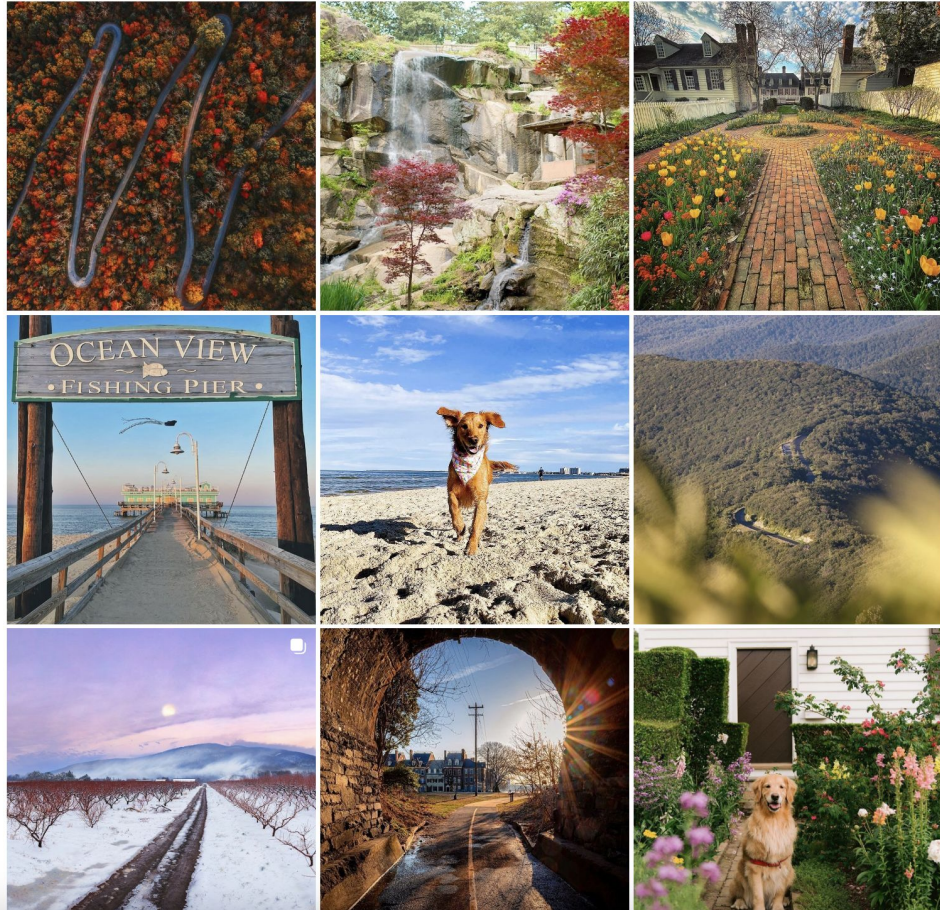




How @VisitVirginia Catapulted Instagram Growth



Before



After



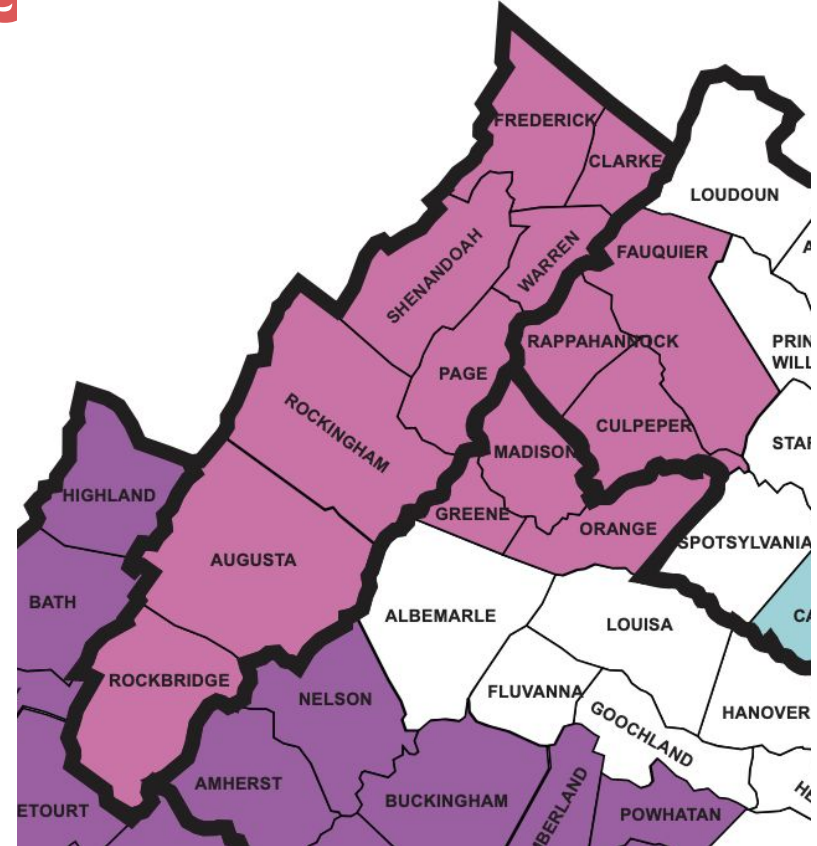
Liza Mickens - Social Media Specialist



VIRGINIA IS FOR LOVERS



Kelli Weaver - Destination Development Manager



Sunshine Sol - @withsunshinesol



Social Strategy

- Demographics
 - 25 - 44 year olds
 - 57% women
- Engagement Rate: 4.9%
- Primary Focus:
 - Short-form Video
 - Carousel Posts
 - Round-ups
 - Balanced content mix

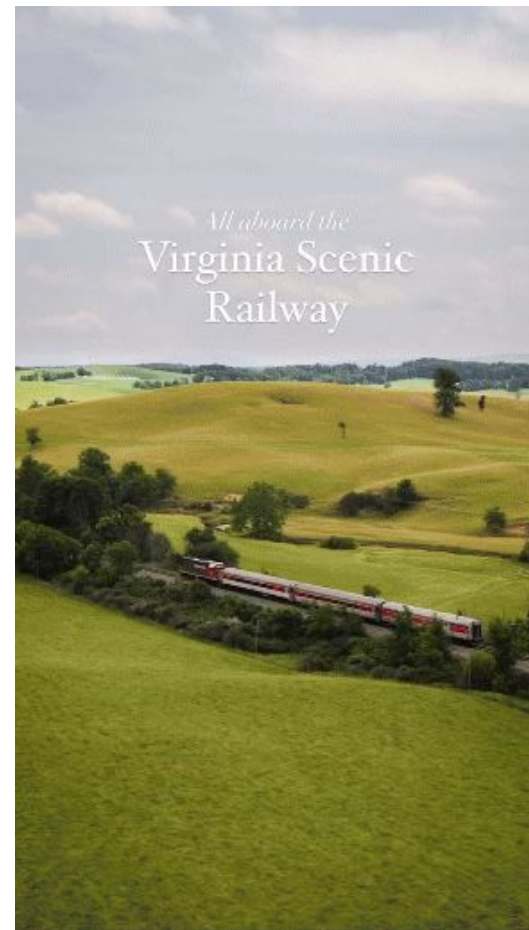


Our Audience



Content Calendar

	Date	Status	Updated?	Topic	Content Type	Caption	Link
Facebook	9/15/24	Sched...		Football season is back!	Multi-image	Football season is back! 🏈❤️ With more days to watch games we want to know where is your favorite place to catch a game. Are you spending Sundays at your favorite sports bar or are you in the stadium for your team? Let us know in the comments below. 📩	
	9/16/24	Sched...	Tricia Update	Best Places to Visit This Fall Roundup	Roundup	Everybody just "loves" the Great Outdoors when it comes to sharing on Stories, but let's be real—few of us are really out there conquering 20-mile treks and sacrificing comforts like modern plumbing. And that's ok! You can still find Insta-worthy outdoor beauty in places that have bathrooms and central air. Save this post to plan your next fall getaway to some of Virginia's must picture-perfect cities, where you'll discover colorful autumn foliage, the best local festivals, and hidden gems that make the most of the season.	https://www
	9/17/24	Sched...	Tricia Update	Fall Cities	Link preview	These Virginia cities offer the perfect backdrop for fall. Stroll on historic main streets, get fresh produce at farmer's markets, and take in all the colors of fall. 🍁 Which city do you want to explore?	https://www
	9/19/24	Sched...		Fall Foliage Map	Single Image	The leaves will start changing before you know it - some already might be starting. Use our fall foliage map to help plan out your fall adventure. Remember trees in the mountains peak first! 🍁	
	9/20/24	Sched...	Tricia Update	Best Fall Activities for an Unforgettable Autumn	Multi-image	Discover the best of fall in Virginia with these seasonal activities. Whether you're taking a scenic hike, getting lost in corn mazes, or picking your own apples at local orchards, make the most of this beautiful time of year. 🍏	https://www
	9/21/14	Sched...	Tricia Update	10 Fall Outdoor Adventures	Multi-image		https://www

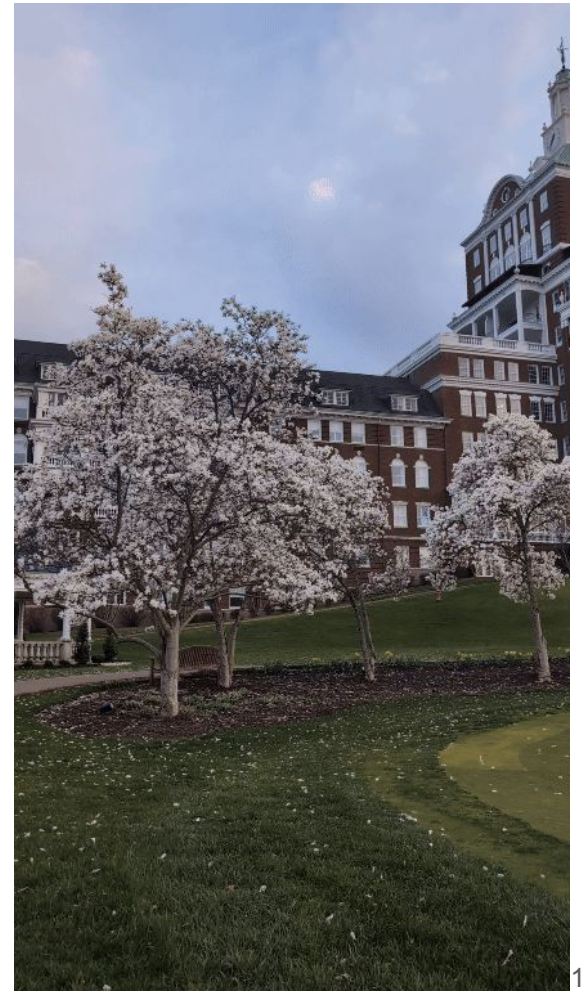


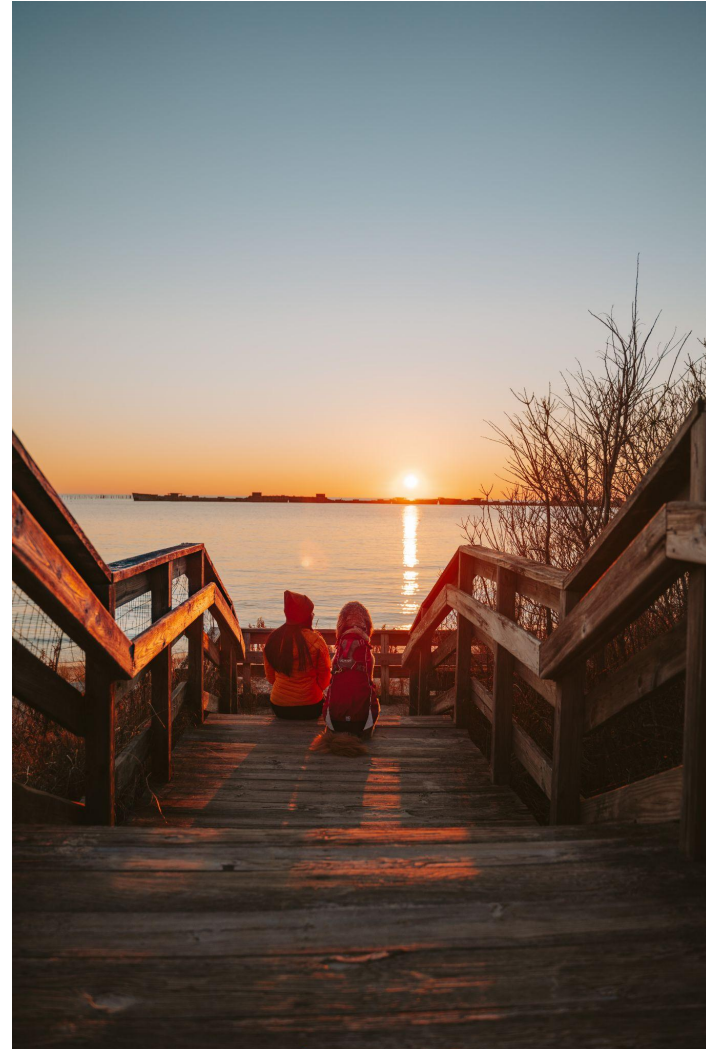
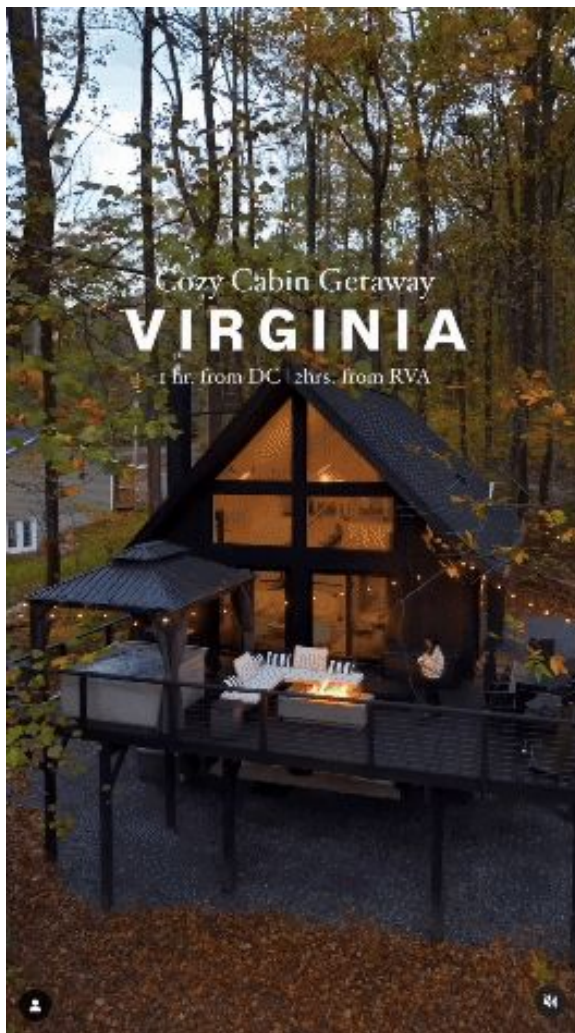
Short-form Video

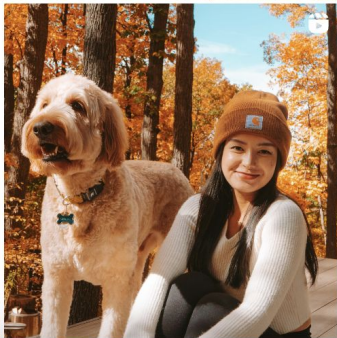
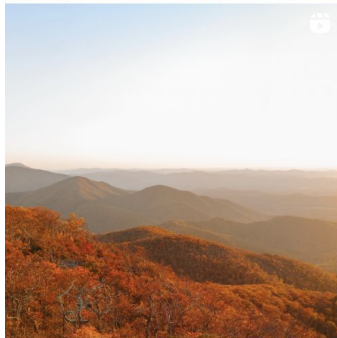
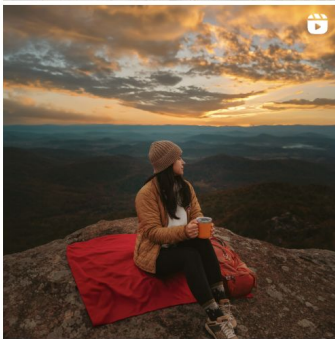
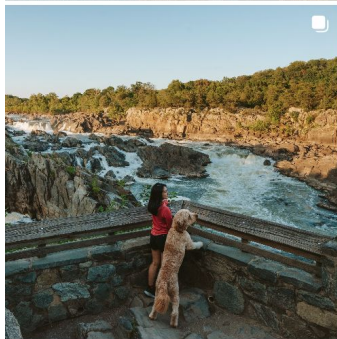
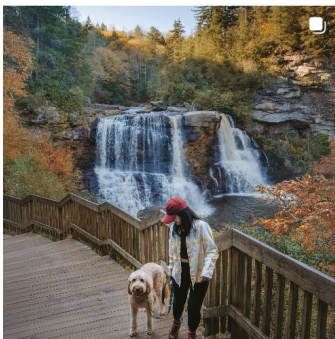
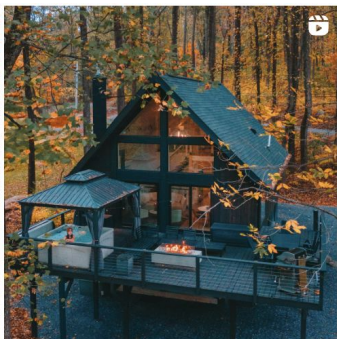
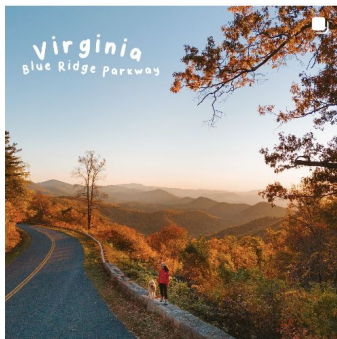
- 15-30 sec
- Strong visuals
- Engaging hook to grab viewers attention in first few seconds
- Better ability to reach non-followers
- On trend content

VIRGINIA IS FOR LO♥ERS

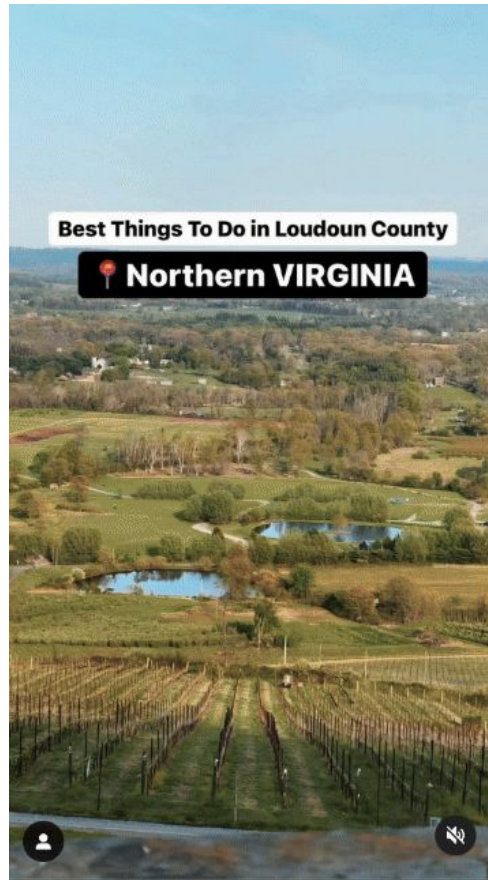






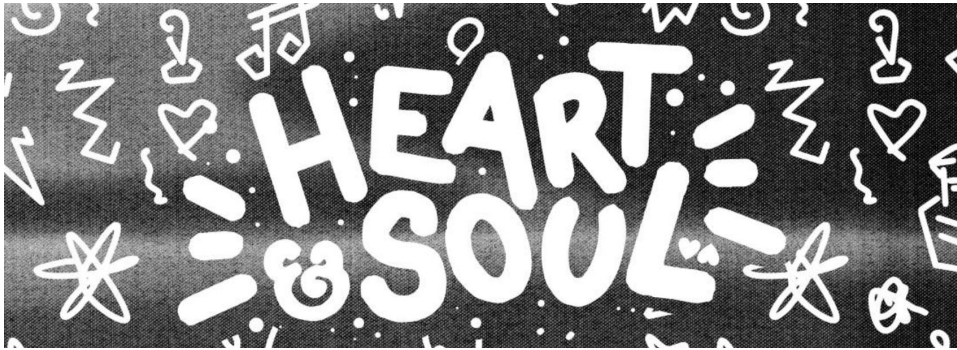


Influencer Collaborations



Influencer Collaborations

- Finding the right influencer
- Mutual partnerships
- Best practices



Carousel Posts

- Mix of photos and videos
- Fill content holes
- Add music or natural sound
- Updated IG feature to include more slides

VIRGINIA IS FOR LO♥ERS





Round-ups



visitvirginia 📍 Don't just stick to the rivers and the lakes that you're used to, embrace new adventure at these cascades. Save this post to know what to expect before you go.

♥ Dark Hollow Falls in @shenandoahnps is a 1.4-mile circuit hike with moderate difficulty. It takes roughly 1 hour and 15 minutes with an elevation gain of 440 feet.

♥ Crabtree Falls in Montebello, VA is a 2.5-mile loop hike with moderate strenuous difficulty. It takes 1.5 - 2.5 hours with an elevation gain of 1,070 feet.

♥ Great Falls National Park in McLean, VA is visible from the walk up, and overlooks two and three are accessible for wheelchairs.

♥ Rose River Falls in @shenandoahnps is a 4-mile circuit hike with moderate difficulty. It takes 2 hours and 30 minutes with an elevation gain of 910 feet.

♥ Roaring Run Falls in Eagle Rock, VA is a 1.7-mile loop hike with little difficulty. It takes 1 hour and 30 minutes with an elevation gain of 305 feet.

♥ Falling Spring Falls in Covington, VA is visible from the parking lot for all of the non-hikers.

Data-Driven Results

Engagement ⓘ

Accounts engaged 25,060

Followers
 28.2%

Non-followers
 71.8%



Post interactions 32,860

♡ Likes 11,772

🔖 Saves 10,851

📄 Shares 10,144

💬 Comments 93

Profile ⓘ

Profile activity 2,446

Profile visits 1,233

External link taps 11

Follows 1,202



18

The Impact of Viral



Accounts reached 454,220

Followers 13.6%

Non-followers 86.4%

Plays 619,835

Initial plays 457,634

Replays 162,201

Watch time 1091 hr 6 min 24 sec

Average watch time 8 sec

Interactions ⓘ

Reels interactions 63,127

♡ Likes 25,461

🗨 Comments 210

🔖 Saves 6,788

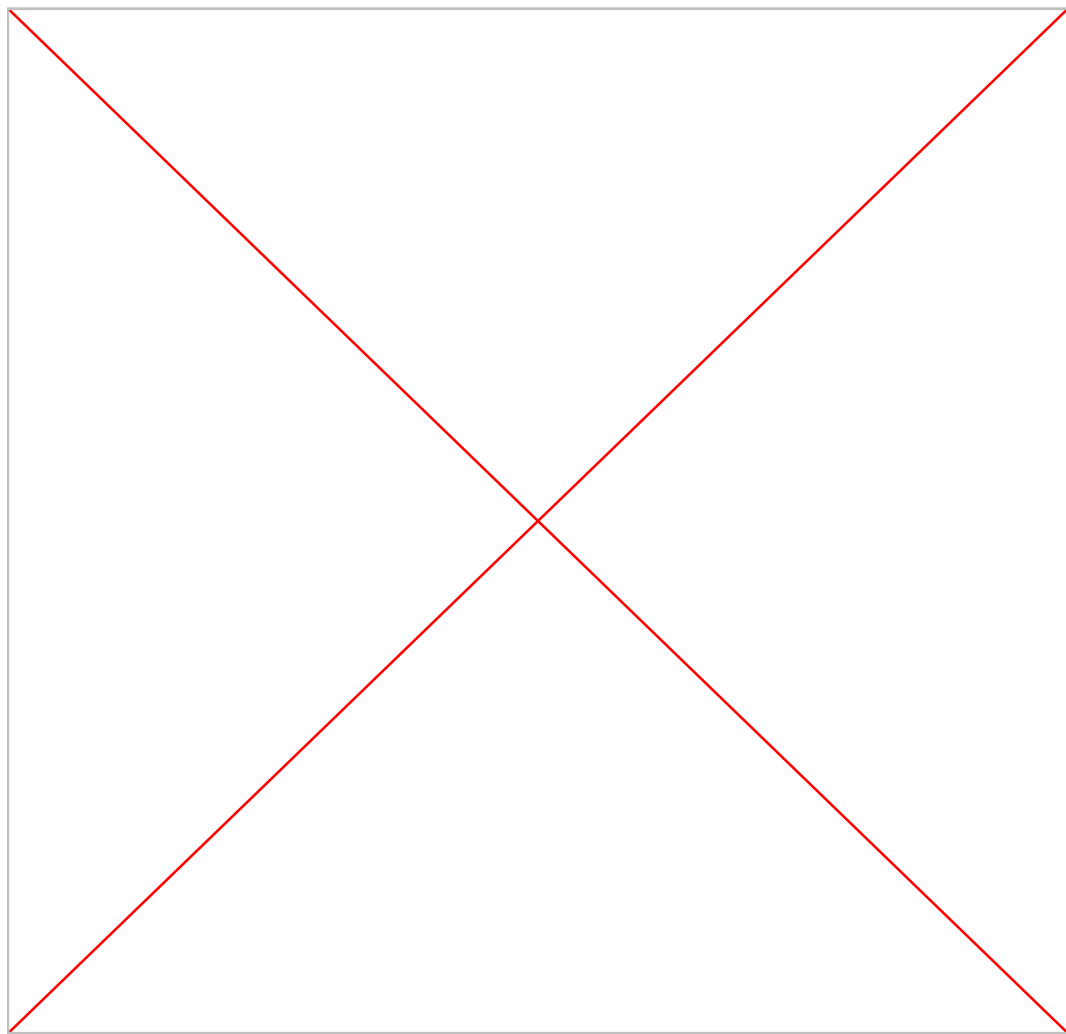
📤 Shares 30,668

Profile ⓘ

Profile activity 1,787

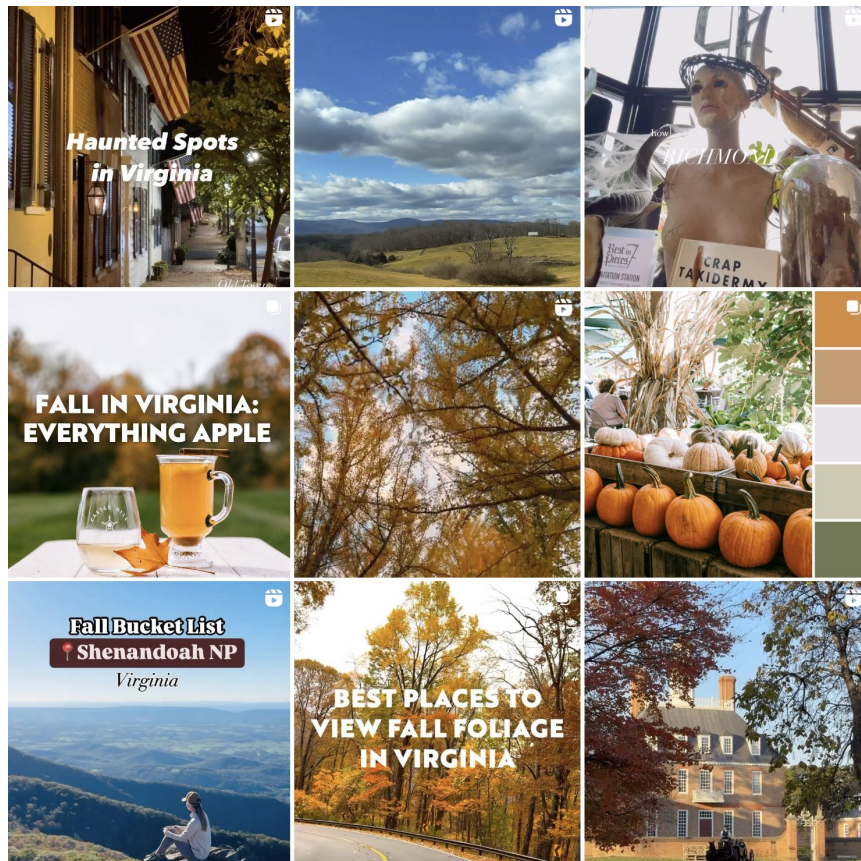
Follows 1,787

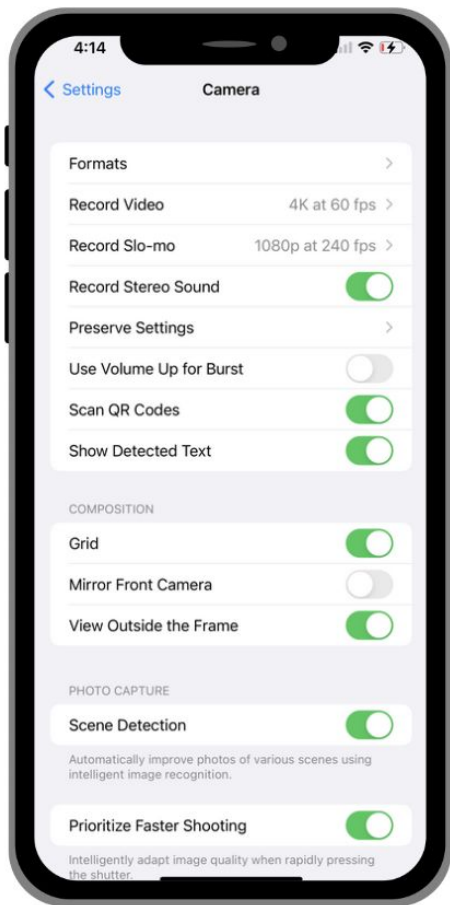




Applying these Strategies

- Use data to inform content decisions.
- Create authentic, relatable content.
- Leverage influencer partnerships.
- Share best content with VTC.
- Best practices for shooting on mobile.





iPhone Settings > Camera

- Always wipe down your camera lens to remove smudges.
- Capture the exterior and interiors of the space.
- Capture unique details about the location.
- Show off what a visitor would experience when they come.
- Each clip should be between 4 - 10 sec.
- Content should include some panning as well as steady shots.

