

# **SOCIAL MEDIA FOR CROSS COUNTRY SKI AREAS**

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# WHY SHOULD YOU LISTEN TO ME



# AGENDA

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1. GOALS
  2. AUDIENCE
  3. CONTENT TRACKS
  4. VOICE + PERSONA





# MAIN GOALS

**You're already here, so you clearly want to make your social better.**

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## **GOAL ONE: Grow awareness of your resort**

Heighten awareness, build equity, bring new people to your resort.

## **GOAL TWO: Feed the passion of your existing skiers.**

You are the go-to source of news. Show what's going on behind the scenes. You offer the access. Make it aspirational.

## **WHAT ELSE?**

# AUDIENCE

Who are you trying to reach?  
Who do you want to come to  
your resort? What do these  
people want?

## Examples:

Families

Young people (gen z - gen a)

Ski teams. ski racing fans

Tourists

Agro enduro bros

Newbies



# WHAT DO YOU WANT TO SAY?

These are content buckets, and each one of your posts can be grouped into one of these.

Each is designed to communicate to and resonate with at least one of your core audiences.



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## SKI AREA CULTURE

What's going on at your ski area? Who are the people there? What makes you you.

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## CRAFT

What goes into making these trails? Show the snow cats and the people behind the scenes.

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## PERSONALITY

Show off your likes, dislikes and quirks. Your ski area can be human because people LIKE humans.

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## EVENTS

You likely have events - whether junior races, ski classes and more. Talk about them.

# MORE CONTENT BUCKET OPTIONS



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## IN THE NEWS

You'll be in the media. Share that content. Share people that are visiting. Bring in influential guests.

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## CURATED CONVERSATION

Share content relevant to your industry to enter the social media conversation.

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## CROSS COUNTRY LIFESTYLE

Highlight the lifestyle lived by your guests to target the broader athletic community.

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## PROMOTIONS


Tickets cheaper on Tuesdays?  
Promote it. Free beer on Friday?  
Promote it.

# HOW WILL YOU SAY IT?

You need a defined VOICE. A consistent and clear voice is one of the most important parts of social media, helping to deliver content and receive engagement. Your voice represents your resort's personality.





 **jessiediggins** ✓

 **jessiediggins** ✓ Yesterday I got my fairytale ending to a crazy season! ✨ Winning the World Cup overall and distance globes was the cherry on top, but the most important thing to me was that I was able to have fun and be healthy and happy on that start line. I think I'm finally learning how to enjoy the sport I love through the pressure and the noise, both inside my head and outside it. It's going to always be a work in progress, and that's ok.


This has been a wild year of ups and downs, and what got me through it is belonging to a group of people who have unconditionally had my back. Thank you, I truly couldn't be here without you! ❤️

To our passionate and hard working coaches and techs, my amazing teammates, my care team and family, sponsors, staff and volunteers behind the scenes, and most important of all, Wade...thank you for always making me feel like

❤️ 💬 📌

 Liked by  leannbentley and 19,280 others

March 18

 Add a comment... Post

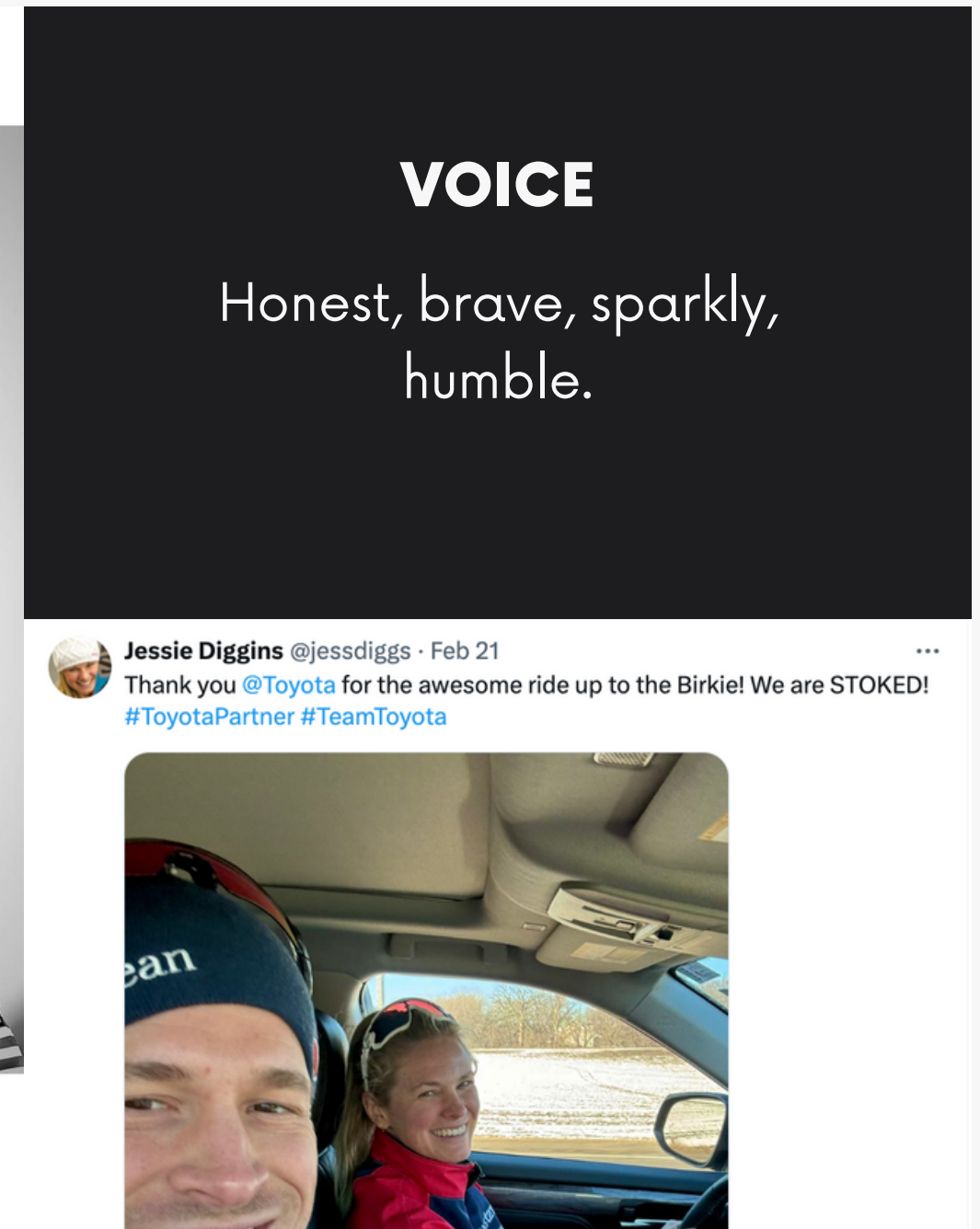
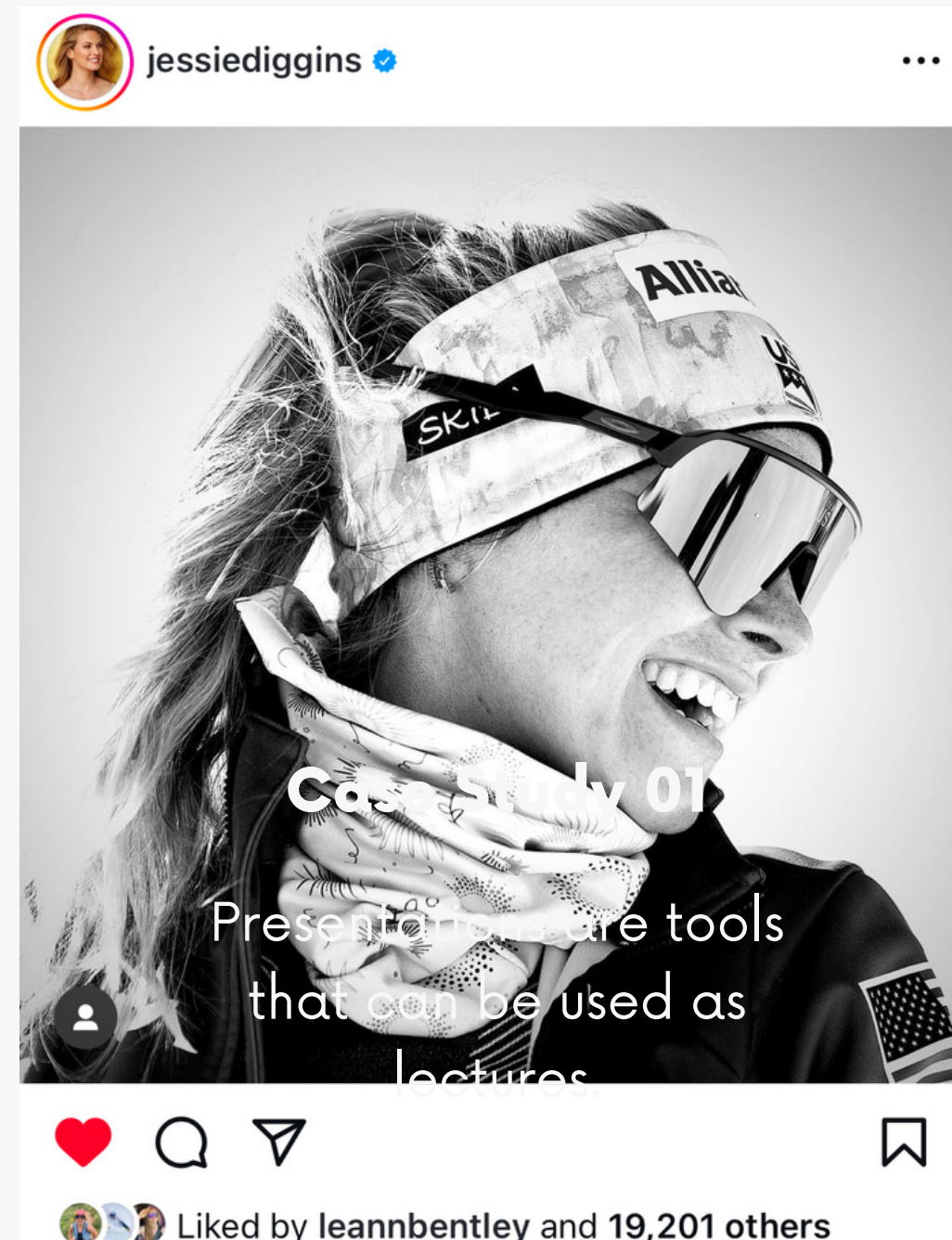
# SO WHO DOES THIS WELL?



# JESSIE DIGGINS

Buckets:

- Athletics (results, upcoming events)
- Lifestyle (behind-the-scenes content)
- Personality
- Curated (TikTok dances, trending sounds)
- Promotions

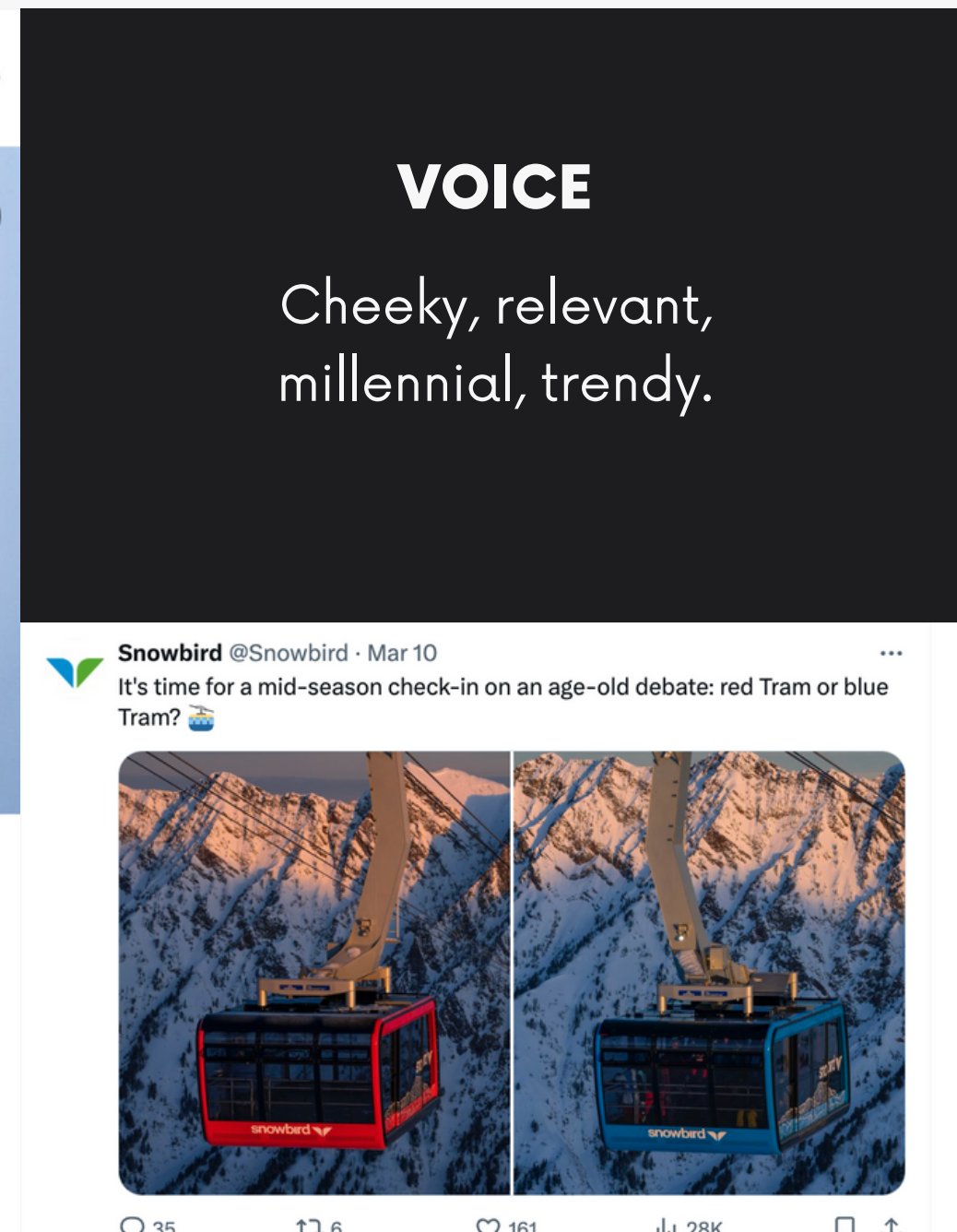
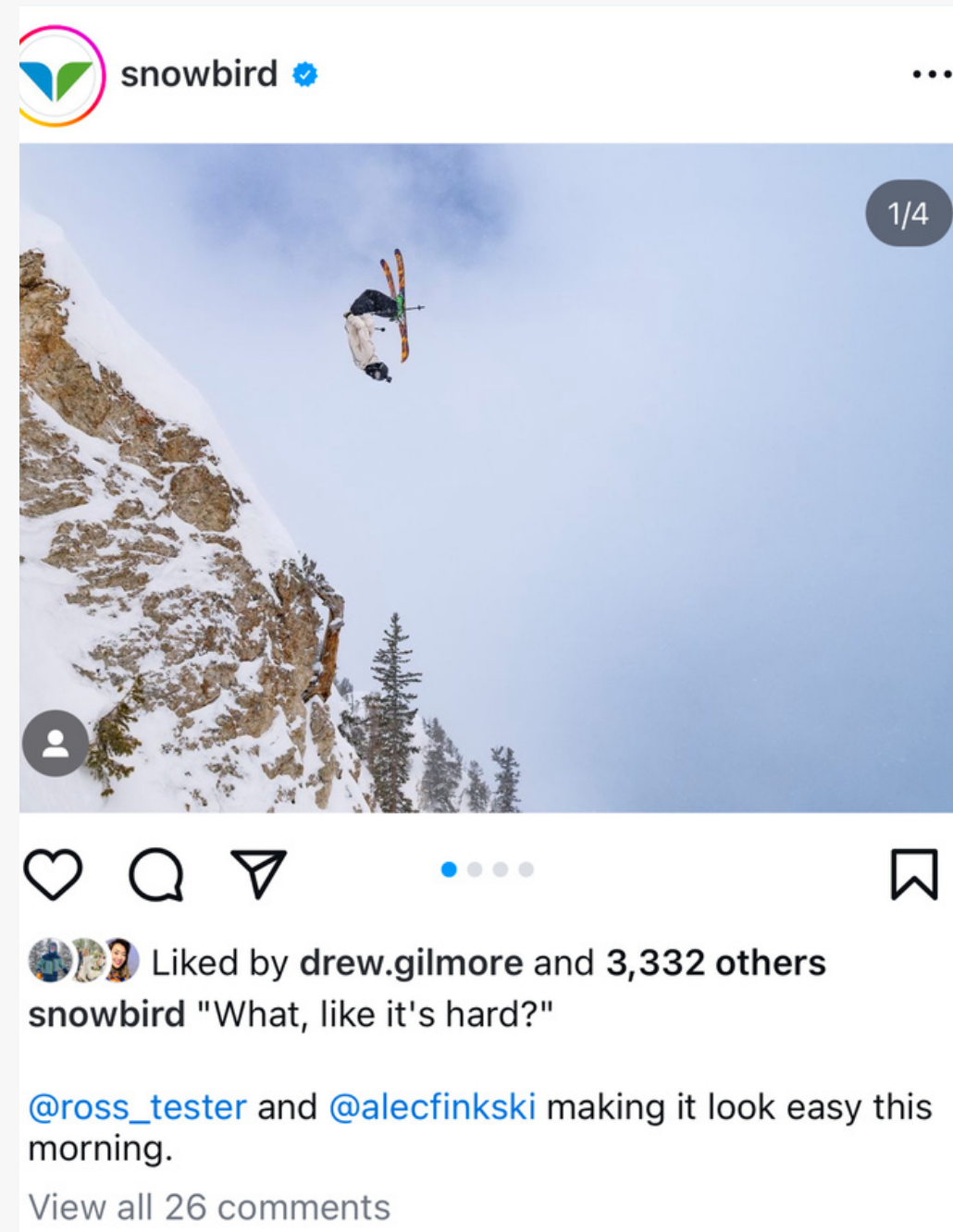




# SNOWBIRD

Buckets:

- Extreme terrain, good skiing
- Information (roads, terrain, weather)
- Athletes
- Trends (National Women's Day, sounds)
- Partners (Woodward, POWDR, Powderbirds, Subaru)
- Events



## VOICE

Cheeky, relevant,  
millennial, trendy.

# ELDORA

Buckets:

- Fun, family-friendly skiing
- Events (humorous updates)
- Community photos
- Promotions (giveaways, partners)
- Trends

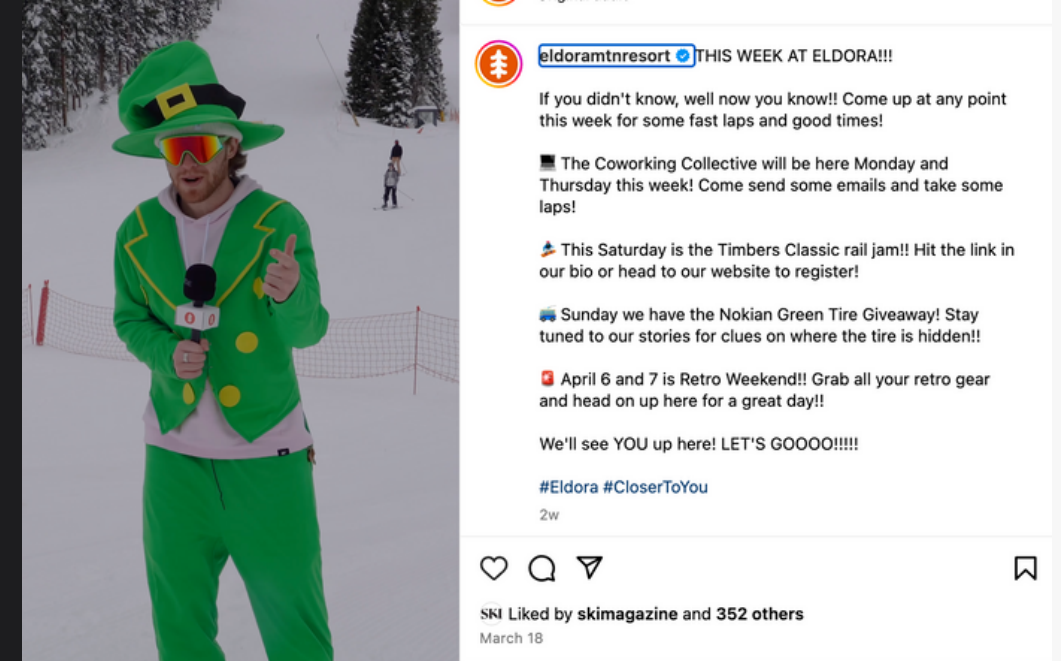


## VOICE

Cheesy, goofy, friendly, accessible.

## AUDIENCE

Boulder/Denver, families, locals.



# WHO ARE YOU?

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WHO IS YOUR AUDIENCE?  
NAME THREE OF YOUR CONTENT BUCKETS  
GIVE ME AN EXAMPLE

# SOCIAL PLATFORMS

It's not just MySpace anymore. The social world has expanded and we are way more focused on video.

**MANDATORY: Instagram**

**NECESSARY: Twitter/X**

**GOOD IDEA: Facebook**

**DO IT: TikTok**



# INSTAGRAM

This is where aesthetic lives. Post on-brand photos, videos and graphics.

Rules:

1. Video first.
2. Engage. Respond to people who are commenting. Comment on other posts from relevant brands, resorts, athletes, etc.
3. Post at least 2-3 times a week
4. Use hashtags - but only a few
5. Set your video to popular music.  
Play off trends

The screenshot shows the Instagram profile for 'usskiteam'. At the top, the username 'usskiteam' is displayed with a verified badge and a dropdown arrow. To the right are icons for direct messages (with a red notification bubble containing the number '3'), a plus sign for adding content, and a hamburger menu icon. Below the username is the profile picture, which is a circular logo for the 'STIFEL US SKI TEAM' featuring a mountain and stars. To the right of the profile picture are statistics: '5,736 posts', '284K followers', and '855 following'. The bio section reads 'Stifel U.S. Ski Team' and includes a link to 'usskiteam'. Below the bio, there is a 'Sports team' category with a list of sub-teams: 'Stifel U.S. Alpine Ski Team', 'Stifel U.S. Cross Country Ski Team', 'Stifel U.S. Freeski Team', and 'Stifel U.S. Freestyle Ski Team'. A 'See Translation' link is also present. A link to 'linktr.ee/usskiteam and 1 more' is shown below the bio. A 'Professional dashboard' notification is visible, stating 'New tools are now available.' Below the notification are two buttons: 'Edit profile' and 'Share profile'. At the bottom of the profile, there are five circular icons representing different ski disciplines: 'STIFEL BIBBO AWARD', 'CROSS COUNTRY', 'ALPINE', 'MOGULS', and 'FREESKI'. The bottom navigation bar of the app is visible, showing icons for home, search, post, activity, and profile. The main content area shows three posts: a photo of a woman, a photo of three skiers, and a video of a skier in mid-air.

# INSTAGRAM STORIES

Post live content directly from a phone camera or upload pre-filmed, designed or photographed content.

## EXAMPLES OF INSTAGRAM STORIES CONTENT

- Use to show what's going on behind the scenes at events
- Utilize athletes to do story takeovers
- Tease longer copy or creative on your website or blog
- Use any and all new features pushed out via IG



# X (FKA TWITTER)

This is for delivering quick hits of information.

- What was groomed
- Delays in opening
- Weather updates
- Traffic/parking

**ENGAGE.** Engage with other ski areas, brands, athletes, fans.

**FOLLOW TRENDS.** See things popping up? Enter that conversation.

**TWEET OFTEN.** There is no limit.

**U.S. Ski & Snowboard Team** @usskiteam

DRAMMEN WORLD CUP  
Top 30 ✓  
Qualified to the sprint heats ✓

Women  
[@jessdiggs](#)  
[@rosiewbrennan](#)  
[@juliakernski](#)

Men  
JC Schoonmaker  
Zanden McMullen  
Zak Ketterson

▶▶ Drammen city sprint HEATS 🔥

0:00



# FACEBOOK

OK, we know that Facebook is “for old people,” but I bet you have a whole bunch of old people that ski at your area. 3 billion people use it, and that’s a LOT.

This is a catch-all. Post the kind of information you’re sharing on X. Share great photos and videos. Share updates. Share it all.

 **U.S. Ski & Snowboard Team** is in Falun, Sweden. Published by Instagram · March 17 at 6:30 AM ·

**YOUR 2023-24 OVERALL CRYSTAL AND DISTANCE GLOBE CHAMPION** 🇺🇸

Jessie Diggins takes home the overall AND distance World Cup Crystal Globe for the **SECOND** time in her career!! Say hello to the best cross country skier in the world 🏆

[#stifelusskiteam](#) Nordic Focus Photo Agency



[See insights and ads](#) [Boost post](#)

  7.2K 309 comments 274 shares

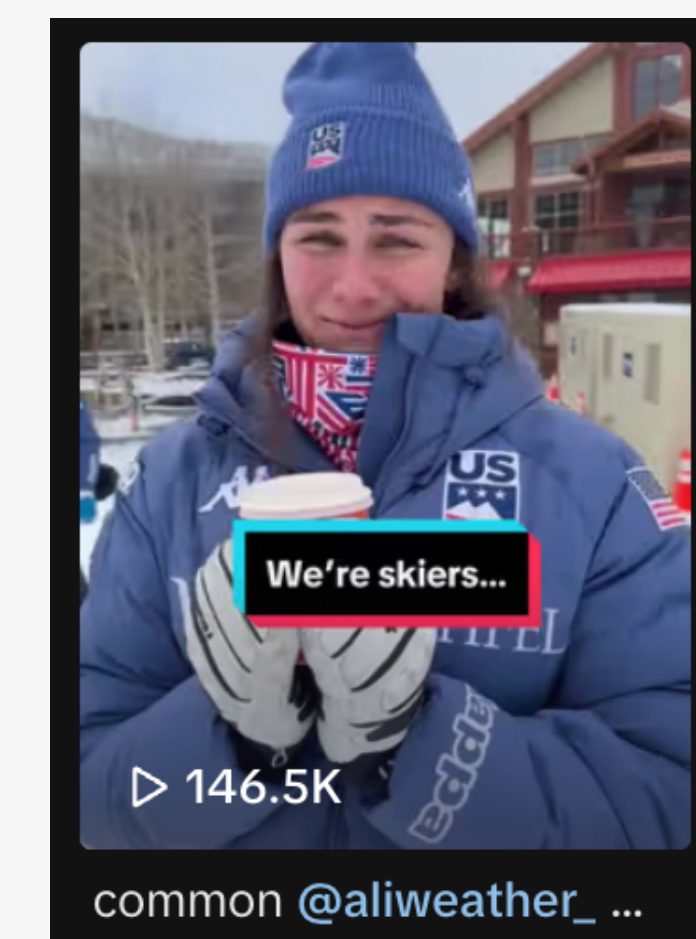
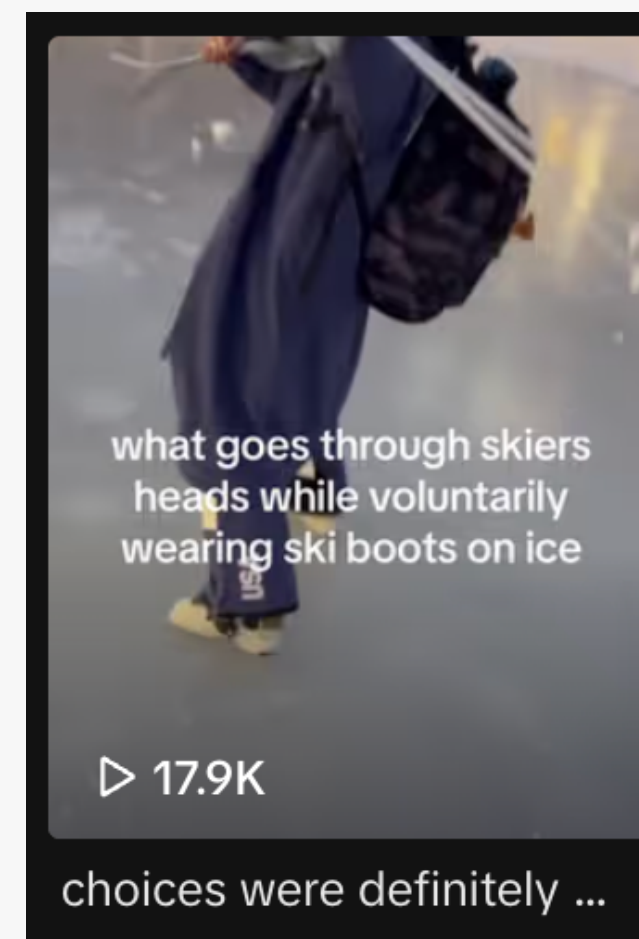
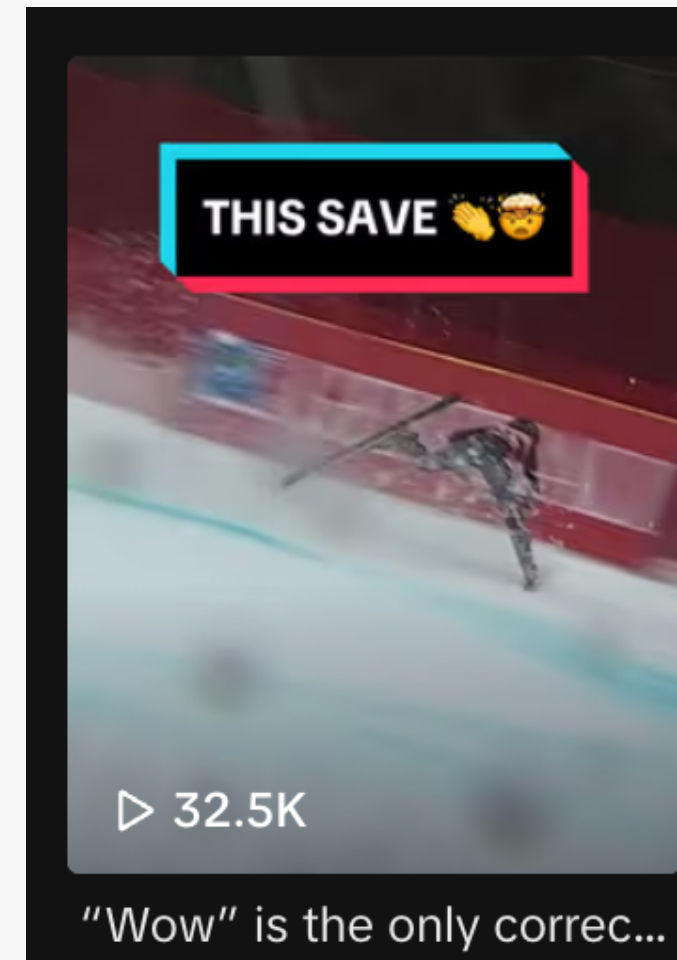
# TIKTOK

This seems hard, but it's not.  
Create videos!

Ideas:

- Share tips from your instructors on how to ski.
- Slow-mo shots of your groomers creating tracks.
- Have club kids do a dance on the snow.

**DO:** Play off trends. Share these videos to all other platforms.





# TIPS & TRICKS

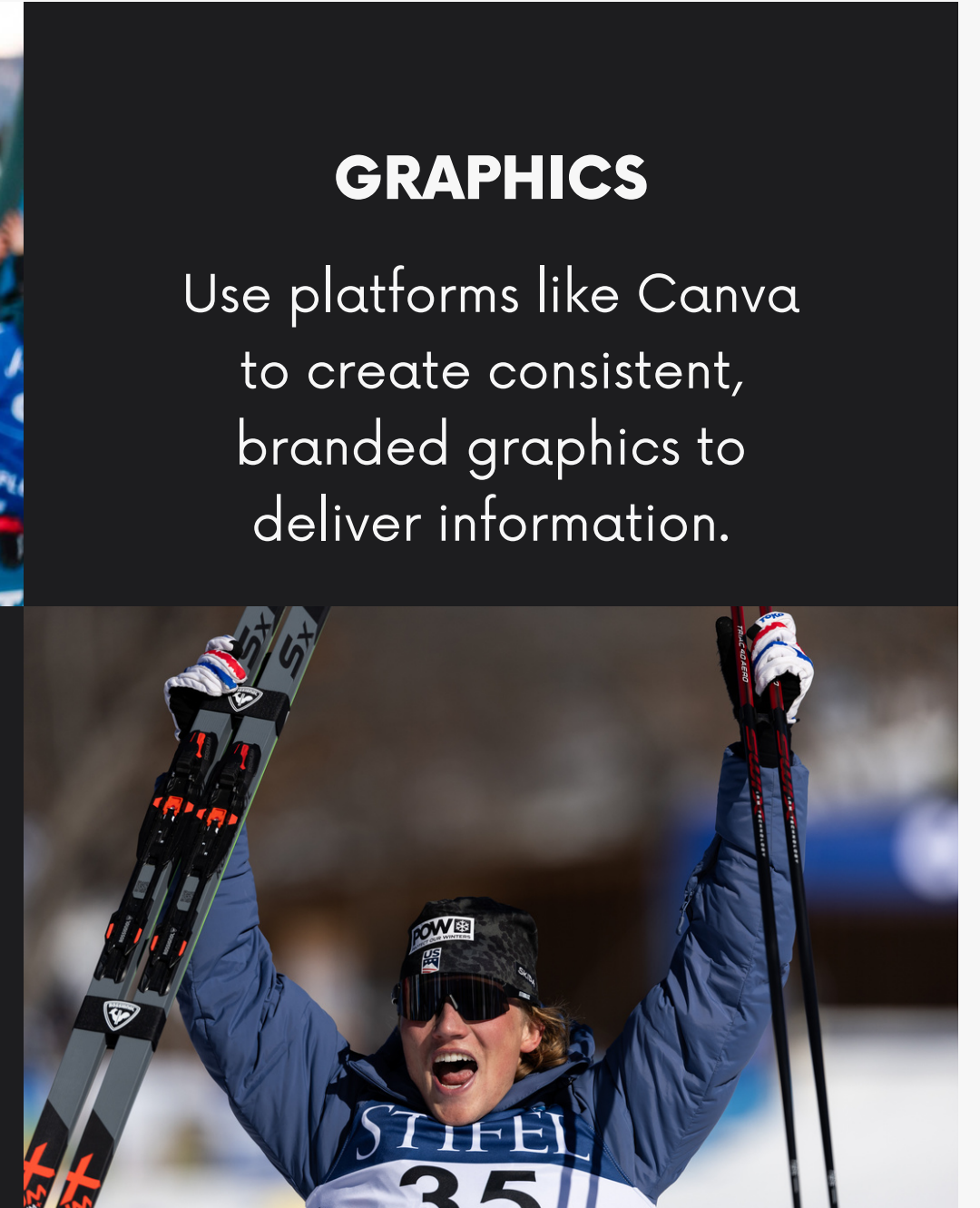
Every time you're thinking about posting to social media, ask yourself:

- Does the content speak to your target audience?
- Does the content piece fit in one or more of your content buckets?



## VIDEO FIRST

Video is the most important thing on platforms right now.



## GRAPHICS

Use platforms like Canva to create consistent, branded graphics to deliver information.



# TIPS & TRICKS

Every time you're thinking about posting to social media, ask yourself:

- Is each post written in your voice and representing your social persona?
- Does your content feel on-brand? Maintain a similar aesthetic in each of your images and videos. Use the same voice on each channel.



## AUTHENTICITY

Be authentic. Be honest and transparent. People like to picture a human behind the brand, not a faceless wizard.



## LISTEN

Listen to and engage with the audience. They're responding better to videos than photos? Post more videos.



# **THANK YOU**

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**WANT MORE? EMAIL ME!**  
**COURTNEY.HARKINS@USSKIANDSNOWBOARD.ORG**