

## Social Media & Blog Status Report – Caleb Sullivan



### Organic Cross Channel Report July 1 – 31 vs. June 1 – 30, 2021

- Total Audience Growth increased by 1.3% MOM (242,533)
  - Total Instagram Followers (23,865)
  - Total Facebook Page Likes (217,457) – Organic Increase of (706)
- Total Impressions decreased by 18.2% MOM. (2,979,249)
- Total Engagement increased by 1.9% MOM (128,304)
- Facebook Post Link Clicks increased by 10.7% (27,386)

*\*Decreases in engagement and impressions may be more typical moving forward due to changes in Facebook/Instagram Algorithm and iOS 14.5. The new Paid Social Strategy adopted should alleviate these impacts moving forward.*

### Facebook Ad Performance

Overall, we're seeing good results with our Facebook Ad campaigns. Results are high and costs are low, which is what we want to see. Boosted posts continue to perform well.

- Total Impressions 1,677,498
- Total Reach 606,092
- Result Per Campaign
  - Visitor Guide Leads: 459/ \$2.18 CPR
  - Newsletter Leads: 1,561/ \$.64 CPR
  - Page Like Campaign: 1,582/ \$.32 CPR
  - Web Traffic Campaign: 5,879/ \$.17 CPR
- New Campaigns
  - Micro Campaigns: 7,569/ \$.13 CPR
  - Blog Post Campaigns: 4,972/ \$.10

### Pinterest

- Total Impressions for June totaled 51,650. (17% Decrease MOM)
- Total Engagements for June totaled 1,540. (16% Decrease MOM)




### Updates

- Sales efforts are beginning once again. Attended Meeting Planner's International Carolinas' Chapter meeting in Asheville July 8-9. The JCTDA has joined MPICC and is actively making connections with regional meeting planners in our target markets. The first MPICC Tradeshow is scheduled for September.

- Received '30 Under 30' designation at Destinations International's Annual Convention in Baltimore, MD. I made great connections with my cohort as well as with industry thought leaders at this event.
- Took over the creation and distribution of the JCTDA's paid social media efforts. Current Ad campaigns are performing very well, and I've begun to create new campaigns with optimal targeting for better distribution.
- Participated in Discover Jackson Day on July 23. I visited and captured content of Granite City, Sliding Rock, the Chattooga River Trail, and Balsam Lake.

## Top Performing Posts for July

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Happy Independence Day from the NC Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva. 🇺🇸 Wishing you a safe...	Sun 7/4/2021 2:37 pm EDT	7,171	4,876	280	479	—	1,536
Sunrise in the mountains...pictures just don't do them justice. 📷 📧 stephen_ozcomert	Mon 7/26/2021 8:41 am EDT	7,017	4,909	348	600	—	1,160
Summer sunsets 🍷❤️💙📷 @joe_shively_photos	Thu 7/15/2021 11:37 am EDT	4,765	3,506	161	360	1	737

Post Content	Total Engagements	Likes	Comments	Saves
<p>Happy Independence Day from the NC Mountain Towns of Cashiers, Cherokee, Dillsboro, and Sylva. 🇺🇸 Wishing you a safe...</p> 	1,414	1,377	13	24
<p>Misty mornings at High Falls always create a stunning visual. 🌫️💧 Check out the Top 10 Waterfalls in the NC Mountains to add to...</p> 	1,157	1,069	11	77
<p>Mountain Sunrise...pictures just don't do them justice. 📷📸 stephen_ozcomert</p> 	1,087	1,015	8	64

**Blogs**

Authored two blogs in July:

[Best Swimming Holes in the NC Mountains – 7/2/2021](#)

[Explore These Top 12 Hidden Gems in Jackson County, NC – 7/26/2021](#)

**E-News**

Authored e-Newsletter for June. Deployed on 7/8/2021:

[Your NC Mountain Getaway](#)

## Social Media & Blog Status Report – Caleb Sullivan



### Cross Channel Report June 1 – 30 vs. May 1 – 31, 2021

- Total Audience Growth increased by .7% MOM (241,403)
  - Total Instagram Followers (23,682)
  - Total Facebook Page Likes (215,624) – Organic Increase of (687)
- Total Impressions decreased by 35.4% MOM. (3,655,769)
- Total Engagement decreased by 52.2% MOM (126,182)
- Facebook Post Link Clicks decreased by 22.7% (24,752)

*\*Decreases in engagement and impressions may be more typical moving forward due to changes in Facebook/Instagram Algorithm and IOS 14.5. The new Paid Social Strategy adopted should alleviate these impacts moving forward.*

### Google Post/Event Platform

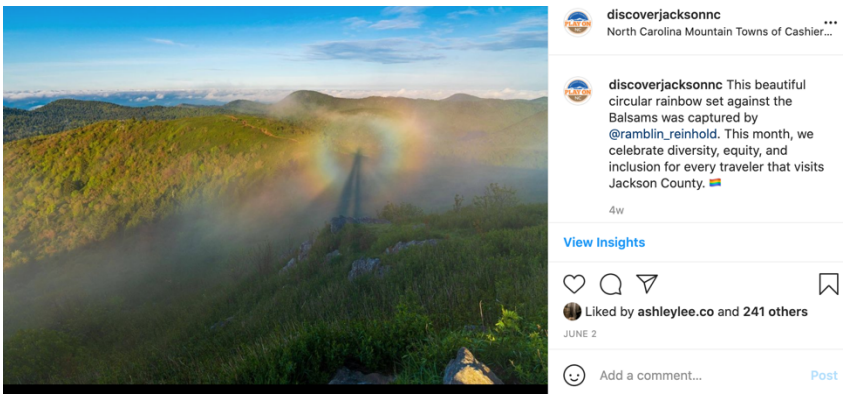
- In June, Google announced it is discontinuing the Google Post/Event Platform. Updates will no longer be available.

### Pinterest

- Total Impressions for June totaled 60,170. (12% Increase MOM)
- Total Engagements for June totaled 1,790. (6.4% Increase MOM)




### Updates




- June 13 – 18<sup>th</sup>, I attended my first year of Southeast Tourism Society’s Marketing College in Macon Georgia. This three-year program will enable me to complete my Tourism Marketing Professional (TMP) credential (photo with Monica Smith and Suzanne Moon of STS).
- Worked with Director Breedlove to create content for LGBTQ+ Pride Month for June. Content focused on Inclusive Travel (see below).
- Concluded the social media campaign for the Castle Dream Wedding Contest. Winners José and Kayla were selected by our voting audience.
- Worked with Jeff from Rawle Murdy as well as our Facebook ad rep on transitioning paid social to the JCTDA





## Top Performing Posts for June

PLAY ON NC	North Carolina Mountain Towns of Cashier...	PLAY ON NC	North Carolina Mountain Towns of Cashier...	PLAY ON NC	North Carolina Mountain Towns of Cashier...
	Wed 6/16/2021 2:36 pm PDT		Tue 6/15/2021 6:55 am PDT		Sat 6/26/2021 7:04 am PDT
Enjoy this peaceful moment from Granny Burrell Falls. 🌿🌿		Happy Birthday Great Smoky Mountains National Park! 🎂🎂 87 looks good on you. 🌿🌿 Celebrate with a trip to America's Favorite and FREE National Park:		Fill in the blank: Summer isn't summer without _____. 📸@nanners	
					
<p>Happy Birthday Great Smoky Mountains National Park! 🎂🎂 87 looks good on you. 🌿🌿 Celebrate with a trip to America's Favorite and FREE National Park: <a href="https://jax.onl/87-Years">https://jax.onl/87-Years</a></p>					
<b>Total Engagements</b>	<b>5,936</b>	<b>Total Engagements</b>	<b>5,580</b>	<b>Total Engagements</b>	<b>5,076</b>
Reactions	2,391	Reactions	3,758	Reactions	2,718
Comments	191	Comments	257	Comments	254
Shares	346	Shares	510	Shares	246
Post Link Clicks	3	Post Link Clicks	52	Post Link Clicks	5
Other Post Clicks	3,005	Other Post Clicks	1,003	Other Post Clicks	1,853

PLAY ON NC	discoverjacksonnc	PLAY ON NC	discoverjacksonnc	PLAY ON NC	discoverjacksonnc
	Tue 6/15/2021 11:12 am PDT		Sat 6/19/2021 10:36 am PDT		Sun 6/20/2021 7:50 am PDT
Happy Birthday, @GreatSmokyNPS! 🎂🎂 87 looks good on you. 🌿🌿 Celebrate with a trip to America's Favorite and FREE National Park. Link in Bio.		Mountain Moments 📸🌄. 📸@ben_robinson_		Happy first day of Summer 2021! 🌞🌿🌿 May the season be full of laughter, adventure, and reconnecting with friends and family. We can't wa	
					
<b>Total Engagements</b>	<b>1,033</b>	<b>Total Engagements</b>	<b>909</b>	<b>Total Engagements</b>	<b>771</b>
Likes	995	Likes	879	Likes	740
Comments	7	Comments	7	Comments	5
Saves	31	Saves	23	Saves	26

## **Blogs**

Authored two blogs in June:

[Best Lakes in the North Carolina Mountains](#) – 6/4/2021

[What's New in the NC Mountains](#) – 6/25/2021

## **E-News**

Authored e-Newsletter for June. Deployed on 6/8/2021:

[Your Summer Getaway in the NC Mountains](#)