

## Industry Frequently Asked Questions

(Last update: 6-18-10)

### **How can I use VISIT FLORIDA's channels to inform the media about what's happening in my destination?**

You can use the Hot Happening tool found at [VISITFLORIDA.org](http://VISITFLORIDA.org) to post your news release to [media.VISITFLORIDA.org](http://media.VISITFLORIDA.org)

### **What is Florida Live?**

[Florida Live](#) is VISIT FLORIDA's newest online feature that allows consumers to make their vacation plans based on real time information from local beaches and Florida residents - not based on misconceptions resulting from the Deepwater Horizon Oil Spill.

### **What is Florida Live TV?**

Florida Live TV provides daily content, giving consumers insight to Florida beyond the headlines.

### **How does Florida Live help my destination?**

Florida Live lets consumers see live webcam feeds from your destination, pictures, Google map-based Twitter feeds that provide them with local updates on beach conditions, weather, activities and any deals you may be offering.

### **Where do you get the images?**

The images on Florida Live are fed real-time from images posted on the wall of the Share a Little Sunshine Facebook page. We encourage anyone who loves Florida to upload current pictures of their favorite Florida to the wall.

Please note, we will limit "frequent posting" from any one person or business, nor do we encourage the posting of stock photos. Our goal here is to make sure we're providing accurate information and that our site is used responsibly as an information resource and does not become a tool for any special interest.

### **How do I get my web cam on the map?**

If you have a web cam not currently linked on the map, please send the URL to [FloridaLive@VISITFLORIDA.org](mailto:FloridaLive@VISITFLORIDA.org). We are looking for web cams with a clear view showing the current state of Florida beaches.

### **How can I keep consumers informed about what is happening in my area?**

As a destination marketing organization (DMO), you can tweet frequently so that your twitter feed on Florida Live stays updated.

### **How do I get my Twitter feed on the map?**

Local destination marketing organizations (DMO) may receive a Twitter feed map icon. Priority will be given to any local convention and visitors bureau or tourist development council. In areas where there is no CVB or TDC Twitter feed, a link may be placed for a representing chamber of commerce. If you handle a local destination marketing organization's Twitter account, please send the account name to [FloridaLive@VISITFLORIDA.org](mailto:FloridaLive@VISITFLORIDA.org).

**Is there a messaging tool I can give my frontline partners?**

Sure! VISIT FLORIDA produced palm cards; one contains messaging for media and the other contains for consumers. Frontline employees can use these palm cards to answer questions they may receive from media or consumers regarding the Deepwater Horizon situation. You may view the entire Deepwater Horizon Incident toolkit at [VISITFLORIDA.org](http://VISITFLORIDA.org).

**How can I get current information on what VISIT FLORIDA is doing during this situation?**

Register for VISIT FLORIDA's blog, [SunshineMatters.org](http://SunshineMatters.org). There, you will find daily updates from the Communications Department in addition to any other information to help you stay informed during the Deepwater Horizon Oil Spill. Sign up to receive updates by email or RSS.

**How can I share and discuss with VISIT FLORIDA the consumer public relations projects my DMO is executing and how they might complement or correlate with VISIT FLORIDA PR efforts?**

Email Kenneth Morgan, Public Relations Manager at VISIT FLORIDA at [kmorgan@VISITFLORIDA.org](mailto:kmorgan@VISITFLORIDA.org) or call 850-205-3862.

**How can I receive updates on VISIT FLORIDA PR efforts, projects and programs?**

Sign up to receive industry updates by email or RSS at [SunshineMatters.org](http://SunshineMatters.org).

Register to receive News to Use updates by e-mailing [news@VISITFLORIDA.org](mailto:news@VISITFLORIDA.org).

Email [kmorgan@VISITFLORIDA.org](mailto:kmorgan@VISITFLORIDA.org) to request to be placed on the recipient list of VISIT FLORIDA PR updates.