

A stylized illustration of a cowboy riding a horse, both constructed from glowing neon lines. The cowboy wears a wide-brimmed hat and a vest, holding a lasso. The horse is in a trotting pose. They are set against a dark, moody desert landscape with silhouettes of mountains and a cloudy sky. The overall color palette is dominated by deep blues, purples, and vibrant reds and oranges from the neon.

KARSH • HAGAN

# THE SECRET TO SOCIAL MEDIA CONTENT CREATION

*South Dakota*

JANUARY 22, 2025



# TODAY'S SPEAKERS



**AVERY  
ANDERSON**



**CAMILLE KING**



**MAKENZIE  
O'HOLLAREN**







# Today's Agenda

- 01** social media landscape
- 02** what makes good content good
- 03** creation and execution
- 04** boosting 101
- 05** influential partnerships



An aerial photograph of a rugged mountain range, likely the Colorado Front Range, taken from a low-altitude orbit. The terrain is covered in patches of snow and dark, rocky outcrops. The horizon of the Earth is visible at the top of the frame, showing a thin blue line against the blackness of space.

# CURRENT LANDSCAPE

LOW ALTITUDE ORBIT: 1,199 KM - COLORADO FRONT RANGE



70%

OF ADULT AMERICANS USE  
SOCIAL MEDIA.

- Pew Research Center



# WHAT WE KNOW...

What percentage of  
users follow a brand on  
Instagram?





# WHAT WE KNOW...

Why are users on social media in the first place?





# IF YOU'RE THINKING IT'S TO PASS THE TIME... YOU ARE *MOSTLY* CORRECT

Scrolling through social media at 3AM  
trying to fill the emptiness inside



46% of **American**  
**millennials** regularly  
engage in "doomscrolling"  
on social media

**CONTENT is your COMPETITION**



# WHAT IT MEANS FOR TRAVEL



**78%** of Americans say social media influencers prompted them to explore new destinations

Globally, **35% of consumers** turn to social media for travel inspiration

**48%** of travelers visit places to flaunt them on social media







# SHOW USERS **WHAT** **THEY EXPECT TO SEE** **FROM A BRAND**

- **VIBE VALIDATION**
- **CUSTOMER SUPPORT**
- **DISCOVERY**
- **CONNECTION**





A red-tinted photograph of a mountain range, likely the Colorado Front Range, with a satellite in orbit above it. The satellite is emitting a bright light and a trail of smaller lights, suggesting a low-altitude orbit. The text "POST WITH A PURPOSE" is overlaid in the center in a bold, white, sans-serif font.

# POST WITH A **PURPOSE**



# PERFORMANCE **CHEAT** SHEET



**Necessary**

**Ages: 25–35, 65+**

**Weak organic reach**

**Photos & information**



**Necessary**

**Ages: 18–40**

**Strong organic & Influencer reach**

**Video & inspiration**



**Optional**

**Ages: 25–60**

**Niche audience**

**Discussion, politics, news, humor**



**Video required**

**Ages: 18–35**

**Weak organic reach**

**Information, tutorials, humor**



A person is climbing a ladder on the side of a truck at night. The truck has a canopy with the word "AKIMA" visible. String lights are draped along the side of the truck. In the background, there is a dark landscape with some lights. The overall scene is dimly lit, with the primary light sources being the string lights and the ambient night light.

# **BUILDING A SOCIAL STRATEGY**

**DEVELOPMENT AND EXECUTION**



# BEGINS WITH A GOAL

What is your goal?

How are you going to  
measure success with  
social media?





# CONTENT PILLARS ARE LIKE BUCKETS



They work by:  
supporting goals,  
serving audience needs,  
consistent messaging,  
making life easier



**MYSTERY &  
ESCAPE**

**EXPERIENCES &  
ACTIVITIES**

**LEGENDS &  
LEGACY**

**LOCAL  
CULTURE**



## MYSTERY & ESCAPE

- Nature & Wildlife
- Events
- Forever 605
- Destination



## EXPERIENCES & ACTIVITIES

- Activities
- Itineraries
- Road Trips
- Events
- Forever 605
- Destination



## LEGENDS & LEGACY

- Native American Culture & History
- Forever 605
- Destination












## LOCAL CULTURE

- Businesses
- Museums
- Events
- Artist
- Restaurant
- Forever 605





# Monthly Content Calendar

SUN	MON	TUE	WED	THU	FRI	SAT
	01  DESTINATION	02	03  HISTORICAL QUOTE	04	05	06  FUN FACT
07	08	09  LOCAL SPOTLIGHT	10	11	12  NATURE	13
14	15	16	17	18	19  WILDLIFE	20
21  ITINERARY	22	23  ACTIVITY	24	25	26	27
28	29	30	31  UGC			

## TOPICS

DESTINATION

FOREVER 605

NATURE

LOCAL SPOTLIGHT

INFORMATION

WILDLIFE

UGC

ITINERARY

HISTORY

ACTIVITY

## PILLAR

MYSTERY &amp; ESCAPE

EXPERIENCES

LEGENDS

LOCAL CULTURE





# **BUILDING A SOCIAL BRAND**

**DEVELOPMENT AND EXECUTION**



# WHY BRAND MATTERS

- RECOGNITION
- CONSISTENCY
- DIFFERENTIATE YOURSELF





# Recognition

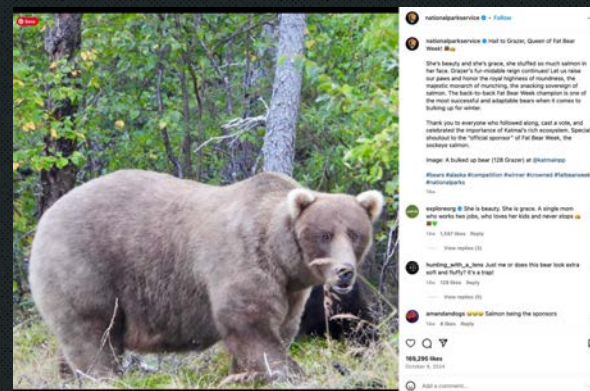
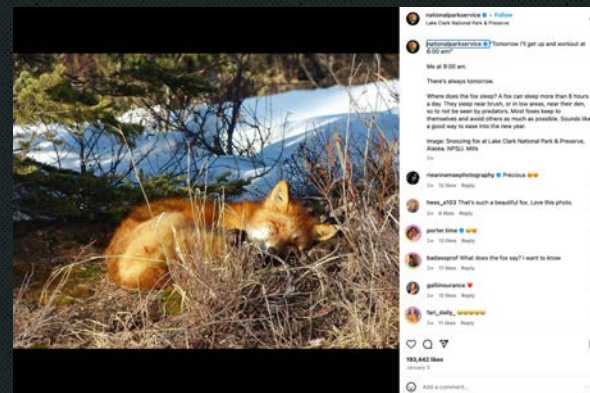
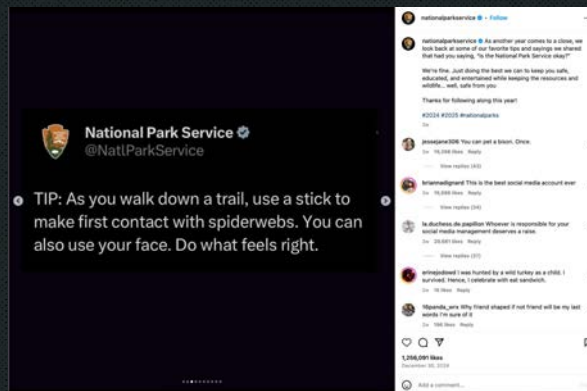
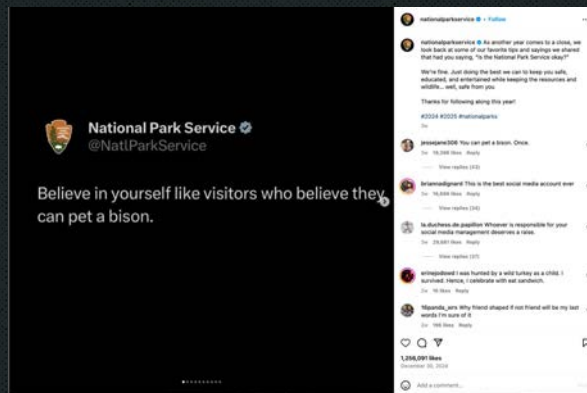
**The ability to measure of how well consumers can identify a brand through its visual cues and tone of voice.**

# 01.





# TONE OF VOICE AND VISUAL IDENTITY

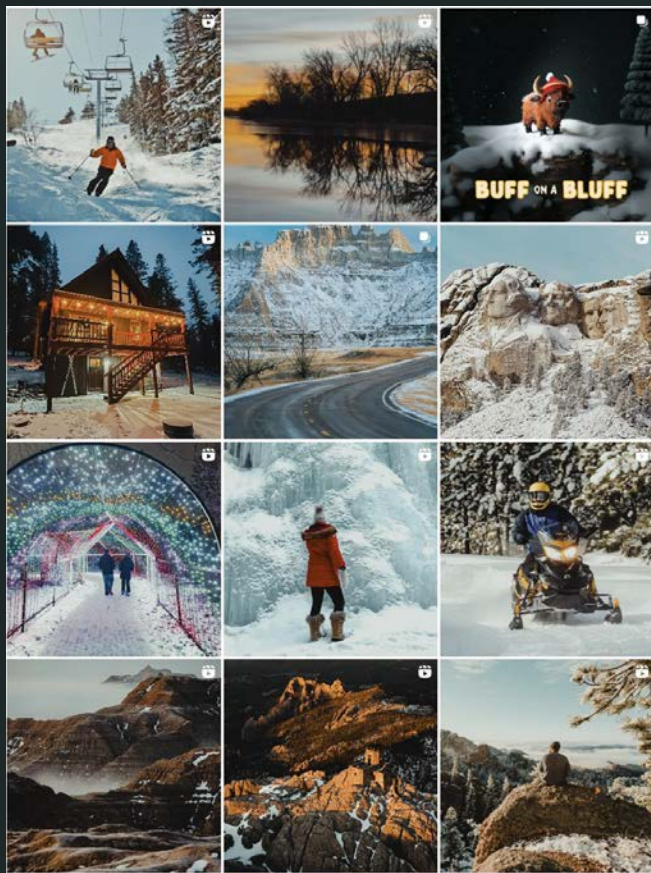




# tone of voice and visual identity







# Consistency

The practice of maintaining a consistent brand identity across all marketing channels.

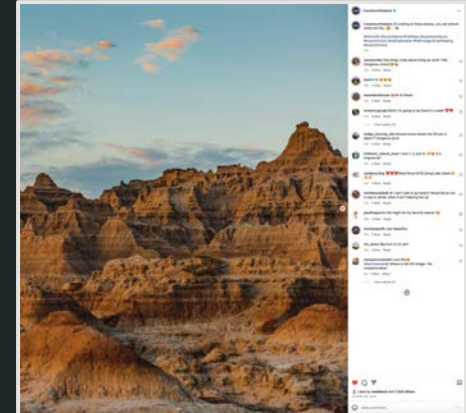
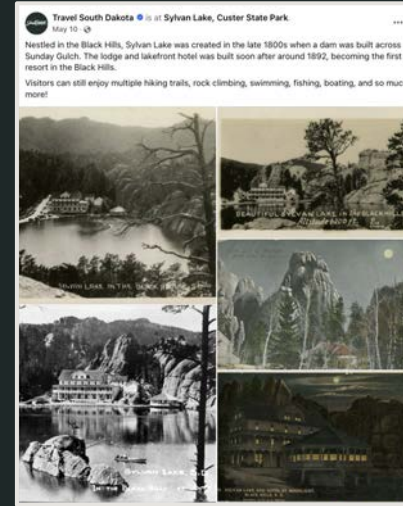
# 02.



# Differentiation

The process through which a company identifies and communicates the unique qualities and characteristics of its brand, setting it apart from competitors.

# 03.





**ALWAYS  
KEEP YOUR  
EYES OPEN.  
KEEP  
WATCHING.  
BECAUSE  
WHATEVER  
YOU SEE CAN  
INSPIRE YOU.**

**- GRACE COODINGTON**



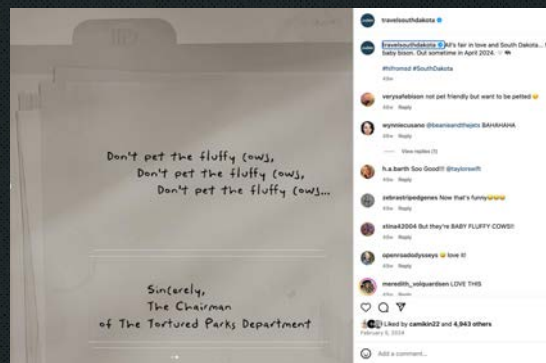
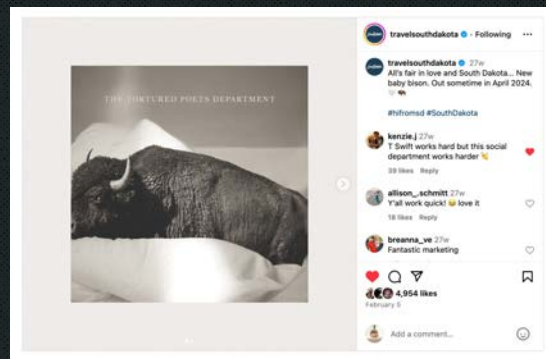
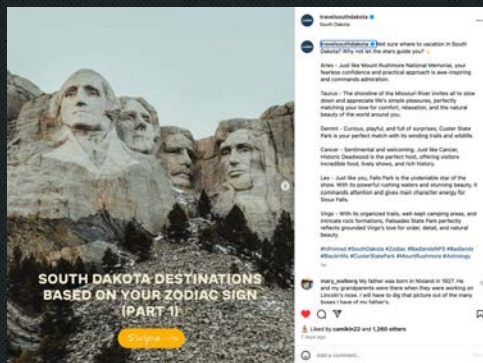
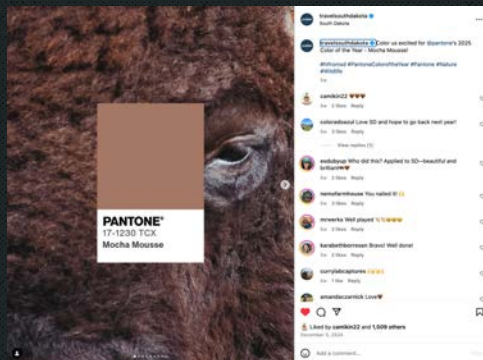


# TRENDS AND HOW TO USE THEM

- WHEN YOU CAN SPEAK TO A TREND  
VS WHEN YOU SHOULDN'T
- HOLDING TO YOUR VALUES
- WHAT DO YOU HAVE THE AUTHORITY ON, OR WHEN  
DO YOU HAVE PERMISSION TO JOIN THE CONVO
- WHEN CAN YOU INSERT YOURSELF WHEN TO NOT









# TIPS FOR GOOD CONTENT

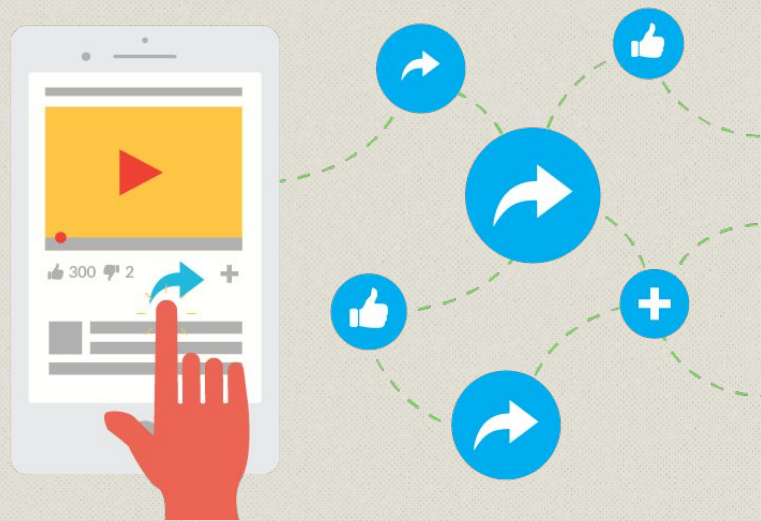




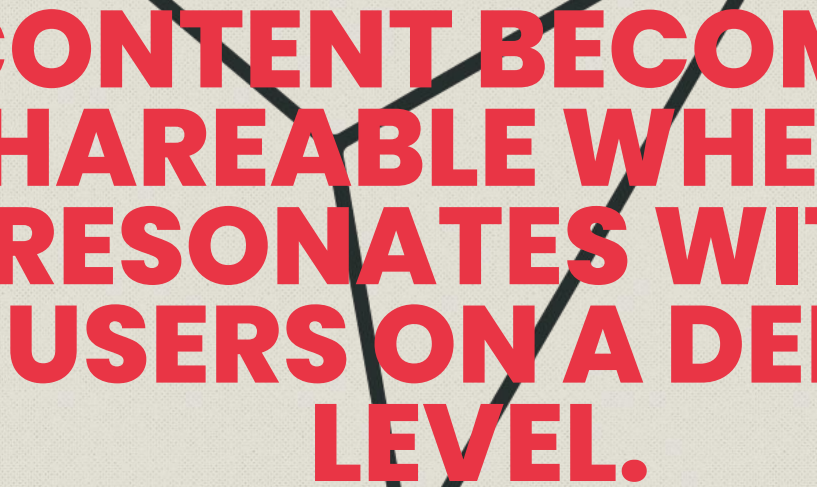
# FOCUS ON SHAREABLE CONTENT

**"The number of shares is  
the most important metric  
for evaluating the success  
of content on the platform"**

Adam Mosseri, Head of Instagram

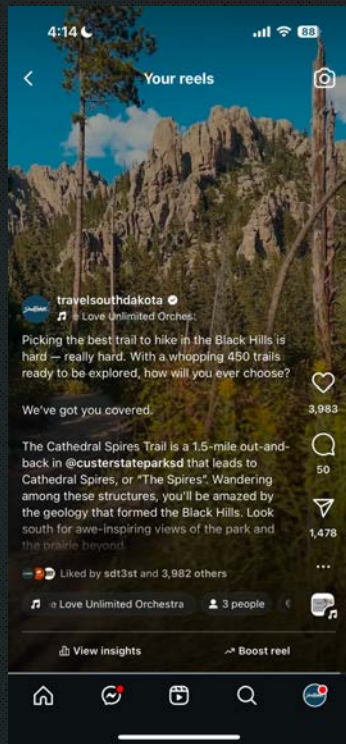






**CONTENT BECOMES  
SHAREABLE WHEN IT  
RESONATES WITH  
USERS ON A DEEP  
LEVEL.**







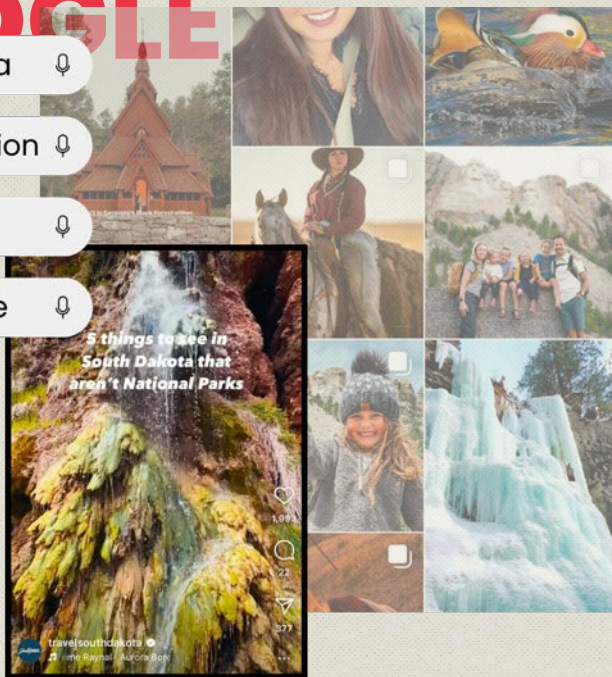
# SOCIAL MEDIA IS REPLACING GOOGLE

Q south dakota

Q family vacation

Q winter hike

Q mt rushmore



**46% of Gen Z adults  
use social media as  
their primary search  
tool over Google**

Forbes, Talker Research survey April, 2024



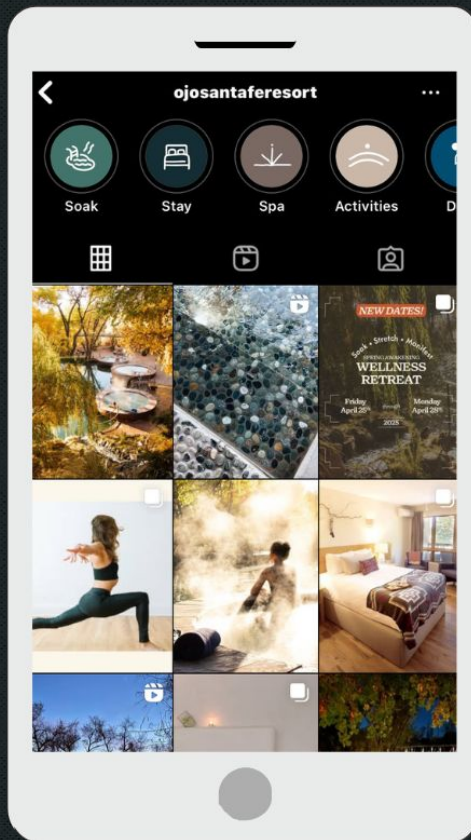
# VIDEO CONTINUES TO BE THE MOST ENGAGING

- Vertical video is here to stay
- Non-linear storytelling
- First person POV
- Length



# BRAND & INFO GRAPHICS

- BRAND COLORS
- NECESSARY INFO
- COHESIVE







# CAPTURING CONTENT



# CAPTURING CONTENT

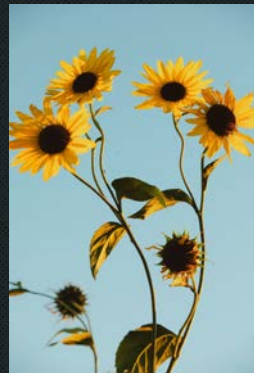
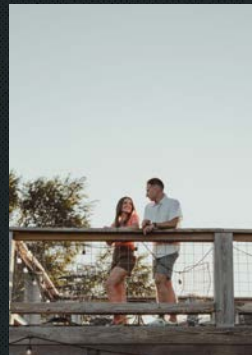
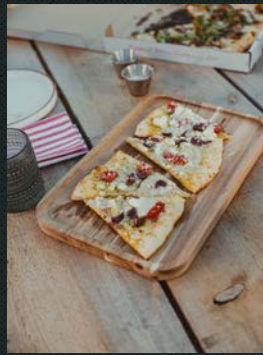
- SMARTPHONE AS CAMERA
- VERTICAL VIDEO IS KING  
(but don't forget about photography)
- VARIETY

GOAL HERE IS TO HAVE  
A CONTENT LIBRARY  
TO TAP INTO (B-ROLL)





# CREATING A CONTENT LIBRARY





# POST PRODUCTION







THE ALGORITHM  
**LOVES**  
IF YOU USE THE APP



# META BOOSTING 101



# WHAT IS BOOSTING?

**A paid ad created from an existing post  
on a social network**





# WHAT

- IS YOUR GOAL?
- CONTENT SHOULD YOU BOOST?



# WHO

- WHO ARE YOU TARGETING AND WHERE DO THEY LIVE?



# WHEN

- SHOULD YOU BOOST AND FOR HOW LONG?

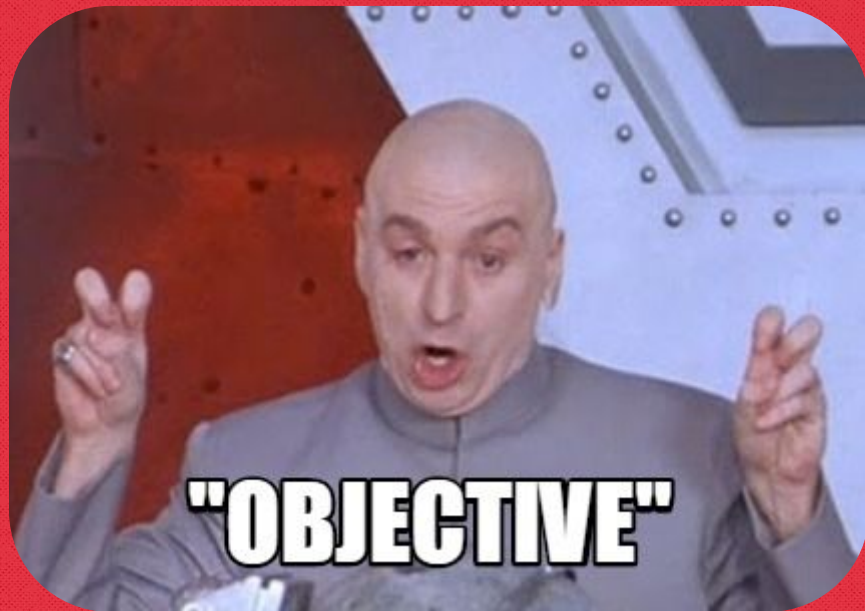


# HOW

- MUCH SHOULD YOU SPEND?

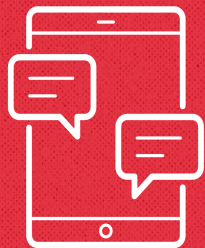


# WHAT IS YOUR GOAL?





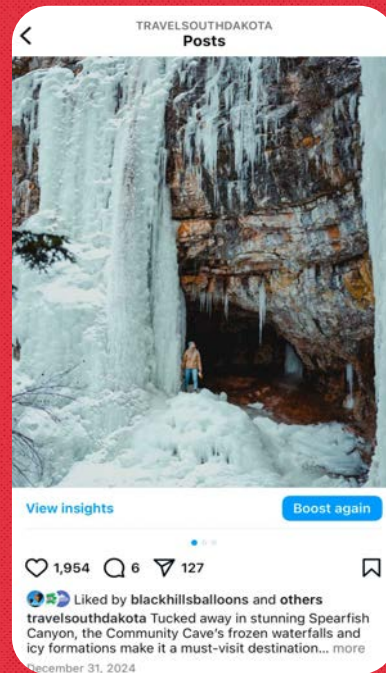
# WHAT GOALS YOU CAN ACHIEVE WITH BOOSTING





# WHAT CONTENT SHOULD YOU BOOST?

It depends **on your goal.**





# WHO IS YOUR AUDIENCE?

## Ask yourself:

How old are they?

Where do they live?

Are there any other demographics that are important (families, singles, HHI)?

Any interests that you want them to have?

Existing audiences you want to re-engage?





# WHO IS YOUR AUDIENCE?

## Targeting parameters:

- Demographic
- Geographic
- Interests & behaviors
- Audience lists + Pixel

**Disclaimer: do not feel like you need to use all of the parameters!**



# WHEN SHOULD YOU BOOST AND FOR HOW LONG?

- How long you should boost and how far your dollars will go all **depends on your audience size.**
  - Do not over-extend
- Consistent boosting helps the **pay-to-play** aspect of social media algorithms.

## Audience Definition

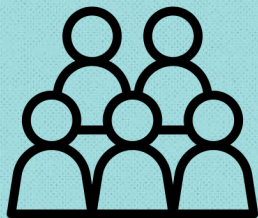


Your audience selection is fairly broad.



# HOW MUCH SHOULD YOU SPEND?

Once again, **it depends.**



**Audience size**




**How long do you  
want to boost for?**



**Sometimes the  
answer is simply, how  
much do you have?**





# **INFLUENTIAL PARTNERSHIPS**

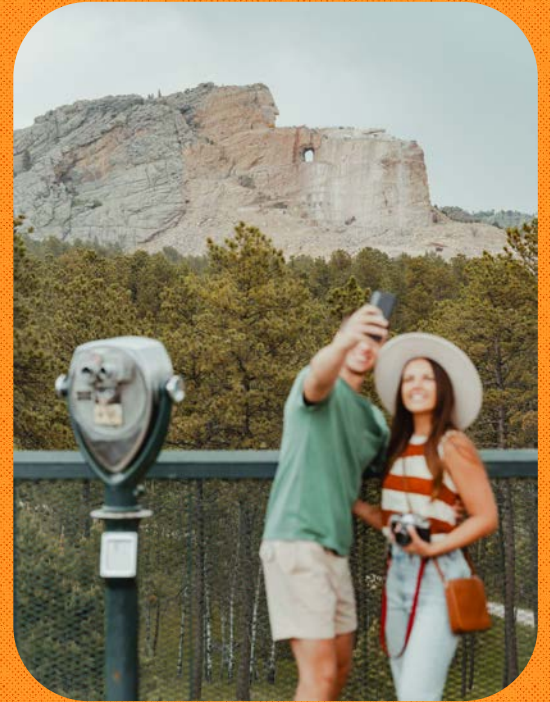


# WHY WORK WITH AN INFLUENCER?

- Tapping into new audiences
- Authenticity
- The new word of mouth

**80% of consumers have bought something recommended by an influencer**

-ProfitBlitz





# TYPES OF INFLUENCERS



## NANO

Niche interest

Local, community  
influence

<50k followers



## MICRO

Social-born  
influencers &  
recognizable  
professionals

Regional influence

50k - 500k  
followers



## MACRO

Industry leaders

National/ Global  
influence

500k+ followers



## ICONS

Household names

Global influence

5M+ followers



# PICKING THE RIGHT PARTNER

## INFLUENCER VETTING CONSIDERATIONS





# DRAFT A CONTRACT

- DETERMINE PLATFORMS
- QUANTIFY POSTS
- TIMELINESS
- CREATIVE USAGE RIGHTS





# TAKEAWAYS





# FAQ

**How often should I post?**

**When should I post?**

**Do I post on all the platforms?**

**Video length?**

**TikTok and emerging platforms**

**Be savvy, the platforms are always changing!**





DON'T WAIT  
FOR  
**INSPIRATION.**  
IT COMES  
WHILE  
WORKING.

– HENRI MATISSE





# TOOLS & TIPS

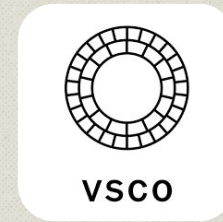


# SNAP A PIC

## SOCIAL SPECIFIC



## DESIGN / POST PRODUCTION





A long-exposure photograph of a city street at night. The foreground shows multiple lanes of traffic with light trails from cars, primarily in shades of purple, blue, and white. The middle ground features a city skyline with various buildings, some with illuminated signs, and a bridge. In the background, there are mountains under a dark sky. Numerous colorful laser beams (green, blue, purple, red) radiate from the horizon, creating a vibrant, futuristic atmosphere. The overall image has a halftone or dithered texture.

# THANK YOU



# APPENDIX



## BOOSTING

- CONTROL REACH TO TARGET DEMOS & MARKETS
- CREATIVE CUSTOMIZATION AND TESTING ACROSS DEMOS
- MEASURE & OPTIMIZE KPIs, ROI

- INCREASE BRAND AWARENESS
- MANAGE BRAND PERCEPTION
- REACH AND ENGAGE NEW AND EXISTING AUDIENCES
  - Audience Activation
  - Audience Growth
  - Gain and measure Insights
- DRIVE ENGAGEMENT & INSPIRE TRAVEL

## ORGANIC SOCIAL

- COMMUNITY MANAGEMENT: 2 WAY CONVERSATIONS, BUILDING AUTHENTIC RELATIONSHIPS
- AUDIENCE ADVOCACY