



Blogger / Influencer Guidelines

All requests should be submitted at least 4 weeks in advance of your visit. Please note that Destination Salem is unable to arrange hosted media visits in October.

Media Requests

- Bloggers/influencers must submit screenshots of third-party traffic data (Google Analytics, Social Blade, etc.) to be considered for a media visit.

Social Media:

- Post during each day of your visit and tag @destsaalem and #DestSalem / #SalemMA
- Posts regarding October and/or Halloween in Salem should tag @hauntedhappenings and #SalemHauntedHappenings
- Share at least 2 posts on your feed (Instagram, Facebook, YouTube and/or Twitter) during your visit
- Share at least 2 posts on your feed (Instagram, Facebook, YouTube, and/or Twitter) after your visit

Blog Posts:

- To be posted within 2 weeks of your visit
- Minimum of 700 words
- Minimum of 3-5 photos
- Must include links to **Salem.org** and other relevant sites

Bloggers/influencers give Destination Salem permission to use photos and videos for marketing purposes including social media posts, blog posts on salem.org and hauntedhappenings.org, and the Salem Guide and Guide to Salem Haunted Happenings (with credit).

High resolution images are available on request. Please email Kate Fox at kfox@salem.org for Dropbox links.

About Salem:

Salem, Massachusetts has been one of New England's richest destinations for 400 years. Most noted for the Salem Witch Trials of 1692, exploring Salem takes a visitor from the 17th-century to the 21st-century through literature, architecture, maritime heritage, military history, and fascinating stories of remarkable men and women from Salem who have made contributions to Salem, New England, and the world. Visit Salem.org to discover how we are still making history.

Media Contact:

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