

Building Your Voice: Social & Content Creation

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The State of Social Media

Jacksonville
THE FLIP SIDE
OF FLORIDA

THE STATE OF SOCIAL MEDIA

Social media remains one of the most powerful and cost-effective marketing tools available.

If you're not actively using your social channels, you're missing opportunities to reach potential customers.

Key Global Reach Statistics (2026)

- Total Users: Around 5.66 billion active user identities.
- Global Penetration: Over 60% of the total global population, and over 93% of all internet users.
- Growth: The user base grew by nearly 300 million in the past year, with 9.3 new users signing up every second.
- Time Spent: The average user spends 2 hours and 40 minutes per day on social media.

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SHORT FORM IS KING

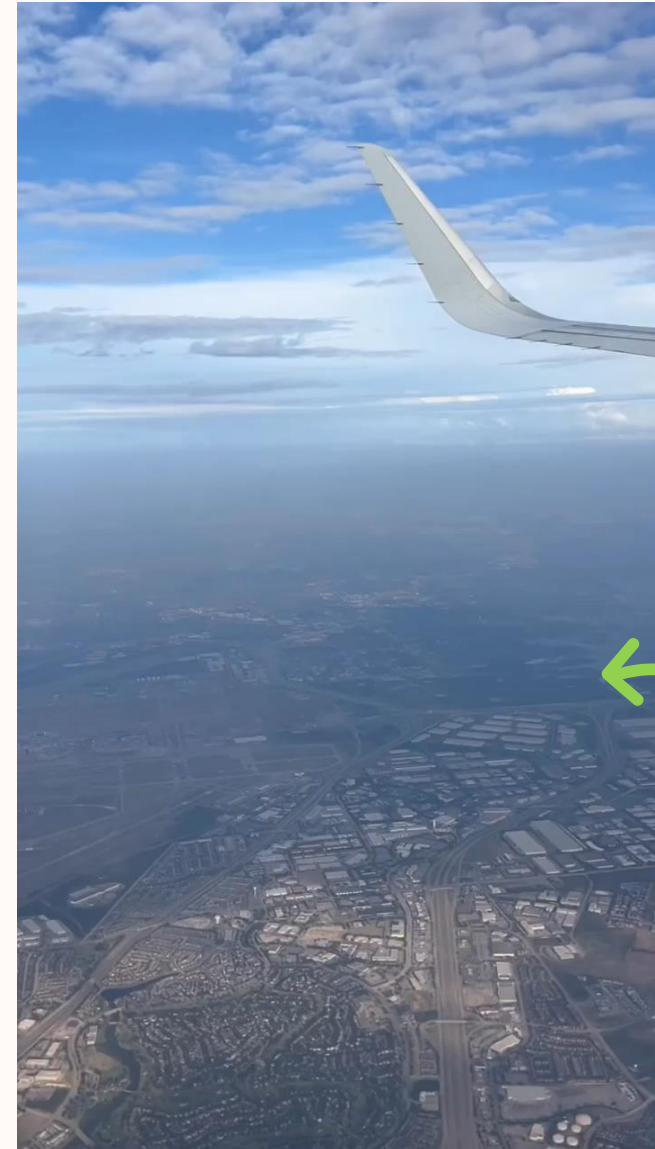
- Short-form video continues to drive the highest reach and engagement
- Carousel posts are making a strong comeback.
- Pictures are having a resurgence on Facebook

TEST WHAT WORKS FOR YOU

- Different types of content perform differently across platforms and audiences, so it's important to test what works best for your specific users.

QUALITY OVER QUANTITY

- More isn't always better. Over-posting can hurt engagement and lead to audience fatigue. Focus on quality and consistency over quantity.



Monitor trends!

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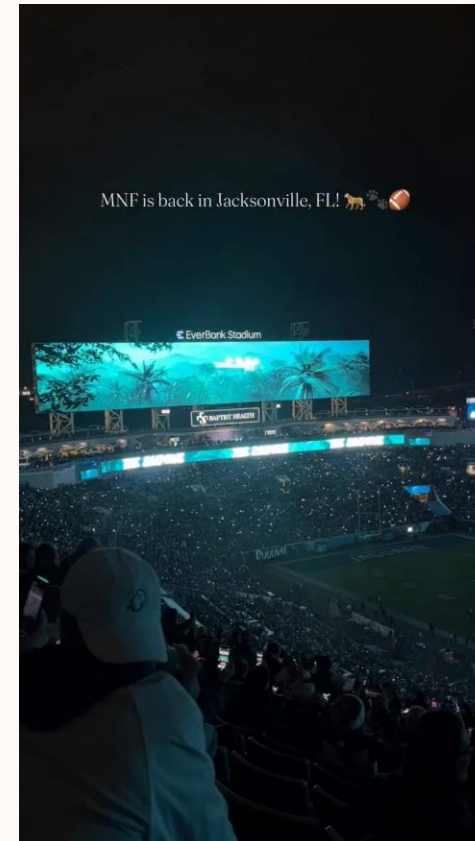
The top-performing social media platforms based on audience are Facebook (3.1 billion MAU), Instagram (3 billion MAU), and YouTube (2.6 billion MAU).

- Social platforms like TikTok, Instagram and YouTube collectively account for over 60% of product discovery, surpassing Google and signaling a major shift in how people research and decide what to buy.
- Platform growth is shifting. While TikTok and Instagram continue to dominate, LinkedIn is emerging as a major opportunity for brands and professionals.
 - #1 TikTok
 - #2 Instagram
 - #3 LinkedIn
- Don't forget about Pinterest!

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NOT EVERY POST WILL GO VIRAL

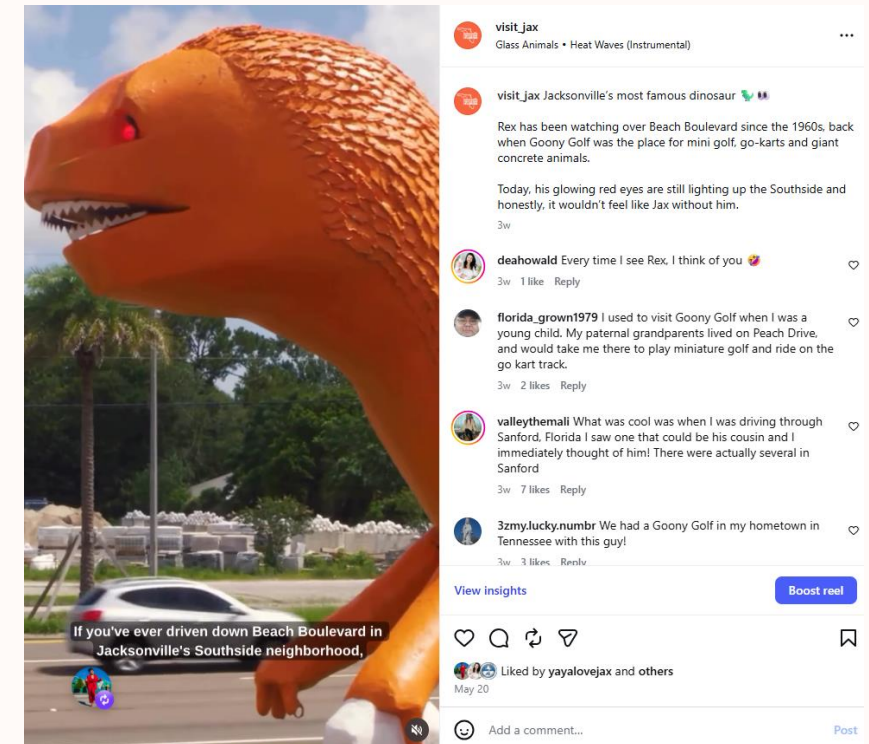
Focus on building relationships, testing new ideas and having fun with your content.



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Follower count is no longer the most important metric.

- Manage your entire social footprint by looking at total reach and performance across all platforms.
- Prioritize visibility: views, shares and non-follower views are now some of the strongest indicators of success.
- Engagement is harder to earn than it used to be, so getting more eyes on your content matters most.
- Reporting should focus more on views, shares and reach rather than only engagement or follower growth.
- Don't get discouraged by the numbers.

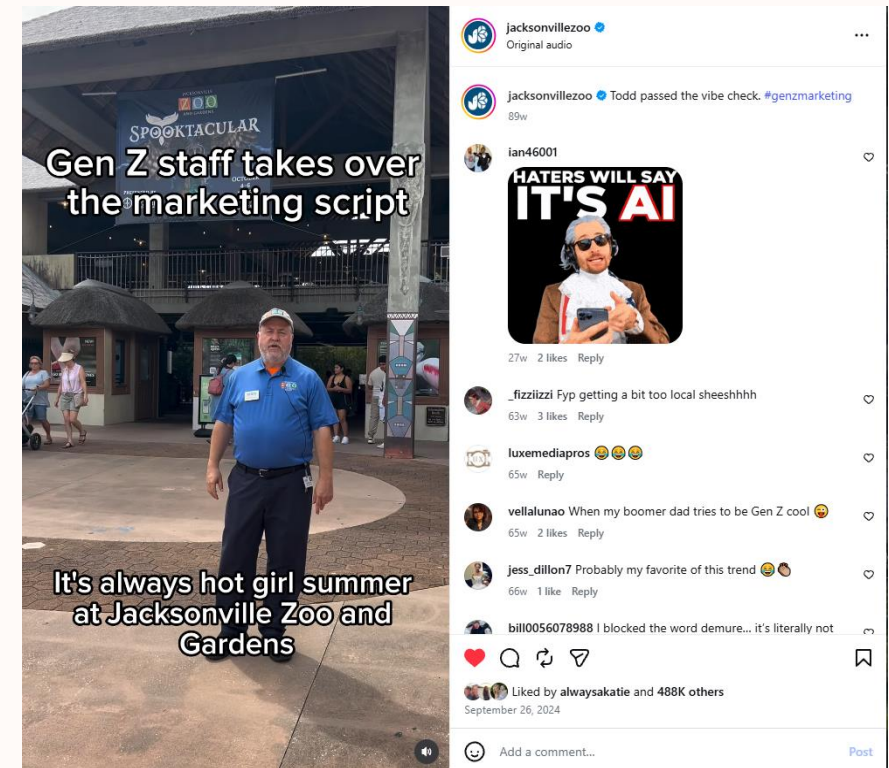


1,098 likes, 36k views

STATE OF SOCIAL MEDIA

BUILD A COMMUNITY

- People connect with people. Employee and personal LinkedIn profiles often outperform company pages because audiences are more likely to engage with individuals than brands.
- Authenticity wins. Audiences want real stories, behind-the-scenes content and genuine personalities, not overly polished advertisements. Community!



THE STATE OF SOCIAL MEDIA

ENGAGEMENT BEST PRACTICES

- Measures active participation—like likes, comments, shares, saves, and link click
- Manage your social footprint as a whole
- Live in the comments
- Establish a one-to-one connection
- Create a community



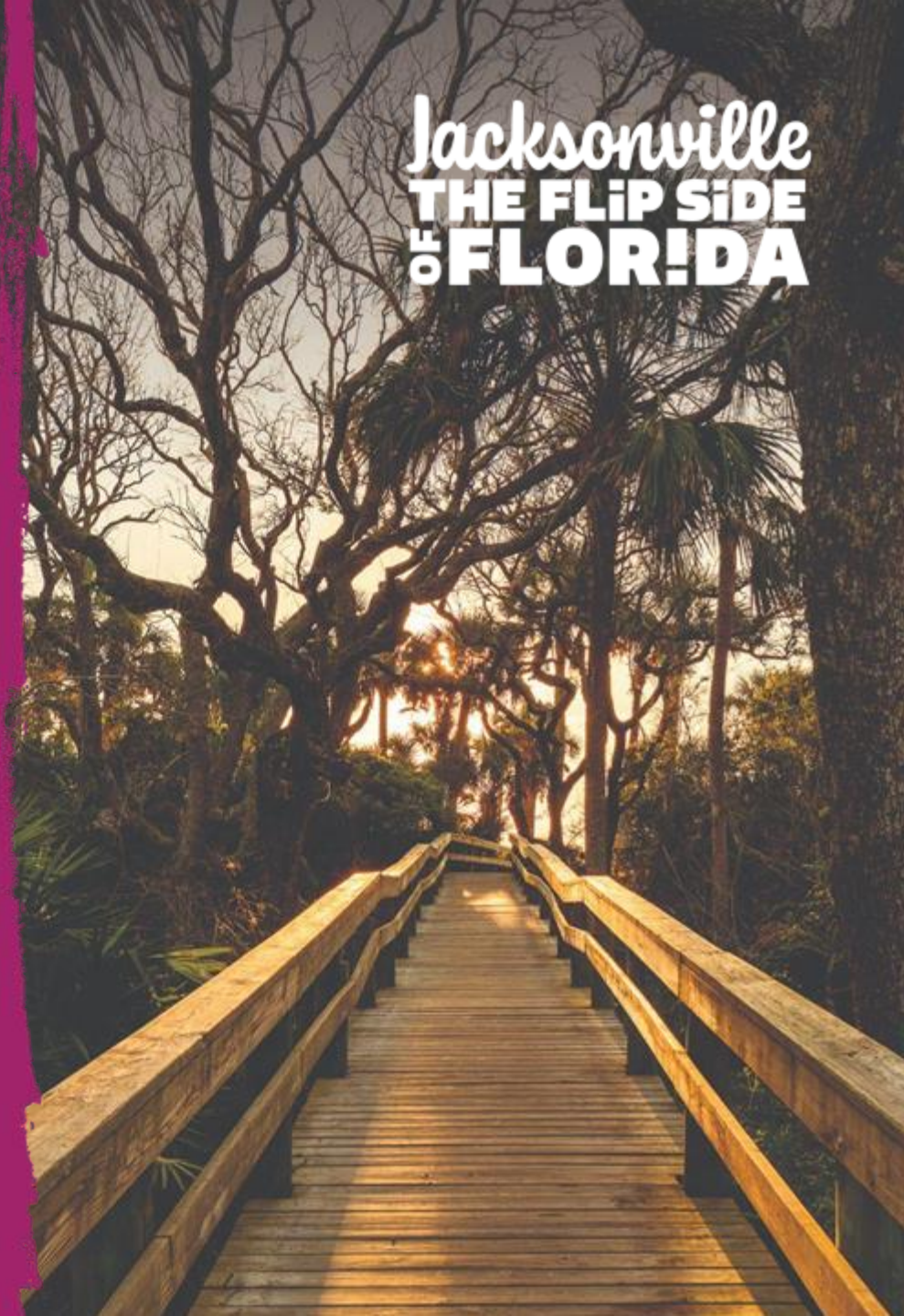
STATE OF SOCIAL MEDIA

REMEMBER TO HAVE FUN!



HOW WE TELL JACKSONVILLE'S STORY

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TELLING JACKSONVILLE'S STORY

People do not travel for places; they travel for experiences. We decided not just to post about Jacksonville but to look for stories that deserve a bigger spotlight.

TELLING JACKSONVILLE'S STORY

OUR PROCESS

- Identify our focus. What do we want to highlight? What is unique, trending or under-the-radar?
- Connect with the people behind the story
- Capture or have an Insider capture authentic moments and experiences
- Turn one story into content across multiple platforms



TELLING JACKSONVILLE'S STORY

EXAMPLE: JACKSONVILLE'S FOOD SCENE

- Jacksonville's culinary scene is incredible and growing fast. We wanted to showcase it
- We started reaching out to chefs and restaurant owners
- Instead of just filming food, we focused on the people, passion and stories behind it
- The result was content that felt authentic, highlighted local businesses and help elevate Jacksonville's reputation as a food destination



TELLING JACKSONVILLE'S STORY
OTHER EXAMPLES

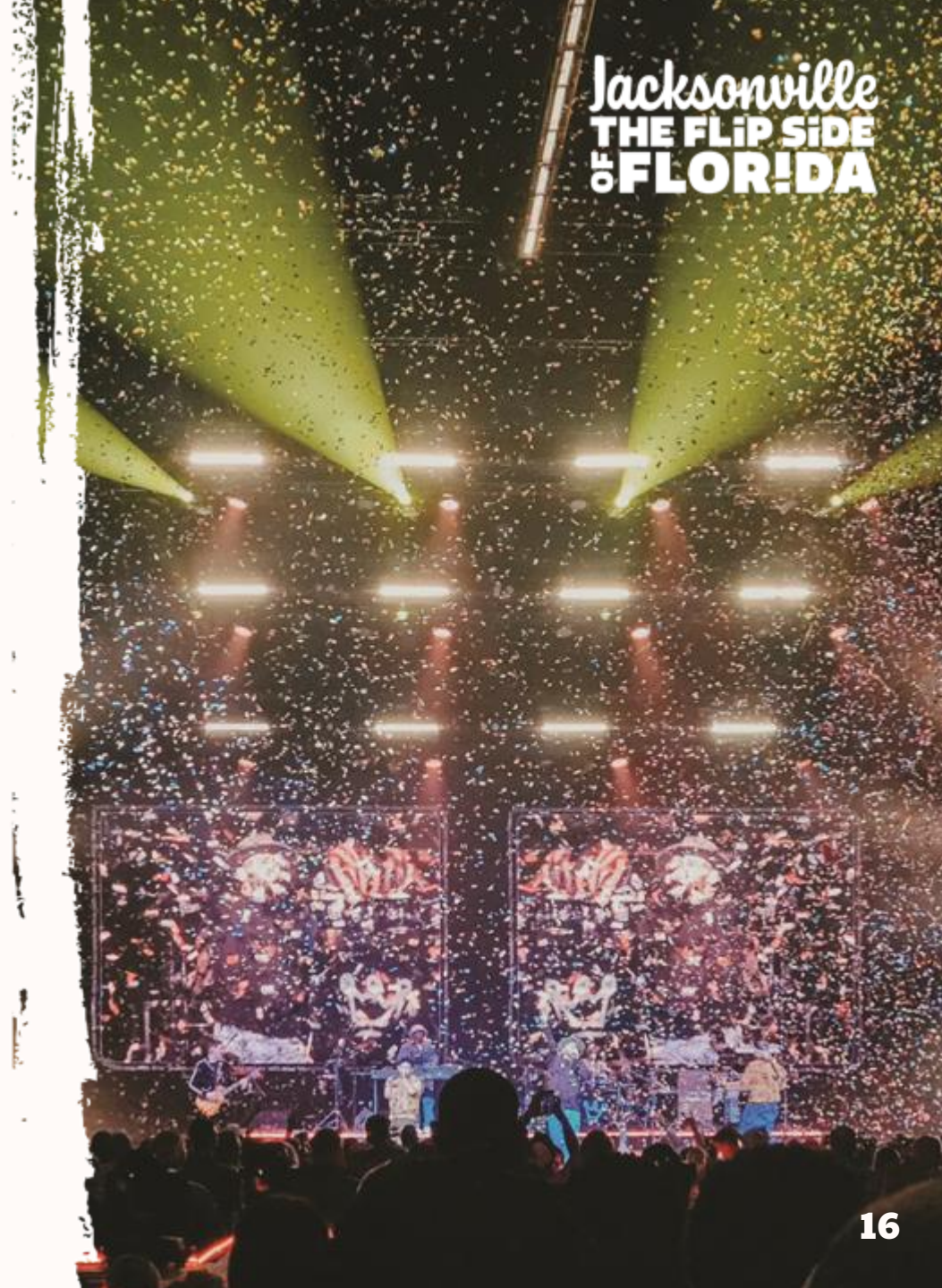


Jacksonville's Surf History created by
Justin Quintal for Visit Jacksonville



Jacksonville's Gullah Geechee Food Culture
created by YELLING for Visit Jacksonville

WORKING WITH CREATORS



WORKING WITH CONTENT CREATORS

WHO, WHAT?

- **Content Creator**
 - Creates original content for platforms like YouTube, TikTok, Instagram, blogs, etc.
 - Focus is on entertaining, educating, or engaging an audience
 - Success is measured by content quality, creativity, views and audience growth
- **Influencer**
 - Builds a personal brand and influences audience opinions, trends or purchasing decisions
 - Focus is on audience trust, lifestyle, personality and community engagement
 - Success is measured by reach, engagement and ability to drive action
 - Often has a larger following than content creators
- **Journalist** (Travel writer)
 - Works for news media outlets or independently as a freelance writer who is then hired by a media outlet
 - Success is measured by credibility, accuracy and public impact
 - Follows journalistic standards such as fact-checking and source verification

WORKING WITH CONTENT CREATORS

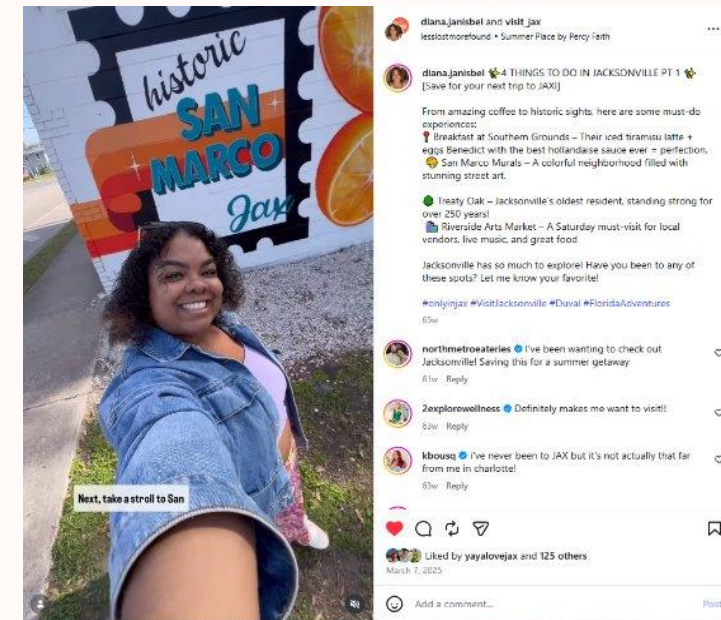
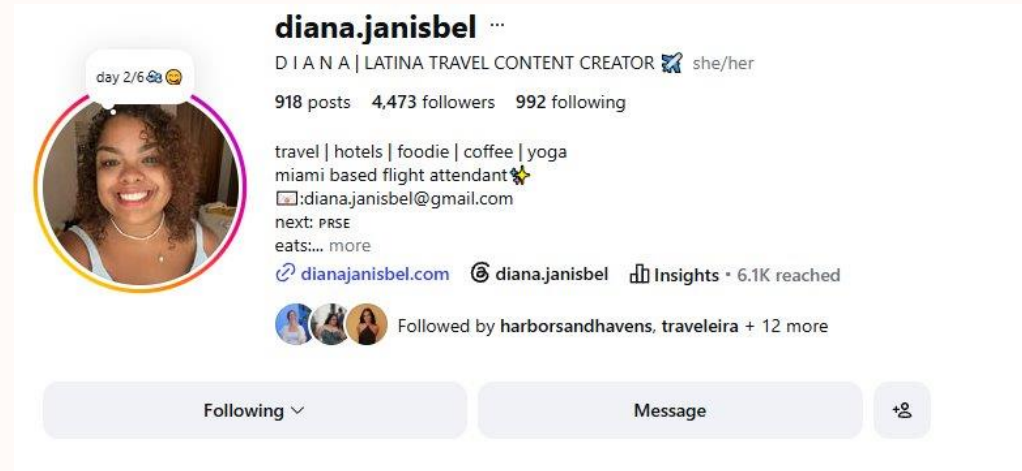
VISITING CREATORS, INFLUENCERS AND JOURNALISTS

- **Regularly bring in throughout the year**
 - Average 20-25 each fiscal year
- **Content creators and Influencers**
 - Have a set of deliverables they are under contract to complete
 - Contracted deliverables can guarantee coverage of a specific thing or place
- **Journalist** (Travel writer)
 - Visiting to learn about the destination to then pitch story ideas to media outlets
 - Coverage is not guaranteed

WORKING WITH CREATORS

WHAT TO LOOK FOR

- Authenticity
- Large number of followers doesn't always equal engagement
- A local creator with 5,000 engaged followers may deliver more value than a creator with 100,000 disengaged followers.
- Questions to ask yourself:
 - Is their audience the audience I want to reach?
 - Does their content align with my brand?



WORKING WITH CONTENT CREATORS

VISIT JAX INSIDERS

- Local content creators and community influencers who showcase Jacksonville through authentic storytelling
- Highlight restaurants, events, neighborhoods, outdoor adventures and hidden gems across the destination
- Create engaging social media content that inspires visitation and community pride



WORKING WITH CREATORS

VISIT JAX INSIDERS

- Provide visitors with trusted recommendations and insider perspectives
- Collaborate with Visit Jacksonville on campaigns, events and seasonal promotions
- Expand Visit Jacksonville's digital reach and audience engagement across platforms



WORKING WITH CONTENT CREATORS VISIT JAX INSIDERS



Katrice Shorter
@willworkforheels



Yaya Cardona
@yayaalovejax



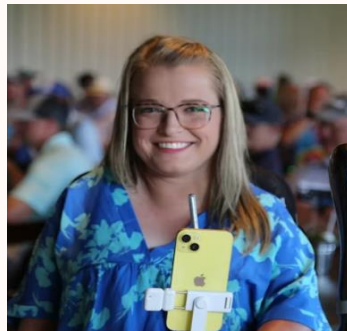
Dea Howald
@deahowald



Jessica Akel
@jessinjax904



Ru Miles
@ruindiamiles



Sara Gaver
@wheelifeconnections



MaryAnne Rodriguez
@maryannedoesitall



Jessica Zheng
@jessishome



Nat and London Arevalo
@offourcouch

WORKING WITH CONTENT CREATORS

HOW VISIT JAX INSIDERS SUPPORT LOCAL BUSINESSES

- Increase visibility for local restaurants, shops, attractions and experiences through social media content
- Create authentic recommendations that build trust with visitors and locals alike
- Showcase hidden gems and small businesses that may not have large marketing budgets



coolest new coffeeshop
in Jacksonville, FL!

WORKING WITH CREATORS

HOW VISIT JAX INSIDERS SUPPORT LOCAL BUSINESSES

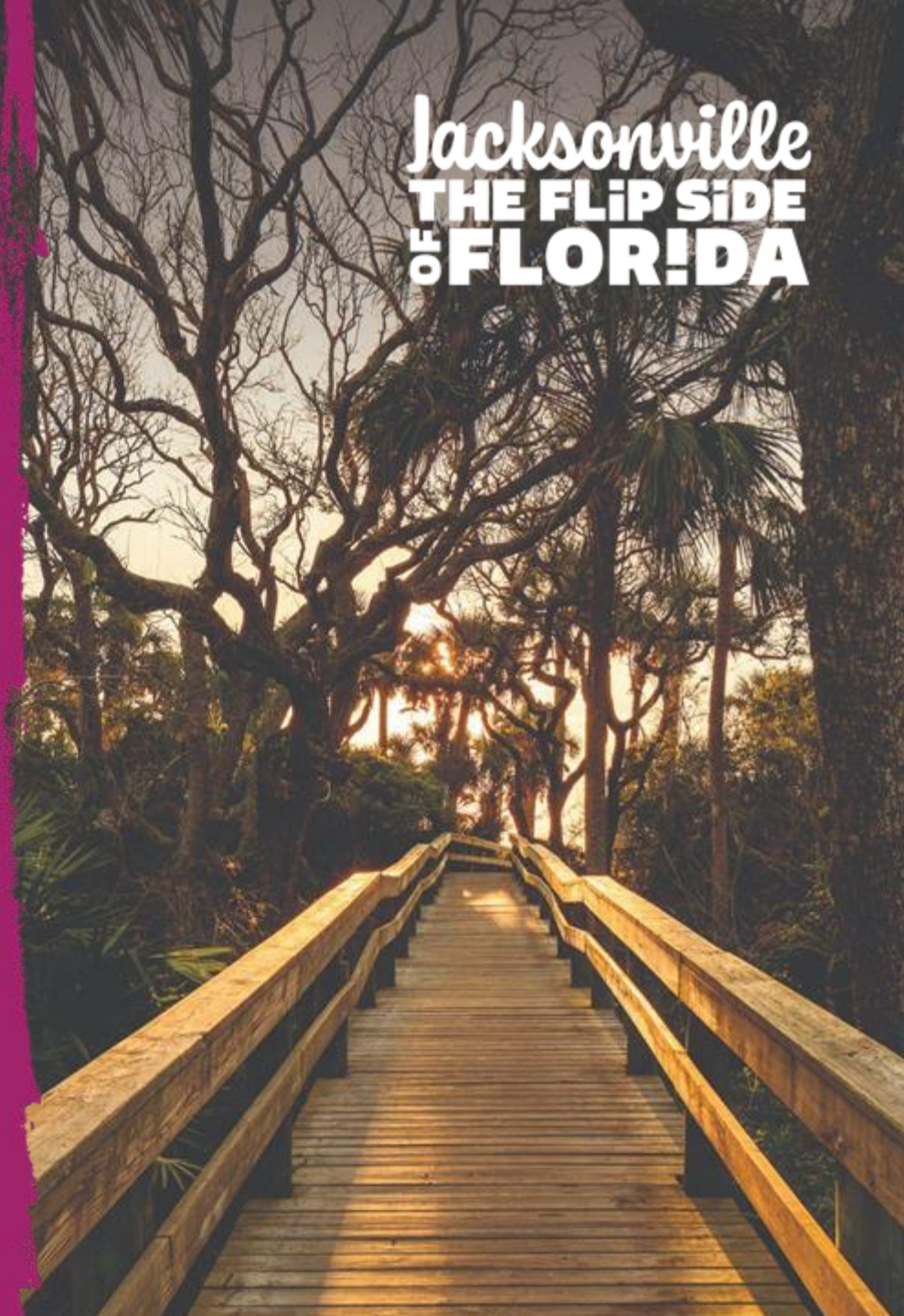
- Many Insiders are willing to collaborate through trade exchanges, such as complimentary meals, tickets or experiences, rather than paid partnerships
- Provide businesses with affordable marketing opportunities and valuable user-generated content





HOW WE CAN HELP

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HOW VISIT JAX SUPPORTS LOCAL BUSINESSES

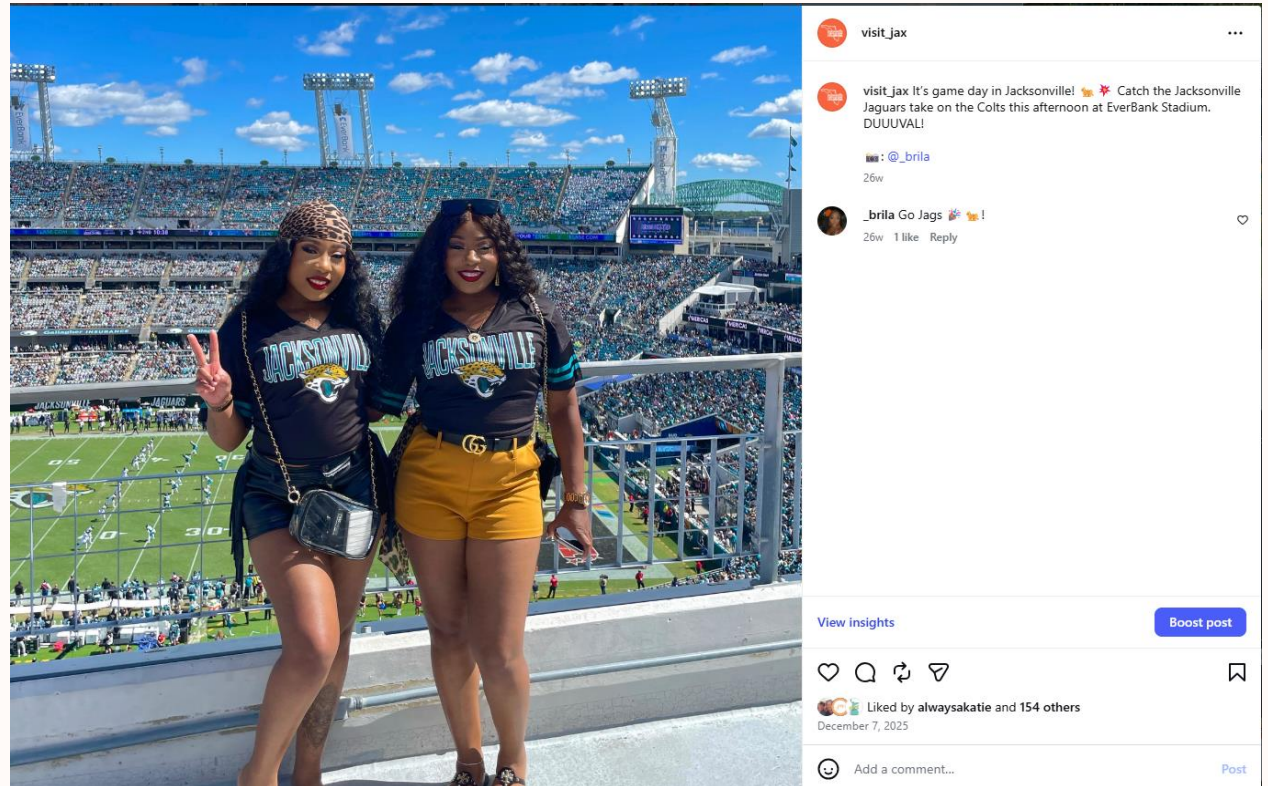
- Features local businesses across Visit Jacksonville's social media channels, reaching both visitors and locals
- Highlights restaurants, attractions, events, hotels and unique experiences through organic content



WORKING WITH CONTENT CREATORS

HOW VISIT JAX SUPPORT LOCAL BUSINESSES

- Amplifies partner content by sharing, reposting and engaging with business social media accounts
- Showcases user-generated content from visitors, locals and content creators



HOW WE CAN HELP

HOW VISIT JAX SUPPORTS LOCAL BUSINESSES

- Encourages cross-promotion and collaboration among local tourism partners
- Helps businesses gain visibility through authentic content that inspires people to visit, dine, shop and explore



WORKING WITH CONTENT CREATORS

WHAT YOU CAN DO

- Tag @Visit_jax in posts and stories
- Add your address (or Jacksonville, FL) in your bio
- Share high-quality photos and videos
- Invite Visit Jacksonville staff, Insiders and creators to special events and experiences
- Engage with local conversations and trending destination content
- Create content that tells a story, not just promotes a product or service
- People may not remember what you offer, but they will remember how you made them feel. Tell the experience, not just the product

HOW WE CAN HELP

WANT TO WORK WITH CREATORS? LET US KNOW!

- Autumn Leach – aleach@visitjacksonville.com
- Andrea Mestdagh – andrea@visitjacksonville.com

QUESTIONS?



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THANK YOU

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