

Travel South USA Global Channels

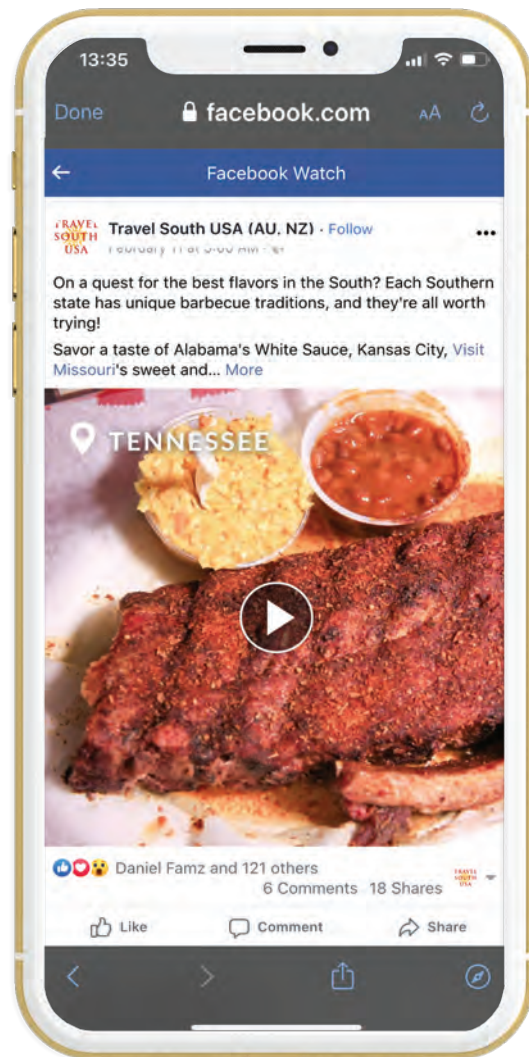
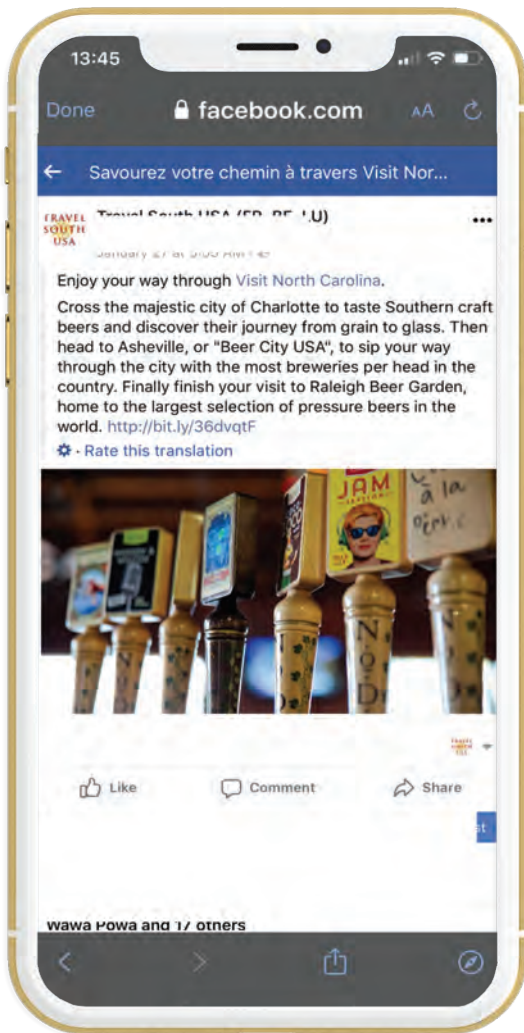
To inspire visitation among international travelers to the Southern region, Travel South USA has implemented a series of micro social media campaigns hosted on Travel South USA’s Facebook Global Pages in Australia/New Zealand, Netherlands, Brazil, France, Italy and Scandinavia. Campaigns were centered around a “fewer, bigger, better” posting cadence allowing for more media dollars to be spent on content that is more relatable and engaging. This allowed our in-country community managers to focus on facilitating conversation and meaningful interaction with our audience, not just posting for the sake of posting. Campaigns were dedicated to specific themes matching the pillars of Travel South: festivals, outdoor activities, food and road trips.

From July 2019 - June 2020 the Travel South USA channels reached over **720, 000 engagements** and over **6.8 million impressions around the globe.**



Example Post
73 Engagements
130,695 Impressions

Example Post
36 Engagements
49,641 Impressions



Example Post
39,488 Engagements
209,962 Impressions

With the Travel South USA Global Social Strategy just completing its 3rd year, we continue to gain insight on what works and where the biggest opportunities lie.

WHAT WORKED?

- Collaborative content workshops
- Expanding social footprint into new markets
- Initiated our first co-op social program
- Insight-driven decisions during crisis
- Knowledge sharing via partner webinar
- With these elevations, additions and adaptations to our plan, we were able to more effectively and strategically create content to support the states and our high-level objectives on social.