

Content Accuracy Checklist

- **Complete display contact information:** (URL, phone number, address, email)
- **Your logo:** if you have a new one
 - Specs: square only, at least 300 x 300
- **Copy:** Read through your copy to ensure its current accuracy. The best way to accomplish updates is to copy your page from the website into a Word doc. ~~Strike through~~ anything that needs to be changed, write in the update and **highlight** the part you have added in. This lets the team know exactly what should come out and exactly what should be put in.
- **Images:** Review the images in your slideshow and within your copy. If something should be removed, make note of it in a Word doc. If something should be added, provide the new image/ images and make note in a Word doc - provide the name of the new image file and where it should be in the copy or which images it will take the place of that are currently in the copy.
 - Image specs: Static .gif, .jpg or .png at least 400px by 400px. The larger the photos, the more useful they can be. **These should not have any text on them.**
- **PDF:** of your visitor guide
 - Specs: PDF only 5MB max file size . No HTML, Flipbook or Link to Visitors Guide.
- **YouTube:** video link (YouTube URL for the video)
 - If you don't have a video on YouTube, but do have a video, you can upload the video file, as long as it meets the specifications. Specs: .mov, .mpg, .wmv 95MB max file size, 5 min max runtime.

■ **Links to your:**

- | <u>Social Media</u> | <u>Apps</u> | <u>Ticketing</u> | <u>eNewsletter</u> |
|--|----------------------------------|---|---|
| <input type="checkbox"/> Meta (Facebook) | <input type="checkbox"/> iOS | <input type="checkbox"/> Booking Page | <input type="checkbox"/> eNews Sign Up Page |
| <input type="checkbox"/> X (Twitter) | <input type="checkbox"/> Android | <input type="checkbox"/> Ticketing Page | |
| <input type="checkbox"/> Pinterest | | | |
| <input type="checkbox"/> Instagram | | | |

Materials should be uploaded: preferably in a single upload. (The easiest way to do this is to put all your files into a single .zip file and upload that single .zip file)

- The max files size in the upload tool is 99 MB, so if your zip file exceeds that, you may need to split your files into a few zip files or a couple of uploads.
- Upload to: materials.ajrmediagroup.com.
- Choose **TourLouisiana** as the publisher
- In the notes section of the form write: updates for our TourLouisiana content pages.