



Rowan County Tourism Content & Promotion Guidelines

Rowan County Tourism's goals for content and promotion are to foster the mission of the organization by showcasing the people, places, and events that make Rowan County a vibrant and original destination. The mission of Rowan County Tourism is to promote and develop Rowan County as a destination while increasing economic development through visitor spending; with an emphasis on attracting visitors from outside of the county and encouraging them to book an overnight stay in local lodging accommodations.

To ensure fairness and transparency in content and promotional efforts, a structured approach is followed when selecting promotional features on the website, social media, blog, and through various marketing channels. Decisions are guided by factors, such as: visitor interest, economic impact, partner engagement, marketing trends, industry data and alignment with the Visit Rowan County brand strategy. Below is an outline of criteria for sharing and promoting content in a manner that helps maintain a balanced representation of the county while driving visitation to Rowan County and supporting local businesses, attractions, and events.

Rowan County Tourism Resharing Content

Rowan County Tourism's social media accounts reshare content from local businesses, attractions and events that align with the Rowan County Tourism mission. Reshares will focus on X posts containing key information and events, and high quality imagery from Instagram to Visit Rowan County's Instagram stories. Sharing content on Facebook is rare and strategic due to the best practices associated with Facebook's algorithm. Photos and graphics that are offensive, low quality or graphic heavy will not be considered. Content must be engaging and have high quality imagery that showcases unique visitor experiences, has broad appeal, and has a positive representation of Rowan County. Resharing is highly subjective and is left to the discretion of Rowan County Tourism staff.

Rowan County Tourism Website Business Listings

Businesses listed on the Visit Rowan County, NC website must primarily serve visitors and align tourism-related categories such as accommodations, attractions, dining, shopping, and entertainment. To be

included, businesses must have a physical storefront in Rowan County and offer an experience that enhances tourism. Listings are reviewed and updated regularly to ensure accuracy; however, due to the nature of small business operational changes, Rowan County Tourism encourages businesses to keep an open line of communication about changes that need to be made to their business listing. If you would like to be considered for a business listing, please visit visitrowancountync.com/contact/.

Rowan County Tourism Website Event Listings and Promotion

Events featured on VisitRowanCountyNC.com must be open to the public, appeal to visitors, and contribute to the county's tourism economy. Priority is given to events that attract out-of-town attendees staying overnight in local lodging accommodations, take place over multiple days, highlight local culture, or are hosted by established tourism partners. Submissions are reviewed based on these criteria, and inclusion is at the discretion of Visit Rowan County. If you would like to submit an event to be considered for the event calendar, please visit visitrowancountync.com/events/submit-an-event.

Rowan County Tourism Original Social Media Posts

Visit Rowan County's social media platforms each maintain a different goal. Original posts on Instagram focus on telling Rowan County's story through images, X focuses on quick information and event information, and Facebook focuses on website links to drive visitors back to Rowan County Tourism's website. Rowan County Tourism's owned social media platforms are designed to encourage overnight travel to the destination, highlight major events, new business openings, seasonal activities, and unique visitor experiences. These posts are planned strategically to support marketing goals, maintain a balanced content mix, and ensure broad countywide representation. You are welcome to reshare @VisitRowanCountyNC posts on any platform at any time as they relate to your marketing goals.

Rowan County Tourism Paid Advertising & Facebook Paid Marketing

The purpose of Rowan County Tourism's paid advertising and Facebook paid marketing is to support overnight travel to the destination, with a secondary goal of promoting major events, seasonal attractions, and tourism initiatives with strong visitor appeal. The budget is allocated based on the overall tourism economic impact, and additional allocation of funds is done with the purpose of driving overnight stays. Paid advertising and marketing decisions are made at the discretion of Rowan County Tourism.

Rowan County Tourism Blog Topics & Scope

Rowan County Tourism's blog is found on Visit Rowan County, NC's website and advertised through e-newsletters, Facebook, X and Instagram. The blog provides itineraries and detailed event information, while driving traffic to other pages of the website. Blog content is carefully curated to highlight experiences that appeal to visitors and encourage travel to Rowan County. Blog topics are chosen based on seasonality, upcoming events, partner input, and broader marketing strategies. Rowan County

Tourism strives for diverse countywide coverage, however, features for every business or event cannot be guaranteed. Events and businesses that promote visitation from outside of the county and encourage overnight stays are significant. For this reason, multiday events are given priority. Decisions for content are made at the discretion of Rowan County Tourism.

Rowan County Tourism E-Newsletter Topics and Mentions

Rowan County Tourism's monthly e-newsletters are designed to inform potential visitors about upcoming events, seasonal highlights, and new experiences in Rowan County. Content is selected based on relevance, timeliness, and tourism impact. A mix of events and businesses are featured; however, space is limited, and inclusion is based on strategic marketing priorities aimed at attracting overnight visitors and increasing the overall economic impact of tourism.

Rowan County Tourism Influencer Partnership Locations & Events

Rowan County Tourism strategically partners with social media influencers with the goal of increasing overnight stays and driving traffic by building from influencers current reach and following to increase exposure. When selecting locations and events for influencer collaborations, Rowan County Tourism considers factors such as the influencer's audience, engagement levels, and alignment with the Tourism brand. Experiences that provide strong visual content, showcase Rowan County's unique offerings, and attract potential visitors are prioritized. Influencer visits are planned to maximize exposure to the overall destination. Selections for influencers and location features are based on trends, influencer availability and market data. Selections are made at the discretion of Rowan County Tourism.

****By following these guidelines, Rowan County Tourism strives to maintain fairness, consistency, and the highest strategic impact in our marketing efforts while effectively promoting Rowan County as a premier travel destination. Efforts are focused on attracting visitors from outside of Rowan County to visit, play and stay in local lodging accommodations. Rowan County Tourism continuously monitors and analyzes marketing industry trends. Rowan County Tourism reserves the right to adjust marketing strategies based on the latest trends, ensuring the highest return on investment and maximum economic impact for tourism. If you have any questions or concerns about our content and promotional guidelines, please reach out to visitrowancountync.com/contact/.***