



SOCIAL MEDIA

With our extensive experience in social media, we understand the power of leveraging platforms and audiences. VisitPITTSBURGH’s channels attract diverse, travel-ready followers, enabling partners to enhance visibility and influence travelers’ plans authentically.

270K+

followers across social media channels

148K

followers on Instagram

121K

followers on Facebook

65%

female

35%

male

TOP CITIES: Pittsburgh • Erie • New York City • Columbus

SOCIAL MEDIA TAKEOVER

Showcase your content for a day across VisitPITTSBURGH’s social channels. With a Social Media Takeover, your brand can take center stage for an entire day across VisitPITTSBURGH’s social channels, allowing you to showcase your unique content directly to our engaged audience. This package includes one Instagram Reel, one in-feed Facebook post, one to three Instagram Stories Posts, and a post-takeover analytics report, all developed and designed with our Social Media Manager. **Price: \$1,000**

AWARENESS

SOCIAL MEDIA EXCLUSIVE GIVEAWAY

The Social Media Exclusive Giveaway offers a fantastic opportunity for partners to promote their business or upcoming events by giving away tickets to an engaging experience. This offering includes one Instagram Reel or Carousel and one in-feed Facebook post, both highlighting the giveaway component and encouraging participation from our audience. **Price: \$800**

CONVERSION

