

SOCi 101:

GBP Optimization, Review Response, & Social Media Management



Presented by: Leah Quintal

SOCi

SOCi connects and disseminates key information about your campground, found in your campground landing pages and content management system (CMS), to your Google Business Profile (GBP), listing and review sites like Tripadvisor and Yelp, and your social media accounts.

Through SOCi, you can manage:

- Google Business Profile (GBP)
- Reviews
- Social Media and Facebook Syndicator



SOCi Tour

The screenshot shows the KOA SOCi dashboard interface. At the top left is the KOA logo. The top right shows the user profile 'Leah Quintal' and navigation links for 'Help', 'Settings', 'Messages', and 'Sign Out'. Below the user profile are icons for 'Learn' and 'Help', with a red box and the number '5' around them. A red box with the number '1' highlights a row of social media sharing icons (Facebook, Email, Print, etc.). A red box with the number '2' highlights the 'Send Message' button and a group icon. A red box with the number '3' highlights the main content area, which includes a location filter 'Santa Cruz/Monterey Bay KOA Holiday', a 'Welcome to your Tasks Dashboard!' message, and a 'Schedule Posts This Month' section showing 10 out of 12 posts. A red box with the number '4' highlights the left-hand navigation menu, which includes 'Location', 'Tasks', 'Insights', 'Templates', 'Users', 'Messages', 'Social', 'Ads PLUS', 'Boost PLUS', 'Listening', 'Reviews', 'Listings', and 'Reports'. The 'Tasks' item in the menu is highlighted with a red box and the number '4'. The 'Schedule Posts This Month' section features a progress bar and three post cards, each with a 'Schedule Post' button. The bottom section is titled 'Respond to All Engagements'.



SOCi Tour

1. **Linked accounts** – shows accounts you currently have connected and options for additional accounts you may wish to connect
2. **Location Editor** – where you update details about your campground for Google Business Profile and connected accounts
3. **Tasks Dashboard** – quick access to social posting scheduler, social media engagements that need attention, and reviews that need responses
4. **Navigation Toolbar** – where you access the main social tools
5. **Help and Learn** – resources for troubleshooting and training





SOCi Tasks

Daily/ Weekly

- Respond to all reviews
- Respond to comments and engagements
- Review upcoming syndicated Facebook posts
- Schedule social posts (including to Google Business Profile (GBP))

Periodic

- Ensure GBP is optimized semi-annually
- Add and update photos quarterly
- Update hours, including holiday hours, as they change throughout the year



PERIODIC TASKS



Google Business Profile (GBP) Optimization



Google Business Profile (GBP)

Google search results for "albuquerque campgrounds". The search bar shows "albuquerque campgrounds" and filters include "Free", "Open now", "Where dogs are allowed", "Top rated", "Prices", "With picnic tables", "Long term", "With a shower", and "With a public restroom". The results list several campgrounds, with "Albuquerque KOA Journey" highlighted in a red box. A map of Albuquerque, NM, is shown to the right of the list.

Results for **Albuquerque, NM** · Choose area

Places

Sponsored

- American RV Resort**
4.0 ★★★★★ (745) · RV park
Albuquerque, New Mexico · (505) 831-3545
Closed · Opens 9 AM
Camping in Albuquerque - American RV Resort
- Albuquerque KOA Journey** (highlighted)
4.3 ★★★★★ (1.4K) · RV park
12400 Skyline Rd NE · (505) 296-2729
"The campground was very clean, quiet and staff was friendly."
- NomadLand RV Park Albuquerque**
5.0 ★★★★★ (575) · RV park
2210 Vista Oriente St NW · (505) 508-3932
"It had super clean showers and bathrooms, it was quiet and we felt safe."
- BIRDIE RV PARK**
4.8 ★★★★★ (85) · RV park
221 Leonidas Ln NW · (505) 508-7365
"Services were excellent and restrooms/showers were spotless."

More places →



Albuquerque KOA Journey

4.3 ★★★★★ 1,466 Google reviews
Campground in Albuquerque, New Mexico

Website Directions Reviews Save
Share Call

Highlights: Camping fee · Tent sites · RV camping

Address: 12400 Skyline Rd NE, Albuquerque, NM 87123

Phone: (505) 296-2729

Hours: Open · Closes 6 PM

Nightly price with fees





**81% of consumers used
Google to evaluate local
businesses in 2024.**

- BrightLocal

<https://www.brightlocal.com/research/local-consumer-review-survey/>





GBP Optimization in SOCi

- Review location summary content
- Ensure hours are up-to-date
- Update attributes
- Review photos and add photos of all campground amenities and offerings
- Add Q&A



SOCi How to Edit GBP

The screenshot displays the KOA SOCi interface. At the top left is the KOA logo. The top right navigation bar includes the user name 'Leah Quintal', 'Help', 'Settings', 'Messages', and 'Sign Out'. Below this are 'Learn' and 'Feedback' links, and a notification bell showing '99+ notifications'. The main header shows a breadcrumb path: 'KOA > Albuquerque KOA Journey > Tasks'. A search bar on the right contains 'Send Message' and an edit icon (pencil) circled in red with a red arrow pointing to it. The left sidebar lists navigation options: Location, Tasks (selected), Insights, Templates, Users, Messages, Social, Ads PLUS, Boost PLUS, Listening, and Reviews. The main content area is titled 'Welcome to your Tasks Dashboard!' and includes a progress indicator '22 out of 12' with a green bar. Below this is a section 'Schedule Posts This Month' with a 'View Library on Scheduler' button. Three post cards are shown, each with a 'Schedule Post' button. The first card features a photo of a woman and a child with the text 'Grab your marshmallows & graham crackers - it's #NationalPlanAVacationDay! Visit our...'. The second card features a photo of a cabin with the text 'Goblins and ghouls and ghosts, oh my! Show off your costume this Halloween for a wicke...'. The third card features a photo of a person with the text 'CAMPERS - we SUMMER ART'.



Profile and Location Summary Content

Edit Virginia Beach KOA Holiday



Editing Categories or Service Areas may trigger the unverification of your Google Listings.

Auto-sync On



- Profile
- Hours
- Categories & Attributes
- Custom Fields
- Approvals
- Images
- Groups
- Warning Settings
- Features
- Dynamic Photo

Internal Name

Virginia Beach KOA Holiday

Location Status

Open

Location Remote ID

No Data

Opening Date

No Data

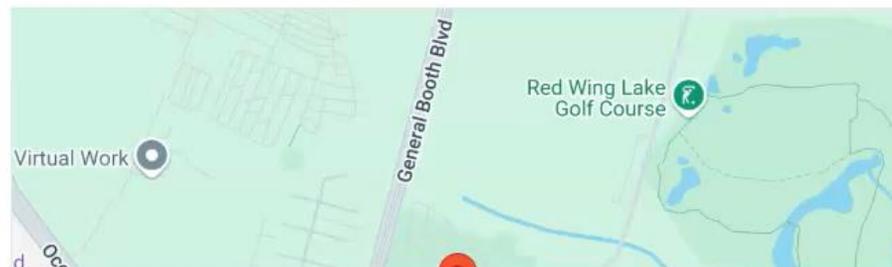
Listings Name

Virginia Beach KOA Holiday



Address Line 1

1240 General Booth Boulevard



Cancel

Delete

Save



GBP About Pulled from CMS Welcome Message

KOA Content Management System

- Social Media
- Videos
- Virtual Tours
- Ways to Stay
- Ways to Stay Photos
- Additional SEO
- Welcome Messages**
- Emergency Alerts
- COVID-19 Messages

Take a ride on our [Adventureworks Zip Line](#) or play in our **Pocket A**.
Make a splash in one of our pools or **rent bikes** to ride to the boardwalk.
Wind down the day with a relaxing campfire or gather in our Pocket P.

Enjoy Camping in Virginia Beach at Its Best When You Book You

Whether you're looking for a Virginia Beach RV park with all those amenities and cozy comfort your whole family can enjoy, you'll find it here. Plus, vacation is known for. **Virginia Beach KOA Holiday® offers the best today!** A Virginia vacation is about reconnecting with what you love – the Back Bay, the coast of Virginia has it all. **Plan your escape at Virginia Beach KOA Holiday.**

Campground Amenities

Something you can always count on with Campgrounds of America is that you'll be connected, you'll find:

- 50 Max Amps
- 45' Max Length
- Wi-Fi
- Cable TV

Google reviews ⓘ [Write a review](#) [Add a photo](#)

 "Well kept **facility** with a lot of **amenities** and very friendly **service**."
★★★★★

 "My **husband** and nephew both slept down the **stairs** of the **cabin**."
★★★★★

 "The **staff** was excellent and the **place** was in tip top clean **condition**."
★★★★★

From Virginia Beach KOA Holiday

"Virginia Beach is loaded with fall fun for the whole family! Enjoy all the city has to offer, with gorgeous weather perfect for camping and going to the beach, and plenty of events at the campground and oceanfront. Welcome to Virginia Beach! Finding... [More](#)

[HOME](#) [DEALS](#) [MAP](#) [AMENITIES](#) [RECREATION](#) [EVENTS](#) [PHOTOS](#)

Virginia Beach is loaded with fun for the whole family! Enjoy all the city has to offer, gorgeous weather, and plenty of events at the campground and oceanfront.

Welcome to Virginia Beach! Finding great outdoor fun and adventure here is easy. Deciding which to choose is the challenge.

At **Virginia Beach KOA Holiday®**, we make it easy to try it all! We're your perfect base camp to enjoy the beaches of the Atlantic Ocean, Chesapeake Bay, iconic three-mile Boardwalk and many local area attractions. Relax and have fun with your family and friends in the great outdoors at our beautiful campground, full of amenities and fun-filled activities for all ages.

 [Instagram](#)  [YouTube](#)  [Facebook](#)



Hours

- Profile
- Hours**
- Categories & Attributes
- Custom Fields
- Approvals
- Images
- Groups
- Warning Settings
- Features
- Dynamic Photo

Business Hours

Main hours of operation of your location.

Opening Hours

Mon → Sun ▼ 8:00 AM ▼ to 6:00 PM ▼ + 🗑️

Open All Days

Service Hours

Specific services your business offers such as delivery, takeout, drive through, and pickup.

+ Add Service Hours

Access

🗑️ Remove

Mon → Sun ▼ 24 Hours ▼ 🗑️

Special Hours

Hours of operation for a brief period of time, like for a special event. Your regular business hours don't change.

📅 Add Special Date

Suggestions

Upcoming special occasions in this location.

April 2025

Sun 20	Sunday, April 20th Easter Sunday	Add Special Date
-----------	-------------------------------------	------------------



Attributes

! Editing Categories or Service Areas may trigger the unverification of your Google Listings.

Auto-sync On

Profile

Hours

Categories & Attributes

Custom Fields

Approvals

Images

Groups

Warning Settings

Features

Dynamic Photo

Categories

Choose a primary category that best describes your business.

Primary Category ?

x Campground

Additional Categories ?

x RV park

x Lodge

x Camping cabin

Services

Add the services you offer, along with descriptions and prices. If your business has multiple categories, you can add services to each category.

! We can only display and submit fixed prices to Google using API

Campground Enabled

Cancel

Delete

Save



Photos May be Pulled from CMS Photos/Albums - Our KOA

KOA Content Management System

LEAH ▾ VIRGINIA BEACH KOA HOLIDAY LOGOUT

- Home Page Video
- Host Information
- Local Area Attractions
- Media Library
- Push Notifications
- Photos / Albums**
- Recreation
- Section Headers
- Site Map
- Social Media
- Videos
- Virtual Tours
- Ways to Stay
- Ways to Stay Photos
- Additional SEO
- Welcome Messages
- Emergency Alerts
- COVID-19 Messages

OUR KOA  47 Photos	RV SITES  18 Photos	DELUXE CABINS  45 Photos	CAMPING CABINS  8 Photos	RECREATION  32 Photos	NEW POOL  19 Photos
LOCAL AREA  9 Photos	ADVENTURE WORKS ZIPLINE  4 Photos				

SYNC THE "OUR KOA" ALBUM TO MY CAMPGROUND LOCATION IN SOCI

If you opt in, all photos in the "OUR KOA" album will be synced with SOCI, our listing management platform - and will be published online in many directories such as Google and Facebook. You will still be able to add and manage photos directly in SOCI as well as Google and Facebook.

YES
 NO



SOCi Google Q & A – Write Your Own FAQ

Jump to group or location ▾ KOA ▶ Palmer/Anchorage N. KOA ▶ Google Q&A

Send Message

+ Add Q&A

Location Social Ads PLUS Boost PLUS Listening Reviews **Listings** Genius Search Overview Listings Health Insights Rankings

• Google Q&A

Owner Q&As

Search

0 selected [Select all](#) [Clear selection](#) [Delete](#)

<input type="checkbox"/>	Question	Answer	User	Created At	Upvotes on Question	Upvotes on Answer	Published Locations	Actions
<input type="checkbox"/>	Does Palmer KOA sell propane?	Yes	Bree Dodson	Feb 20, 2025	0	0	1/1	Edit Delete
<input type="checkbox"/>	Is your park in Palmer or Wasilla	We are actually right in the middle. 5 minutes from each.	Bree Dodson	Feb 21, 2024	0	0	0/1	Edit Delete
<input type="checkbox"/>	How far are you from Anchorage	Palmer/Anchorage N. KOA is a 30 minute drive from Anchorage	Bree Dodson	Feb 21, 2024	0	0	0/1	Edit Delete
<input type="checkbox"/>	How big of an RV can you accommodate?	Palmer/Anchorage N. KOA can accommodate RV's up to 75ft.	Bree Dodson	Feb 05, 2024	0	0	0/1	Edit Delete
<input type="checkbox"/>	Are you open year round	Yes, Palmer/Anchorage N. KOA is open year round. Monthly sites are also available.	Bree Dodson	Feb 05, 2024	0	0	0/1	Edit Delete

Showing 1-5 of 5 entries 10 25 50 100 [PREV](#) **1** [NEXT](#)

Some locations have different answers



SOCi Google Q & A – Write Your Own FAQ

Questions & answers

Q: How much is year round camping?

(No answers)

[See all questions \(7\)](#)

Ask a question



Palmer / Anchorage North KOA Journey
on Google



Snag your site for \$25 down:
Last chance, deal ends
tomorrow!
<https://koa.com/campgrounds/>
1 hour ago



Book now, explore later! Book
your 2025 camping adventures
for just a \$25 deposit. Act fast,
this offer expires February 28...
Jan 27, 2025

Palmer / Anchorage North KOA Journey

2010 S Church St, Palmer, AK



Ask a question

How much is year round camping?

4 Answer

Does Palmer KOA sell propane?

Like Answer

Palmer / Anchorage North KOA Journey (Owner)
6 days ago

Yes

Like

Is there monthly or weekly rates?

Like Answer

Tad Wychopen
Local Guide · 87 reviews · 238 photos

6 years ago
Yes

1



Live Demo



WEEKLY TASKS



SOCi Tour: Task Bar

The screenshot shows a web browser window with the URL `app.meetsoci.com/admin/account/3842/office/1/project/306533/tasks`. The browser's address bar and tabs are visible at the top. The page header includes the KOA logo, user information for Leah Quintal, and navigation links for Help, Settings, Messages, and Sign Out. Below the header, there's a breadcrumb trail: `KOA > Virginia Beach KOA Holiday > Tasks`. A sidebar on the left lists various menu items: Location, Tasks (selected), Insights, Templates, Users, Messages, Social, Ads PLUS, Boost PLUS, Listening, and Reviews. The main content area is titled "Welcome to your Tasks Dashboard!" and includes a sub-header "Schedule Posts This Month" with a progress indicator showing "12 out of 12" items. Below this, there are three post templates for scheduling. The first template features a photo of a person with a backpack on a trail, with a yellow circle highlighting a small icon in the bottom right corner. The second template is titled "WHAT'S ON YOUR CAMPING BUCKET LIST?" and the third is titled "2025 NEW YEAR'S RESOLUTIONS". Each template has a "Schedule Post" button at the bottom.



Review Management



Reviews

Virginia Beach KOA Holiday

1240 General Booth Blvd, Virginia Beach, VA

4.4 ★★★★★ 1,704 reviews ⓘ



Blythe Floccari

4 reviews

★★★★★ 4 months ago

Loved this place. Very clean, well maintained. Awesome staff, someone is always around on a golf cart, keeping an eye on things and cleaning. We were even able to use the beautiful pool at the end of September. ... [More](#)

👍 Like

Response from the owner 4 months ago

We're thrilled to hear you enjoyed your stay and appreciated our clean facilities, attentive staff, and the pool. We strive to provide a great camping experience year-round. We look forward to welcoming you back to our campground in the future!



Kathleen Valimont recommends Virginia Beach KOA Holiday.

June 19, 2024 · 🌐

This is the first time I have stayed at a Koa. We stayed at a tent site. The experience I had here was great! The pool was heated and very nice and clean. They kept the bathrooms pretty clean, a few times a day. Staff was friendly and very helpful. Our neighbors were friendly as well. The bus was so convenient to take to town and the beach. Over all, we all had a blast!!

3 comments

👍 Like

💬 Comment

📧 Send

🔗 Share

[Write a review](#)



Lori K wrote a review Nov 2022

Lynchburg, Virginia • 61 contributions • 15 helpful votes



Awesome park

Awesome park, great sites and amenities and FANTASTIC staff. We loved the holiday light display and all the activities. Check in is easy, all hookup's are easy to access. This was our second visit and we will be back for sure. Deluxe patio sites are GREAT!

[Read more](#) ▾



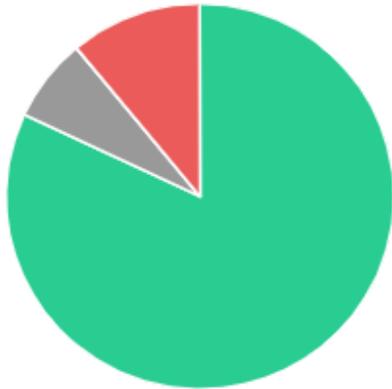
SOCi Review Sources & Sentiment

Review Sentiment

82%
Positive

7%
Neutral

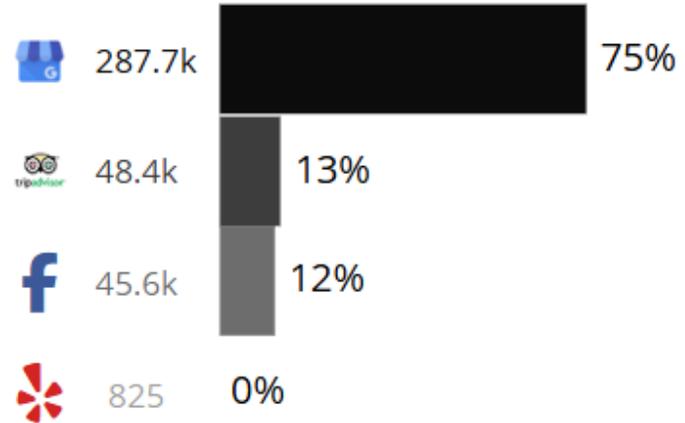
11%
Negative



4.28



Reviews by Network



SOCi Review Management

The dashboard features a left-hand navigation menu with the following items: Location, Social, Listening, Reviews, Insights, Inbox (highlighted in green), Sentiment, Widget, Competition, Listings, and Reports. The main content area is titled 'Inbox (4)' and includes filters for 'All Networks' (with a dropdown menu showing 'All Networks', 'Facebook', 'Google Business', 'Yelp', and 'Tripadvisor'), 'Reviews with ...', and 'All Ratings'. Below the filters, there is a notification: 'This page's date picker displays information based on the local time'. Two review entries are visible: 1. Fred Lauridsen posted a neutral review (3 stars) with the text: 'We reserved 2 Cabins but 1 cabin was locked at all 3 times.. lucky the cabin that was open he refunded my money but still it's a after hour er they would bring the matter to management.. extremely upset as we would have had to sleep for it..' and a 'No response yet' status. 2. Tim H posted a positive review (5 stars) with the text: 'What a great place, clean and friendly. They jus me 101 really It's OK. We rented a cabin this tir' and a 'No response yet' status.

This interface shows a review from 'Petty Family' for 'Blue Ridge/Toccoa River KOA' with a 5-star rating, dated 'Jan 8, 2025'. The review text reads: 'Conveniently located just minutes from downtown Blue ridge, shopping, hiking, and the lake. The campground borders a beautiful river and has a walkway to the river where you can fish. With a cute pool and playground and other amenities such as horseshoes etc, and a nice dog park. The bathhouses are clean and well maintained. Laundry is also available. Camping sites are mostly very level and come with a picnic table and fire ring. Upgraded sites even have lounge chairs around the fire pit. Cute little cabins are available as well with the fire ring etc.'

Below the review is a response generation area with the prompt: 'Enter a reply or select a template from a library.' A red arrow points from this prompt to a dark blue button labeled 'Click to generate a response based on your review.' Below this button is another dark blue button labeled 'Generate Response' with a lightning bolt icon. At the bottom of the response area, there are 'Clear' and 'Localize' buttons, a dropdown menu, and an information icon.





Review Management Tips

- Respond to ALL reviews, ideally within 24 hours
- Responses to positive reviews are for the reviewer
- Responses to negative reviews are for the potential guest reading reviews
- Use AI and/or templates to assist
- Be authentic and gracious





***Responding to 100% of reviews,
as opposed to none, boosts
conversion by 16.4%.***

- SOCi Research

<https://www.soci.ai/insights/state-of-google-reviews/>





Conversions of Google Profiles improves by 44 % when a business increases its average rating by one full star — for instance from 3.0 to 4.0.

- SOCi Research

<https://www.soci.ai/insights/state-of-google-reviews/>



Live Demo



Social Media Management and Facebook Syndicator



Social Tasks in Tasks Dashboard

The screenshot displays the KOA Tasks Dashboard for the Albuquerque KOA Journey. The interface includes a top navigation bar with user information (Leah Quintal), help, settings, messages, and sign-out options. A secondary bar contains social media icons and a 'Send Message' button. The main content area is divided into three sections:

- Location:** Albuquerque KOA Journey
- Welcome to your Tasks Dashboard!**
Your centralized hub for staying up to date on key tasks and important announcements, ensuring you never miss a beat!
- Schedule Posts This Month:** 22 out of 12. A green progress bar indicates the current status. Below this, a library of posts is shown with 'Schedule Post' buttons for each. The posts include:
 - A photo of a woman and a child.
 - A photo of a wooden building with people.
 - A poster for 'ALBUQUERQUE KOA PRESENTS "/>
- Respond to All Engagements:** 0 out of 9. A note states: 'Maintain, save and retain customers by answering all social media post engagements in under 24 hours.' Below this, four engagement cards are shown, each with a user profile, comment, and interaction icons.





Social Media Management Tips

- Aim for 2-3 additional posts per week
- Review syndicated posts and schedule around them
- Take advantage of pre-loaded graphics in the libraries
- Respond to all engagements
- Spam is unavoidable

SOCi Social Media Management



Leah Quintal Help Settings
Learn Feedback

Jump to group or location KOA ▶ Santa Cruz/Monterey Bay KOA Holiday ▶ Calendar

Scheduler [Rate this Feature](#) [Boost](#) [Post Now](#) [Post Plans](#) [RSS](#) [Like](#) [Share](#)

Location Social Scheduler

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Feb 23	Feb 24	Feb 25 8:45am ±60 Which meal is	Feb 26	Feb 27 10:00am ±10 The clock is ticki 10:00am ±10 The clock is ticki 10:00am ±10 The clock is ticki 12:00pm ±60 Leave a 🍌 if y	Feb 28	Mar 1 6:00am ±10 Enjoy our best v 6:00am ±10 Enjoy our best v 6:00am ±10 Enjoy our best v
Mar 2	Mar 3	Mar 4 10:00am ±60 Who's ready to	Mar 5	Mar 6	Mar 7	Mar 8 3:00pm ±60 Daylight Saving
Mar 9	Mar 10	Mar 11 10:00am ±60 Don't mind us	Mar 12 6:00am ±10 Make the most c 6:00am ±10 Make the most c 6:00am ±10 Make the most c	Mar 13	Mar 14 11:00am ±60 Roast a cinn	Mar 15



Facebook Syndicator Program

10.1 – Leave a 🍌 if you agree!

10.4 – KOA Rewards means more memories around the campfire for less. 🍌 Join KOA Rewards and start saving: koa.com/rewards/

10.8 – It's time to sit back and unwind at <CAMPGROUND NAME>. Book your stay with us today! <LANDING PAGE>

10.10 – We live by this motto! How about you?

10.14 – (CA ONLY) Today, we gather and give gratitude. 🍌 What are you thankful for, campers?

10.17 – The outdoors has so many learning opportunities!

10.22 – <VIDEO> Make those dreams a reality. Book a stay with us today!

10.26 – Did you know it's National Pumpkin Day? Celebrate with this easy dessert! 🍌

10.31 – Witching you and yours a howling good time this Halloween! 🍌 What are your plans for the day?

OCTOBER 2024 SYNDICATOR POSTS

- Posts are designed to be as generic as possible and place an emphasis on sharing.
- Once on your page, the post copy can be edited or deleted by clicking the arrow in the upper righthand corner of the post.
- If you have any questions or would like to sign up for syndicator posts, email Christie at cselensky@koa.net.

Intro
Comfortable, clean, and fun camping with Albuquerque KOA Journey located in Albuquerque, NM

Page · RV Park
12400 Skyline Road NE, Albuquerque, NM
(800) 562-7781
albuquerque@koa.com
koa.com/campgrounds/albuquerque
Open now
86% recommend (815 Reviews)

Photos See all photos

Albuquerque KOA Journey 6 days ago
Exciting news! The International Balloon Fiesta is just around the corner! 🍌 Secure your spot at KOA today for RV sites, cabins, or tents! Limited availability - book now before it's too late! Our Kampstore has all the latest Hot Air Balloon Swag! [#InternationalBalloonFiesta](#) [#KOA](#) [#RVlife](#)

Sign Up for Syndicator: cselensky@koa.net



Graphic Libraries

The interface features a sidebar menu on the left with the following items: Account, Social, Queue, Post Activity, Libraries (selected), Images, Notifications, Listening, Reviews, Listings, and Reports. The main content area has a top navigation bar with tabs for Libraries, KOA, General + ..., Holidays, and Seasonal, and a 'Create Library' button. Below the navigation bar is a search and filter section with a search box for library names, a 'Filter by category' dropdown, and an 'All Library Types' dropdown. The 'Pinned Libraries' section displays four library cards:

- KOA**: 0 TOTAL, 0 NEW, 0 USED. No images available.
- General + Hot Deals**: 36 TOTAL, 0 NEW, 3 USED. Tags: Hot Deal (18), KOA Rewards (12), National Promotion (8), Quote (7), \$25 Deposit (4).
- Holidays**: 22 TOTAL, 0 NEW, 1 USED. Tags: Labor Day (3), Halloween (2), Fourth of July (2), Earth Day (2), Canada (2).
- Seasonal**: 18 TOTAL, 1 NEW, 3 USED. Tags: Summer (9), Spring (5), Fall (5), National Camping Month (4), Pool (2).



Post to Multiple Platforms

Create Message

 
Virginia Beach KOA Holiday ✓

 
Virginia Beach KOA Holiday ✓

Message f 113 G 113

Create posts for multiple platforms at once. This post will be published on Facebook and Google Business Profile.

   Rewrite With AI 300 left 

[Upload Photos/GIF](#) [Choose an Image](#) [Upload Video](#) [Shorten URL](#) [Choose from Library](#) [Create with Canva](#)

Google Business Profile Options

Post type *

Update Offer Event

Button label (optional) 

Add a call to action button to your post. It helps encourage potential customers to take a desired action.

[Cancel](#) [Schedule Post](#)

TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sep 5	Sep 6  10:00am : Who says  10:00am : Who says	Sep 7  10:00am : Don't w 	Sep 8  10:00am : We're ext  10:00am : We're ext	Sep 9  10:00am : It's Bands  10:00am : It's Bands
Sep 12  11:00am : Help us 	Sep 13	Sep 14	Sep 15  10:00am : Keep th 	Sep 16
Sep 19  11:00am : Leave a 	Sep 20  10:00am : Create a l  10:00am : Create a l	Sep 21  10:00am : Create a l  10:00am : Create a l	 <p>Keep these tips and tricks in mind when you plan your next adventure!</p>	
Sep 26	Sep 27  11:00am : Don't b 	Sep 28  10:00am : Yes, sign i		



Post Preview

Message

309

Make the most of Spring in Santa Cruz! 🌞 Stay for less this March with special weekday rates— Camping Cabins for \$79 per night, and Deluxe Cabins for \$169 per night. Relax at the campground or explore nearby beaches, hiking trails, and local attractions.

Book now before spots fill up! <https://bit.ly/3xlGswv>

😊 { Rewrite With AI 300 left ⓘ

Upload Photos/GIF

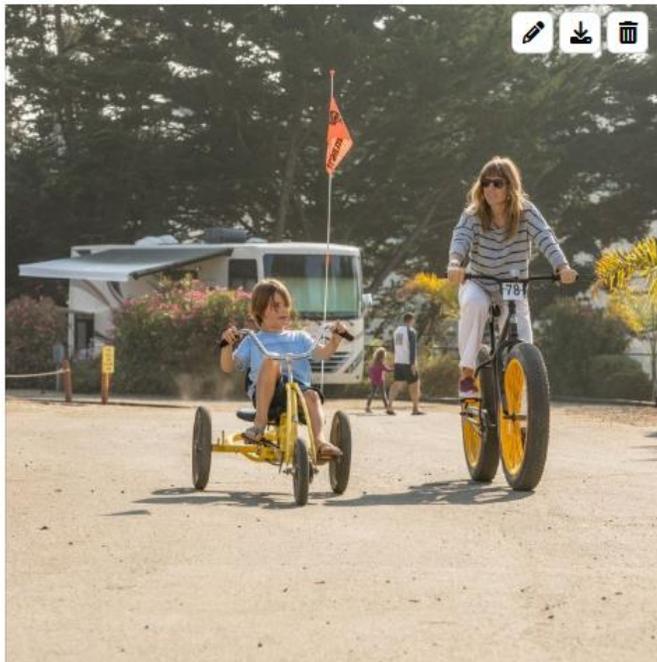
Choose an Image

Upload Video

Shorten URL

Choose from Library

Create with Canva



✔️ I own or have the right to use these images

Preview of a social media post for Santa Cruz / Monterey Bay KOA Holiday. The post features the same image of a woman and child riding bicycles. The text in the post matches the message above, including the promotional text and the link <https://bit.ly/3xlGswv>. The post header shows the KOA logo and the text "Santa Cruz / Monterey Bay KOA Holiday".



Respond to Engagements

Jump to group or location ▾ KOA ▶ Santa Cruz/Monterey Bay KO... ▶ Brand Engagements

Insights **Inbox** All Engagements My Tasks Rules Rate this Feature + Add Rule More ▾

Sentiment ▾ Network ▾ Last 30 Days ▾ Facebook Comment, F... Search... Tags

All Engagement Types

Organic Engagements

- Facebook Private Message
- Facebook Comment
- Facebook Visitor Post
- Facebook Post Mention
- Facebook Comment Mention
- % Mention
- % Reply
- % Quoted Post
- % Private Message
- LinkedIn Comment
- Instagram Comment
- Instagram Post Mention
- Instagram Comment Mention
- Instagram Media Tag
- Google Q&A

Resolve Selected (0) Resolve All (31)

This page's date picker displays information based on the computer's browser. To learn more, visit the [Support Center](#).

Diane Neel commented on Santa Cruz/...
Neutral
Can't decide. I'll choose BOTH !!
Tue, Feb 25, 2025, 10:31 PM • New

Dawn Ann Vargas commented on Santa Cruz/Monterey Bay KOA Holiday's post.
Neutral
Brianna Wilson
Tue, Feb 25, 2025, 6:38 AM • New



Live Demo





SOCi Task Review

Daily/ Weekly

- Respond to all reviews
- Respond to comments and engagements
- Review upcoming syndicated Facebook posts
- Schedule social posts (including to Google Business Profile (GBP))

Periodic

- Ensure GBP is optimized semi-annually
- Add and update photos quarterly
- Update hours and confirm holiday hours



QUESTIONS?

Additional Help: localmarketing@koa.net

