

**VIRGINIA
IS FOR
LOVERS[®]**

**Content
Workshop**
2025 VAI Tourism Summit



Liza Mickens
Social Media Specialist



Hannah Armstrong
Creative Brand Manager &
Photographer



Grey Walters
Video Producer

What's on tap

Social Media Planning:

VTC's learnings and best practices

The Social-First mindset:

Developing Content that works on Social

Influencers 101:

How to get the most out of influencer partnerships

YouTube:

Why your brand needs to be here

Facebook & Instagram



VIRGINIA IS FOR LOVERS
Virginia is for Lovers
 878K followers · 400 following

Professional dashboard · Edit · Advertise

Posts · About · Channels · Mentions · Reviews · Reels · More

Intro
 Vacation starts with VA! #VisitVA to experience why Virginia is for Lovers.

Page · Travel Company

Virginia Tourism Authority is responsible for this Page

+1 804-545-5500

VAinfo@helloinc.com

virginia.org

Promote website

90% recommend (9,153 Reviews)

Edit details · Add featured

What's on your mind?

Channel · Photo/video · Reel

Featured
 People won't see this unless you pin something. Manage

Posts
 Filters · Manage posts

List view · Grid view

Virginia is for Lovers
 Published by Sprout Social · 40m ·

Whether you want to admit it or not, the holidays are here. 🌟🌟 Don't be a Scrooge! Enjoy the beauty of the season with some of our favorite festivities.



visitvirginia · Edit profile · View archive

5,478 posts · 285K followers · 2,993 following

VIRGINIA IS FOR LOVERS

Virginia is for Lovers
 @visitvirginia
 Vacation starts with VA! All that you love. All in one trip. #VisitVA to experience why Virginia is for Lovers. ... more
 @sprout.link/visitvirginia

Beaches · Small Towns · Iconic VA · VisitGayVA · Music · Outdoors · Food Lovers

PICKLED TREATS AROUND VIRGINIA

Free Holiday Activities in Virginia

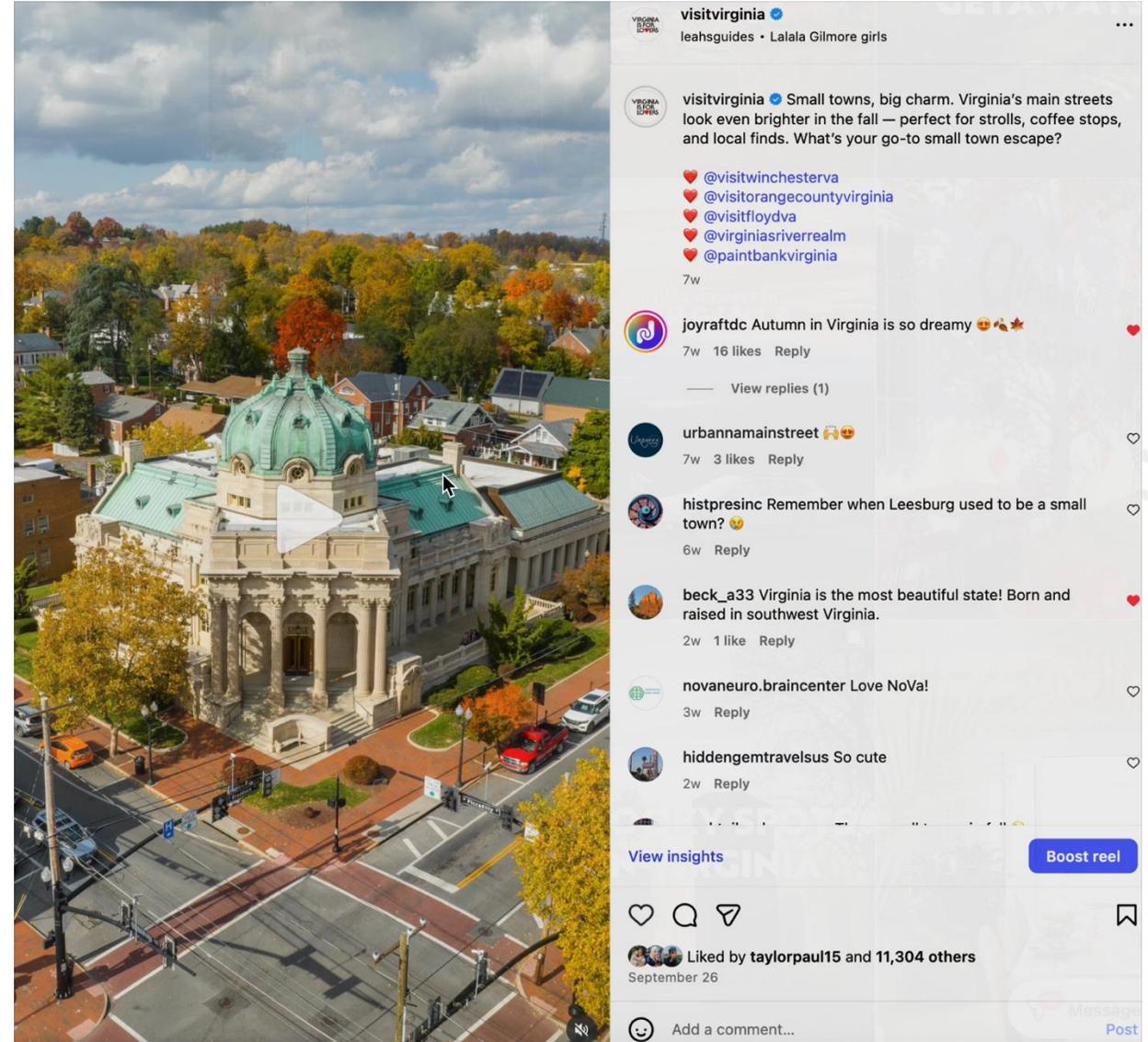
COZY WINERIES AROUND VIRGINIA



Social Media Planning

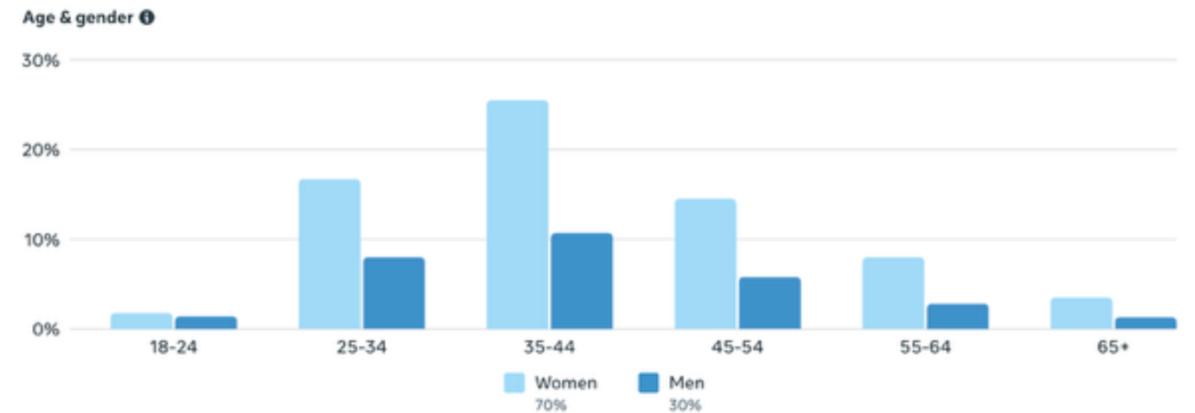
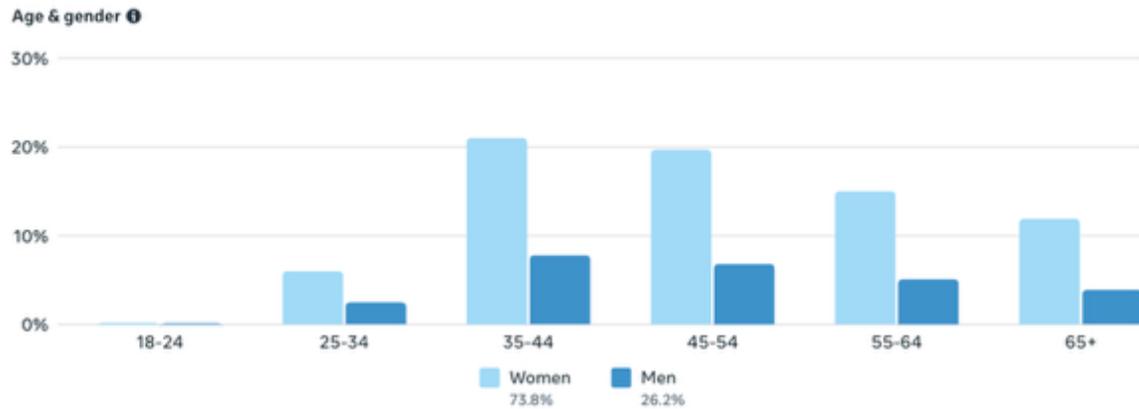
- Before we get here, we have to start here
 - Step 1: Data Driven Decisions
 - Step 2: Content Audit
 - Step 3: Larger Content Themes

	Date	Post Status	Update?	Topic	Content Format
Facebook	11/3/25	Sched...	Tricia/Robin L	Virginia in November	Video
	11/4/25	Sched...		November Feels Like This	Video
	11/6/25	Sched...		Oyster Month - Did you know?	Text Only
	11/7/25	Sched...	Tricia/Robin L	Made in VA	Link preview
Instagram	11/3/25	Sched...	Tricia/Robin L	November in VA	Video
	11/4/25	Sched...		November Feels Like This	Video
	11/6/25	Sched...		Cozy Wineries	Roundup
	11/7/25			Old Luckett's	Video
Instagram Stories					
Facebook	11/10/25	Sched...		Holiday Traditions	Text Only
	11/11/25	Sched...		Veteran's Day	Single Image
	11/12/25	Sched...	Tricia/Robin L	Oyster Month - VA's Oyster History	Single Image
	11/13/25	Sched...		Cider Week	Single Image
	11/14/25	Sched...		Virginia is for Pickle Lovers	Roundup
	11/15/25	Sched...	Tricia/Robin L	Holiday Shopping Destinations	Link preview
Instagram Feed + Reels	11/10/25	Sched...		7 Free Things During the Holiday	Video
	11/12/25	Sched...		Cider Week - VA Orchards	Multi-image
	11/13/25	Sched...		5 Holiday Pop Ups	Video
	11/14/25	Sched...		Virginia is for Pickle Lovers	Roundup



Social Media Planning

- Step 1: Data Driven Decisions
 - Know your audience
 - Demographic Breakdowns



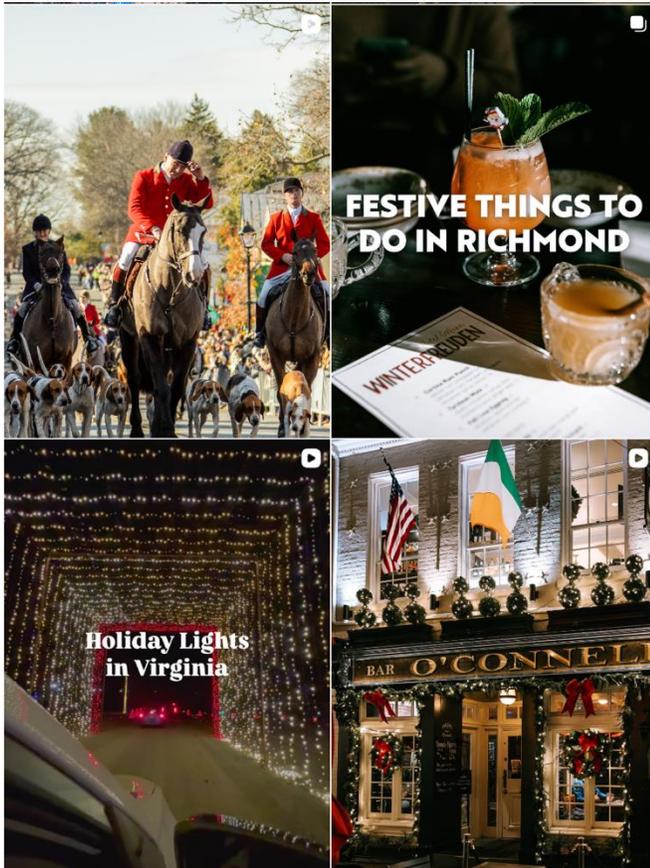
Social Media Planning

- Step 2: Content Audit
 - What content do you already have?

 Freedom Park 53	 FXBG 283
 Garden Week 58	 Garden Week 2022 55
 Ghost Tour 56	 Gift 10
 Gingko Grove 9	 Glamping 19
 Glass House Winery 119	 Go Ape! 76

December

- Holidays
- New Years Eve
- Outdoor Winter Activities



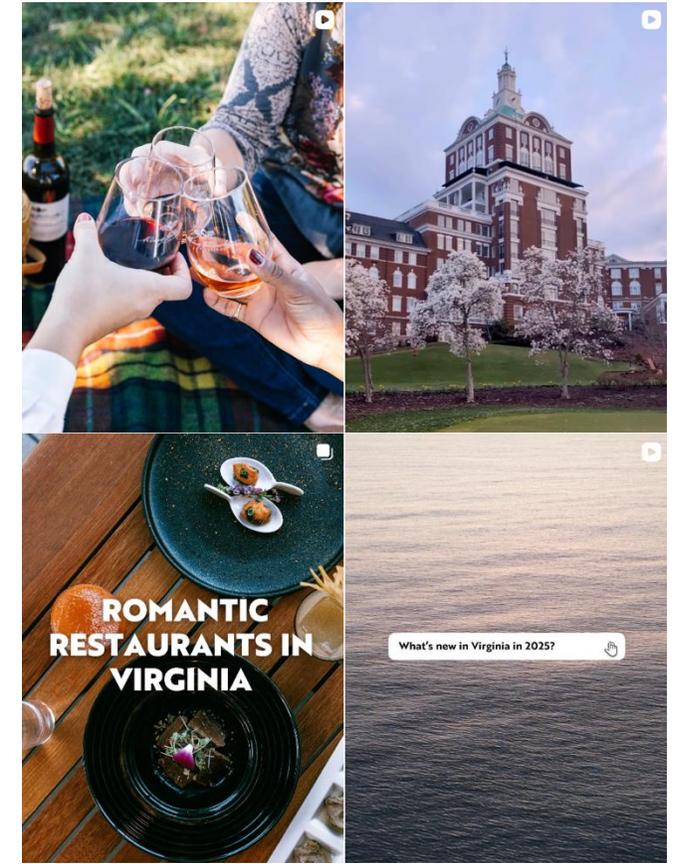
January

- Winter Sports
- Health + Wellness
- Romance
- Dining



February

- Black History Month
- History
- Spring Break



Content Calendar

- A glimpse into our calendar
- Start with things you know—holidays, events, content audit, themes
- Serial content to help keep the cadence

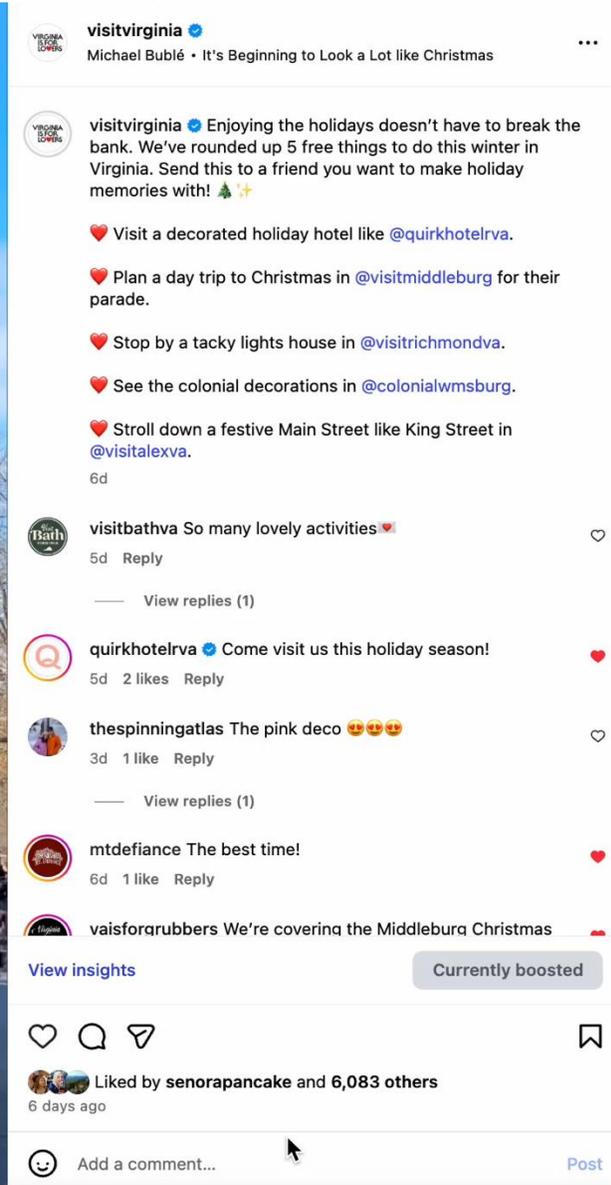
	Date	Post Status	Update?	Topic	Content Format
	11/3/25	Sched...	Tricia/Robin l	Virginia in November	Video
	11/4/25	Sched...		November Feels Like This	Video
	11/6/25	Sched...		Oyster Month - Did you know?	Text Only
	11/7/25	Sched...	Tricia/Robin l	Made in VA	Link preview
	11/3/25	Sched...	Tricia/Robin l	November in VA	Video
	11/4/25	Sched...		November Feels Like This	Video
	11/6/25	Sched...		Cozy Wineries	Roundup
	11/7/25			Old Lockett's	Video
	11/10/25	Sched...		Holiday Traditions	Text Only
	11/11/25	Sched...		Veteran's Day	Single Image
	11/12/25	Sched...	Tricia/Robin l	Oyster Month - VA's Oyster History	Single Image
	11/13/25	Sched...		Cider Week	Single Image
	11/14/25	Sched...		Virginia is for Pickle Lovers	Roundup
	11/15/25	Sched...	Tricia/Robin l	Holiday Shopping Destinations	Link preview
	11/10/25	Sched...		7 Free Things During the Holiday	Video
	11/12/25	Sched...		Cider Week - VA Orchards	Multi-image
	11/13/25	Sched...		5 Holiday Pop Ups	Video
	11/14/25	Sched...		Virginia is for Pickle Lovers	Roundup

Content Creation

- Planning content
- Shooting video for social
 - Different than repurposing video
- Chat GPT cautions

Up to **45%** of Gen Z and **44%** of Boomers **oppose** the use of AI in **advertising**.

(CivicScience)



- Hopping on Trends
 - In addition to already scheduled content
- Think ahead about potential content that is timely



visitvirginia 

visitvirginia  13w
In a few months, Virginia will look like this and we'll be listening to TS12. 

 [@visitlexingtonva](#)
 [@sdeanphotos](#)

 **charlottesvilleva** 13w
We can't wait!! (For the foliage and for Taylor)  

8 likes Reply

 **thingstododelrayva** 13w
 it's gorgeous 

Reply

[View insights](#) [Boost post](#)

 **4,013 likes**
August 12

 Add a comment... 

- Hopping on Trends
 - In addition to already scheduled content
 - Think ahead about potential content that is timely



visitvirginia ✓
Taylor Swift • cowboy like me

visitvirginia ✓ Taylor Swift's new album is the perfect soundtrack for a scenic fall drive. 🌟
Edited · 6w

thingstododelrayva What a beautiful wonderful fall idea! ❤️
6w Reply

virginiasriverrealm 🍂🍂 love this idea! ❤️
6w Reply

7moon_beam I love this song 😊
3w Reply

thebowtieddj It sure is ❤️
6w 3 likes Reply

thomas_fellers_realtor ✓ Truth!! Fall in Virginia is pure magic. 🍂🌟
5w 1 like Reply

patchtoporchrva Fall in Virginia! 🍂❤️🌟
6w 3 likes Reply

getsocialwithkylie VA is for Showgirl Lovers 🍂❤️🌟
6w 3 likes Reply

platinumpartnersrealtygroup ❤️
6w Reply

margiegail8 ❤️❤️❤️❤️
6w 3 likes Reply

[View insights](#) [Boost reel](#)

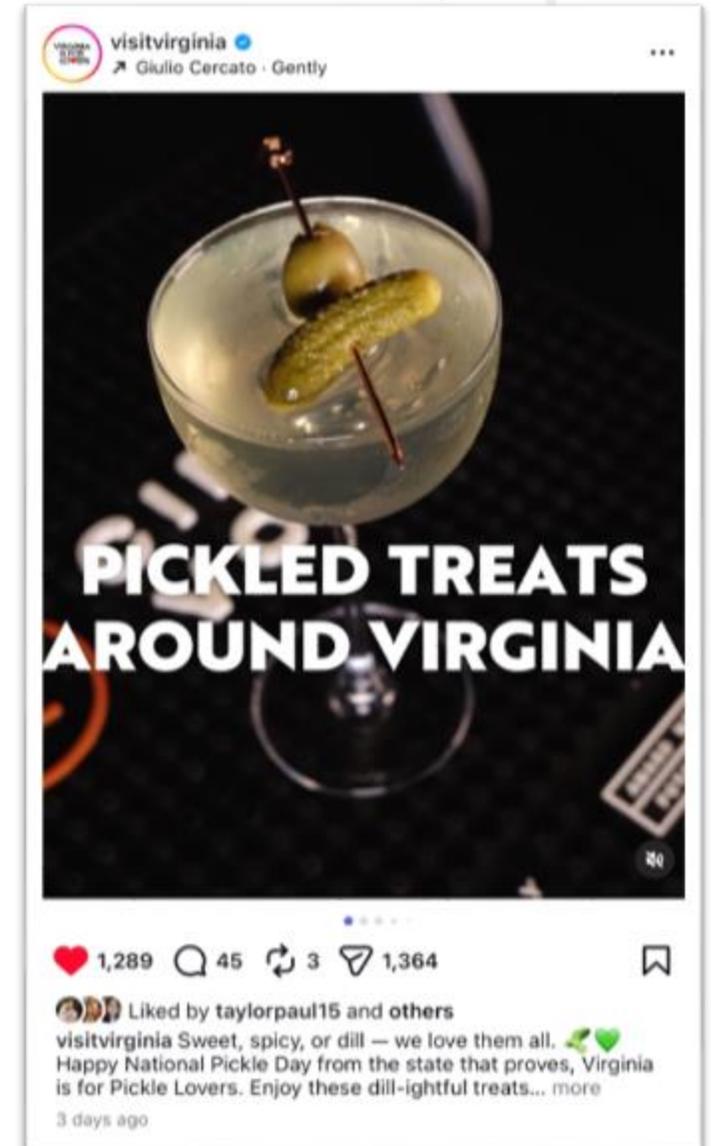
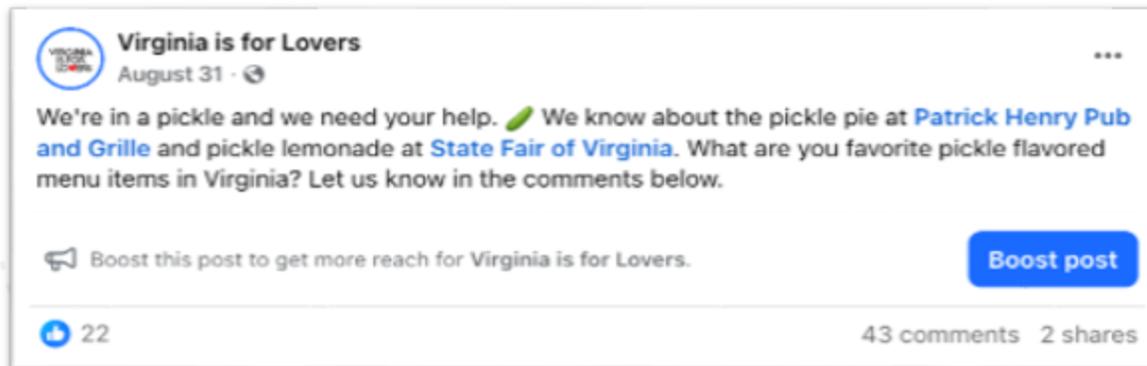
👍 🗨️ 📌

Liked by **senorapancake** and 957 others
October 3

😊 Add a comment... [Post](#)

The Social-First Mindset

- Create specifically for each social platform from the onset
- Have a deep understanding of your audience and where they show up
- Social First Considerations
 - o Authentic and Relatable
 - o Informative Content
 - o Drive Engagement
 - o Trend Awareness
 - o Community Management



SERIAL CONTENT

Content Series

What is a content series/ serial content?

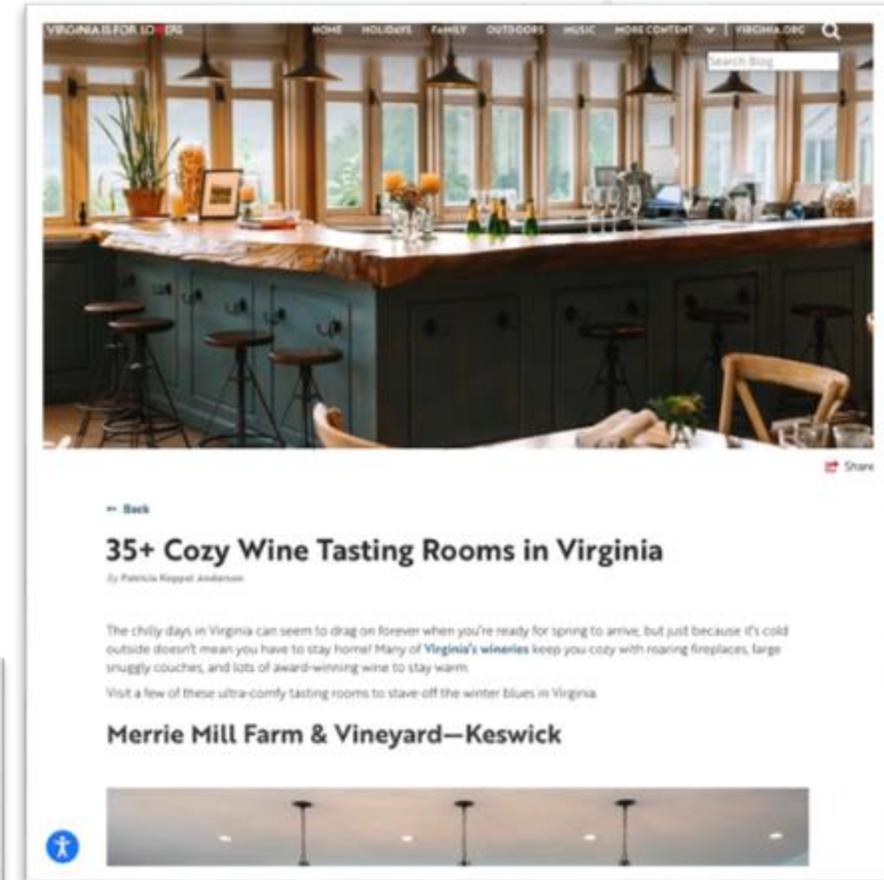
- Recurring format with a reusable template or style

Why create serial content?

- Brand Familiarity
- Build consumer trust to provide helpful information
- Very "savable"
- Template makes it quick and easy

Tips/Tricks

- Text Overlay
- Use Canva!
- Repurpose content from other channels (blog/YouTube/website)
- Use our image library ;)

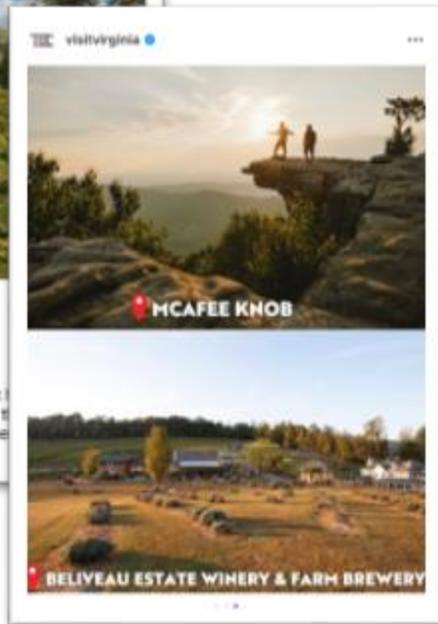


Content Series

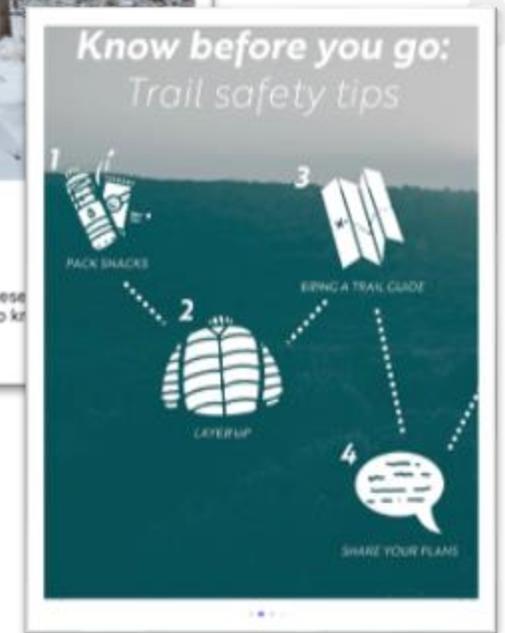
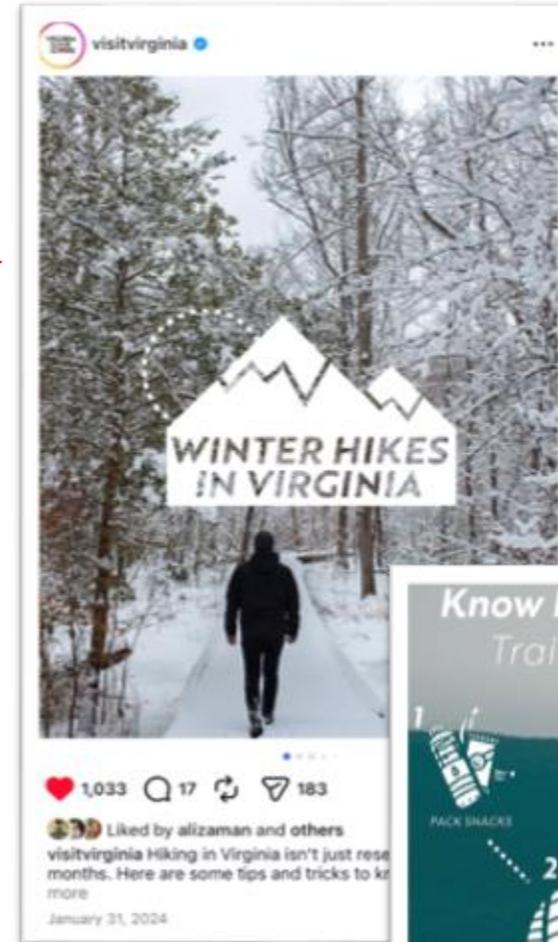


Round-Ups:
Listicle of Images
with locators

Infographics: How-to
Guides with Tips +
Locations

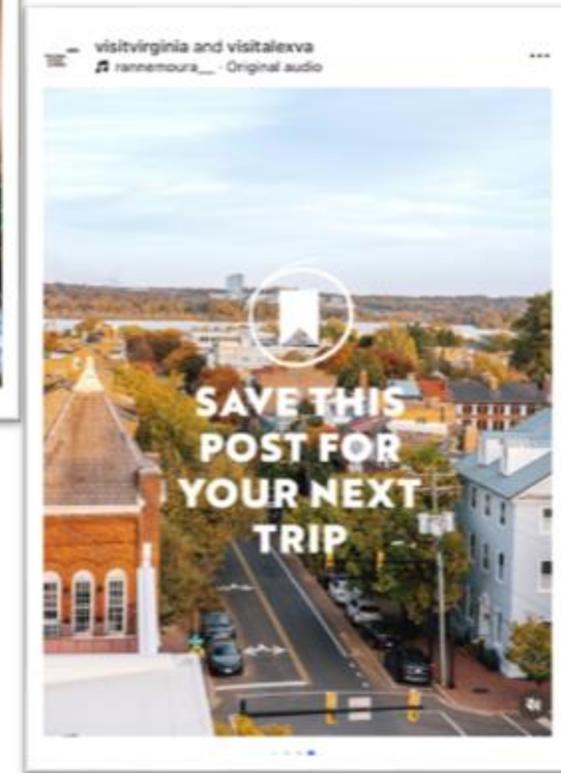
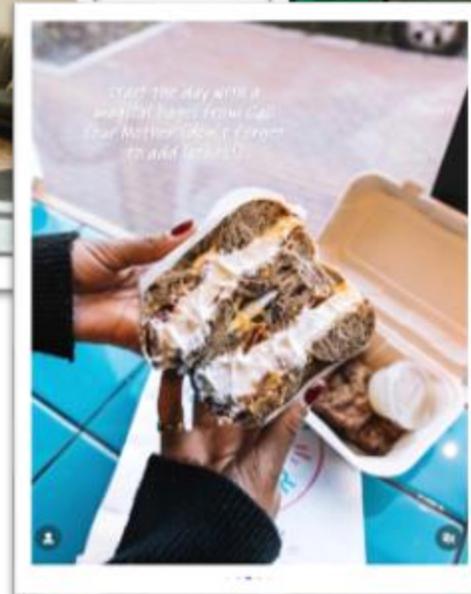
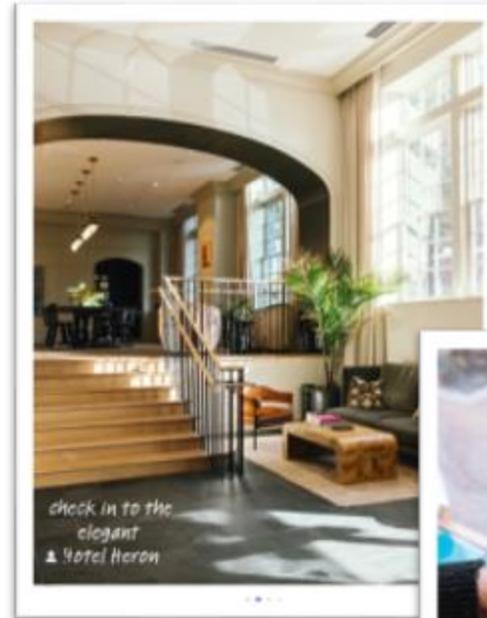


Find something that works
and leverage it in new and
thoughtful ways



Content Series

First Timer's Guides: What to do in a city/town, listicle style, storytelling format



INFLUENCERS

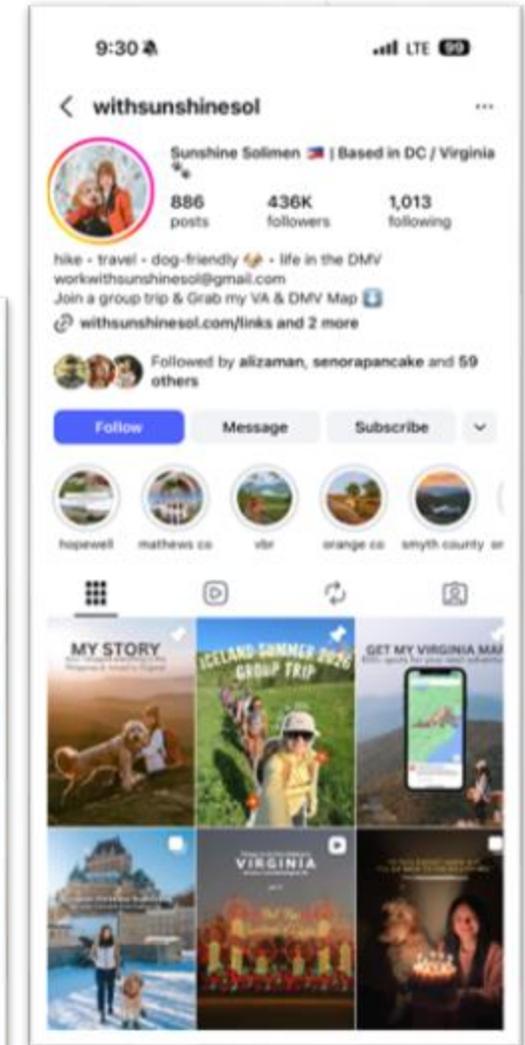
Influencers 101

Why hire an influencer?

- Expand reach
- Tap into new audiences
- Create high quality, social-first content of your area
- Showcase things to do/ specific events
- Highlight a specific topic: food, dog-friendly, family, etc
- Create new assets for in-house use

Influencer vs Traditional Media

- Trust
- Deeper connection with audience
- People are spending a lot of time on social apps



Influencers 101

How to Choose the Right Influencer:

What are your goals?

- To reach a new audience?
- To get assets for your own use?
- To highlight a specific event?

Value & Reach

- Influencer rates typically rise with higher follower counts and engagement.
- Don't rely on follower count alone — review likes, comments, and shares to assess actual influence.

Content Quality & Brand Fit

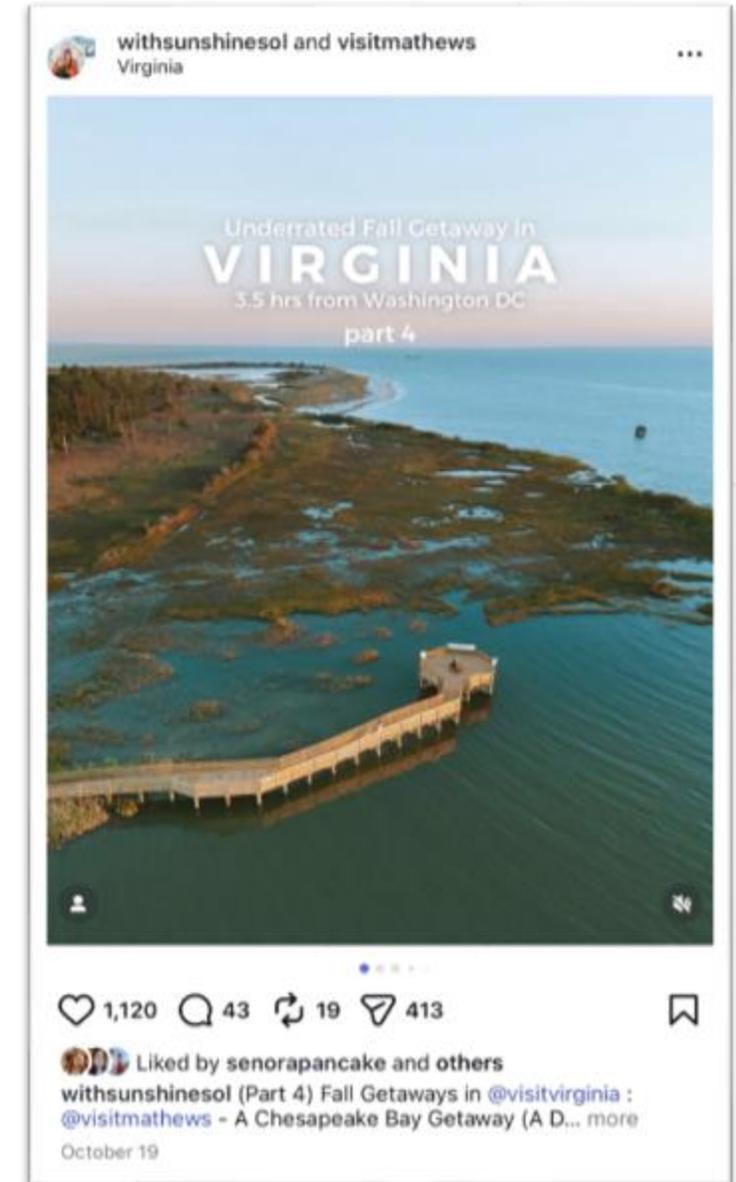
- Ensure their style aligns with your brand, especially if you'll be using their content for your own marketing.
- Review their past work for quality and consistency.

Location

- Out-of-state influencers may require additional budget for travel and accommodations.

Niche Focus

- Choose influencers based on specific topic: food, family, pet-friendly, etc



Influencers 101

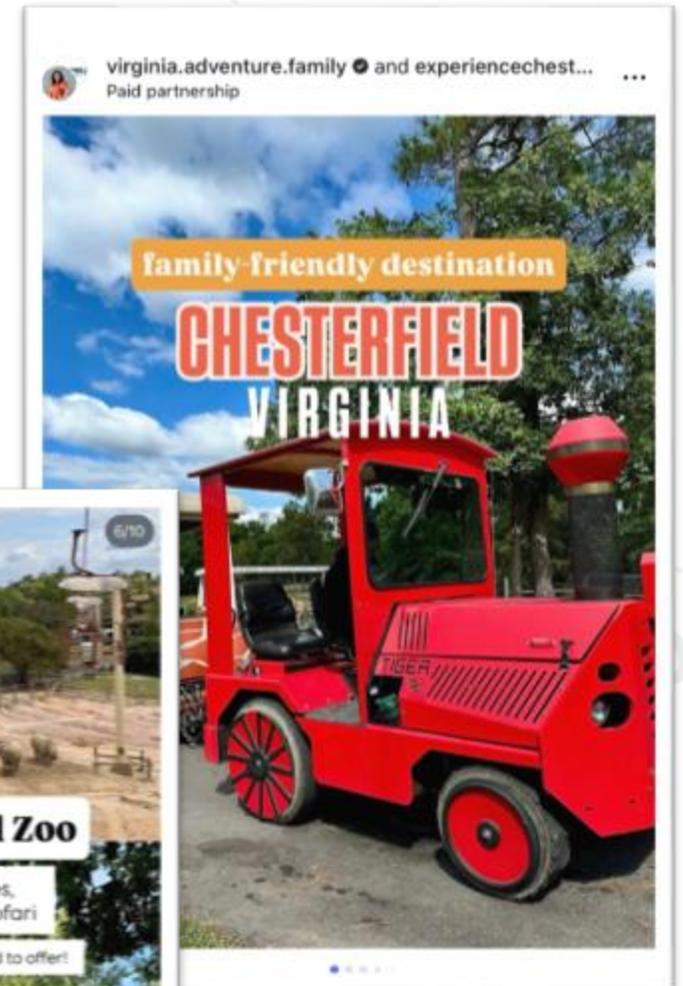
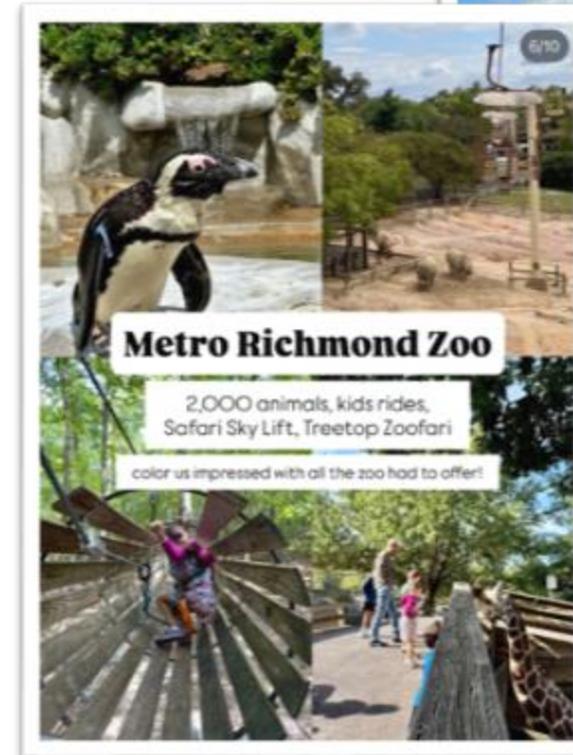
How much does an Influencer Cost?

Varies from creator to creator

- Experience/ activity cost only to over \$10,000
 - Always plan to cover the cost of required experiences

Cost Factors

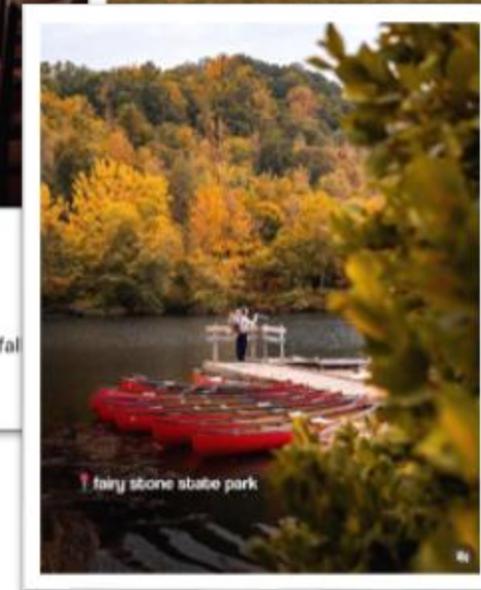
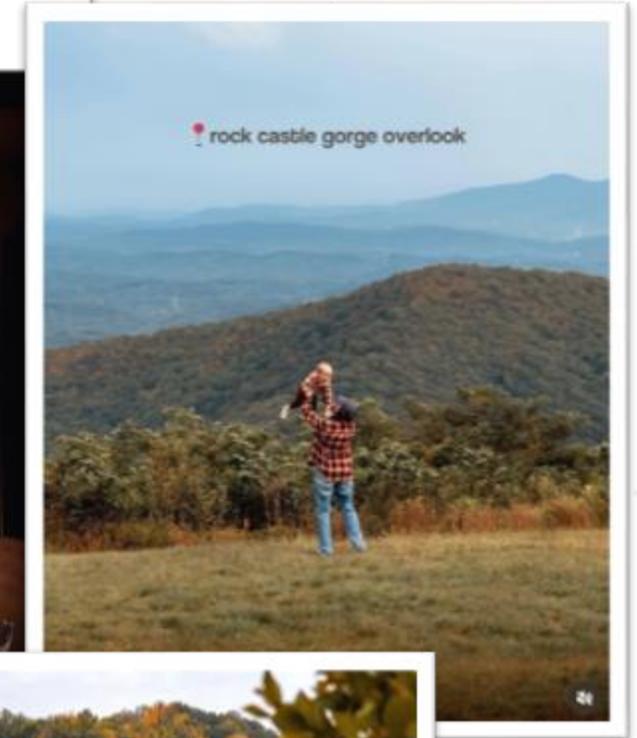
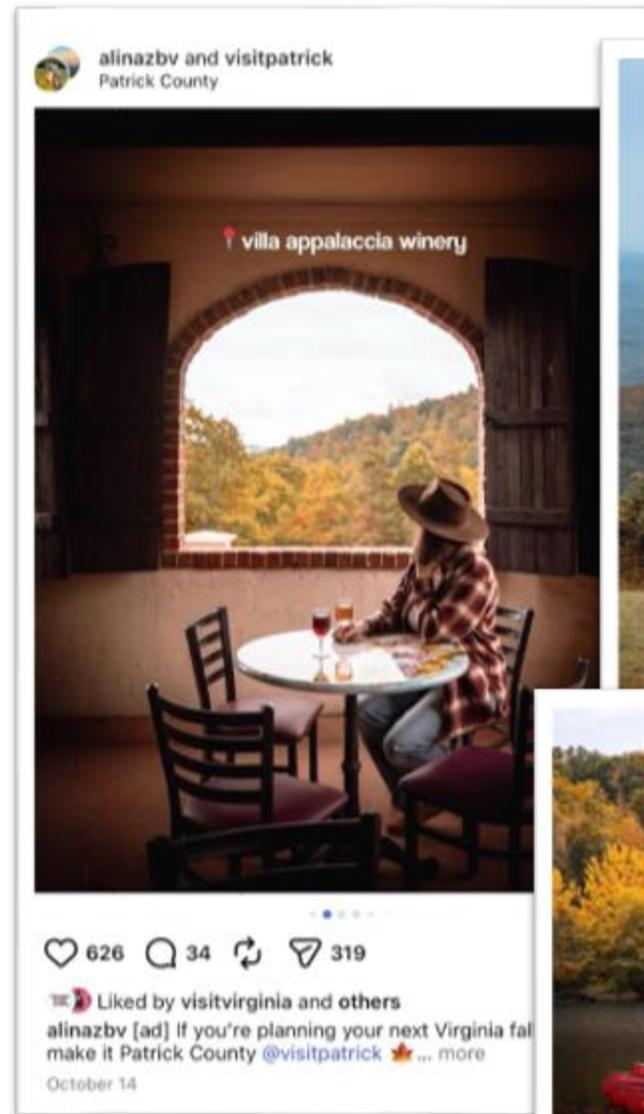
- Level of experience/ expertise
- Breadth of trip itinerary
- Influencer's location
- Post Requirements
- Additional assets for use
 - Receive photos/ videos for your team's use
 - Terms and conditions can vary
 - Limited usage rights – ex. 6 month limit
 - Full usage rights, in perpetuity
 - Sharing Rights



Influencers 101

Planning Their Trip

- Work with them on their itinerary
 - Do you have specific places you want them to go?
 - Would you rather they explore on their own?
 - Be sure to strike a balance, particularly with experienced influencers, you are the expert on your area, but they are the expert on their audience and what content performs well



Influencers 101

Get Creative!

Has an influencer been to your area before?

- Reach out to see if they have assets they could repurpose
- Could you license those assets?

Work with your local partners/businesses

- Work with local businesses/ restaurants to secure comped experiences in exchange for coverage
- Reference influencer's metrics to showcase value:
 - Earned Media Value
 - [Hubspot](#), [InfluencerHero](#)
 - Views/ Engagement

Work with each other!

- Partner with neighboring DMO's on an influencer visit



EMV: \$446,464

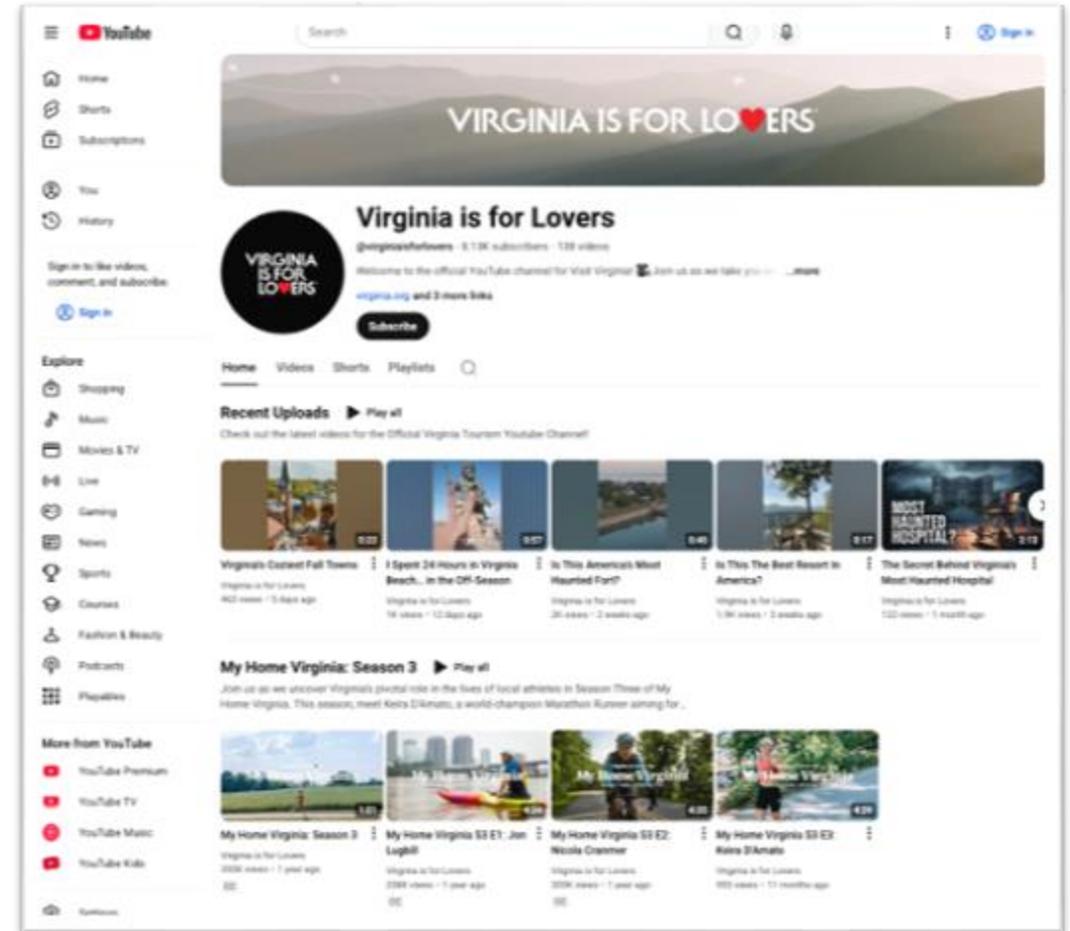
Estimated Cost: \$5,430

Views: 3.4 Million



HELLO YOUTUBE

So why be **active** on YouTube at all?



YouTube is more **relevant** than ever!

Massive Platform

- 122 million daily users
- Wide Demographic range
- The world's second-largest search engine after Google

Video Shelf Life

- A great YouTube video can drive traffic for **years**
- Views continue to climb for months after publishing because search pushes evergreen content

AI and the future

- AI is constantly crawling YouTube videos
- AI-powered search pulls heavily from YouTube videos

OUR APPROACH TO YOUTUBE

Set
Measurable
Goals

Increase our upload cadence
Grow our audience
Find out what works

Test. Measure. Learn.

Our 80/20 Principal

80% of our videos will be built around our foundational content strategy.

20% of videos will be our canvas to try new approaches to produce entertaining and viral content.

Applying The 80/20 Principal



5 Things To Do in Bristol (That Don't Involve Country Music)

Virginia is for Lovers
8.13K subscribers



125K views · 5 months ago · #Bristol #Hiking #LOVEVA
Bristol may be known as the Birthplace of Country Music, but there's plenty more to explore in this unique Southwest Virginia city. Whether you want to take on a classic rail trail by bike, relax with a glass of cider or wine, or spend a day on the lake, adventure awaits you in Bristol, Virginia. ...more





I Stayed at the Most Luxurious Resort in Virginia



Top 7 Waterfall Hikes in Virginia



I Tried Every Weird Food at the Virginia State ...



Virginia's Weirdest Attraction: The Presidents Heads



I Rented a Private Island in the Middle of ...



Can I survive overnight on a private island in Virginia?



Top 4 Summer Music Festivals in Virginia



Can I complete the Bristol Burger Bar ...



The Chincoteague Pony Swim: Everything You Need to Know



Come bike the W&OD Trail with me



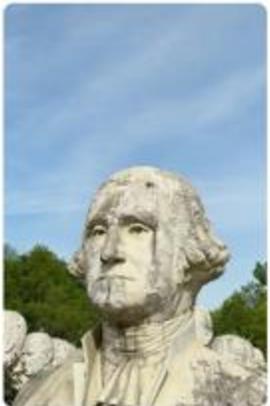
48 hours in Virginia's Northern Neck



5 Things To Do in Bristol (That Don't Involve Country Music)



Why This Virginia Oyster Festival Beats ...



Is this the weirdest attraction in Virginia?



You need to add this to your Virginia fall buck...

Main Feed vs Shorts



I Stayed at the Most Luxurious Resort in Virginia



Top 7 Waterfall Hikes in Virginia



Virginia's Weirdest Attraction: The Presidents Heads



Can I survive overnight on a private island in Virginia?



Top 4 Summer Music Festivals in Virginia



The Chincoteague Pony Swim: Everything You Need to Know



48 hours in Virginia's Northern Neck



5 Things To Do in Bristol (That Don't Involve Country Music)

Main Feed vs Shorts



I Tried Every Weird Food at the Virginia State ...



I Rented a Private Island in the Middle of ...



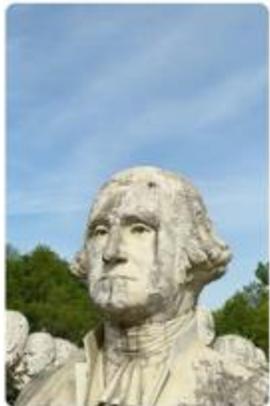
Can I complete the Bristol Burger Bar ...



Come bike the W&OD Trail with me



Why This Virginia Oyster Festival Beats ...



Is this the weirdest attraction in Virginia?



You need to add this to your Virginia fall buck...

Main Feed vs Shorts



I Stayed at the Most Luxurious Resort in Virginia



Top 7 Waterfall Hikes in Virginia



I Tried Every Weird Food at the Virginia State ...



Virginia's Weirdest Attraction: The Presidents Heads



I Rented a Private Island in the Middle of ...



Can I survive overnight on a private island in Virginia?



Top 4 Summer Music Festivals in Virginia



Can I complete the Bristol Burger Bar ...



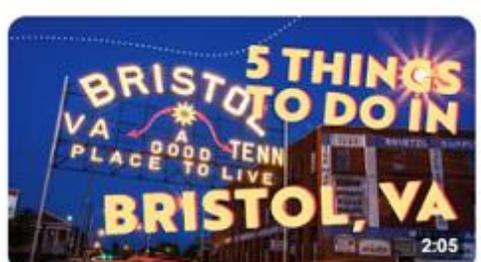
The Chincoteague Pony Swim: Everything You Need to Know



Come bike the W&OD Trail with me



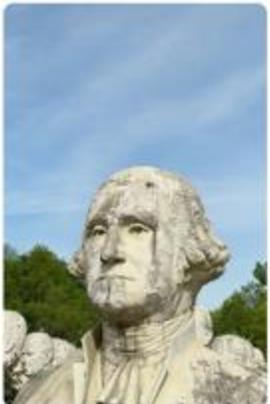
48 hours in Virginia's Northern Neck



5 Things To Do in Bristol (That Don't Involve Country Music)



Why This Virginia Oyster Festival Beats ...

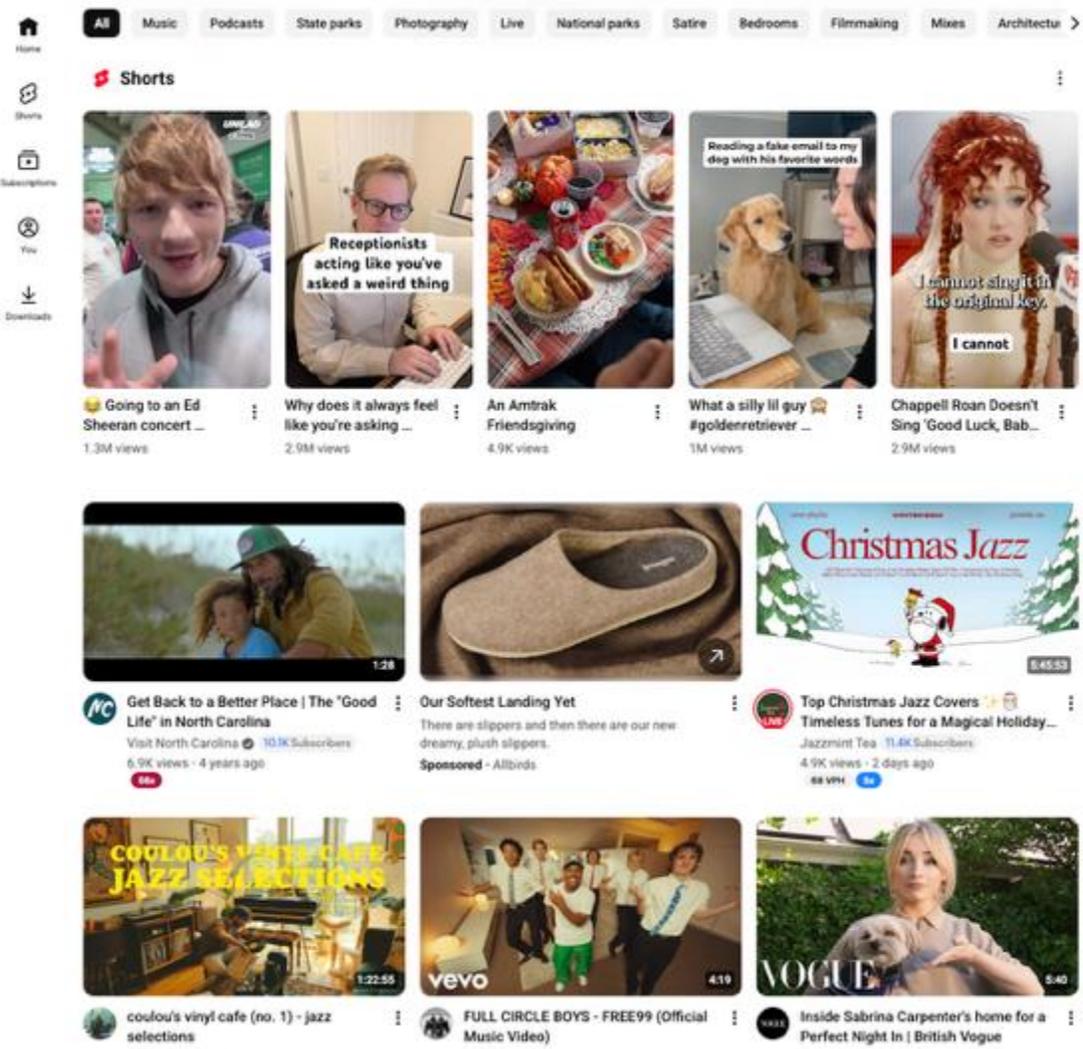


Is this the weirdest attraction in Virginia?



You need to add this to your Virginia fall buck...

Main Feed vs Shorts



Shorts

Main Feed

What we've learned

**People
Focused
Content**

**Tell a
compelling
story**

**Unique and
quirky
works**

**Don't be
afraid to
fail**

Content performs **differently** on across channels



750
Views
4
Comments



342,000
Views
186
Comments
11,000
Shares

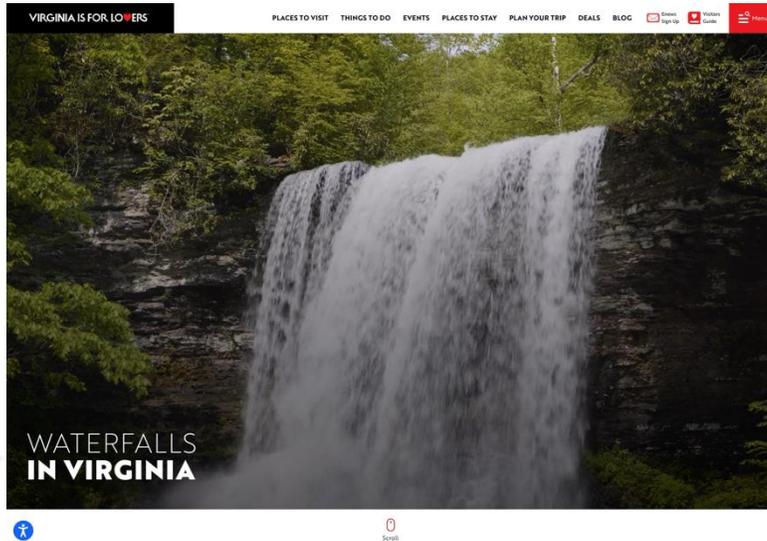
WHAT OUR YOUTUBE CONTENT CREATION LOOKS LIKE



Making the **Most** of our **Waterfall Asset** Gathering Trip

(with a team of one)

It all starts with data



We need an updated waterfalls video!!

What deliverables do I need?

Make a shot list



Keep it steady



Aerial Video/Stills

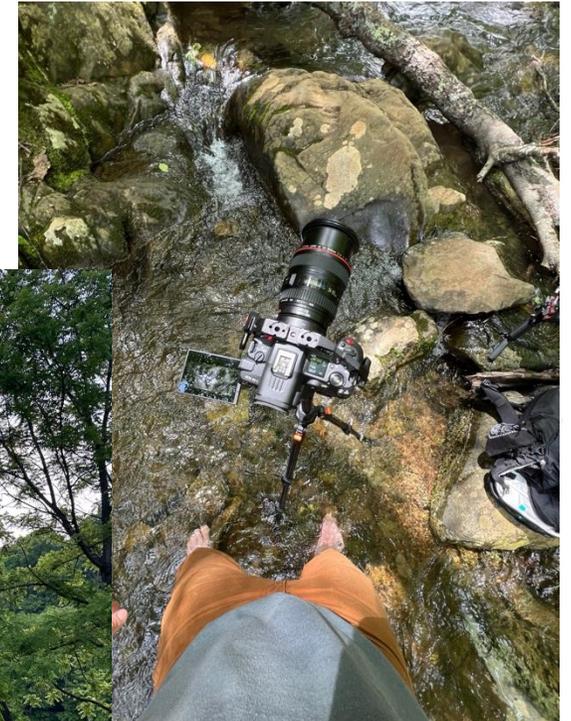
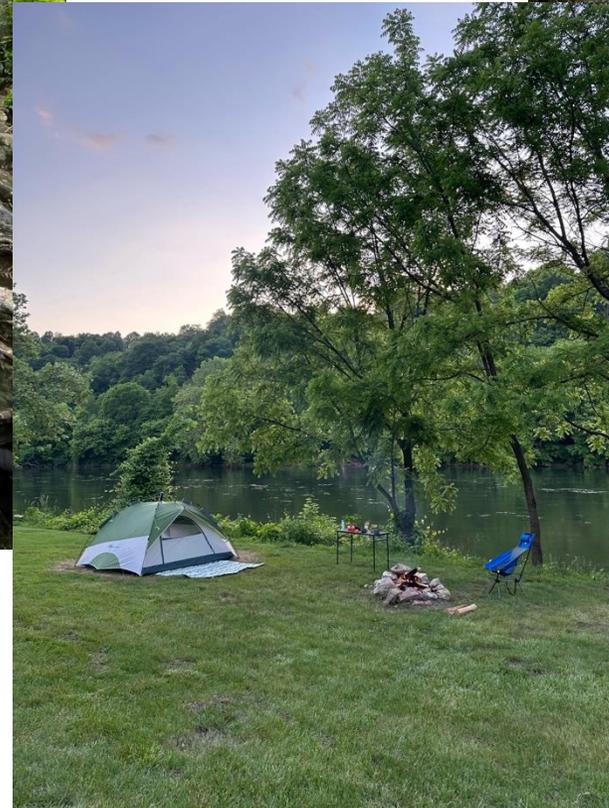
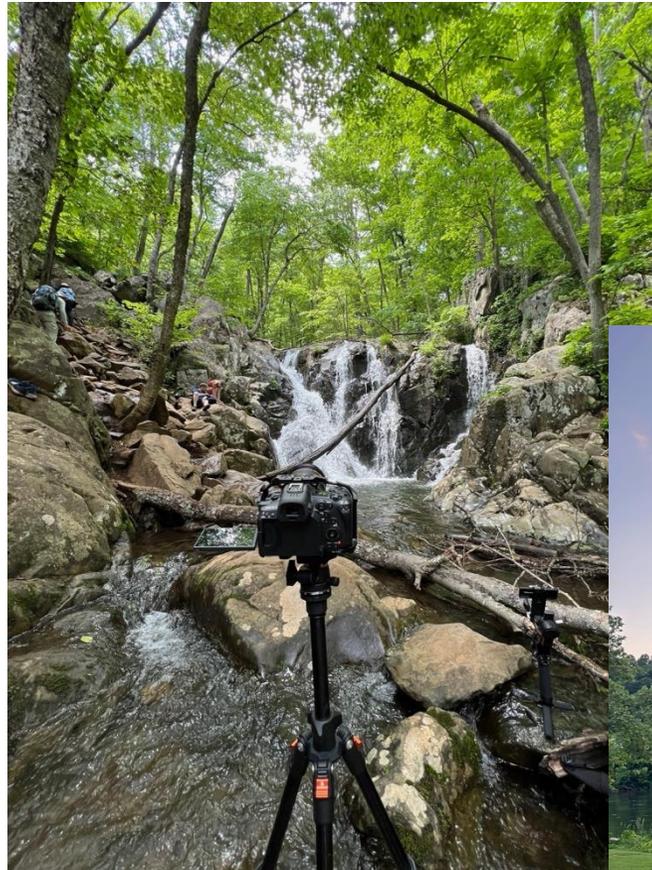


Vertical Video
YT Shorts



Horizontal Video/Stills
Main Feed YT Video
Website Images

Second Week		
May 21 TUESDAY	DELIVERABLES	NOTES
10:30 AM Leave Richmond for Cascade Falls		
11:30 Hike Cascade Falls (2.5hrs)		
6:30 PM Stay in Peninsula at Equestrian Services Campground	Camping and Nature B-roll	
Second Week		
May 22 WEDNESDAY	DELIVERABLES	NOTES
9:00 AM Travel Roaring Run Falls		
11:00 AM Hike Roaring Run Falls (1.5hrs)	Cinematic B-roll of waterfall	
1:00 PM Travel to Falling Springs Falls		
1:30 PM Lunch break in Covington Virginia		
3:00 PM Hike Falling Springs Falls (1.5hrs)	Cinematic B-roll of waterfall	
4:30 PM Travel to Lexington		
6:30 PM Stay in Lexington at The Glen Hotel		
Second Week		
May 23 THURSDAY	DELIVERABLES	NOTES
7:00 AM Travel to Crabtree Falls		
8:00 AM Hike Crabtree Falls (2.5hrs)	Cinematic B-roll of waterfall	
11:00 AM Travel to Dark Hollow Falls		
12:00 PM Lunch in Staunton Virginia		
3:00 PM Hike Dark Hollow Falls (1.75hrs)	Cinematic B-roll of waterfall	
5:00 PM Travel to Big Meadows Campground		
7:00 PM Stay at Big Meadows Campground	Camping and Nature B-roll	
Second Week		
May 24 FRIDAY	DELIVERABLES	NOTES
7:00 AM Breakfast at campsite	Camping and Nature B-roll	
8:30 AM Travel to Hawksbill Day Parking Lot		
Hike loop trail to White Oak Canyon Falls and Cedar Run Falls (5hrs)	Cinematic B-roll of waterfall	
3:00 PM Travel home to Richmond		



Efficiency is key

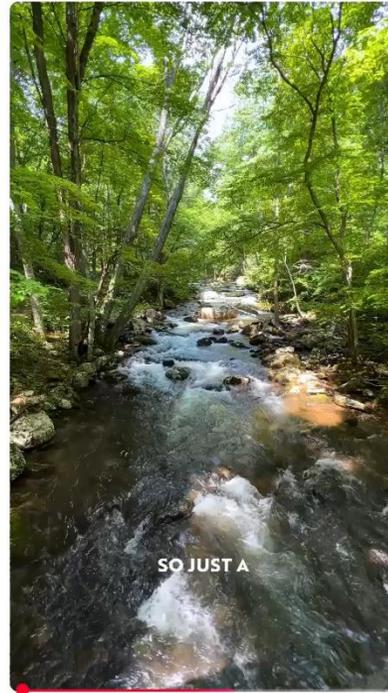


Top 7 Waterfall Hikes in Virginia

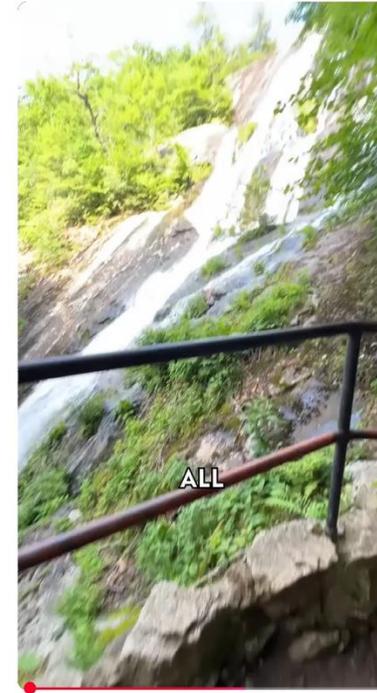
Virginia is for Lovers
8.13K subscribers

Analytics Edit video Remix

67 Share Ask Promote



Like Dislike 4 Share Remix



52 Dislike 1 Share Remix



So much waterfall content!



WATERFALLS IN VIRGINIA



Scroll

LIKE and SUBSCRIBE!



VTC Resources

- Content Themes
- Blank content calendar
- How to edit reels demo
- Best practices for sharing content
- [Brand Team Contact Info](#)
- [Influencer Guide](#)
- [How to Access the VTC Image Library](#)

The screenshot shows the Virginia Tourism Corporation website. The header includes the logo, navigation links (about, operations, marketing, grants, partnership marketing, research, essentials), and a search bar. The main content area is titled "Social Media" and features a large image of a pier at sunset. Below the image is a paragraph of text: "We're sharing the LOVE every day on our Virginia is for Lovers social media channels, engaging with travelers and encouraging them to take their next vacation in Virginia. Whether we're sharing videos, articles, or images, we're starting conversations and inspiring travelers to visit Virginia." Below this is a section titled "VTC's Social Media Channels" with a table of links to various platforms.

VTC's Social Media Channels	
Instagram	YouTube
Facebook	Pinterest
LinkedIn	X

On the right side of the page, there is a sidebar with three red buttons: "Content Marketing", "Social Media", and "Contact Staff". Below the "Content Marketing" button is a list of links: "Content Marketing", "Content Marketing Best Practices", and "Virginia is for Lovers Blog". Below the "Social Media" button is a list of links: "Social Media" and "Social Media Connections".

Thank you!