

SOCIAL MEDIA STYLE GUIDE



**Johnston
County**
VISITORS BUREAU

234 Venture Drive
Smithfield, NC 27577
johnstoncountync.org

SOCIAL MEDIA STRATEGY/STYLE



GOALS

Our social media strategy is to promote Johnston County as a destination to entice people to visit our county. Our social channels should build brand awareness of JoCo to potential visitors and serve to increase traffic to the bureau's website. Social interaction across channels owned and maintained by the JCVB should foster community engagement with both residents and visitors.

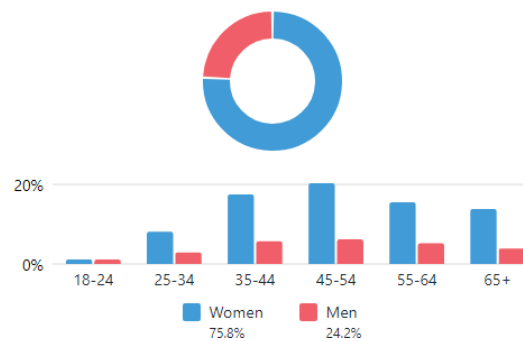
AUDIENCE

Our current audience breakdown for the JCVB Facebook and Instagram page is as follows:

Facebook Page Likes ⓘ

18.1K

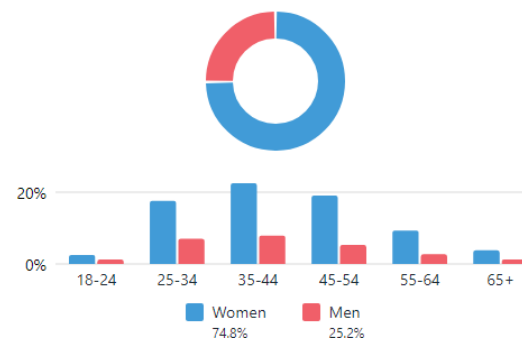
Age & Gender ⓘ



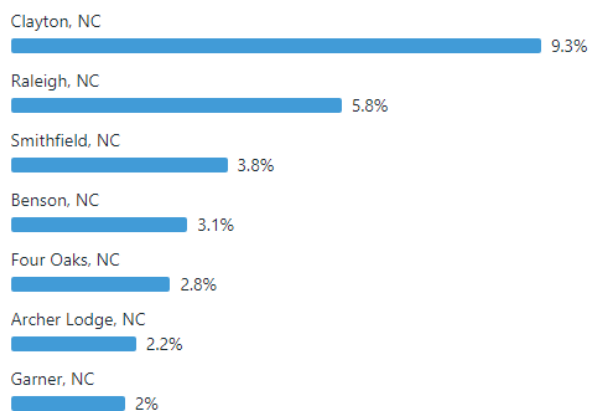
Instagram Followers ⓘ

3.1K

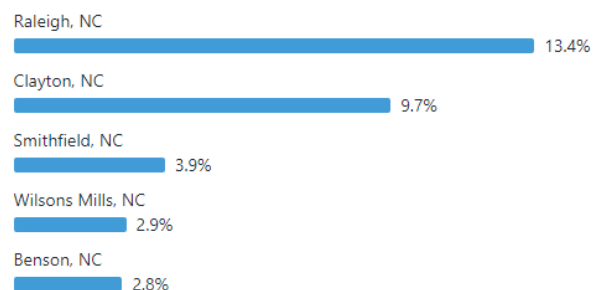
Age & Gender ⓘ



Top Cities



Top Cities



[Source: FB analytics, 3/2022]

For both accounts the general audience member is a woman who lives in Johnston County or Raleigh. The age range majority is 35+ on FB and 25-54 on IG.

We ideally would like to reach older couples, families, and retirees, which is reflected in our current audience age range. However, use of paid promotion should continue to be used to reach followers not already living in Johnston County or Raleigh, to reach data driven target markets such as Charlotte, Atlanta, DC, Philadelphia, and Richmond.

ACCOUNTS

Johnston County Visitors Bureau

Facebook:

- [Visit Johnston County, NC](#) (@JoCoVisitorsBureau)
- [301 Endless Yard Sale](#) (@301EndlessYardSale)
- [Visit Selma NC](#) (@VisitSelmaNC)
- [Beer, Wine, Shine Trail](#) (@JoCoBeerWineShineTrail)
- [Gabby Johnston](#) (explained further below)

[Instagram](#): @VisitJoCo

*[Twitter](#): @JoCoTourism

[LinkedIn](#): Johnston County Visitors Bureau [B2B industry audience]

*[Google My Business](#): Johnston County Visitors Bureau

*[Pinterest](#): Visit Johnston County (@smithfieldnc)

[Tumblr](#): Visit Johnston County, NC @johnstoncounty [only for blog]

[TikTok](#): @visitjoco

*Content mostly FB/IG copy posting

JoCo Grows Agriculture

[Facebook](#): JoCo Grows Agriculture (@JoCoGrows)

[Instagram](#): @joco_grows_agriculture

[Twitter](#): @JoCoGrowsAg

ACCOUNTS WE OFFER ADMIN/EDITOR CONTENT SUPPORT

Ava Gardner Museum

[Facebook](#): Ava Gardner Museum

[Instagram](#): @avagardnermuseum

[Twitter](#): @AvaMuseum

[LinkedIn](#): Ava Gardner Museum

Ava Gardner

[Facebook](#): Ava Gardner

Town of Benson

[Facebook](#): Town of Benson, NC

Ham & Yam Festival

[Facebook](#): Ham & Yam Festival

Bentonville Battlefield

[Facebook](#): Bentonville Battlefield State Historic Site

Clayton Piano Festival

[Facebook](#): Clayton Piano Festival

Historic Downtown Smithfield/Downtown Smithfield Development Corporation

[Facebook](#): Historic Downtown Smithfield, NC

Town of Smithfield

[Facebook](#): Town of Smithfield, NC Government

Friends of Johnston County Parks

[Facebook](#): Friends of Johnston County Parks

Selma Parks and Recreation

[Facebook](#): Selma Parks and Recreation

CONTENT PILLARS

- Blog posts
 - On posts, view who has “liked” and click to “invite” them to follow our page if that is an option
 - On posts, view “shares” and (if able) like the shared posts and interact with a comment if a question was asked or any other applicable interaction, and comment to say “Thank you for sharing!” to encourage more interaction
 - On posts, view “comments” and react to them (respond to them if a question is asked, share excitement about something, offer suggestions, etc.)
 - Boost post **once it has been approved** (no grammar errors, everyone tagged correctly, etc)
 - \$75 (as of 5/11/22)
 - Button: No button (link for website will already be available)
 - Select audience (currently used is Near.com day trip visitors. Another option is 50-100 mile radius option under “custom audiences”, then select specific interests that are applicable such as wineries, shopping, foodie, vacation, etc. Many interests are available so brainstorm ones that would apply)
 - # days: 7
 - Select to have the post appear on Facebook, Instagram, and FB Messenger

- Other places to share: Applicable Pinterest boards and Tumblr
- Boosting/Paid posts on Facebook (besides blog)
 - Spend \$25 to boost one extra post a week that links back to our website and highlights a town with extra room tax (Benson, Smithfield, Selma, Kenly), and **\$10 for every other post that has a link back to our website** (whether as an image button or a bitly link in caption, as of 5/10/22)
 - Boost post once it has been approved (no grammar errors, everyone tagged correctly, etc)
 - In boosting settings:
 - Button:
 - No button (when link for website will already be available as the picture)
 - Custom link (when only a bitly link is what can be clicked in caption)
 - Select audience (currently used is Near.com day trip visitors. Another option is 50-100 mile radius option under “custom audiences”, then select specific interests that are applicable such as wineries, shopping, foodie, vacation, etc. Many interests are available so brainstorm ones that would apply)
 - # days: 4
 - Select to have the post appear on Facebook, Instagram, and FB Messenger
- Posting Priority (in order):
 - Partner info & announcements (new business openings, new products, location changes/additions, success stories, etc).
 - Content links to our website (#WebsiteWednesday, #TravelTuesday, day trip ideas, new blog entries, things to do, etc).
 - Events info (listings on our website or shares from the specific event pages with updated info, things to look forward to, etc).
 - Press mentions and news articles that include the JCVB or partners
 - Fun-themed posts (#TBT, #JoCoMomentofBeauty, etc.)
 - National days (with JoCo images or links to our website), priority on days with well-themed JoCo ties
- User Generated Content (UGC)
 - Photos/videos created organically are a great way to share things about JoCo in an authentic way, with actual people in the shots
 - Ask permission before reposting/sharing from private accounts
 - Photo release form needed to use if images contain minors
 - Search for content on Instagram through hashtags (see hashtag section)
 - Photo release form (needed to use images of minors)
- Paid Content/Influencers
 - Influencer/Media images that we have found or been tagged in, that we would like to share but do not own must have pre-approved written consent from the owner

- via an email or DM to use and using whatever use stipulations are provided (ie tagging)
 - Influencer/Media images that we own/have been purchased by us contractually can be used however we like (as long as we tag the influencer and/or any other requirements we agreed to in the contract)
 - Re-use this content: it's paid for, make the most out of it! Schedule out posts to repeat in Sendible with minor caption changes (or utilizing different images from them with the same caption)
 - If influencers/media are in-destination on a JCVB-hosted FAM and posting in real time; it is important to also be sharing their content to our channels in a timely manner
- Calls to Action (CTA's)
 - Great way to be forthright and ask viewers to take a specific action like "click here", but only to be used in posts 1-3 times a week to avoid repetition and seeming spammy
 - Generally CTA's should be the second sentence of a post, and will ask viewers to click a link in our post. But they can also ask to share a post, comment something, or choose a reaction to vote on something.
 - Examples: "Read our most recent blog to find out more about what is happening in Downtown Benson by clicking below."; "The Ava Gardner Museum has been gaining some great press recently - read the full article from WRAL below!"; "It's a beautiful day in JoCo! Will you be found sitting outside with a drink or out and about at a park?"; "Need a new date night spot? Find some of our go-to's here: ...link..."
- Copy Length
 - Facebook: 2 sentences is preferable; 3 sentences max
 - Instagram: Short captions are preferable, 1 or 2 sentences, even only a couple words works; 3 sentences max if required to give context
 - Twitter: Shorter captions required; generally use the Facebook caption and remove unnecessary words/sentences; 2 sentences max
- Emojis
 - Utilize sparingly for fun/upbeat posts
 - Cannot be used in boosted posts (error image shows instead)
- Instagram reposting
 - To repost/share posts, you have to do it through your phone using another app (Jenna uses "Repost/Regrann", which does not put a watermark in the corner of the images shared)
 - OK to share any posts from business accounts, but from personal accounts comment on a post asking if you have permission to share. If they say yes, make sure they are tagged in the image or in the comments so they have credit for the image

- Gabby Johnston: Other Facebook account utilized to keep up with partners via a personal account
 - Upcoming events, business changes, new businesses, etc. are shared to Gabby Johnston's feed. Kristin, Jenna, Donna, and sometimes Ashby utilize this method of sharing information
 - Events: If the event is a Facebook event (it will have an image and a gray bar on the bottom vs. just an event that is a picture a business shared), add the event to our page. **With the new Meta option you have to be logged in on the Visit JoCo main Facebook page to share events to that specific page, all other shares to other Facebook accounts you need to be logged in on your personal account.**

VOICE AND TONE

Since we are a government entity we do need to avoid curse words and political speech. Overall we want to be seen as a reliable source of information and a fun destination for a typically adult audience. That entails correct grammar, full sentences, upbeat attitude, and minimal emojis.

- The JCVB uses “we” to refer to the organization and the destination
- The visitor can often be referred to as “you”
- Partners
 - We refer to tourism businesses in the county as “partners”
- Do not end a sentence in the copy with a preposition
- Good example: “The next time you are craving something on the sweeter side, check out the JoCo Sweet Tooth Trail! Each of our small towns has a treat all their own such as croissants from Burneys, cupcakes from Ms. B's, and waffles from Waffee Station.”
- Bad example: “Want sumthing sweet in your mouth ASAP? [Drool emoji][Cake emoji][Pie emoji][Ice cream emoji] Pop on out to joco for the freshest desert grub [Mind explode emoji][100 emoji]”

BRANDED HASHTAGS

- Use hashtags with fewer than 50k uses to not get lost in the conversation
- Capitalize words in hashtags (easier to read for older audience and screen reader technology)
- Only use 1-3 hashtags in the text of a post (comment section on IG can hold 30 extra)
- Popular hashtags change: continuous research is needed to evolve use
- #VisitJoCo = use in all posts on FB and IG except more serious ones (example: business closing, big news stories)
- #FirstsThatLast = any JCVB account, something you may not have tried doing before that may be on your bucket list (ex. try moonshine, stomp grapes, etc.). This is from a State Level Campaign

- #MakeItYourNature & #OutdoorNC = any JCVB account, posts about parks, recreation, things to do outside, etc. This is from a State Level Campaign
- #TourismDoesThat = any JCVB account, things we've helped with in the community, ways we work with local businesses, and industry posts on LinkedIn.
- #JoCoEvents = any JCVB account, events in JoCo
- #FoodieForLife = IG, food/restaurants
- #LearnByDoing = IG, museums/classes/education
- #RuralLiving = IG, farming, agriculture, farm animals, etc.
- #GetMoving = IG, ways to stay active and get outside
- #SipandShop = IG, craft fairs/events, businesses that offer drinks while you shop, etc.
- #JoCoMomentofBeauty = generally IG, beautiful pics around JoCo
- #301EndlessYardSale = 301 EYS FB and our main accounts to promote the sale and getting followers to share UGC for us to repost
- #JoCoGrows/#JoCoGrowsAgriculture = JoCo Grows FB + IG and our main accounts that focus on agriculture/agritourism
- #AvaGardner = Main FB + IG as well as Ava accounts when we post about her or the museum
- #SelmaAntiques = Selma Antiques FB account posts
- Extra IG hashtags for comments: #JohnstonCounty #JohnstonCountyNC #JoCo #JoCoNC #ClaytonNC #SmithfieldNC #SelmaNC #KenlyNC #BensonNC #PrincetonNC #ArcherLodgeNC #PineLevelNC #MicroNC

WORDS AND PHRASES TO AVOID

- “Top”, “Favorite”, or “Best”. We want to avoid favoritism or singling out partners by using opinionated wording.
 - Example: “Top 5 Places to Eat in Benson”, “Best Pizza in Smithfield”
- “Xmas” instead of “Christmas”
- Consider “Happy” around specific holidays; consider tone of holiday/commemorative event
- For other brand-specific word choices see JCVB brand book.

CAPITALIZATION

- Use proper grammar for capitalization (names, locations, holidays, etc). Johnston County abbreviation is “JoCo”, not “joco” or “Joco”.
- Capitalize words in hashtags (easier to read for older audience and screen reader technology)

TIMING & FREQUENCY

- Utilize the “Set Optimal Time” to post features on Sendible. [Sendible is the current software used by the JCVB to manage & schedule content to our social channels.] Generally

posts do well on weekdays around noon (lunch) or late afternoon/early evening (4-6pm), and on weekends around 10am or early afternoon (2pm).

- For National Days post/schedule for the morning to give people the day to celebrate
- Regular research using Facebook insights can also be used to see when followers are interacting with our channels.
- Frequency goals:
 - JCVB Facebook: 1-2x a day on feed, no limit for stories
 - 301 EYS Facebook: depends on time of year; monthly in off season, weekly in the 6 months leading up to, and a 2-3x a day during
 - BWST Facebook: 2-5x a week on feed
 - Selma Antiques Facebook: 1x a week on feed
 - JCVB IG: 1x a day on feed, no limit for stories
 - JCVB Twitter: 1-2x a day on feed, same content as FB or retweets
 - JoCo Grows FB & IG: 3-4x a week on feed, up to 1x a day

ENGAGEMENT

- Groups: we are members of several groups on Facebook. Go into these groups once a week to engage with posts that apply to us, answer questions that relate to JoCo partners, or post about an applicable JoCo event/attraction
- Do not engage with offensive or political comments but do not delete unless inappropriate language is being used. Then screenshot, save, and hide.
- For all Facebook accounts accounts:
 - On posts, view who has “liked” and click to “invite” them to follow our page if that is an option
 - On posts, view “shares” and (if able) like the shared posts and interact with a comment if a question was asked or any other applicable interaction
 - On posts, view “comments” and react to them (respond to them if a question is asked, share excitement about something, offer suggestions, etc.)

SENDIBLE


- Leave posts as “drafts” until completed, then schedule them
- Select to send posts to all channels at optimized times (option under calendar tab with a clock and yellow star)
- Several drafts are reminders that can be used as prompts week to week, you can drag them to the next week once a post is done or when it’s decided to do it next (example: “MadeLocalMonday” is a draft, so on Monday’s you can make a post about that and once scheduled just drag the draft down to next Monday so you have the reminder for next week)
- Blog
 - Schedule out on Friday’s at optimal time

- Send to main FB page, LinkedIn, Twitter, GMB


GOOD POST EXAMPLES

Original post on Facebook:

Post details


Visit Johnston County, NC
February 25 · 🌐

New restaurants are popping up all over JoCo, and we are excited to welcome them! Enjoy [Reyes Miami Cuban Cuisine](#) in Benson or Crab seafood house in Clayton for some great new flavors.
[#VisitJoCo](#)



✔ **Get more likes, comments and shares**
When you boost this post, you'll show it to more people.

6,354
People reached

614
Engagements

Boost post

Performance for your post

6,354 People Reached

112 Reactions, Comments & Shares ⓘ

64 Like	35 On Post	29 On Shares
17 Love	6 On Post	11 On Shares
1 Wow	0 On Post	1 On Shares
13 Comments	7 On Post	6 On Shares
17 Shares	17 On Post	0 On Shares

502 Post Clicks

32 Photo views	6 Link clicks ⓘ	464 Other clicks ⓘ
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NEGATIVE FEEDBACK


3 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

What was done well: Great picture quality, tagged applicable accounts, used hashtag, catchy caption.


Blog post on Facebook:

Post details



Visit Johnston County, NC
February 18 · 🌐

We know you've been wanting updates on the Old North State Food Hall coming to Selma - so here they are! In this week's blog we have provided information on what visitors can expect to experience as Old North State prepares for their grand opening.
#VisitJoCo



JOHNSTONCOUNTYNC.ORG
Old North State Food Hall Vendors & More
In this week's blog we have provided updates on what visitors will...

97,281 People reached 13,236 Engagements [Boost again](#)

Boosted on Feb 23, 2022
By Jenna Andreasen

Completed

Boosted on Feb 18, 2022
By Jenna Andreasen

People Reached **20.2K**

Post engagement **1.4K**

[View results](#)

Performance for your post

97,281 People Reached

1,789 Reactions, Comments & Shares ⓘ

1,087 Like	482 On Post	605 On Shares
135 Love	58 On Post	77 On Shares
16 Wow	2 On Post	14 On Shares
293 Comments	109 On Post	184 On Shares
259 Shares	259 On Post	0 On Shares

11,447 Post Clicks

0 Photo views	5,642 Link clicks ⓘ	5,805 Other clicks ⓘ
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NEGATIVE FEEDBACK

4 Hide post	2 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

What was done well: Image links to website, tagged applicable accounts, used hashtag, catchy caption

Original post on Instagram:



Post Insights	
Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. Learn More	
125	6
2	0
Interactions ⓘ	
4	
Actions taken from this post	
Profile Visits	4
Discovery ⓘ	
1,051	
Accounts Reached	
7% weren't following visitjoco	
Impressions	1,120
From Home	1,028
From Hashtags	61
From Profile	15
From Other	5
Follows	0

What was done well: Added hashtags in comment, tagged applicable account as location, used hashtags in copy, catchy caption, appealing picture

GUIDELINES FOR VISUALS



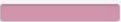
























- Images with little text on them tend to perform better, as images with text are seen more as ads.
- Focus on eye-catching/colorful images and videos.
- Visuals with people enjoying themselves (UGC) is ideal, but make sure you have their permission to share or take their picture.
- Videos tend to perform well compared to images if they are eye-catching and interest the viewer in the first few seconds
- Photo sizes (2000 x 1500 sized pictures work for all platforms through Sendible, it may ask you you adjust size from there but easily adjusted)
 - FB post: 1200 x 630
 - IG post: Landscape 1080 x 566, Portrait 1080 x 1350, Square 1080 x 1080
 - Twitter post: 900 x 450
 - LinkedIn post: 1350 x 440
 - IG Reels: 1080 x 1920 vertical, short videos less than 30 seconds
 - IG and FB story size: 1080 x 1920, vertical
 - FB cover: 820 x 312 (desktop), 640 x 360 (mobile), **safe zone 640 x 312**
 - Twitter header: 1500 x 500
 - LinkedIn header: 1128 x 191
 - source: <https://www.socialpilot.co/blog/social-media-image-sizes>

TAGGING/CREDITING GUIDELINES

- Whenever we mention a business we want to tag them on applicable social channels in the text so they can be notified and hopefully share to their page to get more reach. *Always attempt to tag partners who are a part of the post content.*
- When sharing media stories that include JCVB or partners, always try to tag the publication and/or writer/influencer.
- On IG specifically, if the post is about a singular partner geotag them as well.
- Our State Magazine Reprint / Reuse Policy
 - Reprints are provided digitally in the form of .pdf or .jpg files directly from *Our State* magazine and are to be used only with specific permission from *Our State*. Due to copyright laws, reprints must be used in the exact format provided by *Our State* magazine, whether printed as a hard-copy or placed on a website. Text and images may not be altered or excerpted from the original design. Usage intent must be clearly stated before any permissions are granted. Any use of copyrighted print or digital content for commercial or promotional purposes requires permission of *Our State* magazine's editor in chief. All reuse of this content, including posting on social media, must properly credit *Our State* magazine, the writer, and the photographer(s) and should include a link to ourstate.com.

COMPETITOR CHANNEL

- On FB we can compare how other CVB's pages are performing using the "Insights" menu
- This can be used to research other well-performing pages to find out what posts of theirs were really popular and create/share something similar.

Pages to Watch					Create post	
Compare the performance of your Page and posts with similar Pages on Facebook.						
Add Pages					Reactions, Comments & Shares ⓘ	
Page	Total Page Likes	From Last Week	Posts this week	Engagement this week		
1  visitRaleigh	74.8K 	▲100%	4	28.2K 		
YOU						
2  Visit Johnston County, NC	18.4K 	▲100%	10	4.7K 		
Keep up with the Pages you watch.					Get more likes	
3  Visit Fayetteville NC	12.4K 	▲100%	6	3.6K 		
4  Explore Nash County	11.9K 	▲100%	20	555 		
5  Visit Halifax	11.5K 	▲100%	8	644 		
6  Visit Greenville, NC	10.9K 	▲100%	2	5.7K 		
7  Lumberton Visitors Bur...	4.6K 	▲100%	59	1.8K 		
8  Dunn Area Tourism Aut...	2.6K 	▲100%	5	19 		
9  Wilson Visitors Center	1.7K 	▲100%	1	44 		

[Source: FB insights, Date pulled 5/2022]