

A Guide to Placing DMO Content on TripAdvisor

First, Some Rules

1. You must be a registered user to upload any content to TripAdvisor. Registering is simple and there is no cost. At the top of every page on the right is a link to “register now.” Click on it and follow the prompts.
2. You'll need to use a working e-mail address to register. Make sure you pick one the e-mail address where you want to receive communications about your TripAdvisor account.
3. When you pick a user name, it needs to be the name of your organization. For example, the Boston CVB would have the username BostonCVB. If your name is long, just abbreviate. Please note that your user name cannot refer to your website or contact information (for example, BostonCVBcom).
4. We encourage you to fill in your [member profile](#) with information about your organization and the destination you represent. In your profile, you MAY include links to your website and contact information for your organization. Actually, we encourage it!
5. You may only upload content to the areas of our website that cover your destination. This can include your state or province, country, or the towns and cities inside your region.
6. You can participate just like any user would, so feel free to add graphics, Traveler Lists, photos, and videos. You are welcome to post to our travel forums (but first please take a look at the “Forums” section of this guide) and add/edit Traveler Articles (see related section below).

Use Your Destination’s Tourism Overview Page as a Starting Point

1. Each destination has a tourism overview page (it’s sort of like a destination home page on our website). This is a great place to start exploring content about your destination or uploading some of your own.
2. You can find your tourism overview page by visiting the [TripAdvisor home page](#), typing your destination into the search bar near the top, and clicking on “go.”
3. When the search response page comes up, look for the green bar that says “Location Results 1 – 10 of...” The link for your destination will be below that bar in the response area.
4. Look for your specific location (pay attention in case there is more than one destination with your name). Links to destinations have little globe icons on their left. When you find yours, just click on your destination name or on the little globe.

Adding Content to Traveler Articles

Introduction to Traveler Articles

1. Traveler Articles are our “wiki-style” content pages. This means two things:
 - They should read like a guidebook. Write in the third person and be objective. If you’d like to share personal stories and opinions, please write a review or contribute to our forums.
 - They are collaborative, so other members may add to or edit the pages you’ve created. That’s the whole point of wiki pages. While it’s not ok to remove relevant information from an article, we encourage the community to edit each other’s articles.

2. When contributing to Traveler Articles, you can either add to any existing articles or create and upload information to a new article.
3. To learn more about Traveler Articles, visit the Traveler Articles section of our [Help Center](#).
4. Before you contribute to Traveler Articles, please read our [Traveler Article guidelines](#). Like any member, you must adhere to them. Here are a few key points to remember:
 - We cannot allow copyrighted material in Traveler Articles, even if your organization holds the copyright to that material. This is a legal guideline, and we must enforce it.
 - Since Traveler Articles should read like a guidebook, please focus on objective, informational text. Articles shouldn't read like marketing brochures.
 - It is perfectly ok to post links to your own website when they are helpful and relevant to the article in question. Try to avoid posting a link to your website repeatedly without regard to whether it's truly relevant to travelers.

How to Contribute to Traveler Articles

1. To find to the Traveler Articles for your destination, click on "Travel Guide" from the Overview page for your destination. "Travel Guide" is found in the left-hand column of the page.
2. You will see links to your destination's Traveler Articles in the center column of the page, near the top. To see them all, click on the "view more Traveler Articles" link.
3. The edit pencil is your link to updating an existing article.
4. To add a new article to an existing category, or create a new category, simply follow the easy-to-use prompts.
5. Your screen name will be associated with any Traveler Article contributions you make. There's no need to (and please don't) "sign" the pages you contribute to with your name or organization name. Since Traveler Articles are collaborative, they often have more than one author.
6. Make sure you check Tourist Board Info page, and add yourself to it – it's a must-do! Note that the Tourist Board Info isn't just for the official tourist board, it can and may also include links to other travel-related organizations. For examples, check out the Boston Tourist Board article:
 - a. <http://www.tripadvisor.com/Travel-g60745-s207/Boston:Massachusetts:Tourist.Board.Info.html>

Videos and Photos

1. You'll see photos and videos on the right-hand side of the overview page near the top. They're tough to miss.
2. There is a button to add photos and add videos directly underneath that area.
3. Make sure you go in there and check on the specs for file type and size before you upload anything. Photos and videos that aren't correct may not work right or they may not look right.

Forums

1. The TripAdvisor forums are a place for friendly, helpful, travel-related discussions. You can go to any of the TripAdvisor forums on the [forums home page](#). We have destination-based forums, such as Boston, as well as subject-matter forums, such as Train Travel.
2. When posting, please keep in mind our [forums posting guidelines](#). Since the guidelines are fairly general, allow us to elaborate on a few of the key points:
 - Please include only informational material (that's what our users are looking for), and try to leave the advertising copy out of it. Please refrain from posting marketing lingo or tag lines unless it is helpful and relevant to the conversation. Try to avoid posting the same few lines about your organization repeatedly without regard to the specific conversation you're participating in.

- It is perfectly ok to post links to your own website when they are helpful and relevant to the conversation. Try to avoid posting a link to your website repeatedly without regard to the specific conversation you're participating in.
- We encourage you to share information about charities supported by your organization. However, we ask that you limit charity-related discussions to the [TripAdvisor Causes forum](#). Please keep in mind the following excerpt from our guidelines: "What is not permitted: forum posts or topics which have direct or indirect requests for donations, contributions, or those that provide links to charitable organizations."

Traveler Lists

1. The traveler lists are stand-alone lists of the attractions people enjoy visiting in different destinations. A traveler list can include listings for one destination or in several.
2. Our traveler lists are associated with attractions, so to see them, click on the "Things to Do" button in the left-hand navigation area. Then click on the link for the top-ranked attraction. If you scroll down the page, you should see the Traveler goList box on the right hand side.
3. Click on the link that says "View All Traveler Lists"
4. Links to create a List are all over the page – you cannot miss them.
5. Suggestion: This is the perfect opportunity to provide potential visitors with lists of things to do that they might not know about in your destination.

Creating Your Own Traveler Network

1. The TripAdvisor Traveler Network is our website's social networking product – but one that is specifically designed around the need to contact friends, co-workers and acquaintances about travel information.
2. When registered users use the network, they are presented with a map (on their user page) that they can pin with all of the places they have visited, followed by the opportunity to e-mail their contacts to do the same.
3. As people join a member's network, they will appear on the pages of destinations they have pinned on their maps while that member is logged in and looking at content for those destinations. This allows members to contact each other directly in their own networks.
4. So – what does this mean for a destination marketing organization?
5. When you register, go to your "My Profile" page (under "My TripAdvisor" at the top of every page) and pin only your destination (or those within it) on your map.
6. Grab your registered e-mail list, and dump it into Outlook (very easy to do).
7. From your profile page, select My Network, and then click on Invite Friends.
8. Click on the top green button, and tell it to look at the addresses in Outlook.
9. When it grabs the e-mail addresses in Outlook, you will see a page that lists all of the addresses it has – and next to each will be whether or not that address is also a TripAdvisor member.
10. You can invite only TA members to join (that makes the most sense). Follow the prompts to do so.
11. As more people sign up, they will see a link for you while looking at the information for your destinations.
12. They can also choose to contact you via our website mail. If they do – you'll get an e-mail in your inbox letting you know that you have a message sitting on TripAdvisor, which you can then answer.