

Tennessee Department of Tourist Development  
Discover Tennessee Trails and Byways



# Discover Tennessee Trails and Byways: Social Overview

The Discover Tennessee Trails and Byways initiative has been designed to promote Tourism all across the state of Tennessee! As a partner in this project, we ask that you participate in the social strategy in order to help promote the initiative. Please see the enclosed information and instructions on the following social platforms that support the Discover Tennessee Trails and Byways:

- A. Twitter
- B. Facebook
- C. Flickr
- D. YouTube

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## Twitter

There is a Discover Tennessee Trails and Byways Twitter page.

The URL to the Twitter page is here: <https://twitter.com/TNTrailsByways>

Please follow the Discover Tennessee Trails and Byways and Re-tweet when possible!

Also, when tweeting about the trails, we encourage you to use (#tntrails) in your conversation. This way, the Twitter users can follow the Tennessee Trails' conversations across the state!



## Facebook

There is a Fan Page for the Discover Tennessee Trails and Byways.  
The URL to the Fan page is here:

<http://www.facebook.com/tennesseetrailsandbyways>

Please become a fan, follow status updates about the Trails and encourage your personal Fan Base to become a fan! Also, we encourage you to engage with the fans in discussions.

There is a group set up for each trail.

### PLEASE SEE GROUP URL'S HERE:

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Motorcycle Trails: <http://www.facebook.com/group.php?gid=157827217490>

Tennessee Music Trail: <http://www.facebook.com/group.php?gid=166668056086>

Civil War Trail: <http://www.facebook.com/group.php?gid=161602764105>

Tennessee River Trail: <http://www.facebook.com/group.php?gid=166547966882>

Top Secret: <http://www.facebook.com/group.php?gid=156563085325>

Rocky Top: <http://www.facebook.com/group.php?gid=158639393399>

White Lightning: <http://www.facebook.com/group.php?gid=159542774549>

Tanasi: <http://www.facebook.com/group.php?gid=163968720094>

Pie in the Sky: <http://www.facebook.com/group.php?gid=295102175643>

The Jack Trail: <http://www.facebook.com/group.php?gid=155608418364>

Promised Land: <http://www.facebook.com/group.php?gid=164093436629>

Screaming Eagle: <http://www.facebook.com/group.php?gid=188207600827>

Proud Mary: <http://www.facebook.com/group.php?gid=155413954587>

Walking Tall: <http://www.facebook.com/group.php?gid=153589686707>

Ring of Fire: <http://www.facebook.com/group.php?gid=155493822046>

Sunny Side: <http://www.facebook.com/group.php?gid=147043242761>

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Nashville's Trace: <http://www.facebook.com/group.php?gid=162586216083>

Old Tennessee: <http://www.facebook.com/group.php?gid=117956639647>

We encourage you to upload pictures and videos on these group pages if you are affiliated with the trail. Here are instructions on how to do so.

### PHOTO INSTRUCTIONS:

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1. Log in to your Facebook account
2. Join the respective Facebook Group
3. Go to the Group Page and choose "Photos"
4. Choose the option "Upload Photos" and browse to upload the photo from your computer
5. Name the photos with this Naming Structure
  - Image Name\_City
  - i.e. Historic Franklin Square\_Franklin

### VIDEO INSTRUCTIONS:

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1. Log in to your Facebook account
2. Join the respective Facebook Group
3. Go to the Group Page and choose "Videos"
4. Choose the option "Upload Videos" and browse to upload the photo from your computer
5. Name the photos with this Naming Structure
  - Video Name\_City
  - i.e. Music City\_Nashville

### DISCUSSIONS:

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1. Log in to your Facebook account
2. Become a Fan of the Facebook Group
3. Go to the Group Page and choose "Discussions"
4. Choose the option "Start a New Topic" and write about your trail!

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## EVENTS

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If you have an event that you would like to submit to the trail, please email the event to:

Jenny Stephenson

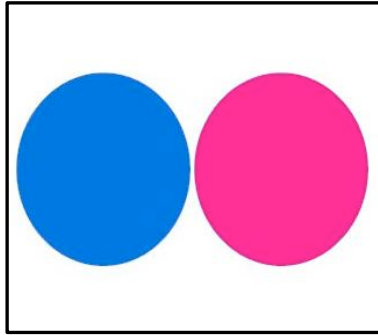
[jstephenson@paramoreredd.com](mailto:jstephenson@paramoreredd.com)

or

Christa Booker

[cbooker@paramoreredd.com](mailto:cbooker@paramoreredd.com)

Paramore|Redd administers these group pages and will post any important events along the trails.



## Flickr

There is a Flickr page set up for the Discover Tennessee Trails and Byways.

The URL to the Flickr page is here:

<http://www.flickr.com/people/tntrailsbyways/>

For each trail, there is a "collection" of images set up. The images in these collections will be taken from user-generated images from Facebook. Please upload your photos to Facebook and they will then be duplicated to Flickr page.

For any immediate requests, please contact:

Jenny Stephenson

[jstephenson@paramoredd.com](mailto:jstephenson@paramoredd.com)

or

Christa Booker

[cbooker@paramoredd.com](mailto:cbooker@paramoredd.com)

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## YouTube

Paramore|Redd will be maintaining the YouTube page for the state of Tennessee.

The URL to the Tennessee YouTube Channel is here:

<http://www.youtube.com/tnvacation>

At this time, there will not be a separate YouTube page for the Trails because there are not videos available at this time. All videos will be uploaded to the Tennessee YouTube Channel. Please send any videos you would like included to the following:

Jenny Stephenson

[jstephenson@paramoreredd.com](mailto:jstephenson@paramoreredd.com)

or

Christa Booker

[cbooker@paramoreredd.com](mailto:cbooker@paramoreredd.com)

Videos will also be taken from the Facebook groups and uploaded to the Tennessee YouTube channel.