

## Guam seeks Social Media Ambassador

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The article underscores the importance social media can play to drive visitors to our island.

"This article has the potential to attract thousands of visitors and bring in millions of dollars to the island. The Guam Visitors Bureau has been aggressively using social media in all of our visitor markets and uses the latest technology to monitor how Guam is trending in all social media platforms," said Acting GVB General Manager Jon Nathan Denight. "From last year's Shop Guam festival to the recent #GuamLove campaign and other promotions, we've generated millions of dollars of exposure through social media. And now, we've launched a new Social Media Ambassador program to share more personal and local perspectives of our island home."

GVB has started a new social media campaign that will promote Guam's story and encourage people to visit the island. Those who participate in the two-month long program will be made "Social Media Ambassadors" of Guam. The program is open to residents and will last from April 1 through June 7. Volunteers will receive a GoPro camera. The photos and content generated will be shared through GVB's global social media channels. The deadline to apply to become a Social Media Ambassador is March 24, 2014.

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