

# Attribution for Cass County Tourism Marketing Grants

## FULL ATTRIBUTION:

Funded in part by Cass County Tourism – visitcasscounty.com

*Or*

Paid for by Cass County Tourism – visitcasscounty.com

This attribution can be utilized in several advertising mediums to aid your marketing projects or events in Print, Audio, Video, Websites and a variety of online marketing channels (emarketing). Websites require live links. Emarketing encourages live links. To better understand the attribution statement we would like to break it down into 2 basic sections for **ALL** marketing channels.

## Funded in part by Cass County Tourism – visitcasscounty.com

**1**

**2**

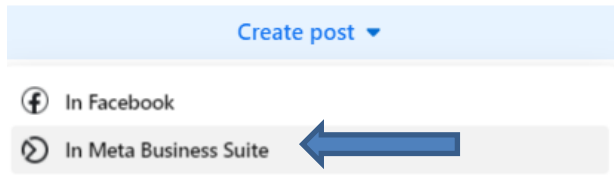
- 1. State funds were given.**
  - a. Funded in part by**
  - b. Paid for by**
- 2. State who is giving the funds.**
  - a. Print, Audio & Video**
    - i. Cass County Tourism – visitcasscounty.com**
  - b. Websites –**
    - i. Cass County Tourism – visitcasscounty.com**
    - ii. Live link to tourism website via above text or logo**
  - c. Emarketing**
    - i. Full Versions (see below)**
    - ii. Shorten Versions (see below)**

Cass County Tourism understands that having only one option for emarketing does not meet everyone's needs, so we have created several options to consider for marketing grant applicants to show attribution in Facebook Boosted Posts/Ads or Twitter Ads (2 most popular advertised platforms). In the examples below shows only the attribution and realize that this will be shown typically at the bottom of your post or tweet and not as the main message. Should an applicant want to use other forms of emarketing we encourage you to call the tourism office to verify meeting requirements.

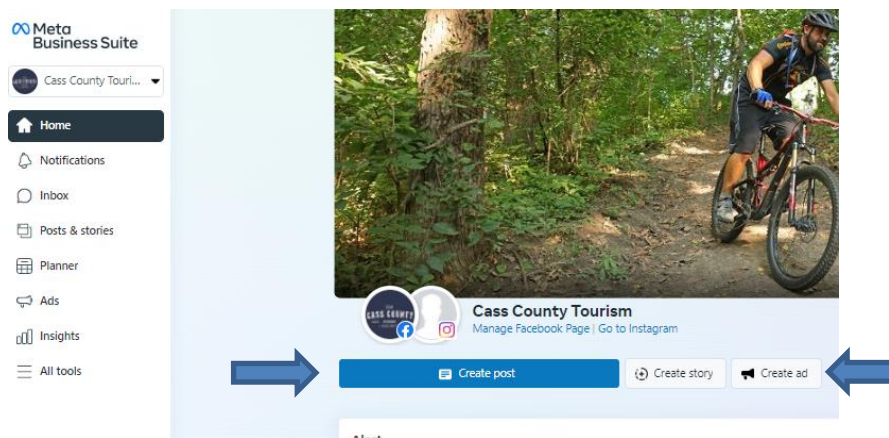
## Facebook Process

Whether you are creating a post that you boost or ad in Facebook this basic process should serve the applicants well. See sample process below:

1. Create Post or Ads in the Meta Business Suite



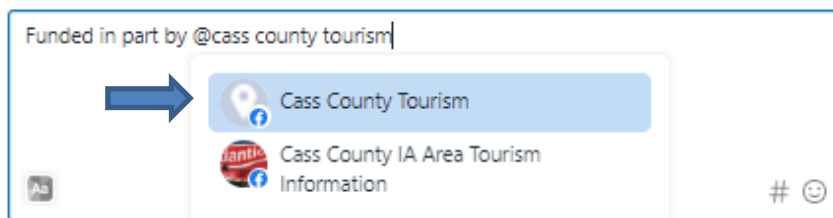
2. Choose 'Create post' or 'Ads'



3. How to type attribution by using our Facebook page as the link. Use the "@" symbol and typing out Cass County Tourism. (on the computer this can be done only in the Meta Business Suite) Facebook searches for the correct page and provides options like this:

### Post details

#### Text



Only Facebook Pages are linked this way, hypertext (links) cannot be generated on any regular text.

4. To include Tourism URL link simply enter: [visitcascounty.com](http://visitcascounty.com) – The website becomes an active link that can take the user to the tourism website
5. If attribution is not in the post then it should be shown fully on at least one image of the ad/post.
6. When sending in for reimbursement you must show full Facebook ad with image(s) along with statement of payments of ad.


In the examples below we are showing the “Fund in part by” attribution. “Paid for by...” can also be used.

1. Funded in part by [Cass County Tourism](#)

2. Funded in part by [Cass County Tourism](#) - [visitcasscounty.com](#)

3. Funded in part by [Cass County Tourism](#) - [visitcasscounty.com](#)

4. Funded in part by [visitcasscounty.com](#)



5. Funded in part by [Cass County Tourism](#) - [visitcasscounty.com](#)

Like Comment Share

1. Funded in part by [Cass County Tourism](#)
  - a. Shortened attribution linked only to FB page
2. Funded in part by [Cass County Tourism](#) – [visitcasscounty.com](#)
  - a. Long attribution linked to FB page and Tourism website
3. Funded in part by [Cass County Tourism](#) – [visitcasscounty.com](#)
  - a. Long attribution linked only to Tourism website
4. Funded in part by [visitcasscounty.com](#)
  - a. Shortened attribution linked only to Tourism website
5. Funded in part by [Cass County Tourism](#) – [visitcasscounty.com](#)
  - a. Full attribution with no link (least effective)

## Twitter Process

Whether you are creating a post that you later turn into an ad or generate the ad section of Twitter, the process of adding the tourism attribution is the same. Adding links are little simpler on Twitter:

1. To include Tourism URL link simply enter: [visitcasscounty.com](http://visitcasscounty.com) – The website becomes an active link that can take the user to the tourism website
2. To enter a link to the tourism twitter page: [#visitcasscounty](https://twitter.com/visitcasscounty) the hashtag becomes an active link that can take the user to the tourism Twitter page
3. If attribution is not in the tweet then it should be shown fully on at least one image of the ad same as Facebook
4. When sending in for reimbursement you must show full twitter ad with images along with statement of payments of ad.

In the examples below we are showing the “Paid for by...” attribution. “Fund in part...” can also be used.



The image shows a screenshot of a Twitter advertisement for Cass County Tourism. The ad header includes the profile picture, name 'Cass County Tourism @VisitCassCounty', and the text 'Now'. Below the header, four attribution options are listed: 1. Paid for by [#visitcasscounty](https://twitter.com/visitcasscounty), 2. Paid for by [visitcasscounty.com](http://visitcasscounty.com), 3. Paid for by Cass County Tourism - [#visitcasscounty](https://twitter.com/visitcasscounty), and 4. Paid for by Cass County Tourism - [visitcasscounty.com](http://visitcasscounty.com). The main image of the ad depicts a red Jeep driving through a field of tall grass with a herd of bison in the background. At the bottom of the image, the text 'Funded in part by Cass County Tourism - [visitcasscounty.com](http://visitcasscounty.com)' is visible. A small number '5.' is positioned to the left of the bottom-left corner of the image.

1. Funded in part by [#visitcasscounty](https://twitter.com/visitcasscounty)
  - a. Shortened attribution linked only to Tourism Twitter page
2. Funded in part by [visitcasscounty.com](http://visitcasscounty.com)
  - a. Shortened attribution linked only to Tourism website
3. Funded in part by Cass County Tourism – [visitcasscounty.com](http://visitcasscounty.com)
  - a. Long attribution linked only to Tourism website
4. Funded in part by Cass County Tourism – [#visitcasscounty.com](https://twitter.com/visitcasscounty)
  - a. Long attribution linked only to Tourism Twitter page
5. Funded in part by Cass County Tourism – [visitcasscounty.com](http://visitcasscounty.com)
  - a. Full attribution with no link (least effective)