

**VIRGINIA
IS FOR
LOVERS®**

**2023
Social Media
Channel
Strategy**

SOCIAL MEDIA

321M

Impressions in 2022

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.

VIRGINIA IS FOR LO♥ERS



Channel Presence



[@VisitVirginia](#)

212K Followers



[@VirginiasForLover](#)

894K Followers



[@VisitVirginia](#)

8K Followers



[Virginia is For Lovers](#)

6K Subscribers



[@VisitVirginia](#)







62K Followers



[Virginia is For Lovers](#)

4K Followers

Competitive Analysis

						
VIRGINIA	<u>894K</u>	<u>212k</u>	<u>62K</u>	<u>8K</u>	<u>6K</u>	<u>4K</u>
SOUTH CAROLINA	<u>285K</u>	<u>135K</u>	<u>39.8K</u>	<u>3.6K</u>	<u>8.5K</u>	<u>2.7K</u>
NORTH CAROLINA	<u>221K</u>	<u>178K</u>	<u>67.8K</u>	<u>9.7K</u>	<u>4.8K</u>	<u>27</u>
MARYLAND	<u>83K</u>	<u>109k</u>	<u>55.9K</u>	<u>3.7K</u>	<u>1.7K</u>	n/a
TENNESSEE	<u>192K</u>	<u>82.2k</u>	<u>21.5K</u>	<u>15.3K</u>	<u>5.96K</u>	<u>1.8k</u>

Measuring Success

Content Buckets

- Outdoor
- Lodging
- Food & Drink (beer, wine, spirits, restaurants, etc.)
- Regional
- Attractions
- Events

Objectives

- Brand and Editorial
- Product
- Conversion
- Thought Leadership/B2B

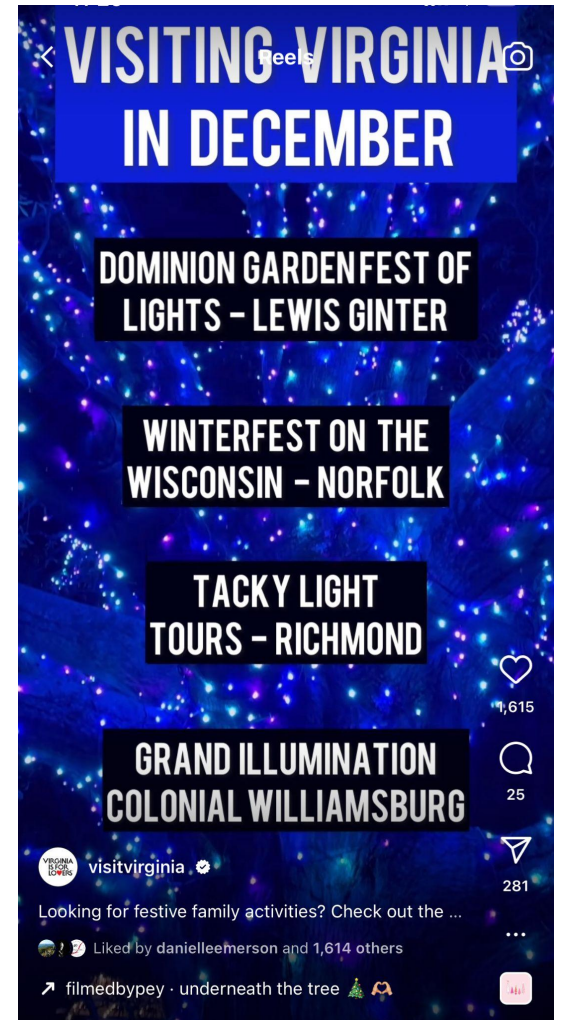
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Instagram

- **Types of content we share:** [Things to do](#), roundups, brand building, quiz content in Reels, IG stories, Feed posts, and Guides
- **Objectives:** Brand & Editorial, Product, Conversion
- **Audience:** Women ages 25-34 in RVA, VA Beach, Alexandria and Washington DC
- **Key Metrics:** Engagements, Followers, Views
- **Action items from social team:** Post in feed 6-7x week, post reels 4x per week, post stories 5x per week, engage with followers, engage with other pages/industry, respond to DMs and comments daily, source UGC with crowdriff

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LinkedIn

- **Types of content we share:** VTC Programs and impact, Brand building, roundups, things to do, storytelling, events and festivals
- **Objectives:** Thought Leadership/B2B, Brand and Editorial, Product
- **Audience:** Senior level employees, with job functions in Business Development, Operations and Marketing
- **Key Metrics:** Engagements, Page Followers, Clicks
- **Action items from social team:** Post 3-5x per week, engage with followers and other pages/industry, respond to comments daily, changing header photo quarterly

VIRGINIA IS FOR LOVERS



Virginia Tourism Corporation

4,215 followers

3w •



We had an amazing time connecting with our partners at The VA-1 Governor's Tourism Summit this year in [VisitNorfolk!](#) The hospitality of our hosts was unmatched, the enthusiasm from the speakers was off the charts, and the LOVE for Virginia was felt by everyone. [#2022VA1](#) [#LoveVA](#)



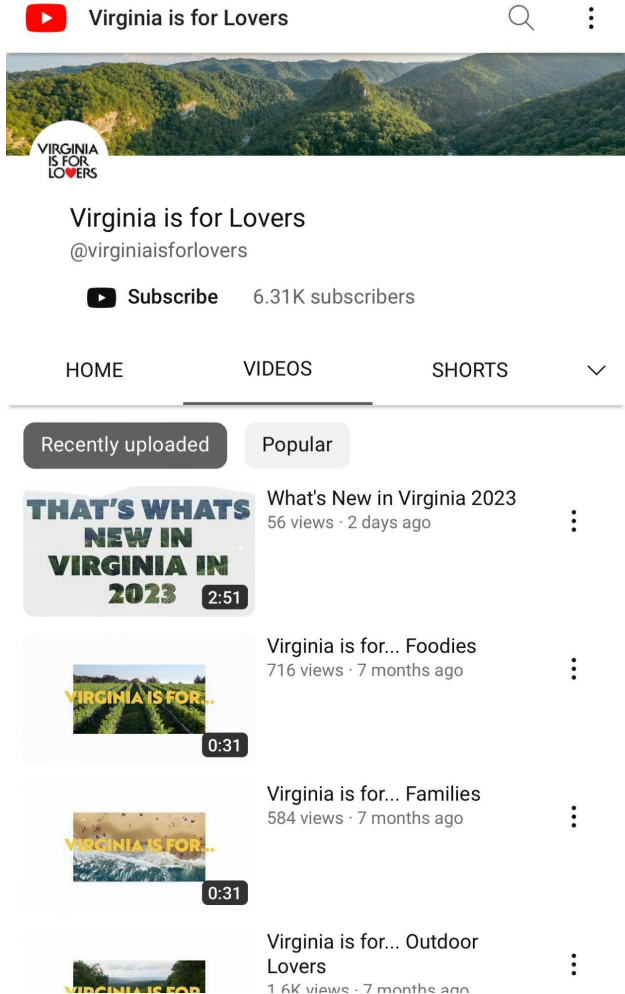
110

1 comment • 9 reposts

YouTube

- **Types of content we share:** Storytelling, episodic content, brand building
- **Objectives:** Product, Brand & Editorial
- **Audience:** 78% male, 25-44 years old
- **Key Metrics:** Views, Followers/Subscribers
- **Action items from social team:** Post new videos as available, engage with subscribers and reply to comments daily, update playlists regularly

VIRGINIA IS FOR LOVERS



The screenshot shows the YouTube channel page for "Virginia is for Lovers". At the top, there is a red play button icon, the channel name "Virginia is for Lovers", a search icon, and a menu icon. Below this is a banner image of a green mountain range with a circular logo in the bottom left corner that says "VIRGINIA IS FOR LOVERS". Under the banner, the channel name "Virginia is for Lovers" and the handle "@virginiaisforlovers" are displayed. A "Subscribe" button with a play icon and "6.31K subscribers" is visible. Below the channel information are navigation tabs for "HOME", "VIDEOS", and "SHORTS", with "VIDEOS" being the active tab. There are two filter buttons: "Recently uploaded" (selected) and "Popular". The video list includes:

- THAT'S WHAT'S NEW IN VIRGINIA IN 2023** (2:51) with a thumbnail showing a road through a forest. Description: "What's New in Virginia 2023", 56 views · 2 days ago.
- Virginia is for... Foodies** (0:31) with a thumbnail showing a field of green crops. Description: "Virginia is for... Foodies", 716 views · 7 months ago.
- Virginia is for... Families** (0:31) with a thumbnail showing a beach scene. Description: "Virginia is for... Families", 584 views · 7 months ago.
- Virginia is for... Outdoor Lovers** (1:6K views · 7 months ago) with a thumbnail showing a road through a forest.

Pinterest


- **Types of content we share:** Things to do, roundups, brand building, downloads (conversion)
- **Objectives:** Product, Conversion, Brand & Editorial
- **Audience:** 25-34 years old, 50/50 men and women, LA, NY, DC top metros
- **Key Metrics:** Engagements, Clicks
- **Action items from social team:** Create new pins monthly, update boards as needed, change cover photo quarterly

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LOVERS

Virginia is for Lovers

 virginia.org · @visitvirginia · Love is here, just waiting for you to find it. Do what you LOVE on a Virginia vacation.

7.8k followers · 166 following

0 monthly views

Creator hub

Created


Saved



Facebook

- **Types of content we share:** Things to do, news, downloads (conversion), [roundups](#), brand building, events and festivals
- **Objectives:** Brand & Editorial, Product, Conversion
- **Audience:** Women ages 35-44 in VA Beach, RVA, NY
- **Key Metrics:** Engagements, Clicks
- **Action items from social team:** Post 7x per week, engage with followers and other pages/industry, respond to DMs and comments daily, change cover photo quarterly

VIRGINIA IS FOR LOVERS

<  **Virginia is for Lovers** ...
Posted by Sprout Social
Nov 29 · 🌐

There's no place like Virginia for the holidays. See for yourself when you visit the Commonwealth this month. 🌲
[#VisitVA](#) <https://virginiaisforlovers.co/3u4HTxx>

- 📍 : Dominion GardenFest of Lights at [Lewis Ginter Botanical Garden](#) | 📷 : Michael Simon
- 📍 : [The Old Lucketts Store](#) | 📷 : Sarah Hauser
- 📍 : WinterFest on the Wisconsin [Nauticus](#) | 📷 : Doug Spence
- 📍 : [Visit Alexandria VA](#) | 📷 : Misha Enriquez



Twitter

- **Types of content we share:** Things to do, news, roundups, brand building, events and festivals
- **Objectives:** Brand & Editorial, Product,
- **Audience:** Males aged 25-34 in the United States
- **Key Metrics:** Engagements, Clicks
- **Action items from social team:** Post 5x per week, engage with followers and other pages/industry, respond to DMs and comments daily, change cover photo quarterly

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4:43

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Edit profile

visitvirginia ✓
@VisitVirginia

Love is here, just waiting for you to find it. Do what you LOVE on a Virginia vacation & share your experiences with us using [#LOVEVA](#) | IG: [@VisitVirginia](#)

📍 Virginia 🌐 [Virginia.org](#) 📅 Joined August 2008

1,065 Following 61.8K Followers

Tweets Tweets & replies Media Likes

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Take advantage of the warmer weather with these backpacking trips along the Appalachian Trail. [#VAOutdoors](#)

[blog.virginia.org](#)
10 Best 2-3 Day Virginia Backpacking Trips on the Appalachian Trail - Virginia!

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