



# VISIT JACKSON HOLE<sup>®</sup>

2023/24 Social Media Playbook - *Abridged*



NEW THOUGHT



# JACKSON HOLE TRAVEL & TOURISM BOARD

## General Contact Information

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## Website

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## Point of Contact

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## Social Handles

**f** - @VisitJH

**@** - @visitjacksonhole





# COMMUNICATION | TONE OF VOICE



# Persona

## THE MOUNTAIN GUIDE

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The mountain guide embodies passionate devotion to sharing places and activities that inspire. They teach others how to respect, enjoy and connect to the natural world. They are knowledgeable, helpful, humble and immersed in the culture of their craft. And we all wish, just a little bit, that we could be them.

### **Grounded**

Humbled by the greatness of the outdoors and respectful of the fragility and power of the natural world.

### **Expert**

Knowledgeable and skilled in every aspect of their craft with the lived experience to back it up; always prepared for whatever may arise.

### **Stoked**

Energized by nature and enthusiastic about sharing their knowledge & passion with others.

### **Helpful**

Provides coaching & instruction on how to have a adventurous, fun & safe experience.

### **Steward**

Genuinely connected to the people, environment, character and culture that define what makes a place special; represents the local culture of respect & responsibility.



## **Grit sets us apart...**

**There is a unique grit to the Jackson Hole destination, one stemming from our proximity to public lands, western heritage, and culture of hard work. The Visit Jackson Hole social channels should overlay this sensibility with every characteristic of the Mountain Guide persona. Messaging should elude, albeit subtly, to this grit and fortitude.**

# Communication Imperatives

## Avoid Authoritative Dialogue

We do not shame, call out, or directly ridicule unfavorable visitor behaviors. Moreover, we avoid any dialogue that can be interpreted as authoritative or directive. Rather, we prefer to showcase inspiring activities in which the subjects are behaving in an appropriate way.

## Inform & Educate

We invite visitors to see themselves as part of the solution in creating a more sustainable future for the destination. Educational messaging pertaining to responsible tourism, sustainability, and conservation is always made indirectly and in an engaging and fun format.

## Celebrate Jackson's Culture

In a unique and ownable voice rooted in Jackson's Western Heritage, we work to elevate the brand pillars of sustainability, arts & culture, wildlife, and history. We accomplish this by engineering unique and immersive social media experiences that welcome audiences to discover more about the destination.

## Generate Memorable Experiences

Rather than obligatory themes and frequency to posts made across Visit Jackson Hole's social channels we lean into interesting, funny, short-format, and quippy posts made across multiple formats on each platform.



# Who We Are

**Friendly**      **Inspiring**      **Adventurous**  
**Rugged**      **Enthusiastic**      **Direct**      **Wild**

# We Are Not

**Expected**      **Sappy**      **Flowery**      **Tame**  
**Boastful**      **Condescending**      **Cute**



NEW THOUGHT



# VISUAL VOCABULARY





# **GENERAL CREATIVE DIRECTION**

## **The Human Experience**

The story of Jackson Hole is not a story of individual locations or amenities, it is the story of how it makes you feel to experience those things. The Visit Jackson Hole social media channels tell that story through the lens of individuals, visitors, and residents alike. Each photo, video, post, reel, and story is rooted in a human perspective. The content should provide an immersive experience to our audience, allowing them to vicariously see themselves within it. All stories are told from the perspective of being an important part of the depicted experience.



## Visual Themes, Style, Approach

### Vibrant, Clear, and Colorful

All photos and videos published to the Visit Jackson Hole social channels should depict rich colors, sharp focal points and clear composition. Visual materials should not be over-processed or stylized using any filters or premade color overlays.





## **Visual Themes, Style, Approach**

### **Subject Immersed In Place**

Jackson Hole is grand. The subject of each photo or video clip should be proportioned in the frame in such a way that the setting provides a supporting narrative role. Whether in focus or rendered in boca, the setting should establish a clear sense of place and the subject's role within it.





## Visual Themes, Style, Approach

### Intentional Production Value

Content should be produced in such a way that it feels unmanicured and never staged. Although well-composed, photos and videos should feel relatively impromptu and of the moment. People should not be overly dressed or appear as though they were primed for a photo shoot. Similarly, camera angles, production formats, and movements should not be overly complicated to appear in an expensive production.





## **Visual Themes, Style, Approach**

### **Video Forward**

The production of content for the Visit Jackson Hole social media channels should prioritize video assets while also producing owned photo materials. Video clips and still images of people should capture expressions of happiness, excitement, and joy. Video content should be produced in short clips that can be repurposed for adjacent brand efforts.





# Content Formats

Each social media platform utilized by Visit Jackson Hole should take advantage of every content format available. These include but are not limited to in-feed posts, stories, reels and shorts. Each format should be posted to on a recurring and regular basis, first prioritizing the primary in-feed post format. While the primary format should be contributed to no less than three (3) times per week, the secondary formats should be contributed to no less than once (1) per week pending the availability of content.

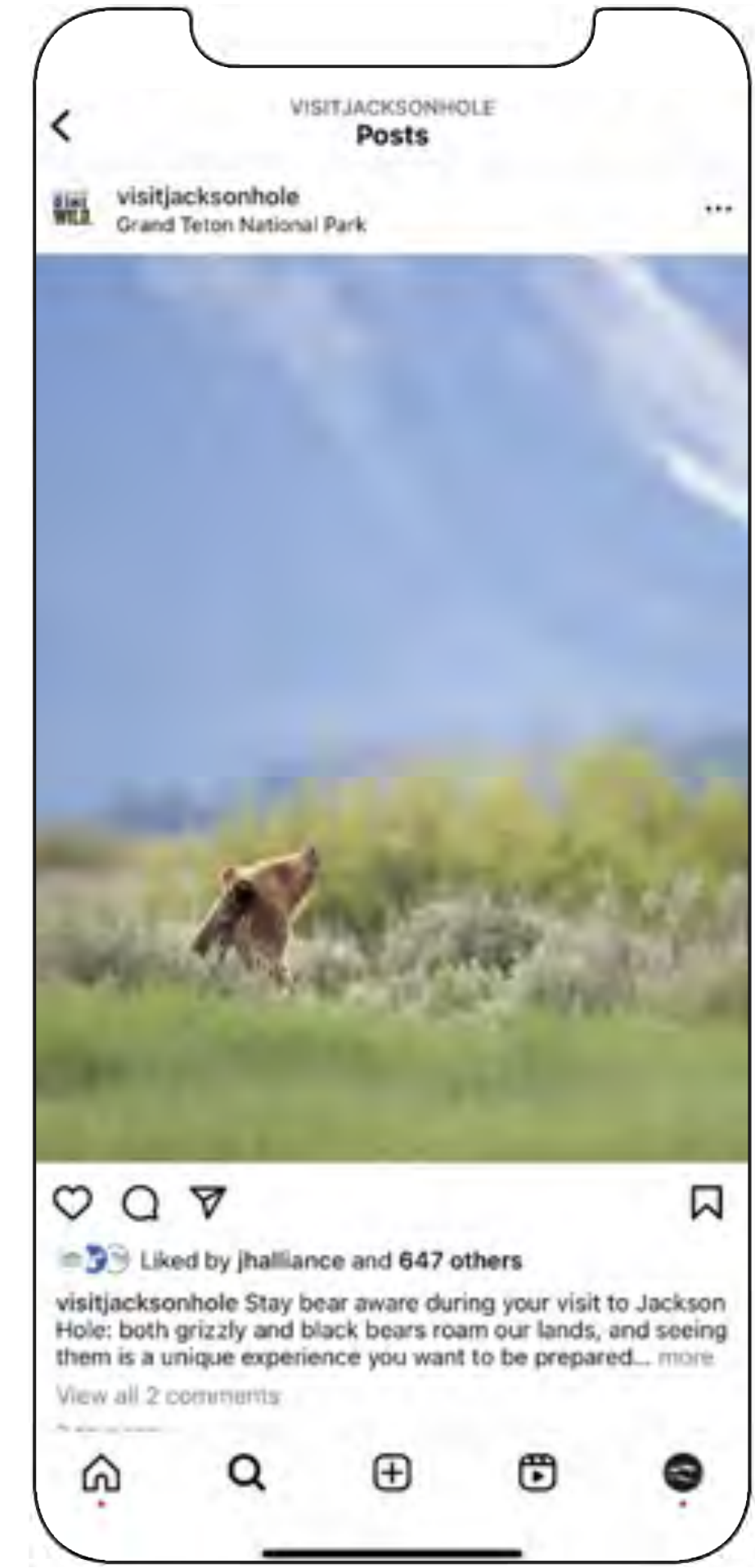
## In-feed Posts

3 - 4 TIMES PER WEEK

In-feed post content should portray a wide scope of messages, stories, and subjects. This format can include original content, partner-produced content, and user-generated content (UGC). Posts should be made in the full native aspect ratio of each platform and never cropped, framed, or adjusted.

### Native Aspect Ratios:

- Photos: 4x5
- Videos: 9x16 or 4x5





# Content Formats

## Stories

3 - 5 TIMES PER WEEK

Stories should be produced in the first person by Visit Jackson Hole. They should be utilized regularly and leveraged as a way to provide an inside look at any given activity, experience, or amenity. They should be produced in such a way as to appear unpolished and raw. This might include content made on a smartphone. Stories should be posted 3-5 times per week with original content. When needed, UGC will fill the gaps.

## Reels

2 - 5 TIMES PER WEEK

Short format videos such as Instagram Reels should be produced by Visit Jackson Hole or contracted content creators (influencers). They should tell individualized stories and feature the subject on-screen as a host to the content. Short format videos should run between 15 and 60 seconds, feature compelling sound, and not overly rely on text.





# CONTENT & MESSAGING

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# Content & Messaging

# DOS

## Short, Quippy Copy

Post copy should prioritize short formats (no more than two sentences). Some longer-format educational posts are acceptable as needed. Wherever possible, the copy should provide an engaging commentary or first-person perspective on the image depicted. Humor, wittiness, and insightful anecdotes should be prioritized over sappy or flowery inspirational messaging.

## Recommendations

The Visit Jackson Hole social channels should appear to pull back the curtain on the local experience. Direct invitations, recommendations, and calls to action are important tools in establishing a sense of welcomeness across the channels. These should be done sparingly but on a recurring basis.





# Content & Messaging

# DOS

## Timeliness

Whenever appropriate, posts should take advantage of trending online conversations or cultural events via direct comparisons or loose references. This tactic should be deployed carefully and never in reference to political, religious, or sensitive subject matter. Copy should be rooted in optimism and welcomeness.

## Direct to Website Content

In order to provide a more immersive brand experience, social media posts should occasionally direct our audience toward additional information or content on the Visit Jackson Hole website. This can be done via an embedded link, link in bio, or link tree.



# Content & Messaging

# DON'TS

## Solicit

Rather than telling our audience how to behave, what to experience, or where to go, we should showcase these items and inspire them to dig deeper. We never directly ask or audience to take action, rather, we depict the value of the desired action.

## Themed Posts Made Consecutively

Jackson Hole's pillars; Nature, Adventure, Culture, and Sustainability, offer a wide variety of opportunities for diverse stories. Posts within the same theme or pillar should not be made consecutively to any one individual channel. Similar posts can be made consecutively across channels.





## Content & Messaging

# DON'TS

### Use Text on Posts

Jackson Hole and its available amenities are highly visual. We try to avoid utilizing any graphics, copy, superimposed elements or watermarks over images posted in-feed. All ancillary information or supporting messaging should be captured in the post's body copy.

### Repurpose Messaging

A post made for one channel should not be repurposed and published to an adjacent channel within the same calendar month. While images and video clips can be used across multiple channels, the copy should not be repurposed.

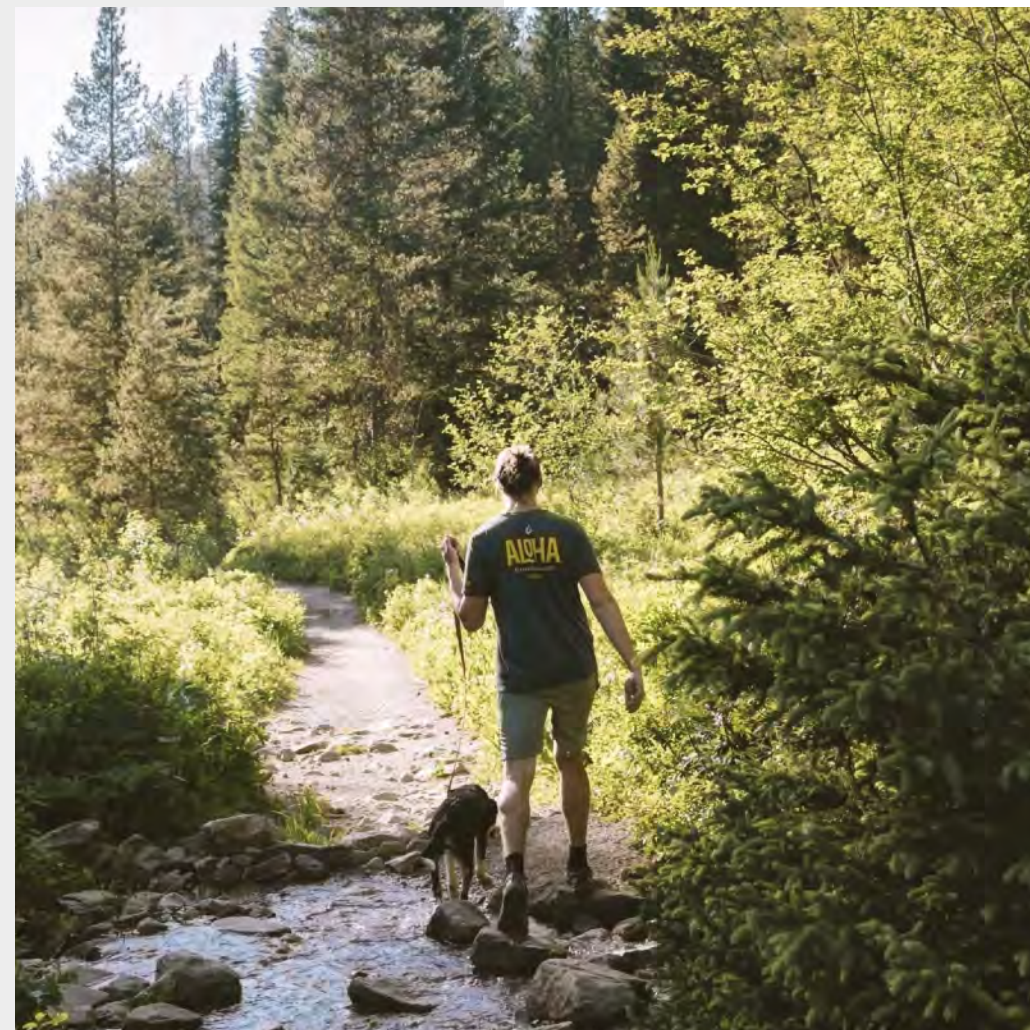


# Content Types & Brand Stories

## Adventure

Incorporating the recreational opportunities of the destination into its social media positions Visit Jackson Hole as a go-to resource for outdoor enthusiasts. By sharing tips, insights, and itineraries for different outdoor activities, we aim to empower and assist visitors in planning their own unforgettable adventures in Jackson Hole. Cuisine

- Seasonal activities
- Repurposed blog content
- Itineraries History



Summer Tips July 14, 2022

# ADMIRE FROM AFAR.

LEARN MORE

No matter how harmless they look, the wildlife are wild. Give them their space. Stay 25 yards from most animals and 100 yards from large predators like wolves and bears.

Plan Ahead March 16, 2022

# LOCAL'S GUIDE TO INTERMEDIATE SKIING IN JACKSON HOLE

READ THE GUIDE

Intermediate skiers can come to Jackson Hole for a week-long ski vacation and ski every day.

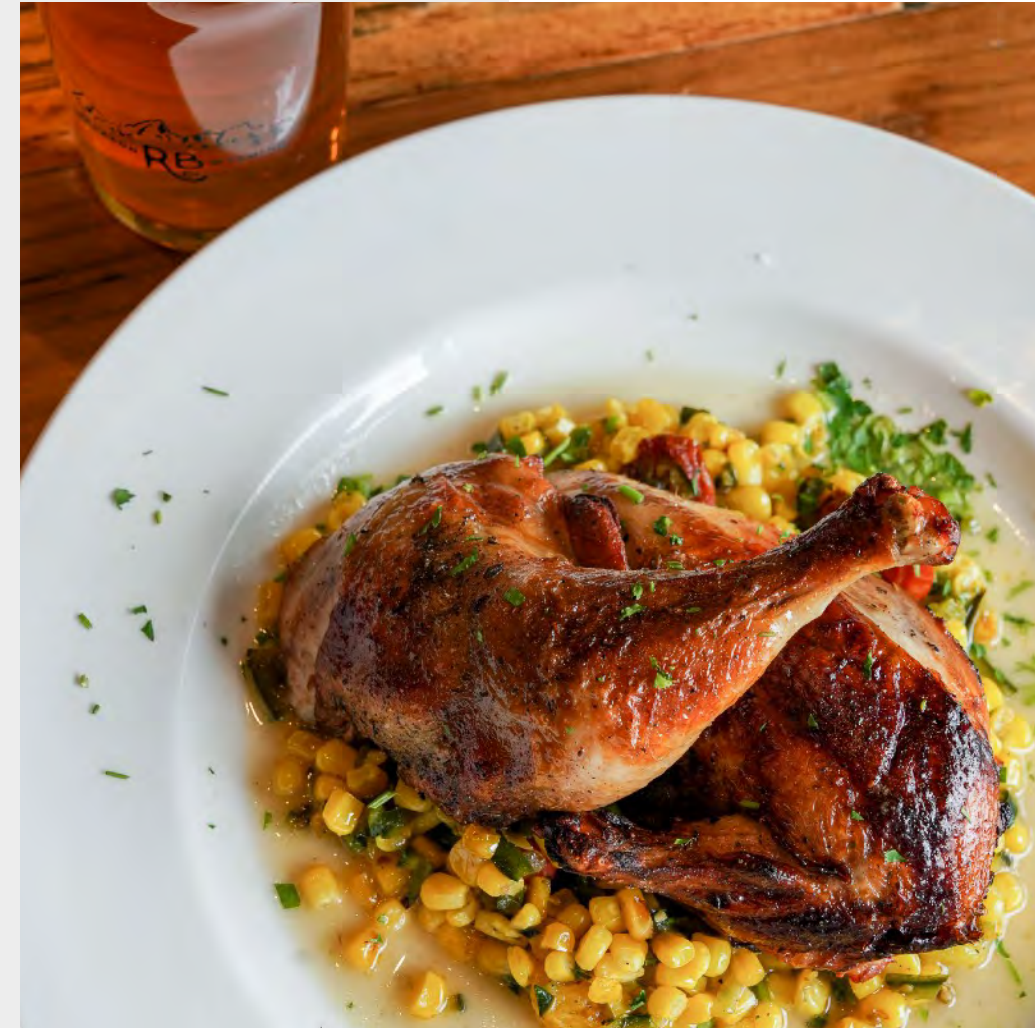
# Content Types & Brand Stories

## Culture

Jackson Hole's culture is a vibrant tapestry woven with elements of philanthropy, arts, and cuisine, all inspired by the region's natural spaces and diverse community.

Seasonal activities

- Cuisine
- Western Culture and Activities
- Community Events and History



# Content Types & Brand Stories

## Experience

Jackson Hole has something for everyone at any time of year. Through personalized storytelling, Visit Jackson Hole’s social media can effectively showcase the variety of experiences uniquely available only in Jackson Hole.

- Diverse Visitor Experiences
- Local Recommendations
- Experiential Imagery, No Graphics

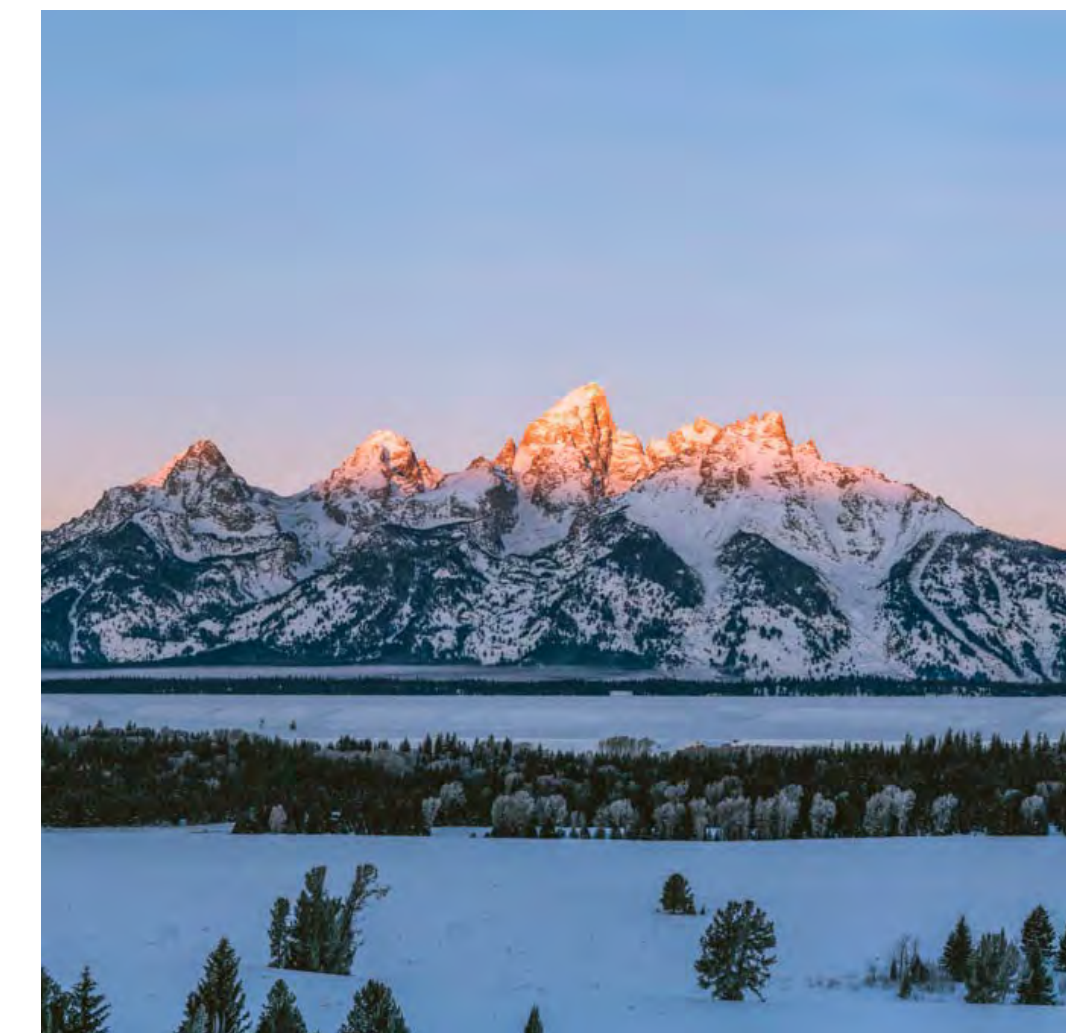
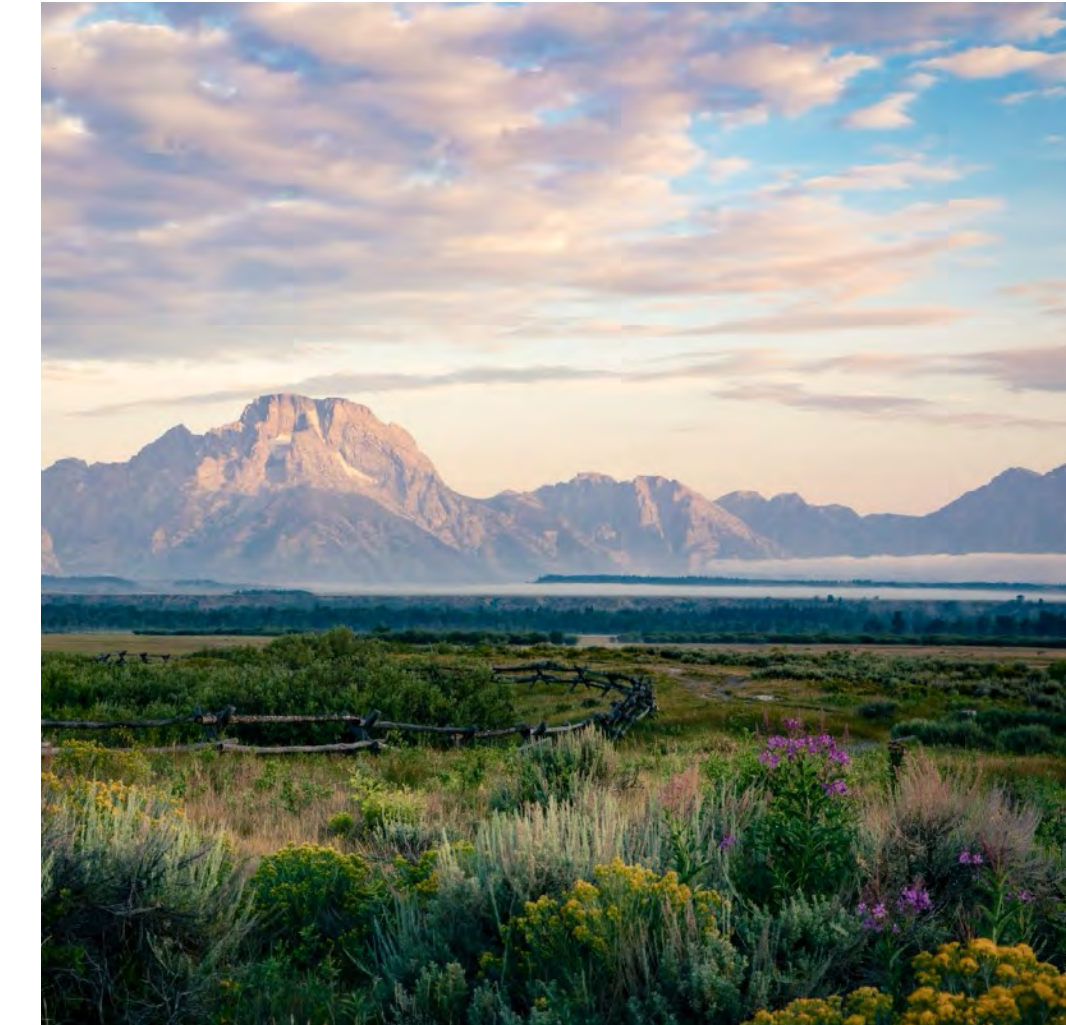


# Content Types & Brand Stories

## Destination

Jackson Hole sets itself apart from comparable mountain towns because of its deep western roots, remote landscapes, and world-class recreation. Sharing these points of differentiation is vital to showcasing the unique experiences only available to our visitors.

- National Park and National Forest Access
- Wildlife
- Landscapes





# HASHTAGS

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Hashtags on the Visit Jackson Hole social networks are used as a mechanism for helping audiences discover our brand and integrate with broader trade conversations. Branded hashtags should support the destination’s seasonal campaign framework and can be reevaluated with the launch of each seasonal push. Social hashtags should always pertain directly to the content being posted and consist of a hashtag that has already generated social momentum.

The visit Jackson Hole social channels use no more than five (5) hashtags on any one individual post. These hashtags may consist of branded hashtags and/or social hashtags. No more than three (3) branded hashtags and two (2) social hashtags should be used at a time. The “First Post” on Instagram content can be used to include additional social hashtags on select posts that apply to a broader ongoing social media conversation or offer a unique value in discoverability.

## **Branded Hashtags**

#visitjacksonhole

#staywild

#jacksonhole

#jacksonwyoming

#tagresponsibly





# TEMPLATES



# Instagram Stories

# TEMPLATES

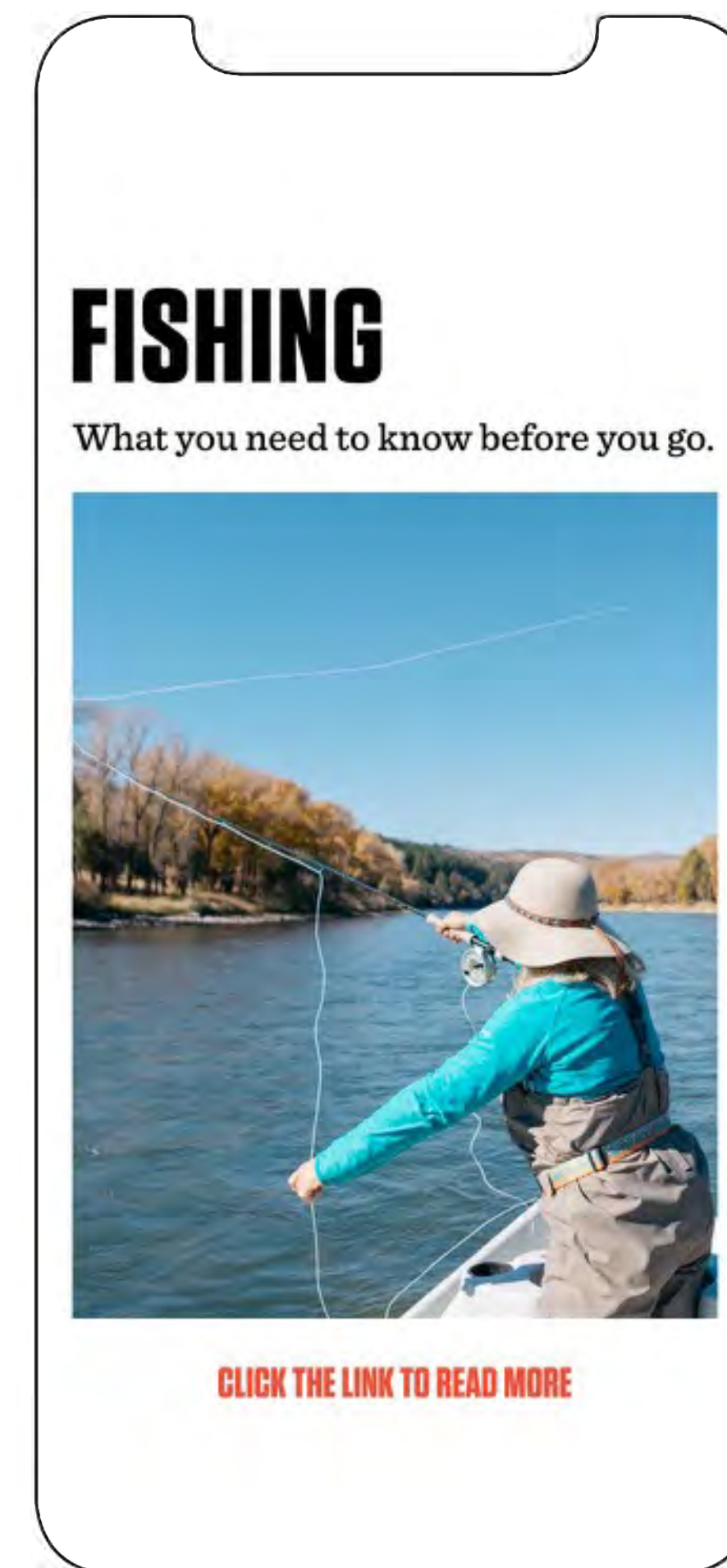
By thoughtfully integrating the Stay Wild brand elements, ensuring visual consistency, promoting brand recognition, and using clear CTAs to drive traffic, Visit Jackson Hole's Instagram Stories serve as a powerful tool for storytelling, engagement, and driving valuable actions from the audience. The following templates help to promote a consistent look and feel across various Stories themes:

**Blog Stories** should feature a large headline that outlines the subject of the blog article, as well as a relevant image and short synopsis of the content.

**Activity Highlights** should feature a clear title for the activity, a single sentence synopsis of the highlight's premise, a relevant photograph of the activity, and a clear CTA in red.



**Blog Stories**



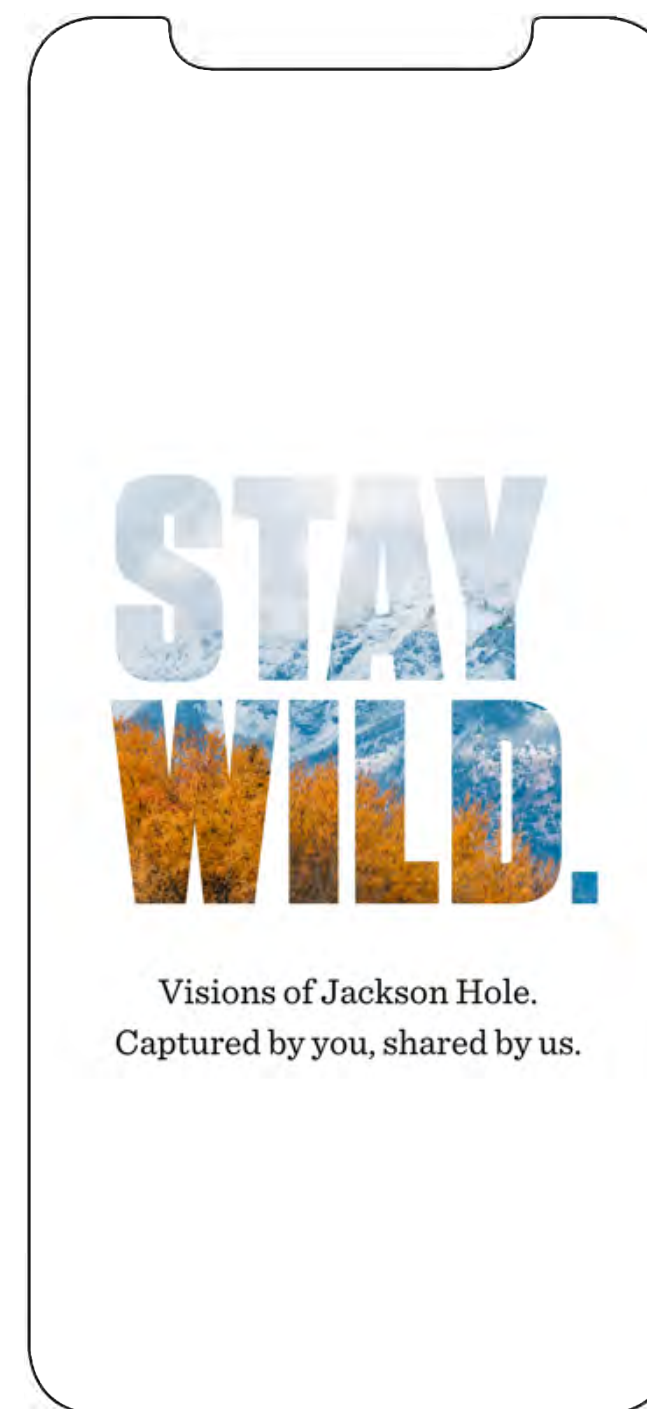
**Activity Highlight**



## U.G.C. Template

User generated content should be featured regularly in Visit Jackson Hole’s Instagram Stories. To help distinguish this content, UGC images and videos should be preceded and followed by the adjacent template slides.

All UGC posts should be preceded by the titular “Stay Wild” intro slide. This slide should be customized to reflect the current season via an image in the “Stay Wild” logo frame. Any one of the three branded outro slides should be used at the end of the UGC showcase. Different colors should be selected based on how they compliment the colors of the UGC that precedes it.



**Intro Slide**



**Outro - White**



**Outro - Black**



**Outro - Red**

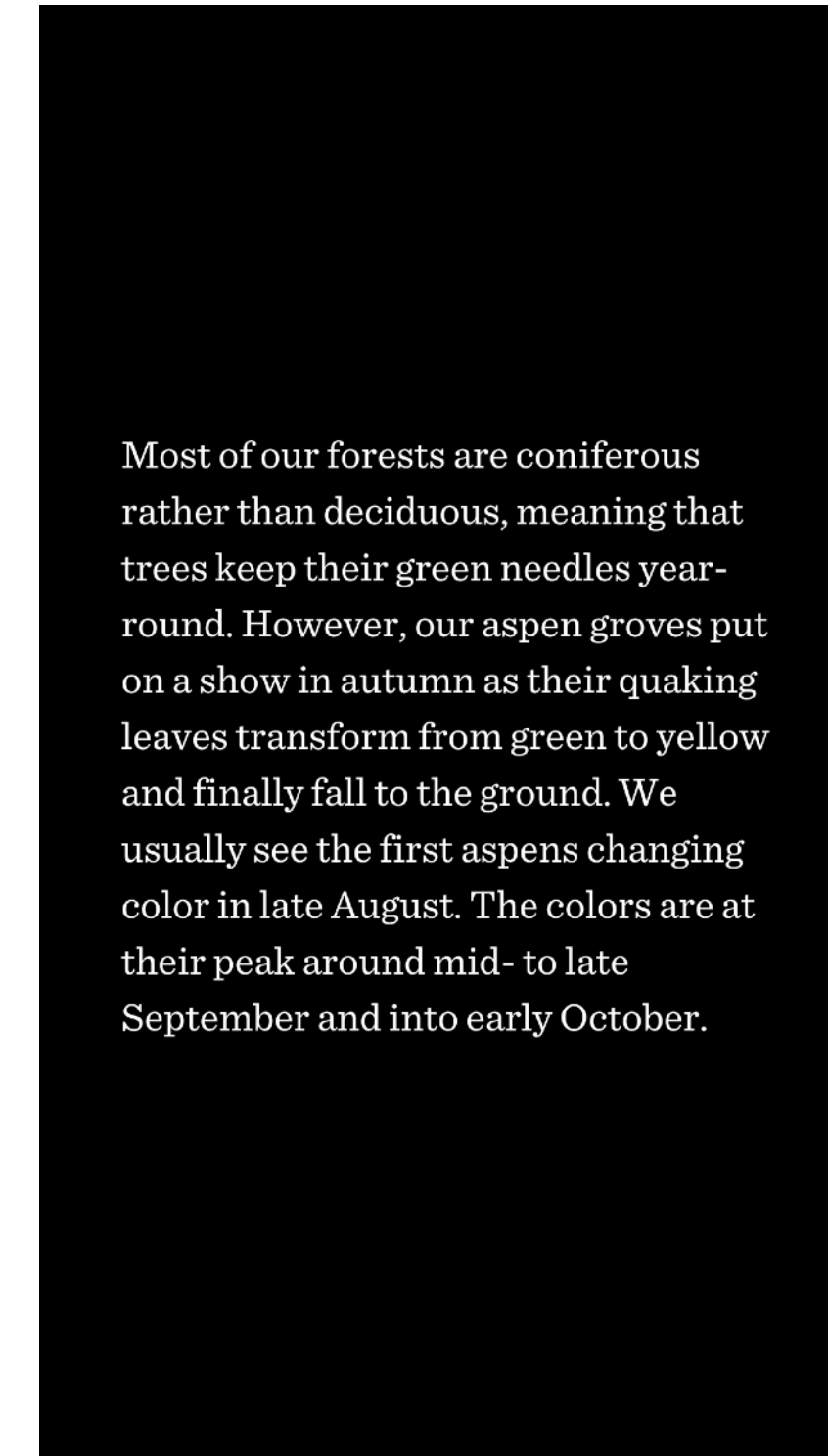
## FAQ Template

Frequently asked questions help to inspire and inform the destination's visiting public. FAQs should be featured periodically in Visit Jackson Hole's Instagram Stories. Always topical, and never condescending FAQ's should be chosen based on their value to the overall vacation planning experience.

FAQs should be outlined in two slides for each question. The Question slide should note a single question in no more than one sentence while highlighting that question as a FAQ. The answer slide should provide a concise answer in no more than a single short paragraph.



**Question Slide**



**Answer Slide**





# INSTAGRAM





# Instagram

## Objectives

- Brand Awareness
- Website Conversions

## Copy

- 80% engaging, 20% educational/informative
- Concise (one to two sentences predominantly)
- Hashtags: Add 3-5 hashtags at the end of post captions; use a mix of industry, brand, and location hashtags to increase content discovery
- Location tags: Add location tags when relevant or informative

## Medium

- Incorporate multi-image and short-form vertical Reels
- Portrait orientation
- High-quality imagery from professional photographers or UGC from Crowdriff

Visit Jackson Hole's Instagram audience consists of a 62.5% female, and 37.5% male demographic. The majority of this audience is between the ages of 25 and 35 years old, and resides in Jackson WY, New York NY, Los Angeles CA, Denver CO, and Huston TX.

### Top Performing Content

Visit Jackson Hole's Instagram audience engages at the highest rate with content related to wildlife, scenic landscapes, and outdoor adventure.





# Instagram

## Frequency

- 3-4 in-feed posts per week
- Post to stories as frequently as possible (multiple times daily, using UGC and branded content)
- Leverage peak engagement hours for posting schedule

## Engagement

- Respond to all comments and direct messages within 24 hours
- Engage with local accounts and partners three hours per week
- Engage with fans and potential followers three to five hours per week

## CTAs

- Push Linktree or bio links for web traffic conversions
- Use a mix of soft and strong push messaging





# Instagram

## Stories

- Branded templates
- Add in-app features (i.e., stickers, polls, etc.) when they wouldn't interfere with content or messaging
- Leverage recent UGC
- Add website links whenever pertinent

## Analytics

- Month-to-month and year-over-year tracking
- Real-time analytics dashboard
- Monthly and year-end reports

## Goals

- Increase average engagement metrics (Likes, Comments, Shares) year over year
- Increase the number of total engaged followers year over year



**FACEBOOK**

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NEW THOUGHT

# FACEBOOK

## Objectives


- Brand Awareness
- Website Conversions

## Copy

- 60% engaging, 40% educational/informative
- Three to five sentences with clear calls-to-action to relevant web pages
- Hashtags: Add 3-5 hashtags at the end of post captions; use a mix of industry, brand, and location hashtags to increase content discovery
- Location tags: Add location tags when relevant or informative

## Medium

- Incorporate short-form video content
- Landscape orientation
- High-quality imagery from professional photographers or UGC from Crowdriff
- Share activity and blog pages from the website
- Incorporate Lives for real-time content

A hiker wearing a cap and a backpack is walking on a dirt trail on a mountain. The background shows rugged mountain peaks under a clear blue sky. A semi-transparent white box is overlaid on the right side of the image, containing text.

Visit Jackson Hole's Facebook audience consists of a 58.4% female, and 41.6% male demographic. The majority of this audience is between the ages of 35 and 50 years old, and resides in New York NY, Los Angeles CA, Chicago IL, Dallas TX, and Denver CO.

### Top Performing Content

Visit Jackson Hole's Facebook audience engages at the highest rate with content related to wildlife, scenic landscapes, and cultural experiences.

# FACEBOOK

## Frequency

- 4-5 in-feed posts per week
- Post to stories as frequently as possible (multiple times daily, using UGC and branded content)
- Leverage peak engagement hours for posting schedule

## Engagement

- Respond to all comments and direct messages within 24 hours
- Engage with local accounts and partners one to two hours per week
- Engage with fans, potential followers, and destination group pages three hours per week

## Analytics

- Month-to-month and year-over-year tracking
- Real-time analytics dashboard
- Monthly and year-end reports

## Goals

- Increase average engagement metrics (Likes, Comments, Shares) year over year
- Increase the number of total engaged followers year over year



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