How Knowledge Management Technologies Enable Tourism Organizations

The Case of Falcon Social
Usage at the Vienna Tourist Board

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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
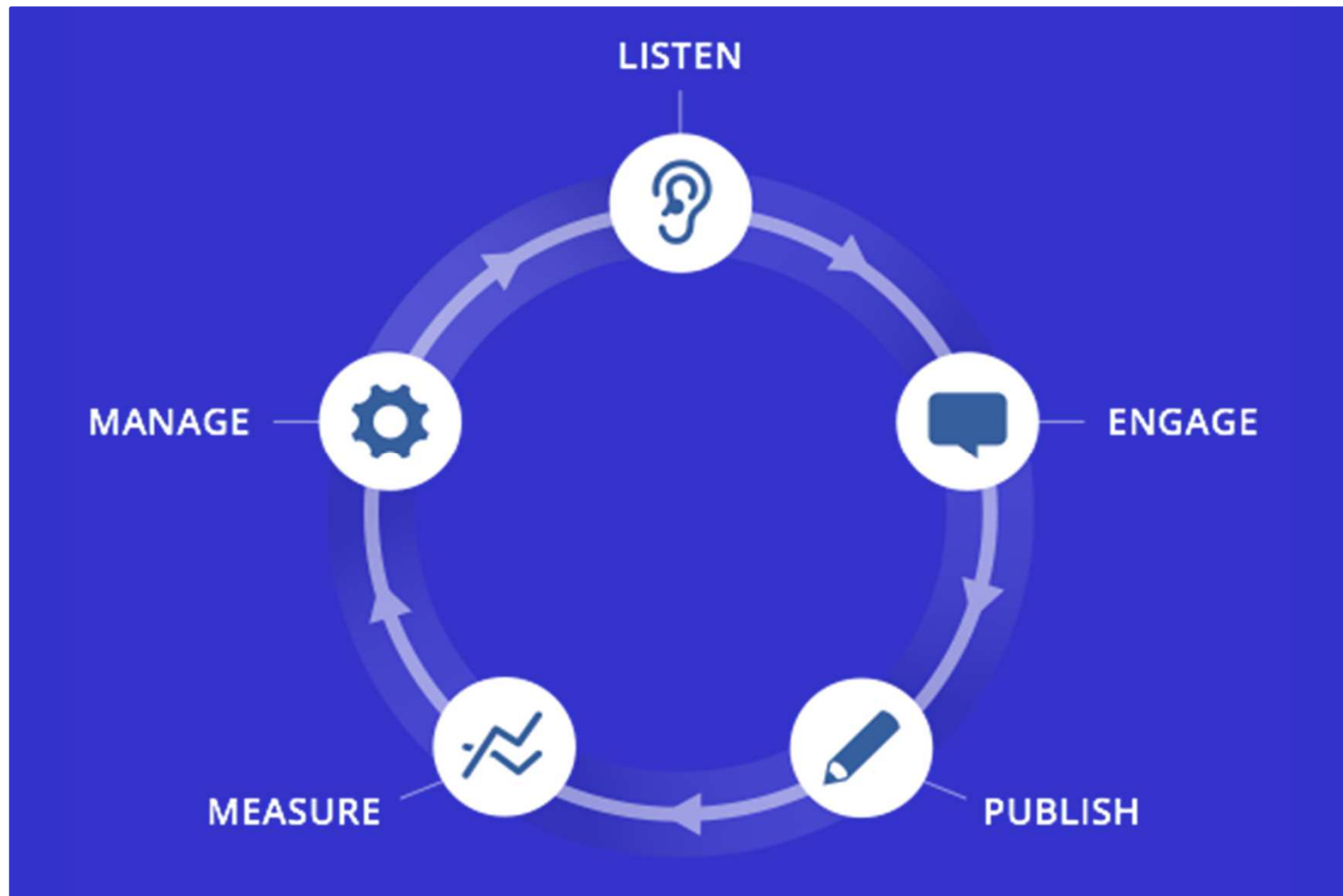
…is to know:

- 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
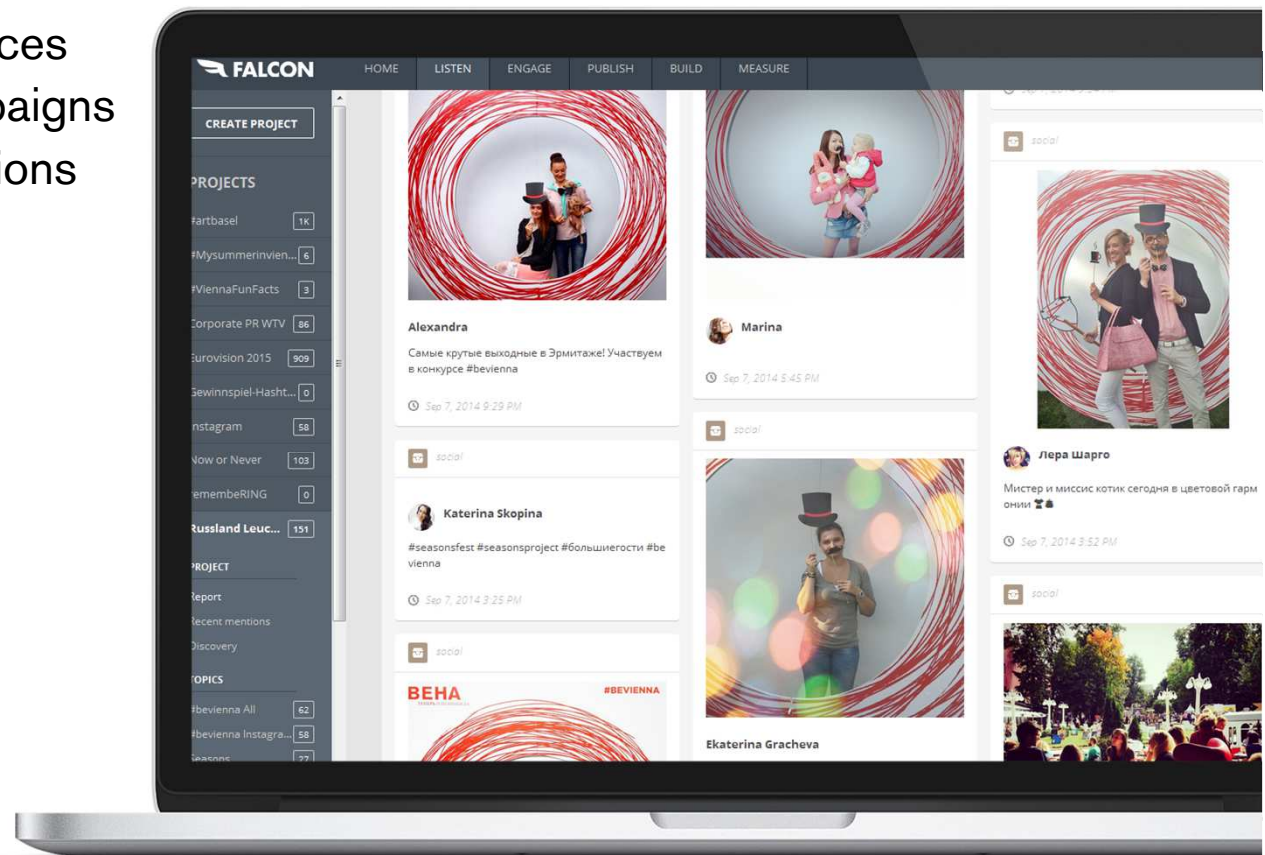- Decision: Falcon Social

Falcon Social Management Tool
A unified Social Media management platform

Falcon Social „Listen"
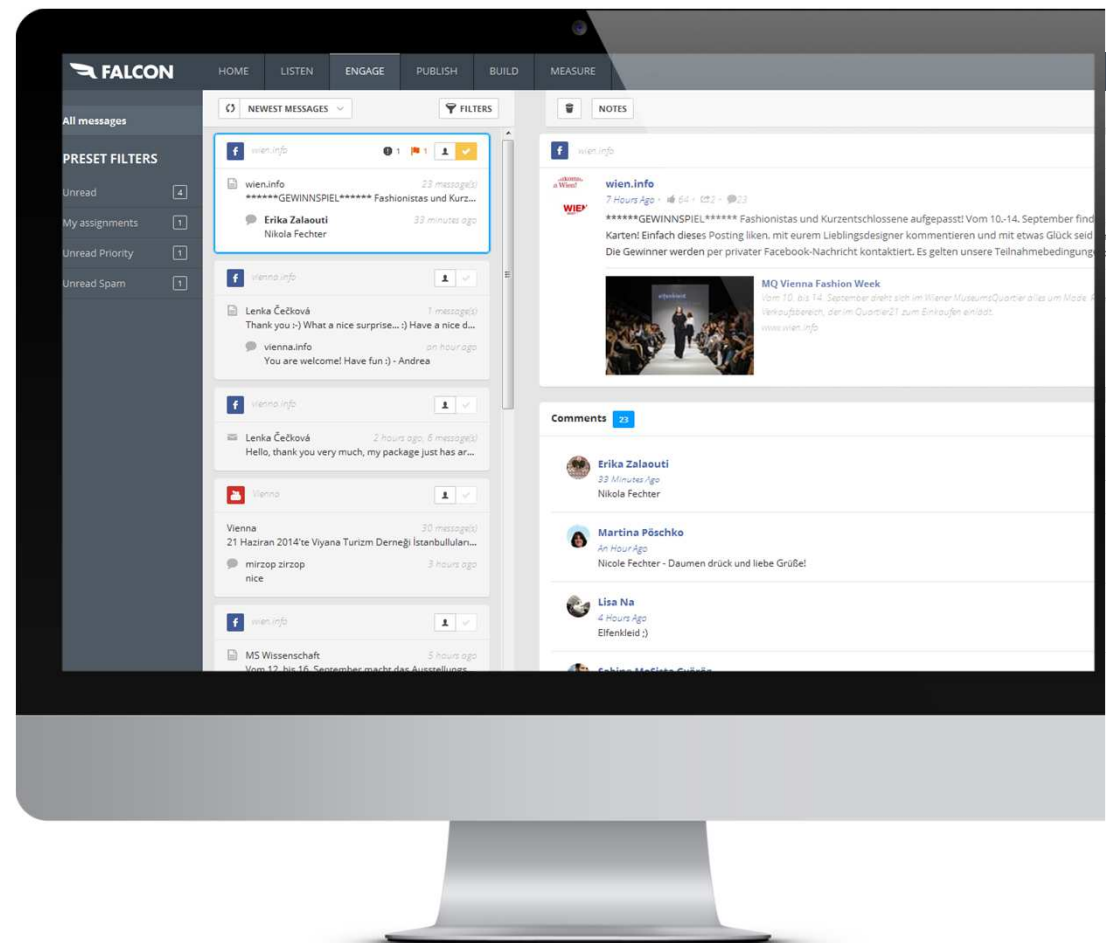
Listening to identify relevant topics and evaluate campaigns.

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

Falcon Social „Engage"
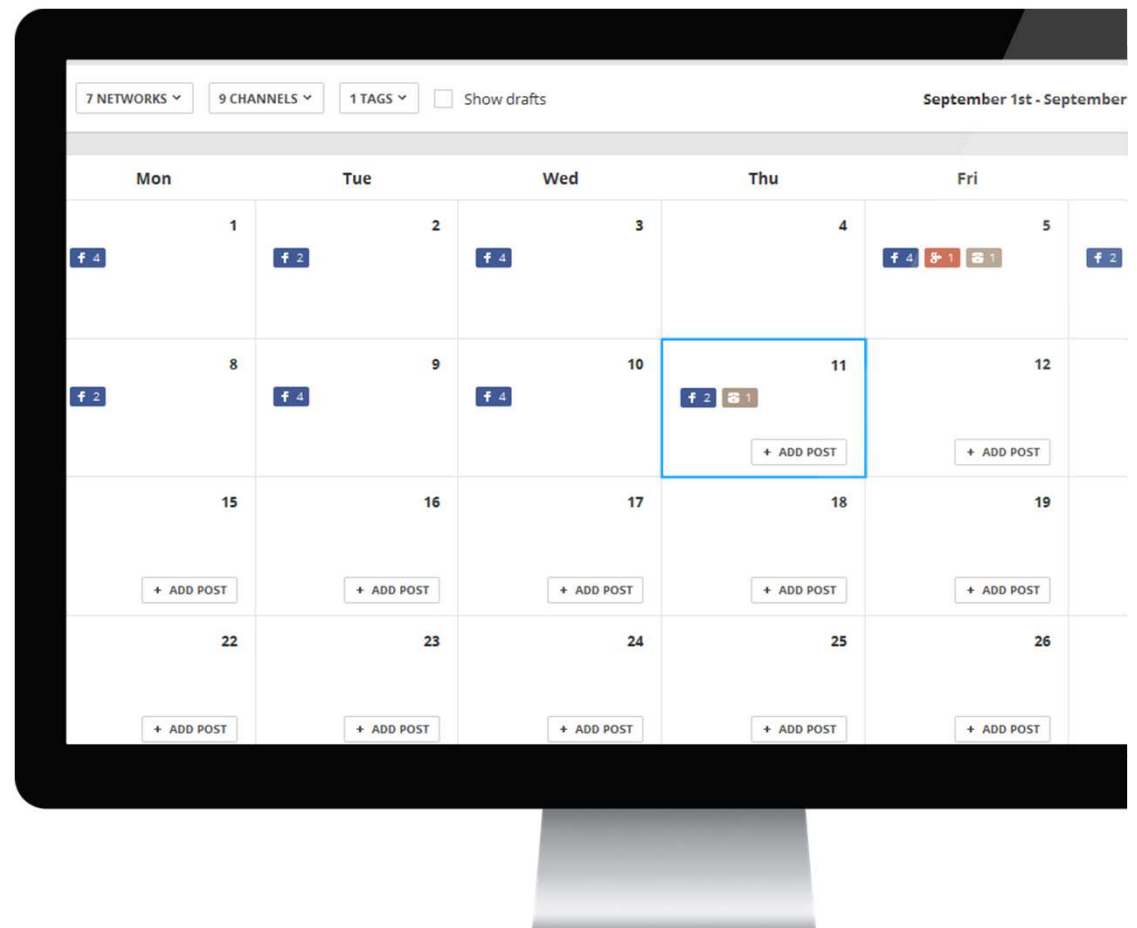
Moderation and community management for teams.

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

Falcon Social „Publish"

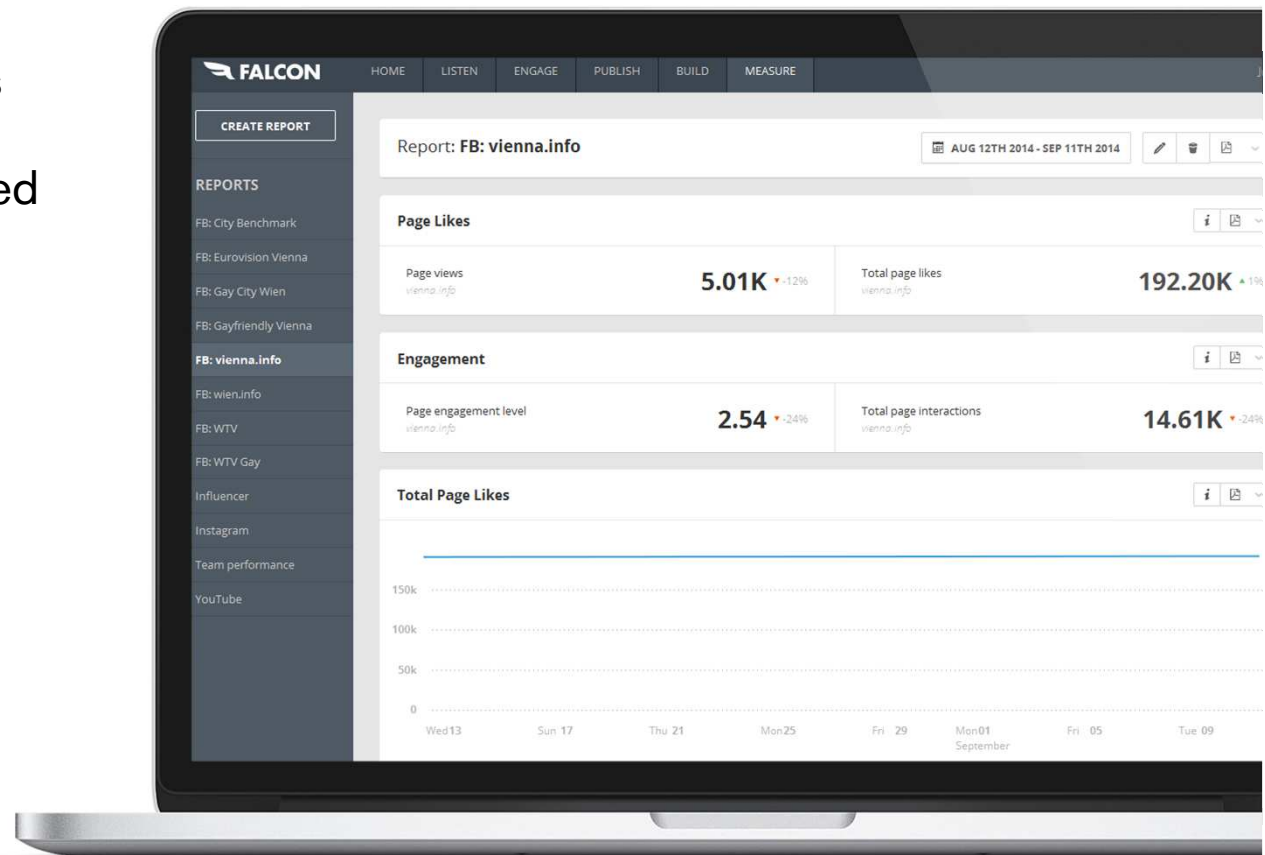**Content publishing** in all Channels

- 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

- Assignement Process: Questions about a special topic or campaign for a team member- automatic notification via e-mail including a direct link
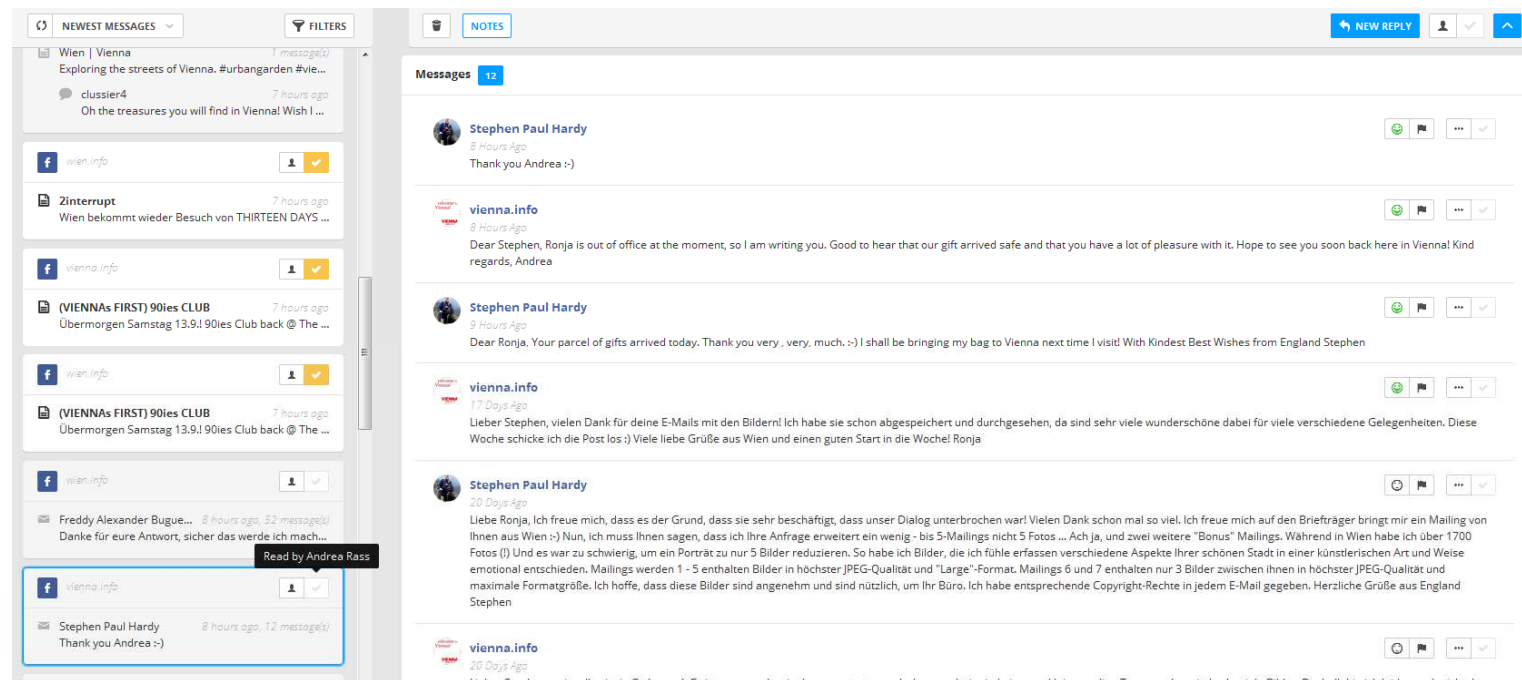
Cooperation with Info Team

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

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?

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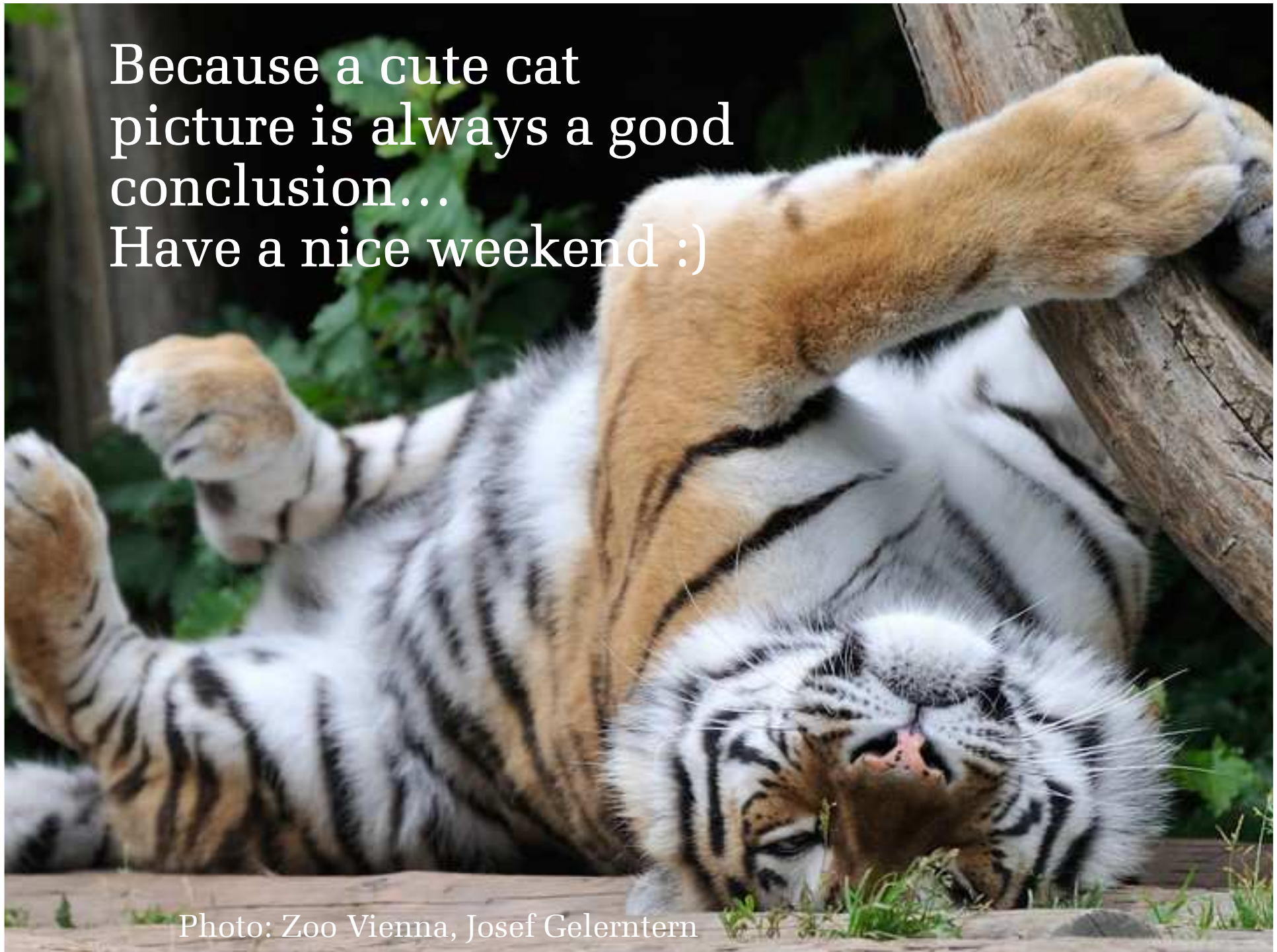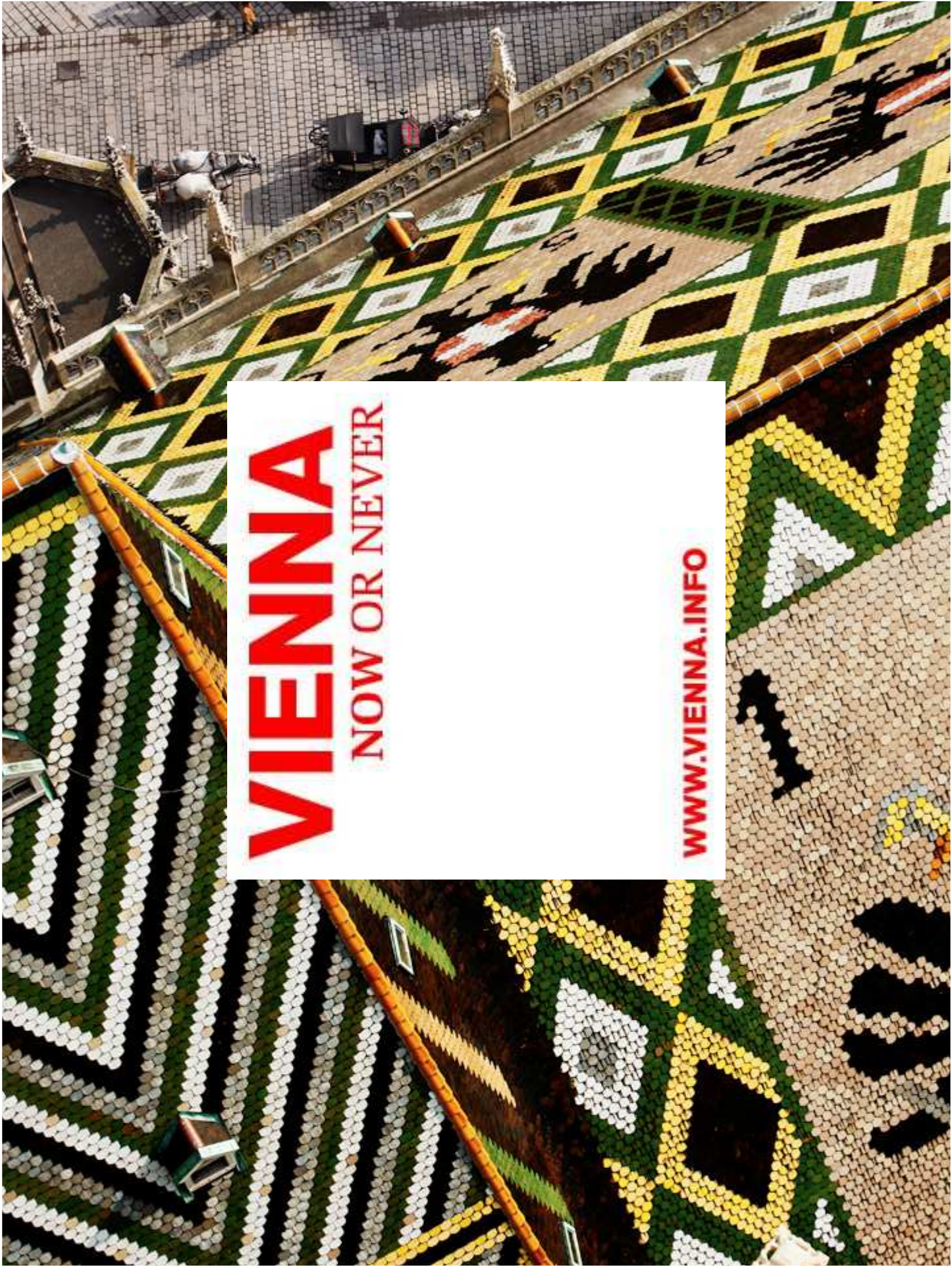Because a cute cat picture is always a good conclusion…
Have a nice weekend :)

Photo: Zoo Vienna, Josef Gelerntern

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WWW.VIENNA.INFO