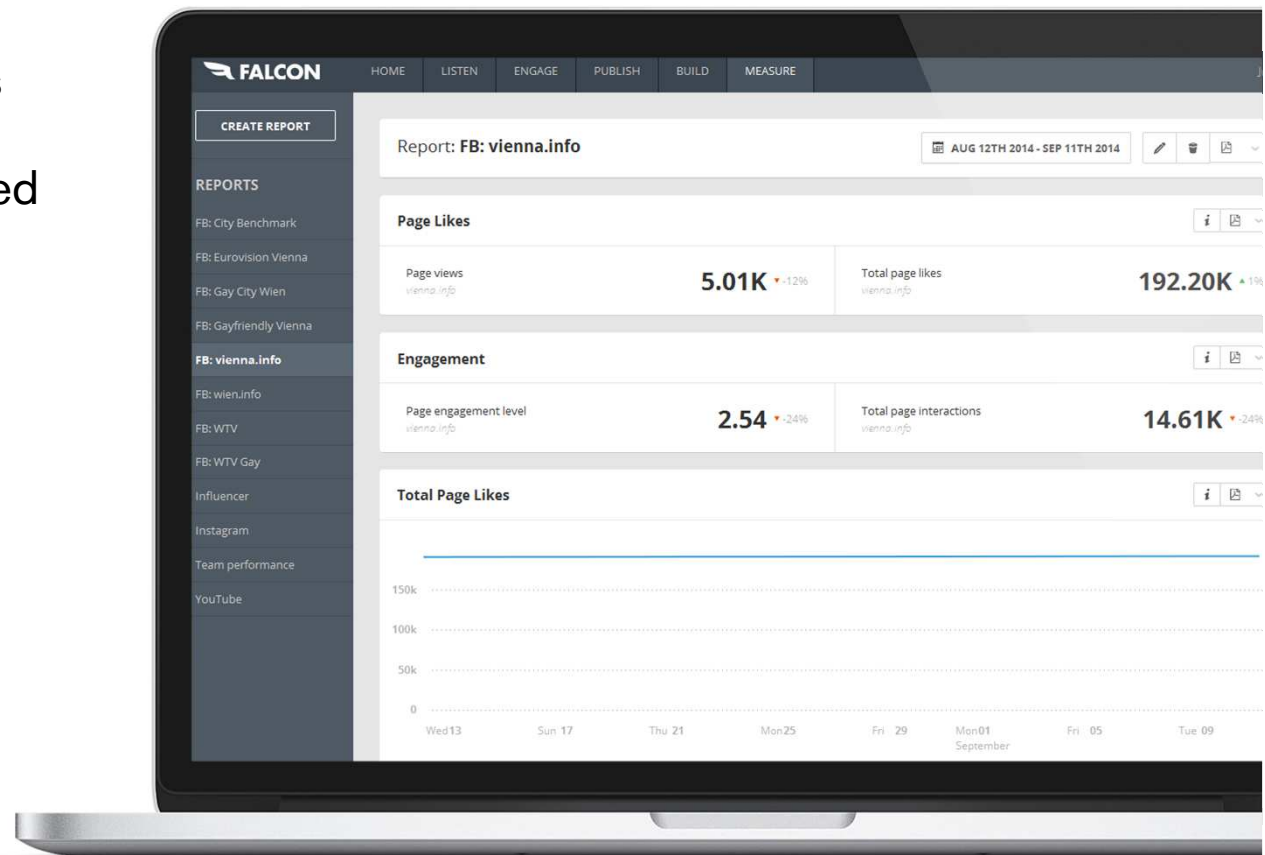
- Editorial Calendar
- Photo Editor
- Content Pool
- Content Preview
- Mobile-friendly



Falcon Social „Measure“

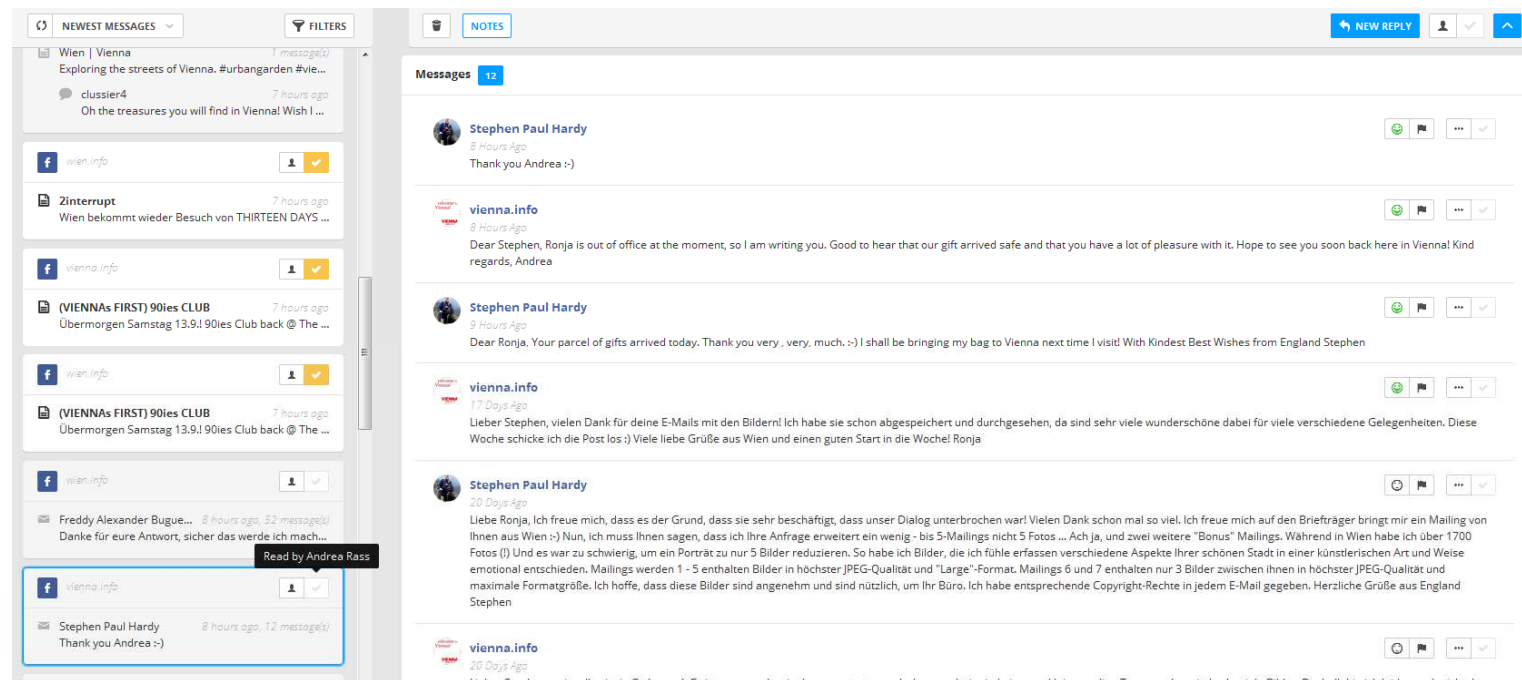
Social analytics for sharing smarter insights.

- Unlimited Reports
- Cross-Network Analytics
- Content Performance of paid, owned and earned



Cooperation within the Digital-Team

- Better overview of who already read a posting or message and if it has already been assigned
- Assignment Process: Questions about a special topic or campaign for a team member- automatic notification via e-mail including a direct link



Cooperation with Info Team

- We assign questions to the team and they send us the answers
- Goal: we assign the question and they answer directly

The screenshot displays a Falcon Social interface. In the foreground, an 'Assign' dialog box is open, allowing a user to assign a question to a team. The dialog box has a title bar with 'Assign' and a close button. It shows a preview of the message being assigned, from 'wien.info' (sent 'a day ago') with the text: 'Hi Jim, Please apply to the municipal archives of Vienna. They can certainly help you. w...'. Below this, there are tabs for 'User' and 'Ticket'. Under the 'User' tab, the 'Assign to' field is set to 'WIEN INFO (TEAM)'. A text input field contains the message: 'Can you please find out the answer? Thank you so much :)'. An 'ASSIGN' button is located at the bottom right of the dialog. The background shows a message thread with a 'NEW REPLY' button and various interaction icons.

Cooperation with Twitter Team

- Overview about team acitivity
- Possibilty to share content
- See responses

Cooperation with Market-Team and Advertising Departement

- Other teams want us to post about their marketing campaigns- sometimes we don't have the full information
- Possibility to assign questions to responsible person and get feedback within the tool
- Goal: The teams manage questions about their campaigns themselves



Any
questions?

julia.jakoubek@vienna.info
onlinemarketing@vienna.info

Because a cute cat
picture is always a good
conclusion...
Have a nice weekend :)

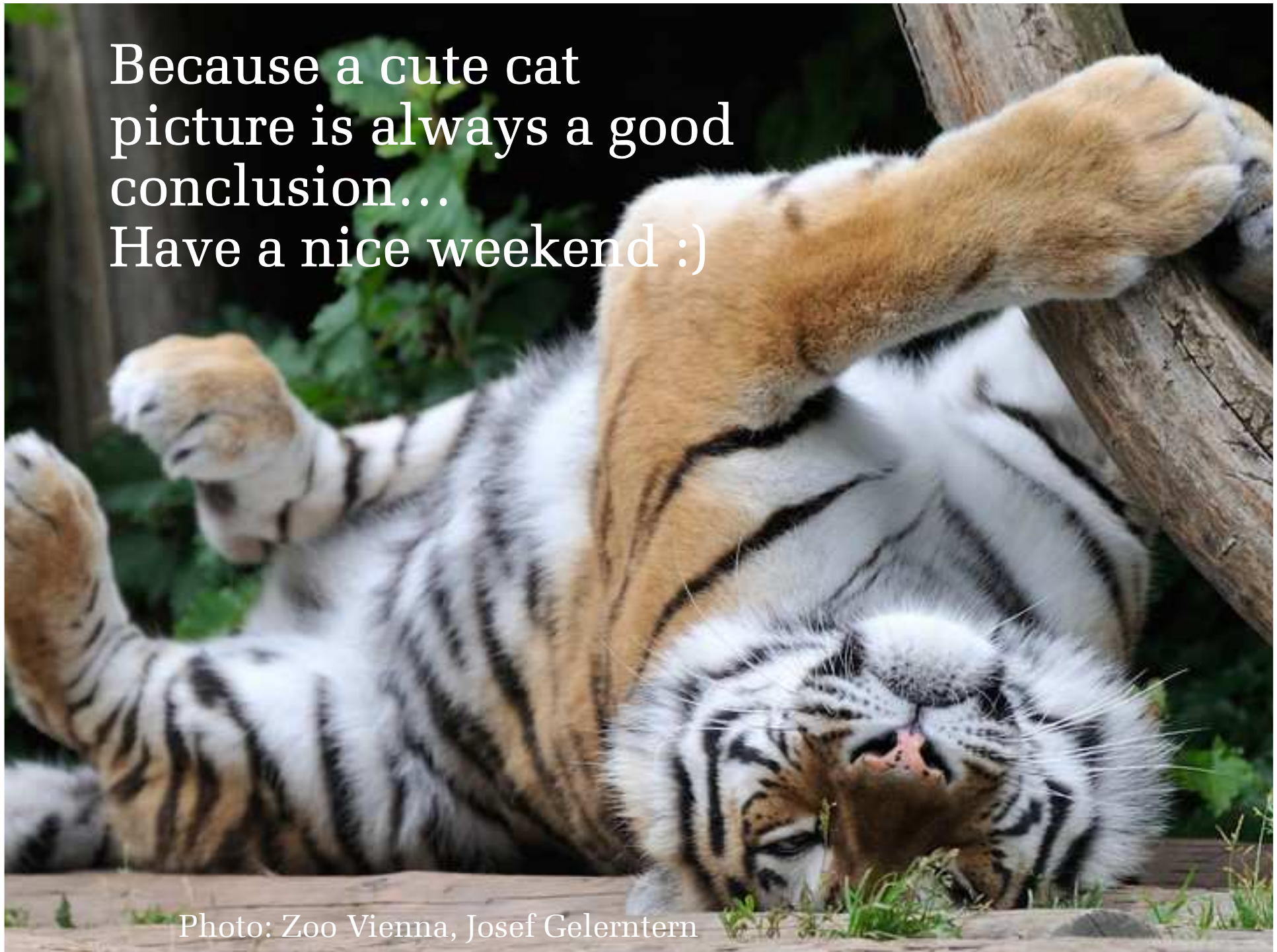
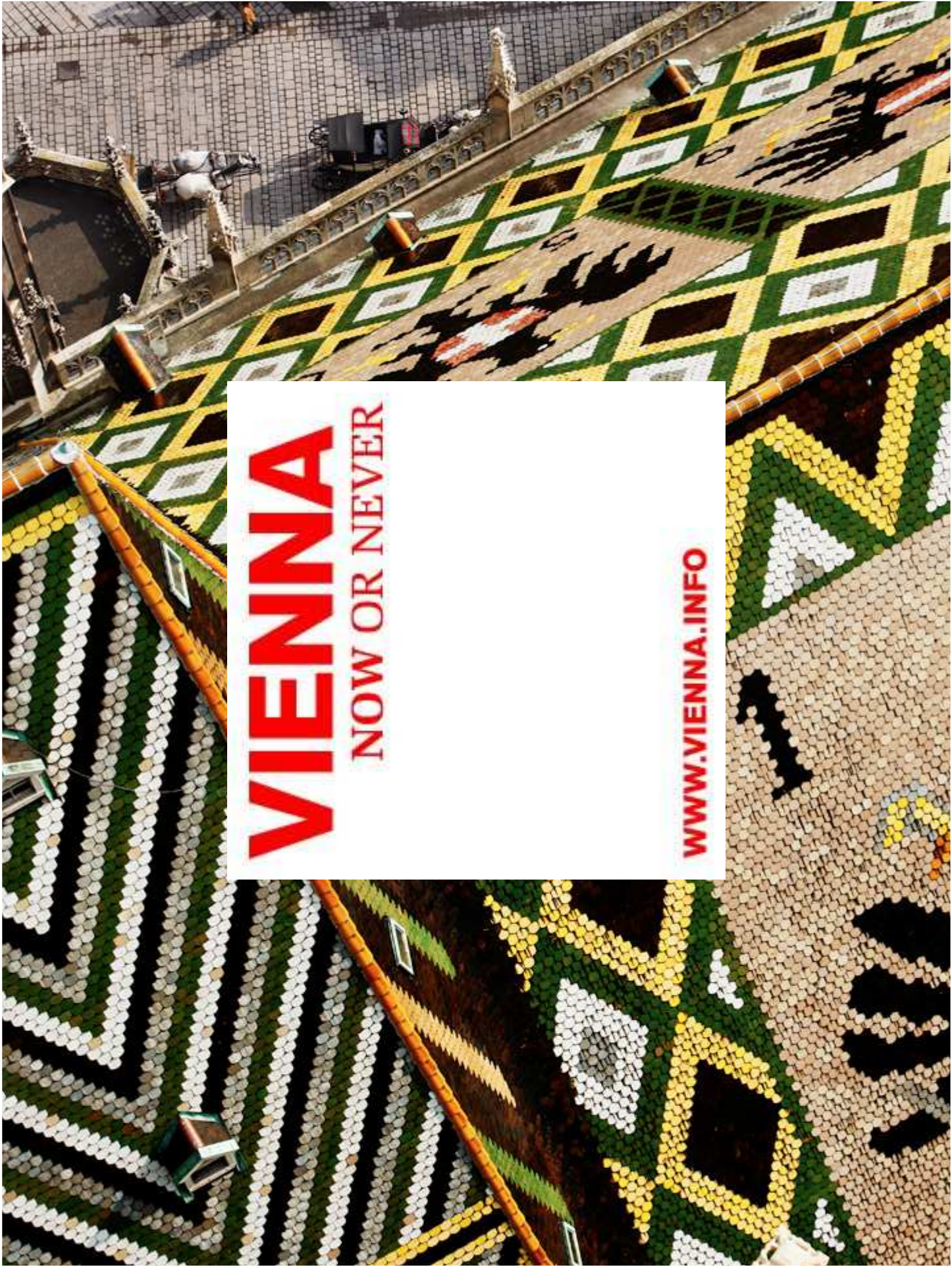


Photo: Zoo Vienna, Josef Gelernter



VIENNA
NOW OR NEVER

WWW.VIENNA.INFO