

VIRGINIA
IS FOR
LO♥ERS®

**Your Phone is
Already a
Content Studio**



Taylor Paul
Social Media Manager

What's on tap

Short-form video

Discoverability

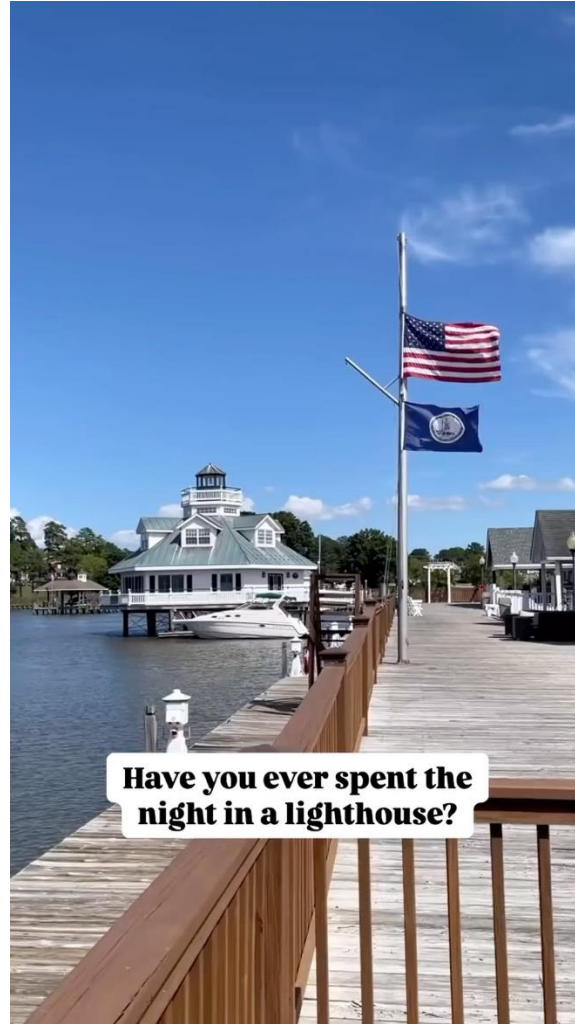
UGC

How to work with VTC



SHORT FORM VIDEO WITHOUT A PRODUCTION BUDGET

Consistency > Production Value



- A phone, a window for light, and a repeatable format is all you need.
- **Hook in the first 1.5 seconds**
 - One clear subject
 - Text on screen
 - One CTA (visit, book your table, tag a friend)
- Batch it.



Content Series

What is a content series/ serial content?

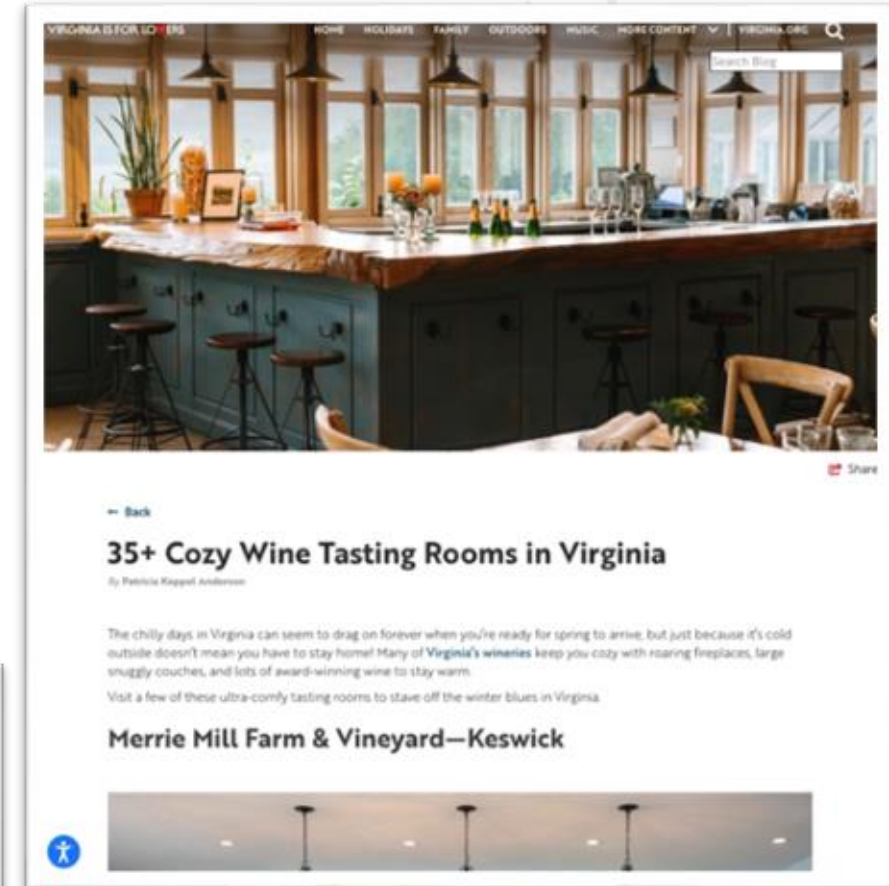
- Recurring format with a reusable template or style

Why create serial content?

- Brand Familiarity
- Build consumer trust to provide helpful information
- Very "savable"
- Template makes it quick and easy

Tips/Tricks

- Text Overlay
- Use Canva!
- Repurpose content from other channels (blog/YouTube/website)
- Use our image library ;)



Repeatable Formats



- POV/first-person – walking into the room, taking in the view, seeing the dish.
- Behind-the-counter: the early morning prep, the person who's been on staff the longest, one thing that guests don't normally see.
- Fast-answer: answer one guest question on camera, "which table has the best view of sunset?" Or "Is there parking nearby?". Think about FAQs, things that people would search for.



SHOW UP WHERE LOCALS AND TRAVELERS ARE SEARCHING

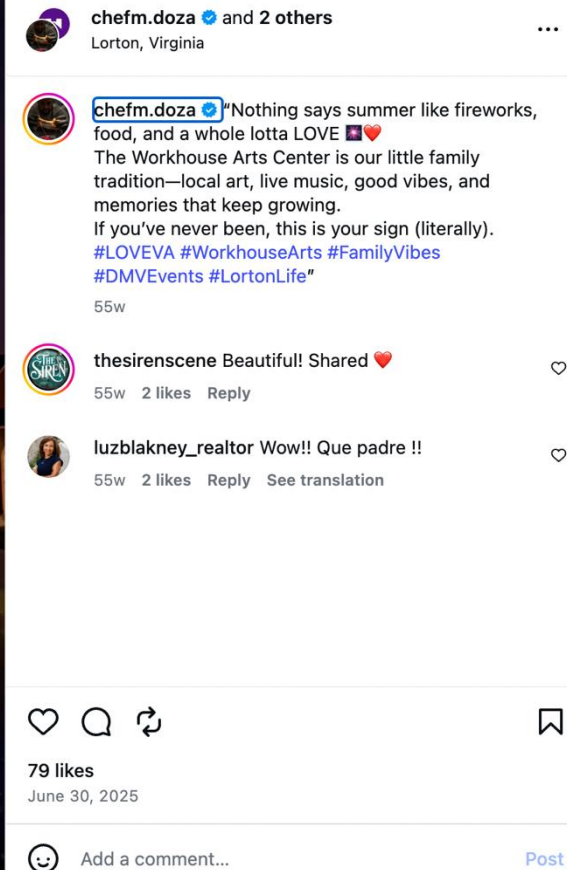
Finding Your Audience

Local's Search	Traveler's Search
"Brunch near me"	"Where to eat in Richmond"
"Patios open tonight"	"Best fall weekend in Shenandoah Valley"
"Best happy hour deals in Alexandria"	"Restaurant near VA Beach aquarium"

TURN YOUR BEST CUSTOMERS INTO MARKETERS

Give customers a prompt

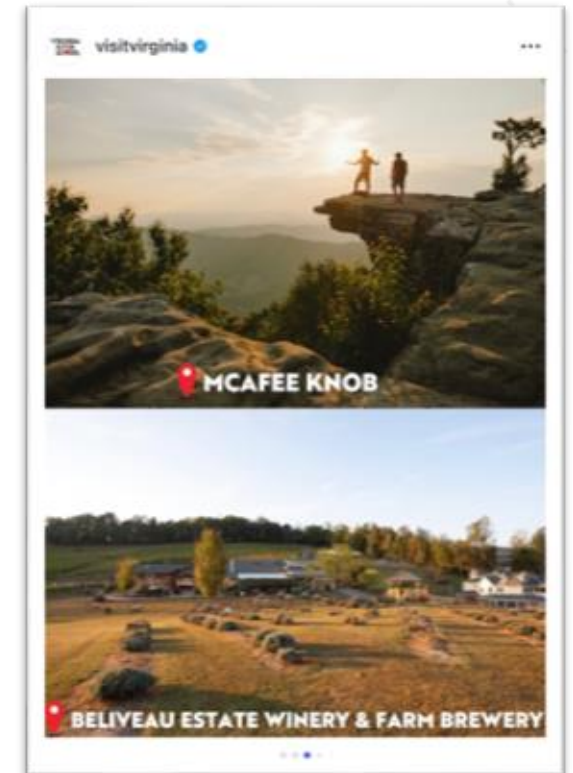
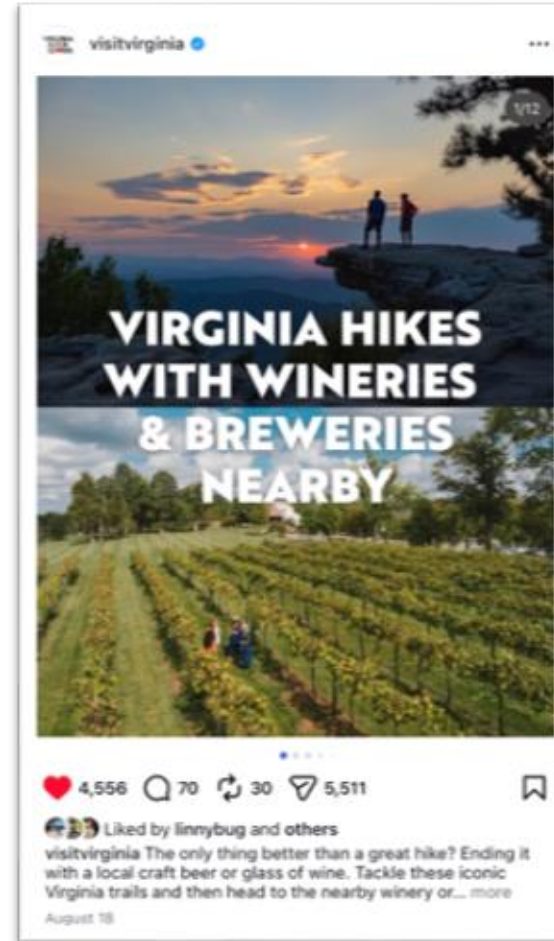
- Specific asks outperform generic ones. "Get the [signature dish] and tag us for a shoutout."
- Make the tag worth it by being consistent with reposting.
- Design one moment in the guest experience to be photographed (a wall, a plating detail, a view).
- Repurpose as much as possible. Use a good guest video to repost, in a story saved to a highlight, as copy in a caption, etc.
- Community engagement will help compound this effort.



PLUG INTO VTC'S CONTENT SYSTEM

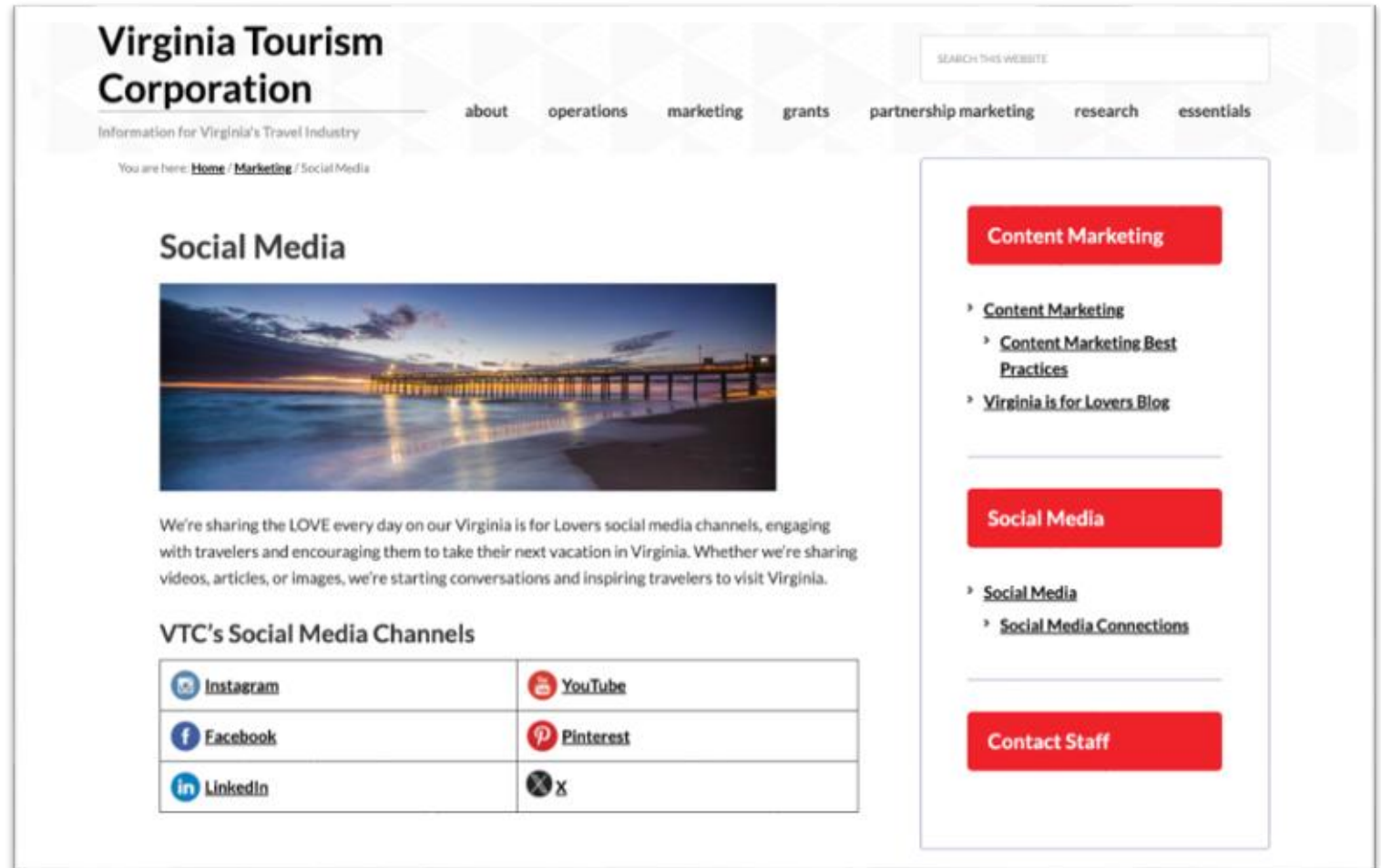
We share great partner content

- @visitvirginia and regional DMOs actively look for content to share that is tagged + geotagged.
- What gets picked up: authentic, non-salesy, well-shot vertical video and images.
- Tag @visitvirginia and your regional DMO in your best posts 1-2x per month.



VTC Resources

- Content Themes
- Blank content calendar
- How to edit reels demo
- Best practices for sharing content
- [Brand Team Contact Info](#)
- [Influencer Guide](#)
- [How to Access the VTC Image Library](#)



VTC'S Image & Video Libraries

What is VTC's Image Library?

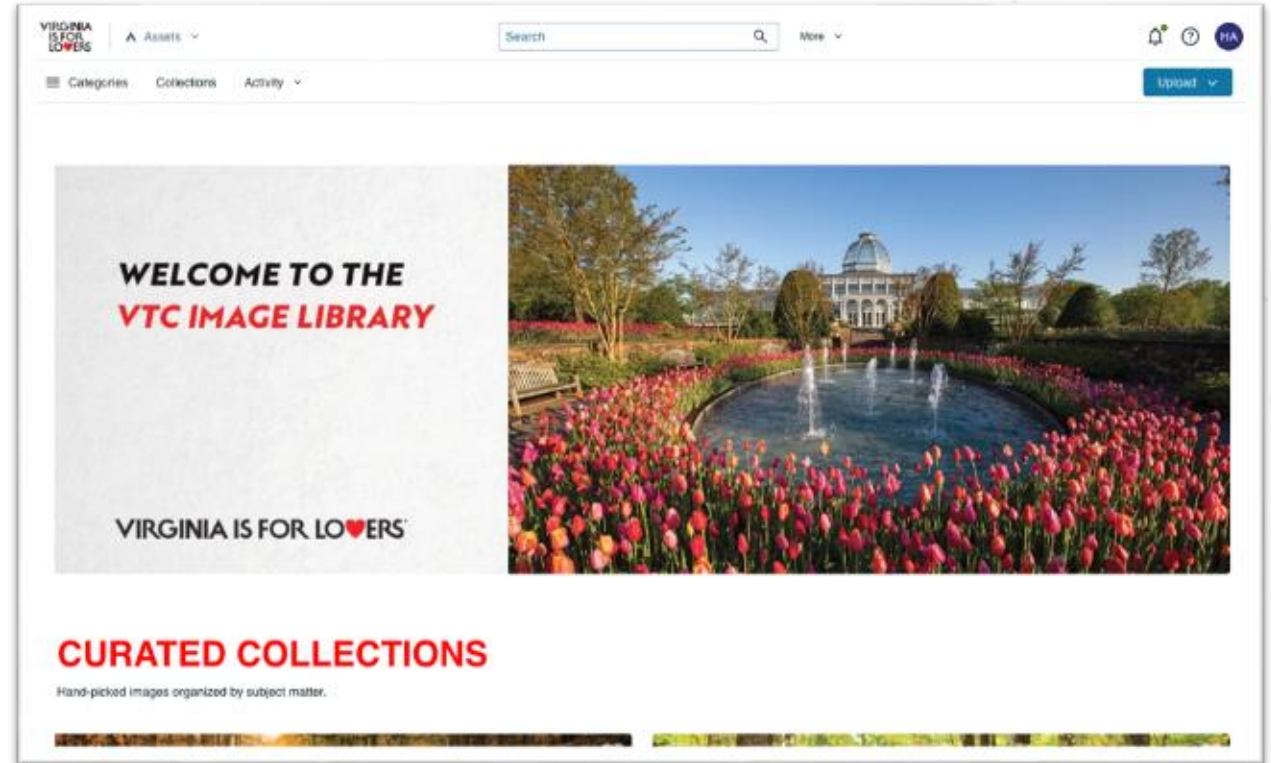
- A collection of images taken over the years, from in-house and outside photographers, as well as campaign work
- It's open to partners!

How to Access the VTC Image Library

- [How-to Guide](#)
- Reach out to Hannah for current registration code

VTC's Video Library

- This is a different program and does not have shared access
- Grey will need to manually pull videos for you
- Please allow for 2 weeks from time of request



Share Assets with VTC

We need assets to promote you!

- Fill out our [Partner Content Collaboration Form](#)
- We are a small team assigned to cover the whole state and are not able to make it everywhere as often as we would like!
 - Your assets make it easier for us to promote you on owned channels and in ads
 - We also get media requests for assets to use in their promotion of the state

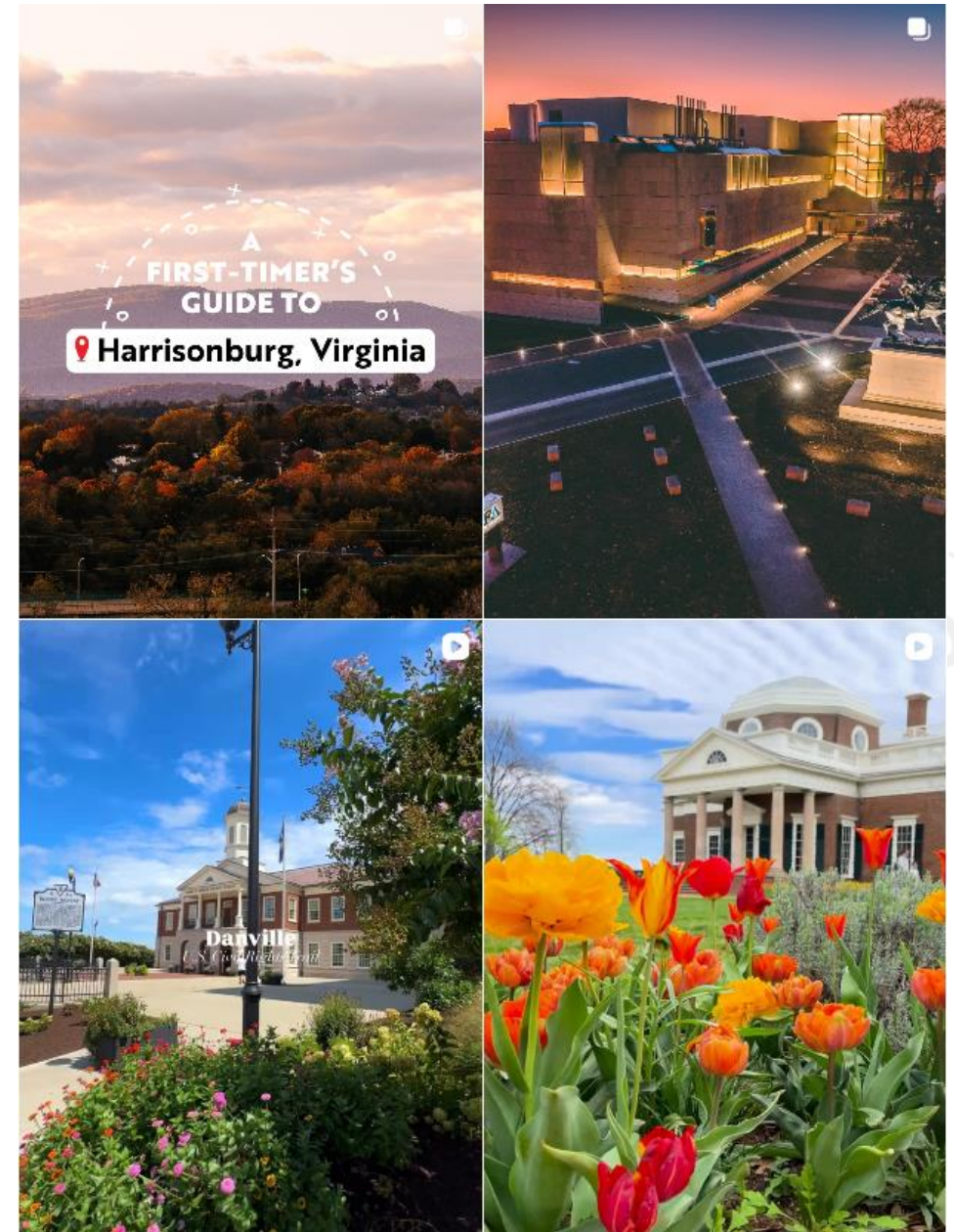
How to Share Assets with VTC

- Fill out our releases
 - [Photographer Release Form](#)
 - [Model Release Form](#)
- Add our T&C's to photographer contract
 - Hannah is happy to share these with you, email: harmstrong@virginia.org



The repeatable system

1. One hour, one day a week batch 4-5 phone clips using the 3 formats.
2. Write captions as answers to real search questions.
Geotag everything.
3. Give guests one specific reason to tag you and repost what they make.
4. Tag @visitvirginia and your regional DMO in your best posts.
5. Pick one of these to start this week.



THANK YOU