



EXPLORE TUALATIN VALLEY

Near & Dear Partner Toolkit

About this Toolkit

This Partner Toolkit is full of guidance for our local businesses on how to support a successful rollout of the Explore Tualatin Valley brand and Near & Dear campaign.

Refer back to this toolkit for inspiration and tips for integrating the Near & Dear ethos into your own content and messaging.

TABLE OF CONTENTS

Introduction	3
Campaign Overview	5
Working Together	15
Platform Overview	21
Social Best Practices	24



Introduction

TUALATIN VALLEY NEAR & DEAR

Introduction

The purpose of this toolkit is to provide our partners with details and guidance to support the "Near & Dear" campaign, as well as the year-round marketing and social media efforts of the Washington County Visitor's Association, dba Explore Tualatin Valley.

The Goal: Support partner efforts within Tualatin Valley to create a larger overall presence for Explore Tualatin Valley, inspiring travel to the area and showcasing the diverse range of experiences available to visitors and residents alike.



Campaign Overview

TUALATIN VALLEY NEAR & DEAR

Explore Tualatin Valley

There is an important distinction between Washington County Visitors Association's new *brand*, "Explore Tualatin Valley," and the "Near & Dear" campaign.

The new Explore Tualatin Valley brand is a comprehensive representation of the region's diverse offerings and captivating experiences.

The Near & Dear campaign is an expression of the new Explore Tualatin Valley brand. The campaign showcases specific qualities of Tualatin Valley that are literally near and dear to our hearts.





Near & Dear

Whether it's driving through the Vista Ridge tunnels, winding over Germantown Rd. or bushwacking your way through Beaverton, Tualatin Valley is remarkably accessible. All you have to do is jump in the car and go, whether from your own driveway or pulling out of the rental lot at PDX. **Near & Dear** plays up the proximity and ease of access to entice visitors to take part in their most cherished, uniquely "Oregon" experiences, without the hassle of more well-known spots.

About the Campaign

The new Near & Dear campaign plays up the proximity and ease of access to entice visitors to take part in their favorite “Oregon” experiences, without the hassle of more popular spots.

For example, a wine tasting without worrying about walking through an “influencer’s” photoshoot. Or a hiking trail where the parking lot doesn’t feel like a Costco on the weekend.

For our partners, this campaign exists to showcase your unique specialities and give travelers every reason to make an impromptu visit.



Messaging Pillars

Tualatin Valley is home to hundreds of amazing experiences, all of which have something unique to offer visitors. When creating your own messaging, keep these tips in mind to make the biggest impact.



Scroll-stopping, beautiful shots of the destination that excite our audience about new adventures and highlight Tualatin Valley's stewardship to keep Oregon green.



Support local events, festivals, businesses and partners by inspiring our audience to shop local and support the strong economic growth of the Tualatin Valley.



Unique, local to Tualatin Valley experiences, dishes and treats that you can't get anywhere else. A strong focus on wineries and breweries, dining, and the wine + ale trail.



Provide a sense of peace by showing off the simple life. Highlight the wonderful farmers' markets, U-pick farms, horseback riding, and pumpkin patch experiences.



Inform and excite your audience by sharing what is upcoming at our performance venues and cultural arts hubs.



Whether it's accessible shopping centers, unique small businesses, or the coveted employee stores, showcase the unique tax-free shopping experiences worth traveling for.

Campaign Coming to Life

Among the new branding and campaign elements, some of which have already been unveiled, will continue to roll out over the Summer/ Fall 2023, include:

- **New wordmark:** Explore Tualatin Valley
- **Wallscape** on downtown Portland building, near the Morrison Bridge
- **Billboards** along Highway 217 and Tualatin Valley Highway
- **In-airport ads** at Portland International Airport
- **Full-page print advertisements** in local and regional publications
- **Digital advertising** on local and regional websites and online publications
- **Renamed social media** channels on Facebook, Instagram and Pinterest



Campaign Executions - Print



NEW TO YOU,
DEAR TO US.

Tualatin River

Welcome to Tualatin Valley, just west of downtown Portland. Experience 727 square miles full of pristine wetlands, wildlife refuges, and lush forests. Bike, hike, paddle and more. Your adventure starts at

TUALATINVALLEY.ORG



OREGON
WINE PREVIEW

Plus
Come Fly with Me
Vancouver Vibes
Electric Avenues
From the Valley
to the Hills

All Roads
T

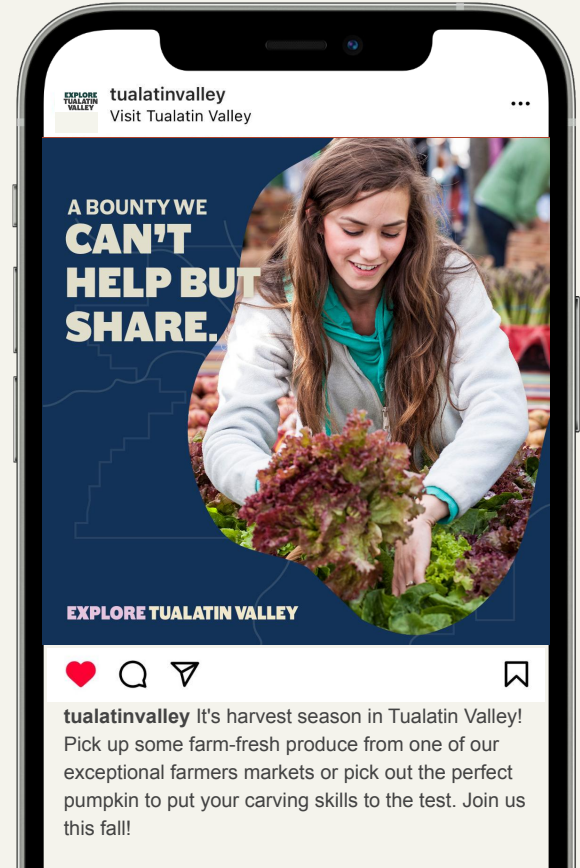
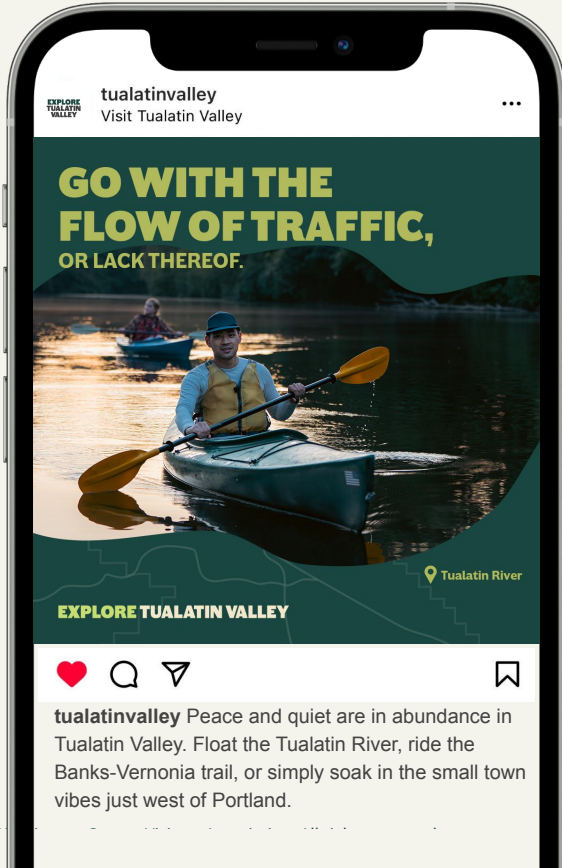
DISCOVER

SPEND A WEEKEND EXPLORING SOME
NEW GRAPE STOMPING GROUNDS.

Order Your FREE Wine Touring Guide

Experience an exceptional, intimate world of wine just west of Portland. Find your new favorite pour at **TUALATINVALLEY.ORG**

Campaign Executions - Social



Campaign Executions - Out of Home (OOH)



Campaign Executions - Digital Banner Ads



Working Together

PARTNERING WITH EXPLORE TUALATIN VALLEY

Working Together

This toolkit allows for **collaboration between your team and ours** to create the strongest, most cohesive Tualatin Valley story possible.

To help, we've provided **details on our Partner Resources, as well as an Instagram Story template** to help establish that consistent voice and style across those sharing Tualatin Valley content.

In order for Explore Tualatin Valley to tell an effective and accurate story **we also need updated assets from our partners** like you. Effectively managing and sharing your digital and social efforts with us is integral to promotion of the region overall.

Bottom line: **please share assets with us - we need and use them to help promote Tualatin Valley and all it has to offer!**



Partner Resources

Explore Tualatin Valley is your partner in tourism. Through partnerships with stakeholders, our goal is to establish high-quality experiences that excite, educate and reward visitors and residents alike.

Find free partner resources on our website, including marketing toolkits, event listing submission forms, industry event info, free maps and guides, and more. It's all at:

<https://tualatinvalley.org/partners>

MORE QUESTIONS? Our team is here to help!

For Partner information, contact Nicole Bradin: nicole@wcva.org

For Marketing, please contact Sylke Neal-Finnegan: sylke@wcva.org or Daniel Gering: daniel@wcva.org



Partner Social Assets

We've developed these social templates to allow partners to leverage the refreshed Explore Tualatin Valley brand on their social channels.

See the following page for an additional template, as well as step-by-step publishing instructions.



General "Explore Tualatin Valley" Template

PARTNER ACTION

Download these templates from the folder linked below. Please reach out if you are having trouble finding something that you need.



Approved Tualatin Valley templates for your Instagram or Facebook stories



Partner Customization Example

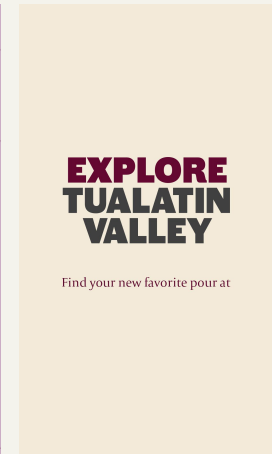
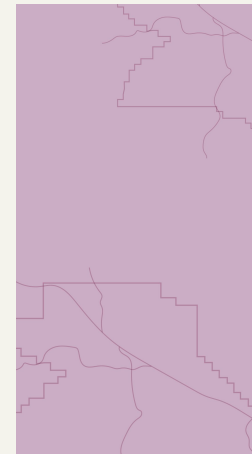
Partner Social Assets

This template is intended to highlight Tualatin Valley wine offerings. Promoting our wine industry partners is a key focus of the Near & Dear campaign launch - (but this template could be used for any beverage!).

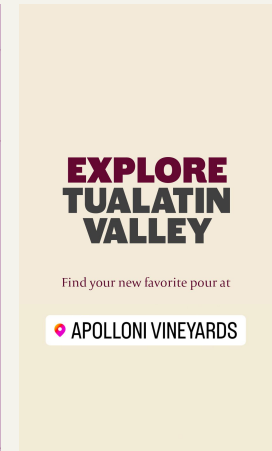
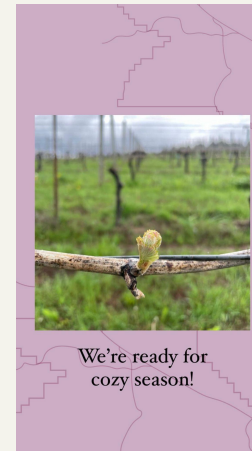
PARTNER ACTION

1. After downloading, save the template frames on your Camera Roll.
2. Open Instagram and start a new Story.
3. Select the first template frame - then, switch back to your Camera Roll and select the image you want to paste on top of the template. Tap the three dots in the upper right corner, and tap on “Copy.”
4. Go back to Instagram Story you started, hold down until you see the option to “Paste”. Your image should appear over the template - pinch it to size it down.
5. When it’s ready, tap the ➡ in the bottom right corner.
6. Repeat steps 3-5 to publish the second and third frames, and use the text tool to add copy, and Location or Mention tools to tag your business.

And, don’t forget - tag @tualatinvalley as well!



“Tualatin Valley Wine” Template



Partner Customization Example

Keep in Touch!

Be in the know and sign-up for our monthly newsletters. These informative newsletters share information about what's happening in Tualatin Valley, the tourism industry and more.

Tualatin Valley at Work

The latest news from the Washington County Visitors Association

Industry Insights

The latest data and news about the tourism industry

Tualatin Valley Explorer

Consumer newsletter about things to see and do in Tualatin Valley

SIGN-UP HERE

<https://tualatinvalley.org/newsletter-sign-up>

And opt-in for one or all of our newsletters!



Platform Overview

TUALATIN VALLEY NEAR & DEAR

Social Platform Overview

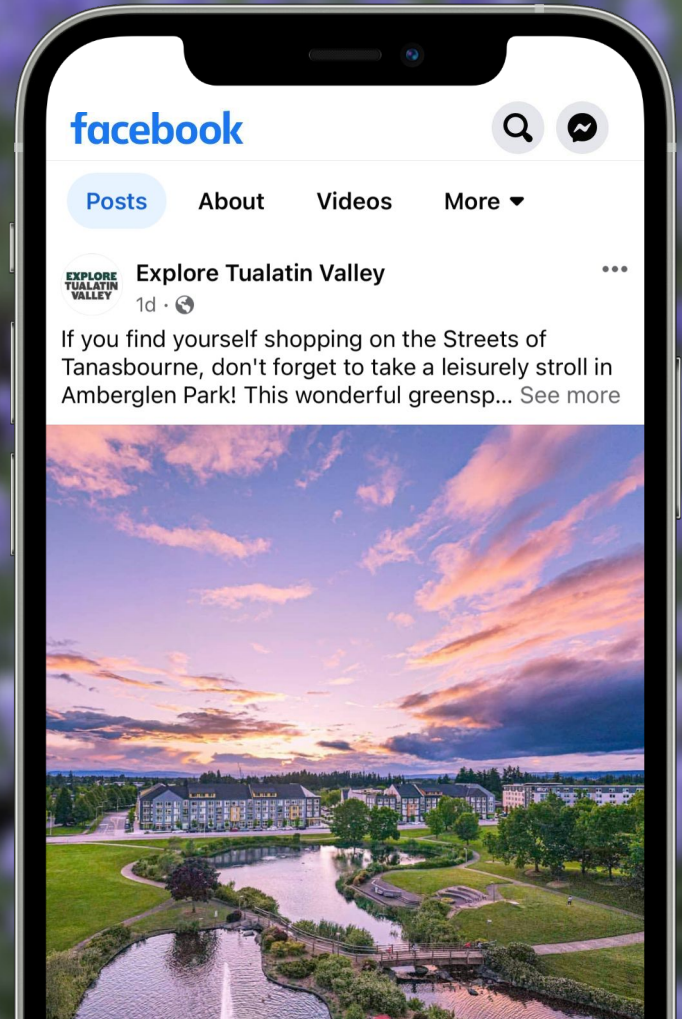
PLATFORM PURPOSE

Facebook is a proactive paid media platform with an organic focus on branding. This is a good channel for event promotion, group discussion and general updates. Because of its paid capabilities, Facebook is able to provide robust audience insights and reporting to inform future campaigns and content.

Be intentional with every post. Strike a balance between truly iconic content (through UGC) and new + notable experiences (through listicles/round ups and branded video). If you have web content to promote, do so on Facebook.

PARTNER ACTION

- Share web articles from your site or other relevant articles that mention you or local businesses partners.
- Share events, promotions, new openings, etc.
- Highlight the beauty of your region through UGC. Tip: If a piece of UGC performed well on Instagram, share it to your Facebook!



Social Platform Overview

PLATFORM PURPOSE

A video-first platform to entertain and build affinity based on shared values and interests for the destination.

CONTENT RECOMMENDATIONS

- Use Instagram Stories to crowdsource cultural content from the community
- Create a Reels series using the crowdsourced insights to highlight neighborhoods, events, new experiences, etc.
- Leverage carousel posts for deeper storytelling, which are currently outperforming on Instagram due to the different frames showing in feed

PARTNER ACTION

- Share compelling, high quality images in feed
- Share video clips as reels (this can be as easy as a 5-second, single view clip!)
- Share links in stories



Social

BEST PRACTICES & GUIDELINES

Why It's Important

Following these *best practices and guidelines* ensures your online presence is up to date for potential travelers.

While each business or attraction within Tualatin Valley has its own unique offerings, these social tips will help create a cohesive message across partners and platforms.



Tip #1: Follow Key Partners

Make sure you're following key partners within Tualatin Valley on all your platforms. One of the easiest ways for potential travelers to discover activities and businesses is to check who the official DMO account is following!

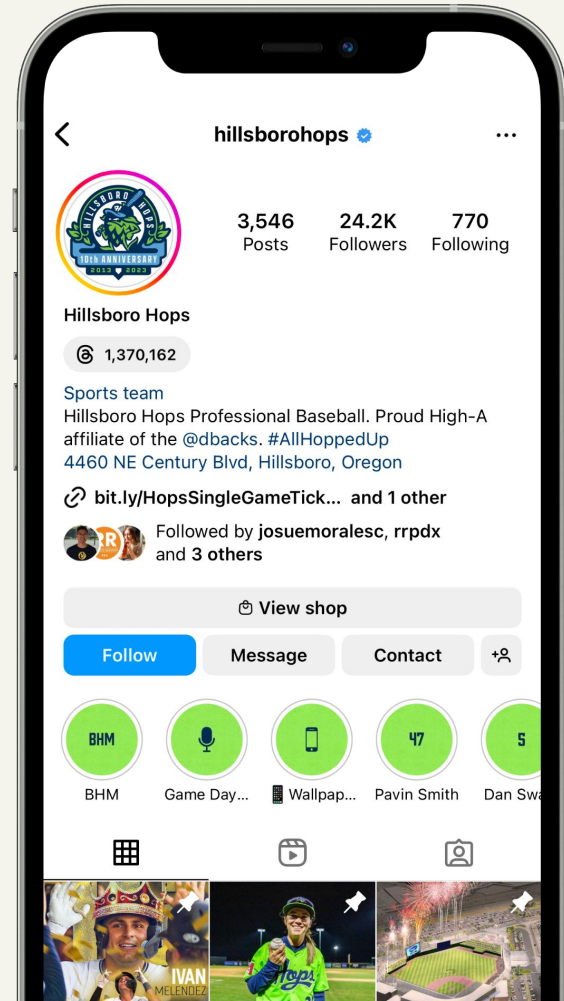
WHO SHOULD I FOLLOW?

- **Regional DMOs:** Follow Travel Oregon for a great source on content ideas, seasonal messaging, and statewide alerts.
- **Local Businesses:** Keep the pulse on local events! Following local accounts makes sharing posts from local businesses quick, easy and timely.
- **Local Creators:** Photographers and influencers in Tualatin Valley are fantastic resources for content

PARTNER ACTION

Follow Tualatin Valley and re-share content features from the area.

- Instagram: [tualatinvalley](https://www.instagram.com/tualatinvalley)
- Facebook: [VisitTualatinValley](https://www.facebook.com/VisitTualatinValley)



Tip #2: Stay Active, Stay Engaged

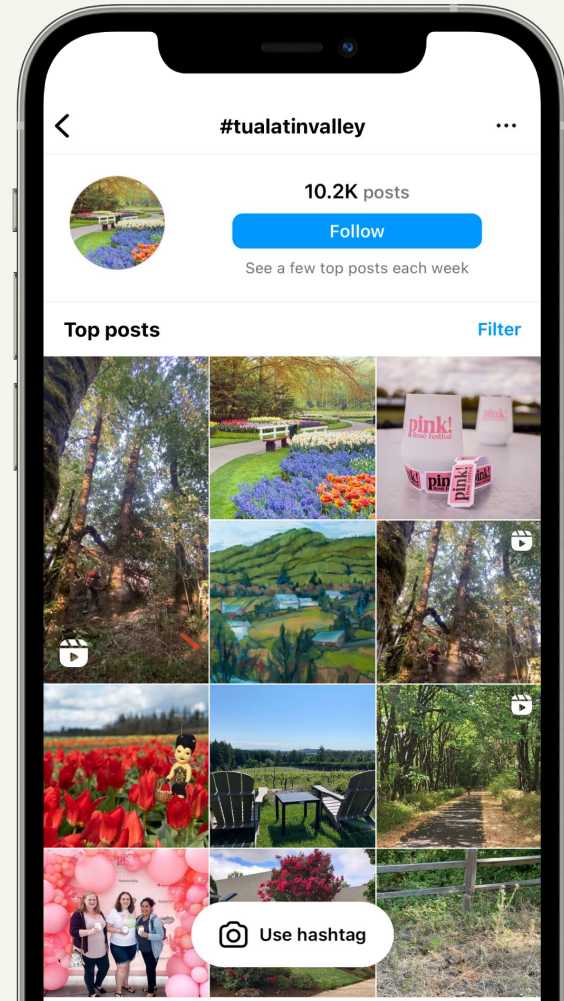
Frequent posting is king. Ideally, you're posting at least once per day. But we know it can be a lot! Resharing content is a great way to round out a calendar with minimal effort and little planning.

WHEN SHOULD I RE-SHARE?

- **Relevant:** Content should be a reflection of your region and the overall marketing goals. Show off hidden gems, iconic landmarks, inspiring views, and the people & culture that make Tualatin Valley unique.
- **Timely:** Local events (markets, concerts, sporting events), business openings, pop-ups, seasonal moments (wildflowers, pumpkin patches, holiday spirit).
- **Inspirational:** Photos should be well lit, high resolution, visually appealing - we like to call it "scroll-stopping"!

PARTNER ACTION

- Tualatin Valley regularly highlights regional activities and businesses; boost that promotion by re-sharing those posts. Make sure to tag all relevant accounts!
- Have something you want to share with the Tualatin Valley social audience? Tag your content with #tualatinvalley to alert our team of content they should engage with, send it via DM, or send an email to sylke@wcva.org



Tip #3: Keep the Conversation Going

Much of community building is done through community management. Audiences no longer see social media as a way to just engage with friends and family — they see it as a way to get in touch with brands and destinations quickly to get the answers they're looking for.

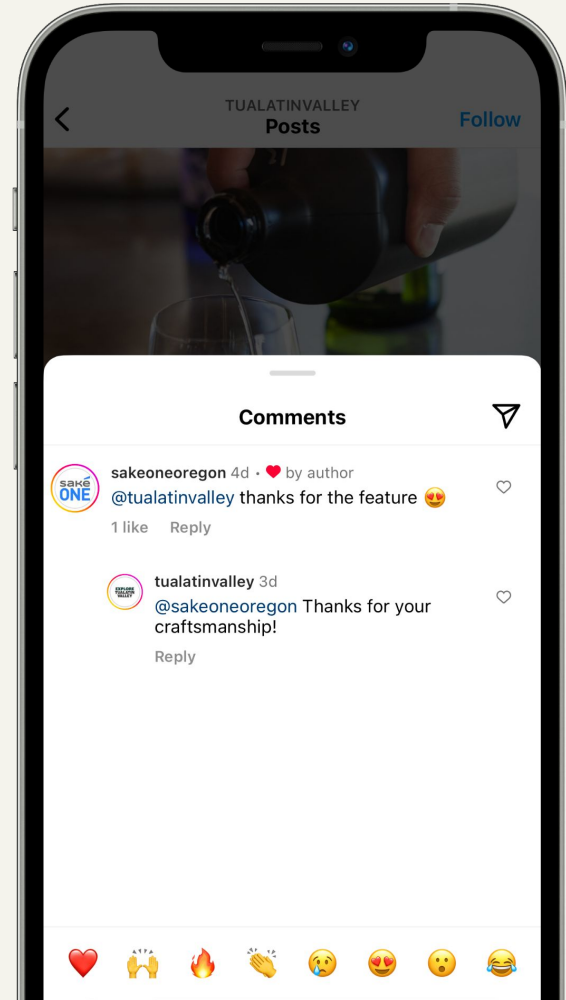
- Start new conversations with fans through **proactive** engagements.
- Keep the conversation flowing through **reactive** engagements. Respond to the comments you're already seeing on your platforms.

Engaging meaningfully with the people who talk about your brand:

- Increases awareness and interest
- Fosters a feeling of community
- Helps you keep a pulse on sentiment
- Offers opportunities to educate and inspire potential travelers.

PARTNER ACTION

- When writing captions, try to include a call to action to generate conversation in the comments, for example, "What's your favorite summer activity in Tualatin Valley?"



Tip #4: Lean into User Generated Content (UGC)

UGC is an incredible way to both connect with your audience and generate more content with beautiful and native imagery to inspire two distinct actions:

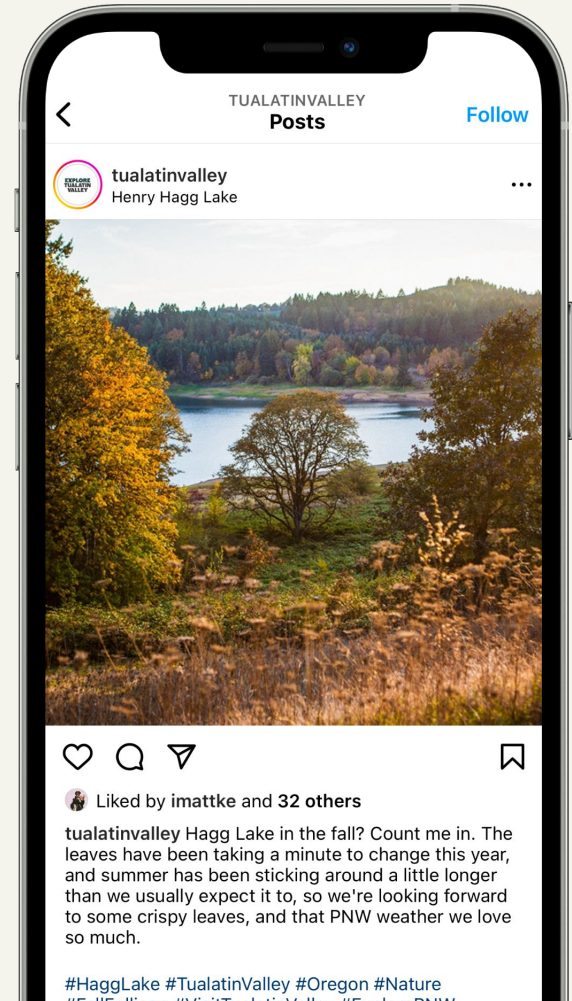
- Engaged audience members get excited by the brand resharing their content and tagging the user
- Not-yet-engaged audience members see others being recognized and want to interact to reach the same status

SELECTING UGC

We can find UGC based on hashtags, locations, local businesses, and posts that tag your account. We want any content selected to feel congruent with your brand and visual guidelines. Do not add filters/overlays to UGC images and make sure you're crediting the fan by tagging their account.

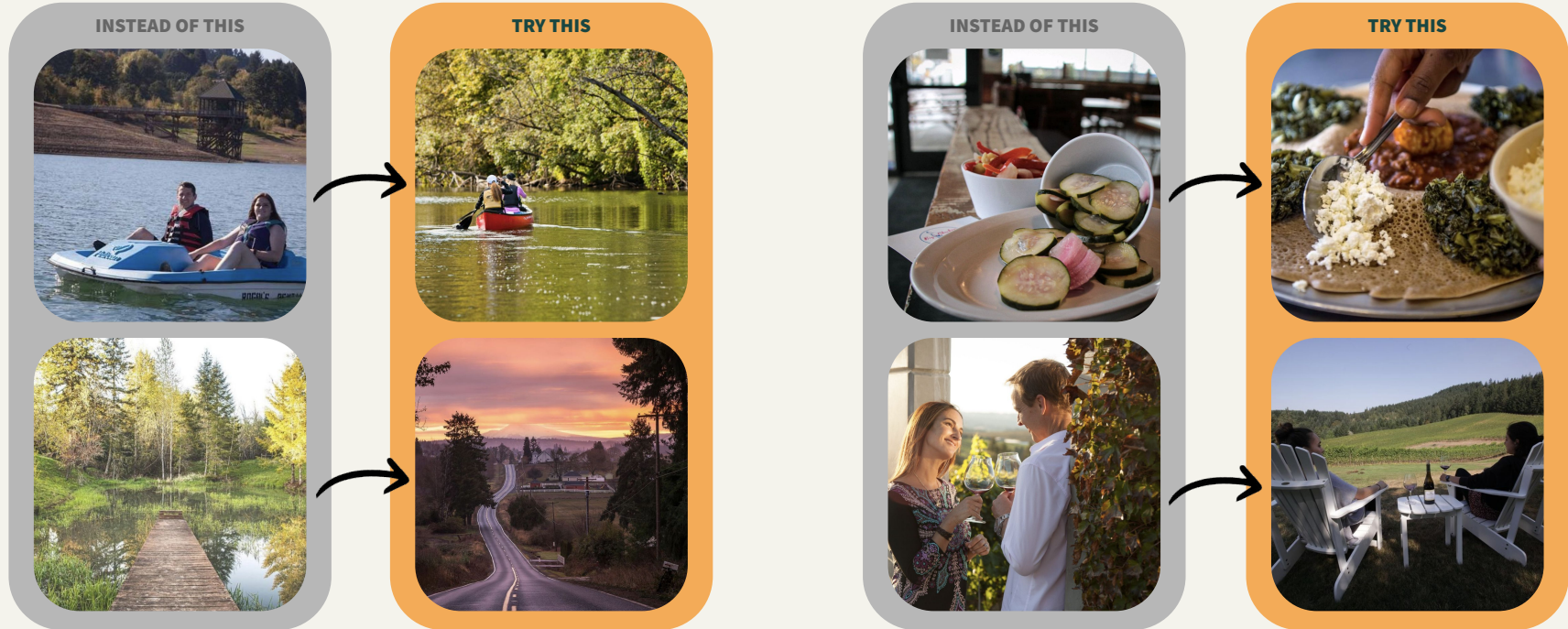
UGC APPROVAL

It is important to get approval from the source to repost their image! It is best practice to have a standard phrase when asking for consent to repost someone's photo, and make sure we have their approval (a simple "yes!" will do).



Tip #4 (cont.): How to Select UGC

UGC content should aim to put the destination as the focus of the image. Ask yourself if your eye goes to the person first or the beautiful destination we're trying to highlight. Any humans in the image should add to the overall value of the image - not be the sole focus. Bonus points if your images show off unique points of view! Need more? Take a look at the Explore Tualatin Valley and Travel Oregon Instagram accounts for inspiration.



Social Audit: Photography Styles

Variation on social allows us to meet our audience where they are whether they're in an awareness phase or a seasoned advocate.

GENERAL PHOTOGRAPHY GUARDRAILS

- We find that photos and videos that don't feel overly posed or staged perform the best.
- We let the beauty of our people shine through without excessive image processing/color correction.

FOR AUTHENTIC CONTENT...

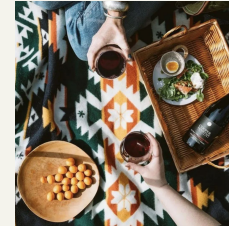
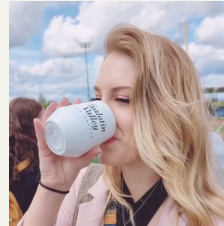
- Photos should evoke a "this is my friend" sentiment
- Connects with our fans in a personal way
- Often UGC

FOR INSPIRATIONAL CONTENT...

- Photos should evoke an "I want to do this" sentiment
- Use imagery that drives action, motivates, engages, and provides an emotional connection

FOR BRANDED CONTENT...

- Photos should evoke a "this brand gets me" sentiment
- Propels the brand in the awareness phase
- More polished and precise, but avoid feeling too staged or stiff



AUTHENTIC
Often UGC

INSPIRATIONAL
Casual + Relatable

INSPIRATIONAL
Beautiful + Aspirational

BRANDED
Most polished + precise

Creating Engaging & Ownable Content



Applying the Tualatin Valley Brand

You want the spirit and personality of Tualatin Valley to resonate with your audience in a way that is ownable and recognizable.

The content as a whole should feel inviting, unpretentious, and uncomplicated both visually and tonally.

OCTOBER IN TUALATIN VALLEY

- LEAF PEEP**
Take in the fall colors by bike or car.
- AUTUMN BIRD MIGRATION**
Get a glimpse of birds headed south for the season.
- FARMERS MARKETS**
Fresh, local produce into autumn.
- PUMPKIN BREWS & TREATS**
Some pumpkin season with a local seasonal delight.
- PUMPKIN PATCHES & CORN MAZES**
Find the perfect pumpkin in the Tualatin Valley fundlands.



Thank You!