

VISIT
JACKSON
HOLE®
STAY WILD.

Social Media Playbook



Website

<https://visitjacksonhole.com/>
<https://industry.visitjacksonhole.com/>

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BACKGROUND, ROLE, & GOALS



Social Media's Role

Inspire | Inform | Engage

Visit Jackson Hole's social channels are where we show off what makes this place special. The stunning scenery, local characters, epic outdoor adventures, and the events that bring the valley to life.

Posting the holistic experience through the POV of a real person using professional content, real-time posting, and supporting copy.

We use organic posts to tell real stories with photos and videos, and targeted ads to share value-driven messages with easy calls-to-action that inspire trips and promote responsible visitation.

Every platform supports the season's campaign, helps people plan their stay, and highlights authentic resident and visitor experiences created right here in Jackson Hole.

Goals

Timely Content

Jackson Hole changes dramatically from season to season, week to week. Having the social media channels be able to collect and publish real-time and seasonal content is very important to share relevant information and messaging.

Media Type Variation

The Visit Jackson Hole social media channels prioritize a rich mix of single-shot videos, story driven edits, rich still photos, and informative series. The mix gives a good holistic depiction of Visit Jackson Hole as a source for inspiration and detail.

Web Traffic Conversions

Visit Jackson Hole's social media channels are complimentary to the trip-planning functions of the organization's website. They are intended to capture the attention of potential visitors, generate interest in the destination, and ultimately drive traffic to the website for further exploration and trip planning.

Trackable Goals

1. Engagement Rate
Avg. Reaction, Comments, and Shares per post

2. Website Traffic
Inbound referrals from managed social channels

3. Follower Growth
YOY total rate of follower growth

AUDIENCES

Visitors

Visit Jackson Hole's social channels zero in on the "Limit Seeker", someone who is curious, values nature, adventure, and high-quality local experiences. While this persona is a focus, our channels are still serving up content that appeals to all kinds of visitors. These folks crave top-tier, local, and authentic experiences. They seek unique moments that feel a bit special and connected. They work hard and play hard, want to travel responsibly, and aren't willing to give up the things that make a trip memorable.

The Visit Jackson Hole's social media channels connect with this audience by treating them like a “local”, someone with a personal vested interest in belonging to Jackson Hole.



Residents

The Visit Jackson Hole's social media channels have a strong following of local community members. These include residents, businesses, elected officials, and the greater workforce. These individuals live, work, and play in Teton County. The impacts of over-tourism are top-of-mind to Visit Jackson Hole's local followers. They often use the channels to voice their concerns about the future of Jackson Hole, and they desire to see actionable change.

The Visit Jackson Hole's social media channels connect with this audience by educating the visitors and promoting local culture, sustainability, and responsible recreation.



VALUES & MESSAGING PILLARS



Values & Messaging Pillars

Environmental & Economic Stewardship

We believe that Jackson Hole's future depends on the protection of our natural environment, wildlife, wetlands, and ecological processes. We integrate this into every piece of content and message highlighting things like responsible recreation.

Accessibility & Inclusion

Jackson Hole welcomes anyone who respects and is inspired by what makes this place special. We highlight experiences that appeal to people of all abilities, backgrounds, and origins.

Proximity To Nature

Jackson Hole is 97% public lands and Teton County is host to one of the last intact ecosystems in the lower 48 states. We showcase responsible behavior throughout our natural amenities, without directly calling out the opposite.



Values & Messaging Pillars

Cultural Immersion

Jackson Hole's culture is a vibrant mix of western history, outdoors experience and discovery, and wildlife preservation. Jackson Hole carries rich philanthropy, arts, and cuisine, all inspired by the region's natural spaces and diverse community. We portray our culture by inviting our audience to participate in it.

Adventure For All

Jackson Hole has a long-standing reputation for being a technically challenging and expensive adventure destination. We avoid depictions of overly exclusive recreational activities and work to showcase a variety of difficulty in the activities, events, and cultural experiences.

COMMUNICATION | TONE OF VOICE

All Visit Jackson Hole social channels speak with a singular brand voice and communicate consistent messaging across platforms even though different platforms specific deliverables may vary.

Our social media messaging should remain clear, recognizable, and consistent.

Persona

THE MOUNTAIN GUIDE

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.

Available

Responds to comments and DMs as they would to a friend or personal connection.

You come here for the grit.

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

Communication Guide

Avoid Authoritative Dialogue

We do not shame, call out, or directly ridicule unfavorable visitor behaviors. Moreover, we avoid any messaging that can be interpreted as demeaning or directive. Rather, we prefer to showcase "good" or proper behavior for activities. We do this to guide visitors to be good stewards and participants in the community.

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 voice rooted in Jackson's Guide Persona, we work to elevate the brand pillars of sustainability, arts & culture, wildlife, adventure, 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, informative, short-format, and varied posts made across multiple formats on each platform. Including series like Teton Views and In The Wild Wednesday UGC from locals and visitors alike.

Who We Are

Friendly

Rugged

Raw

Inspiring

Enthusiastic

Informative

Adventurous

Direct

Trusted

Wild

WeAreNot

Expected

Boastful

Sappy

Condescending

Flowery

Tame

Cute

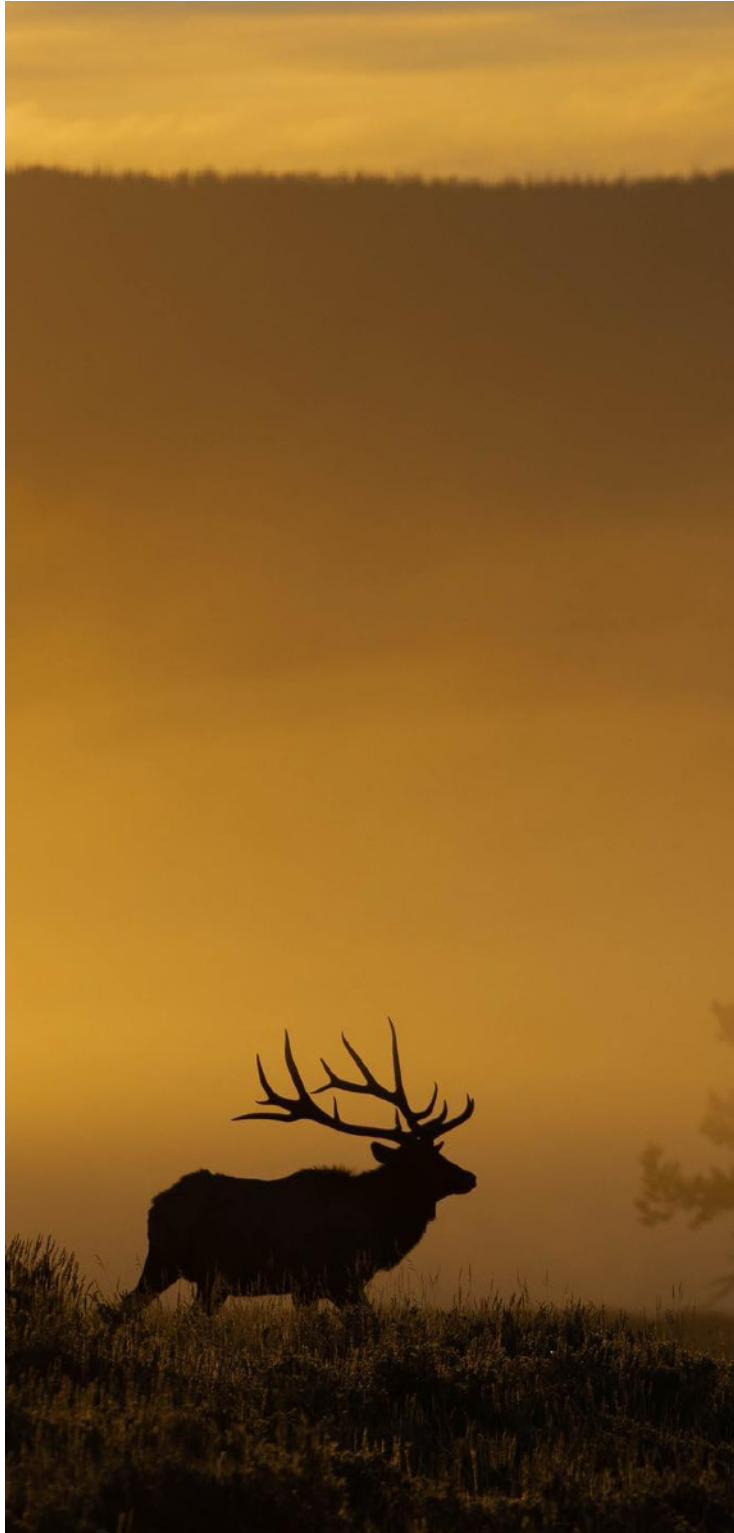
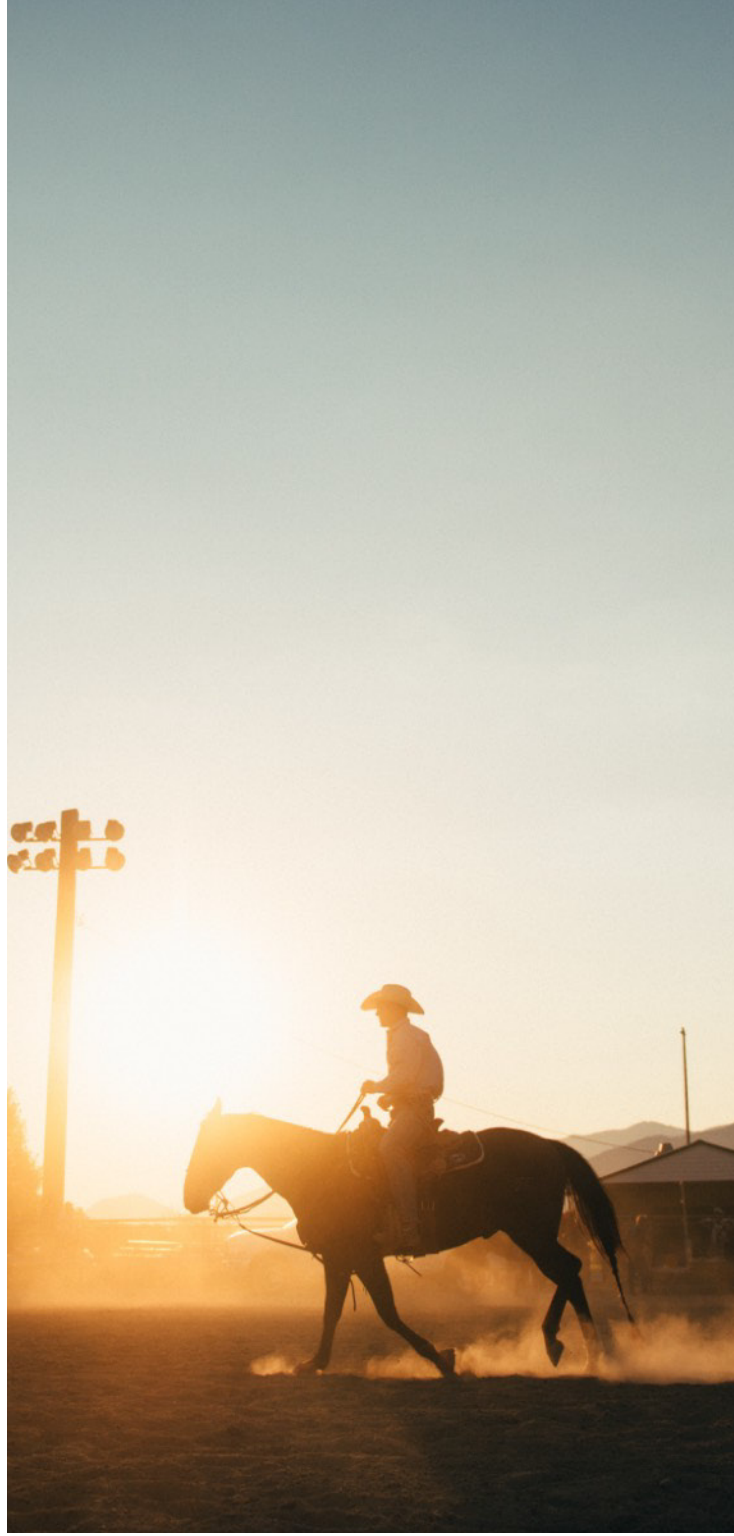
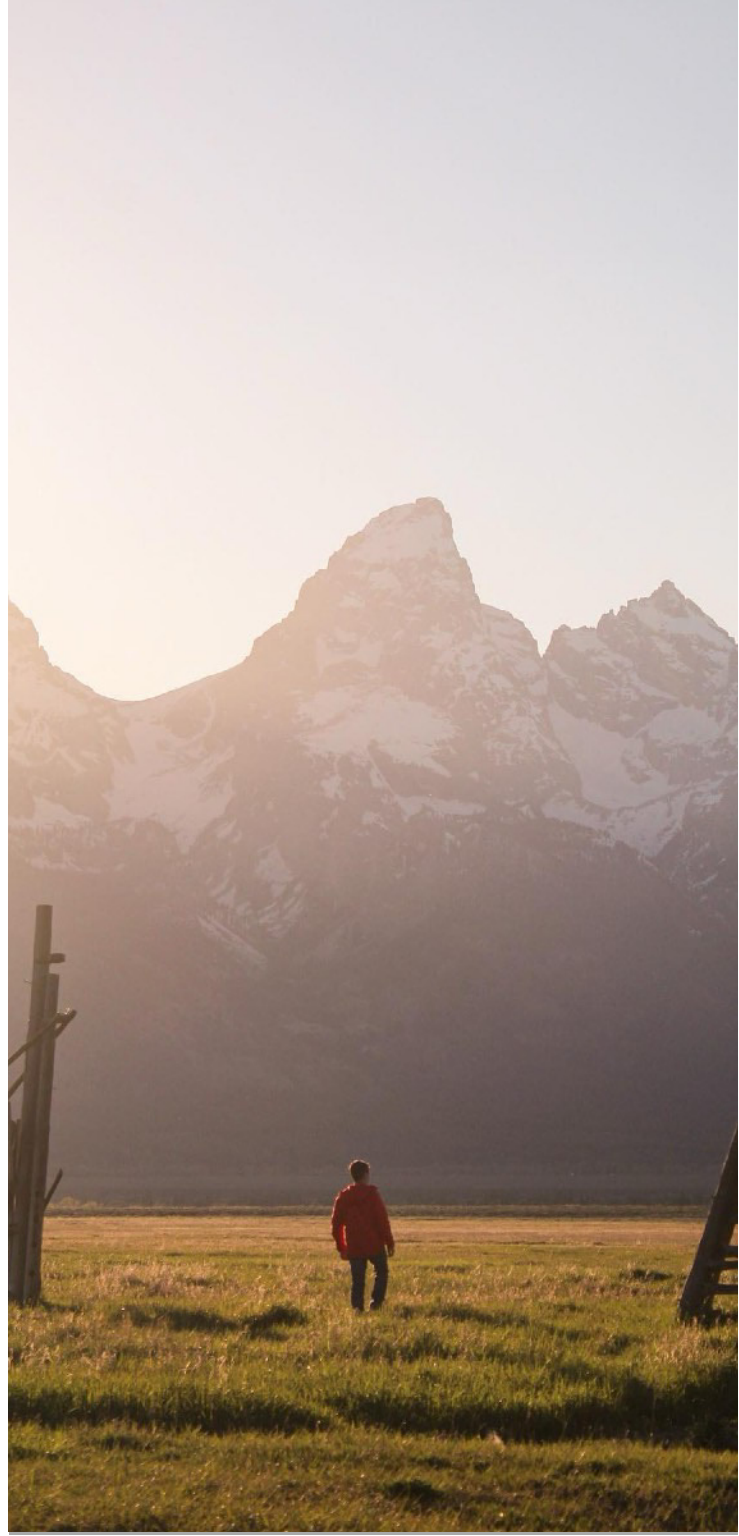


VISUAL VOCABULARY

GENERAL CREATIVE DIRECTION

The Genuine Experience

The story of Jackson Hole is not a story of individual locations or amenities, it is the story of how it feels 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. However, some artistic variation is encouraged from contributing media artists.



Visual Themes, Style, Approach

Subject vs. Place

Jackson Hole is grand. The experience and feeling of being here should be the focus of the photo or video. A thoughtful combination of human perspective and big-world-little-person contribute to that message.



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 primped for a photo shoot. Similarly, camera angles, production formats, and movements should not be overly complicated to appear in an expensive production.

This, paired with real-time run and gun content create the feeling that there is a real human behind these social media channels.



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.

Carousel and Still Posts

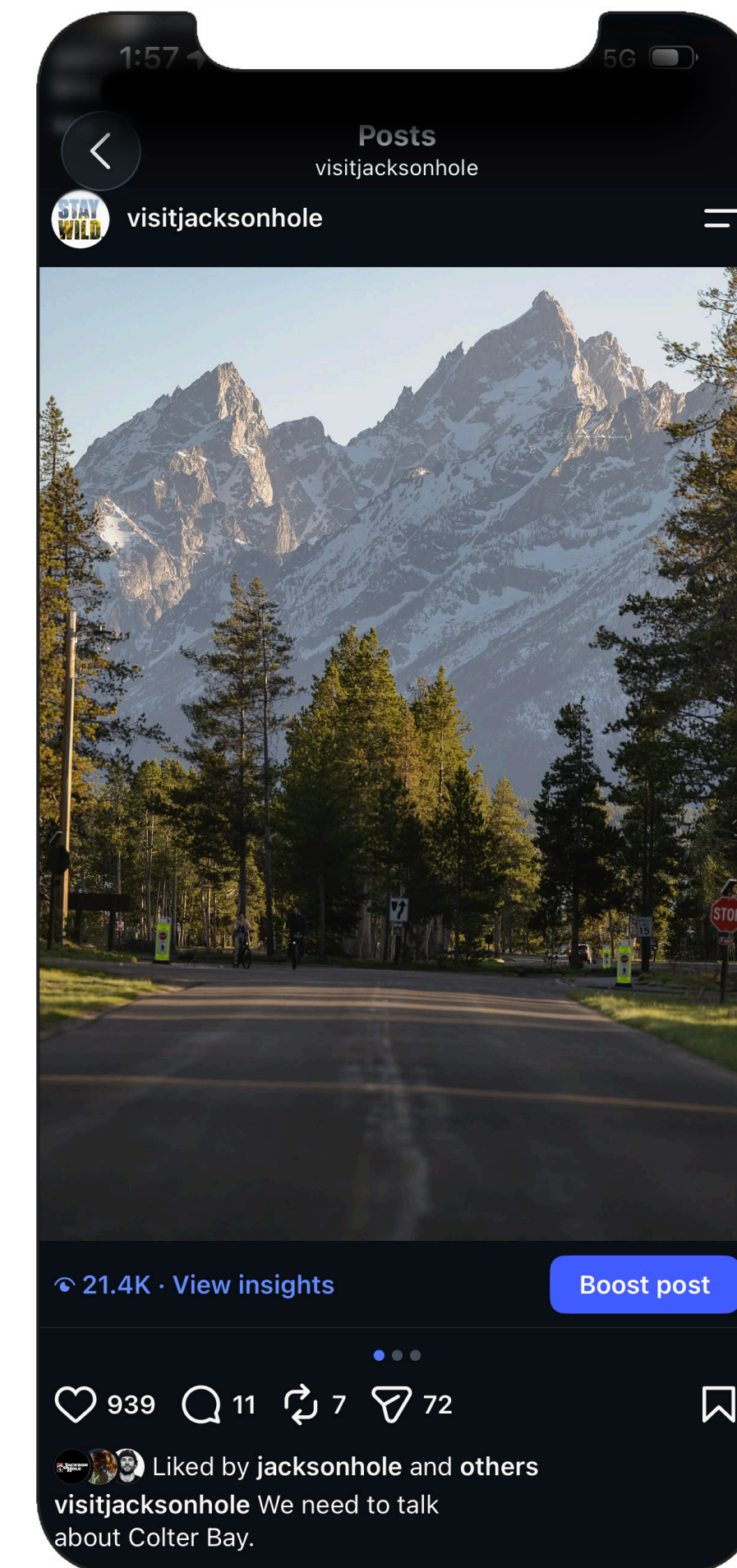
2 - 3 TIMES PER WEEK

In-feed post content should portray a wide scope of messages, stories, and subjects. This format can include original and real-time 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: 3x4

Videos: 9x16



Content Formats

Stories

5-10 TIMES PER WEEK, CONTENT PENDING

Stories should be produced in the first person by Visit Jackson Hole. They should be made regularly and 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 are also an excellent way to share in feed posts as well as content from partners and visitors.

Reels

2 - 3 TIMES PER WEEK, CONTENT PENDING

Short format videos such as Instagram Reels should be produced by Visit Jackson Hole. Influencers are not part of our content strategy. Short format videos should run between 10 and 60 seconds, feature compelling sound, and utilize on-screen text when appropriate.



CONTENT & MESSAGING

Content & Messaging

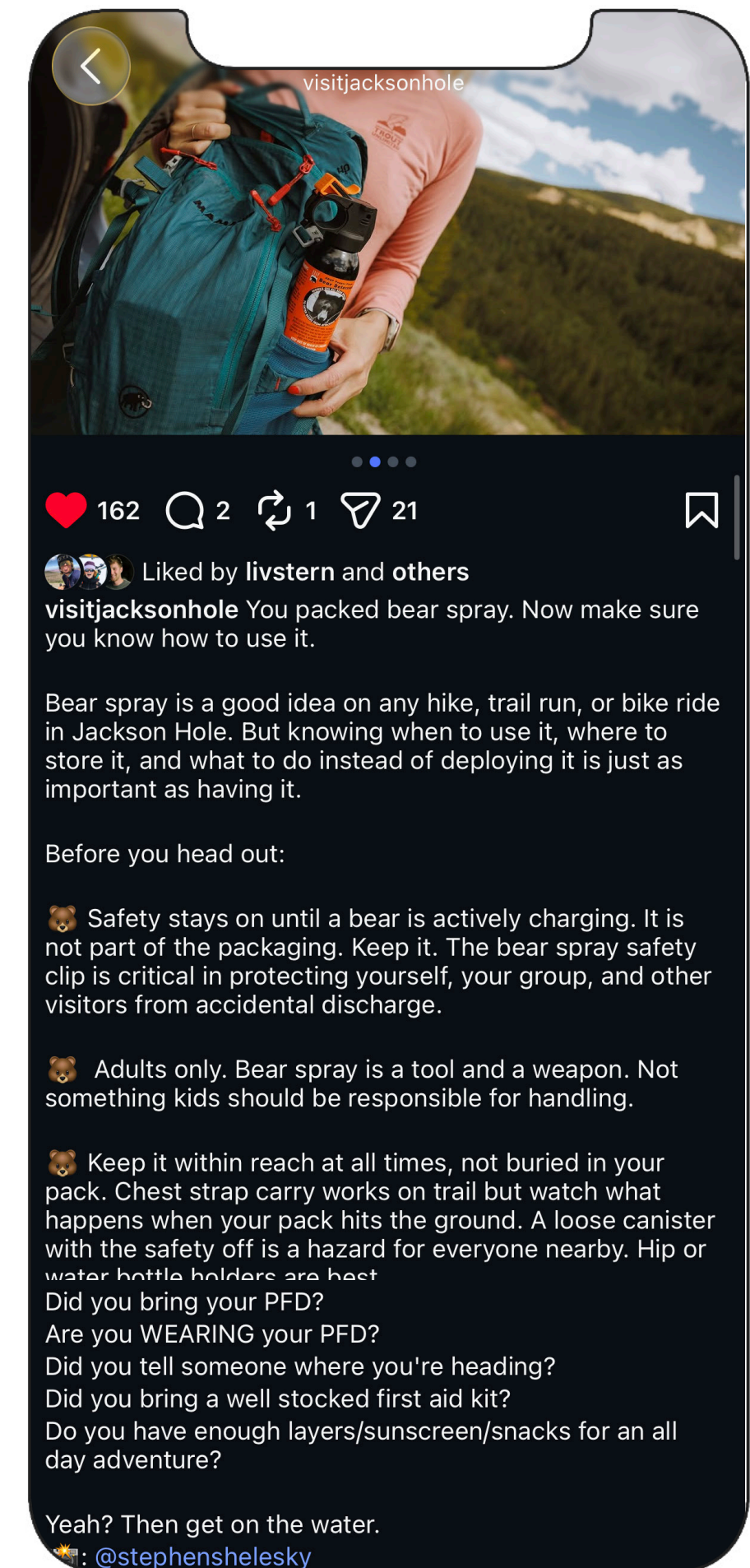
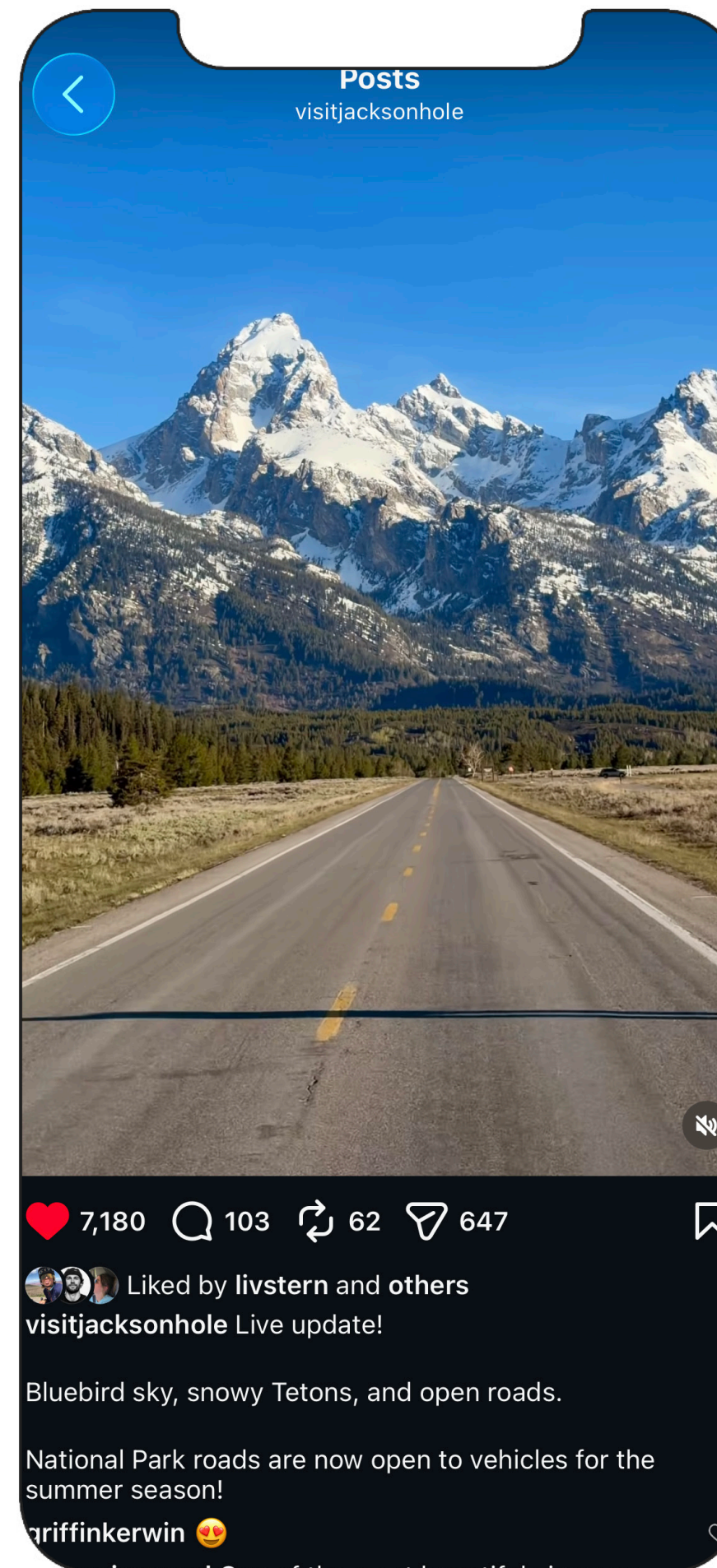
DOS

Informal Copy

Post copy should prioritize short formats when paired with content that is meant to showcase visually striking nature, for example sunrises or mountain views. Some educational or informational posts require longer, well organized copy, these often include on-screen text overlay. 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. However there should be no direct CTA for sales or "buy now" messaging.



Content & Messaging

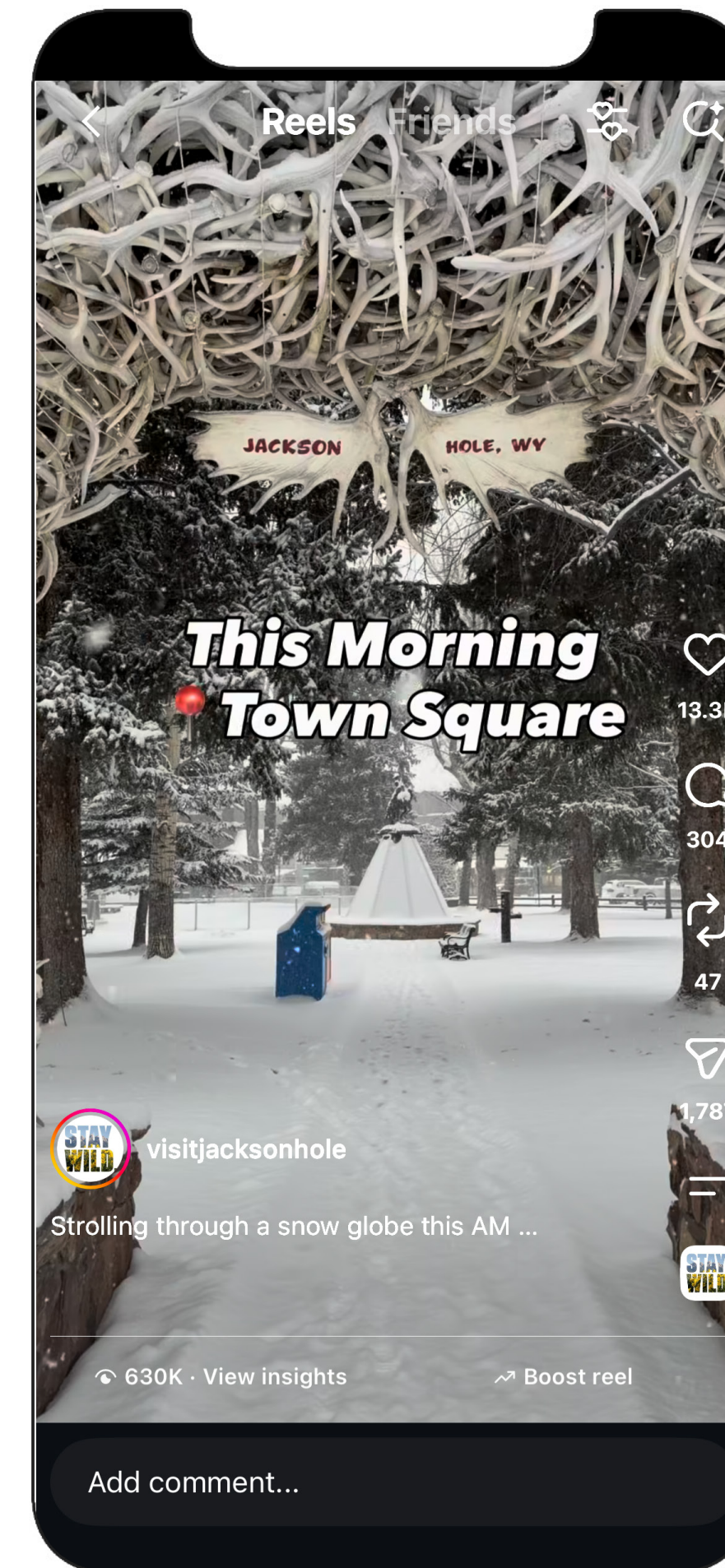
DOS

Timeliness

Whenever appropriate, posts should take advantage of real-time posting for events and conditions. 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

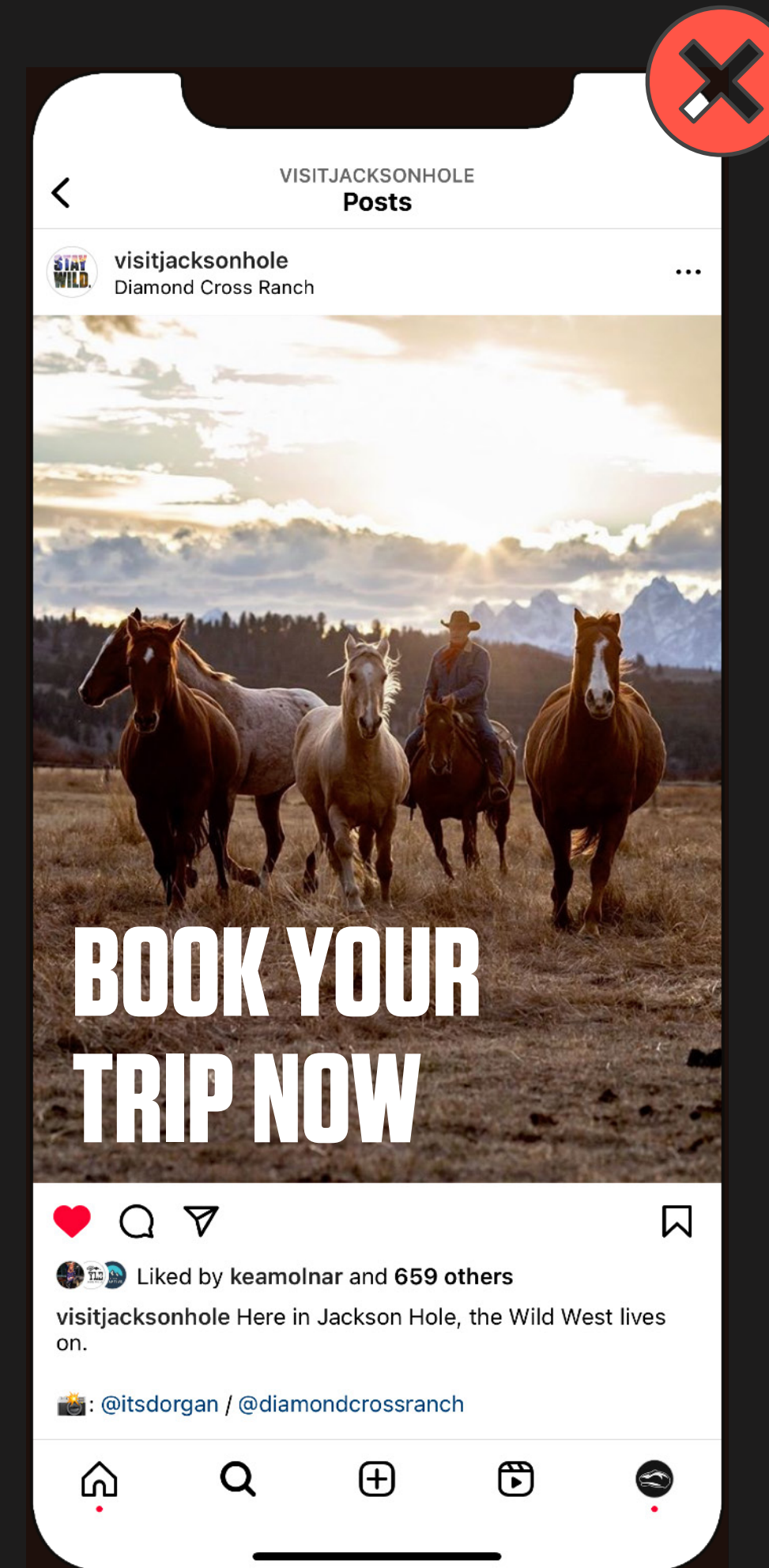
DON'TS

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.

Visual Homogeneity

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 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.

- Seasonal activities
- Repurposed blog content
- Itineraries



SUMMER TIPS

Summer Tips July 14, 2022

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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.

KNOW BEFORE YOU GO

Plan Ahead March 18, 2022

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LOCAL'S GUIDE TO INTERMEDIATE SKIING IN JACKSON HOLE

[READ THE GUIDE](#)



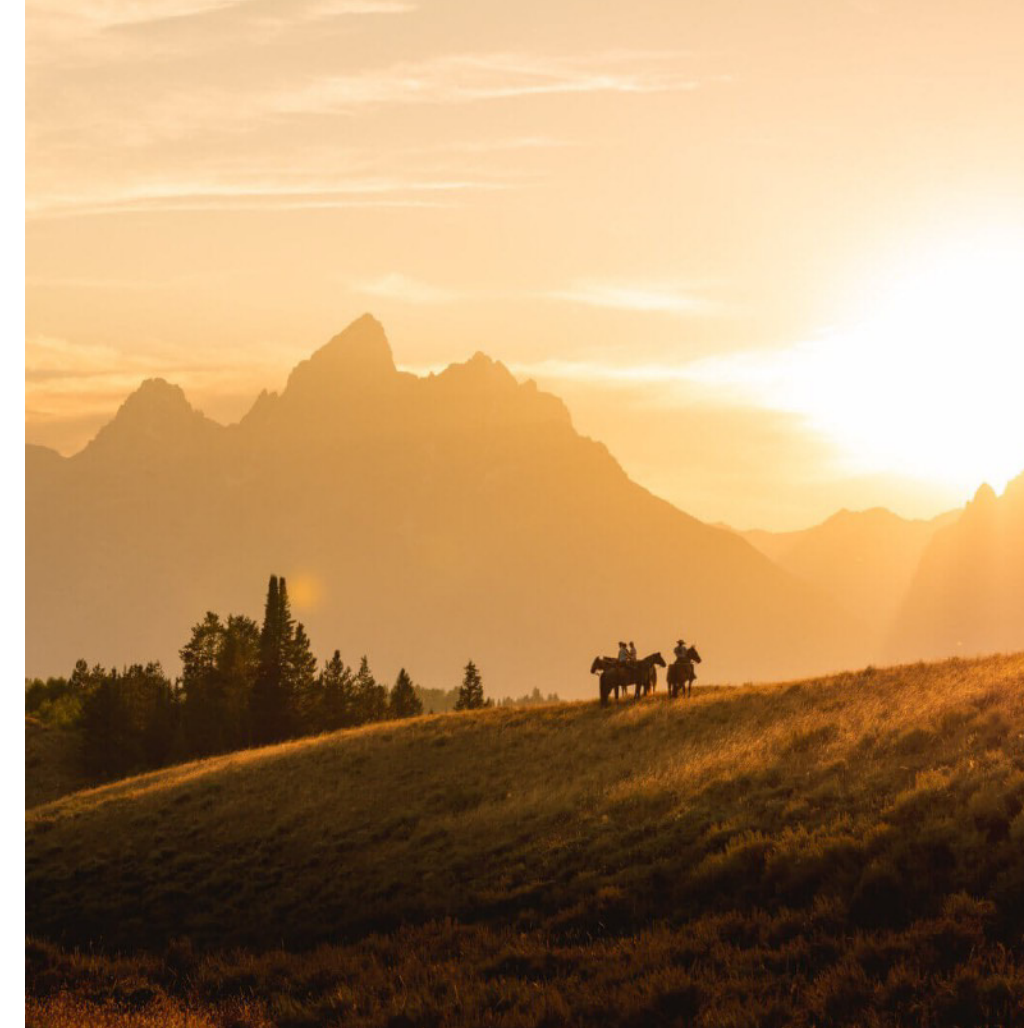
Intermediate skiers can come to Jackson Hole for a week-long ski vacation and ski every day.

Content Types & Brand Stories

Culture

Jackson Hole's culture comes from many sources like philanthropy, arts, the outdoors, the west, and cuisine.

- Nature and the Outdoors
- 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

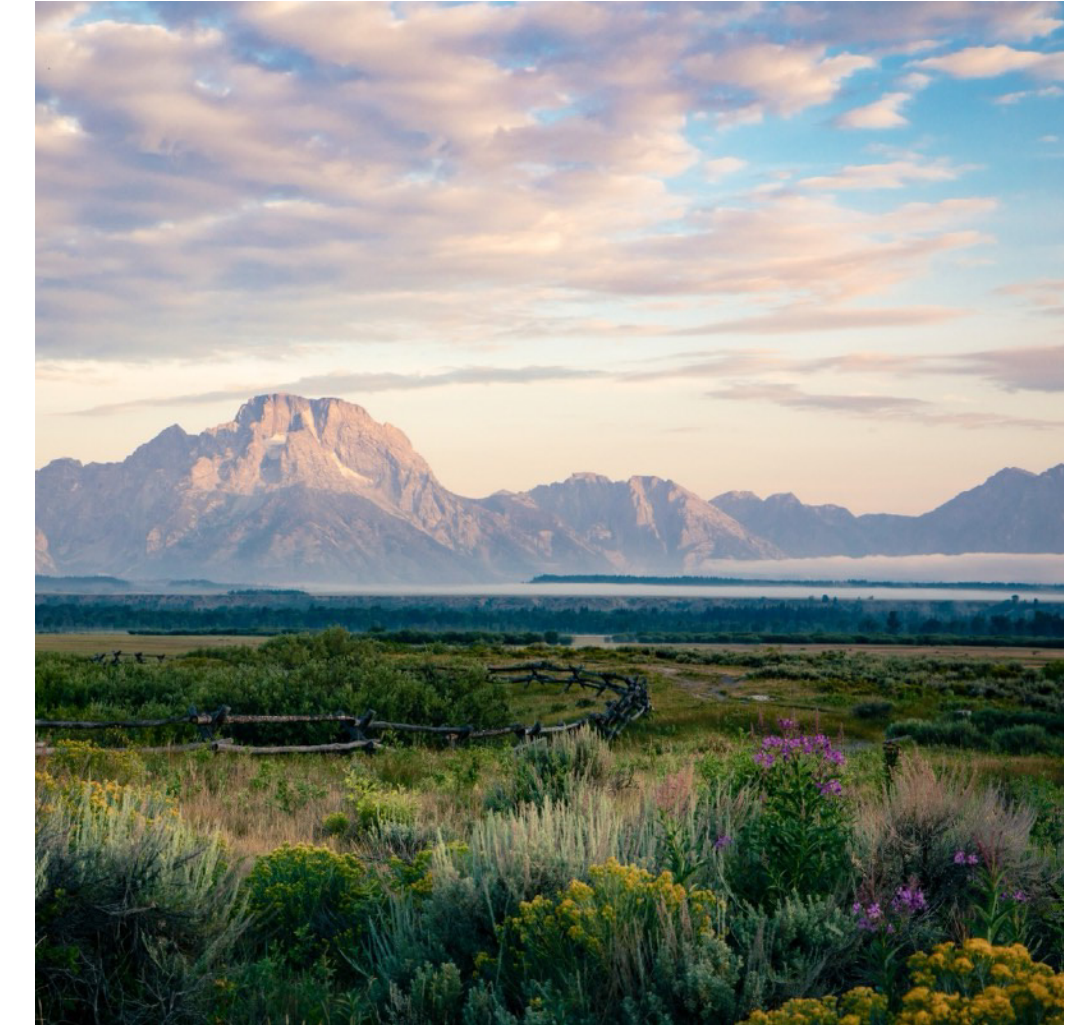


Content Types & Brand Stories

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

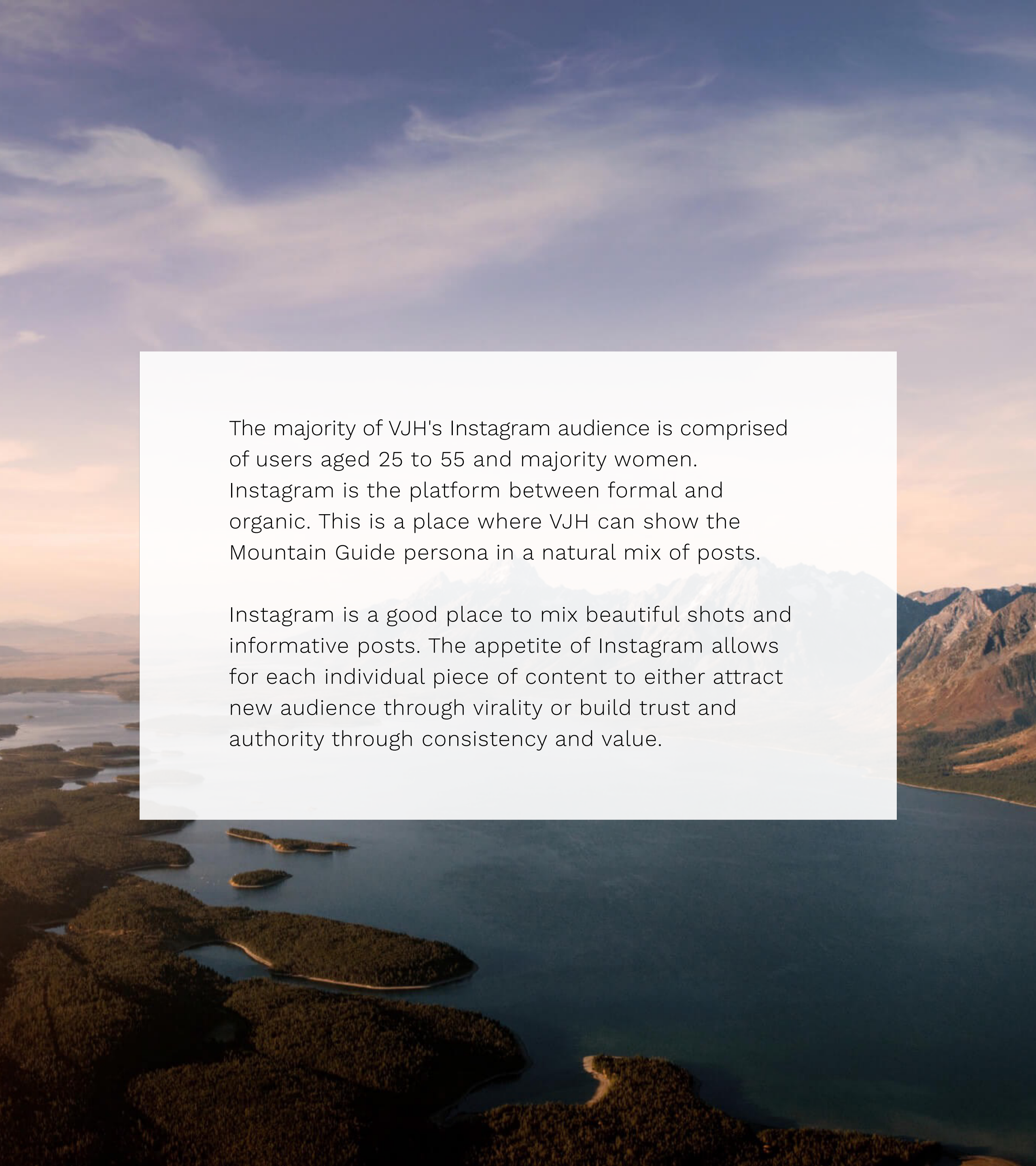


Branded hashtags have changed in efficacy and usefulness over the past several years. Keywords on screen or within the copy are much more important in helping people find and connect with our content. Phrases including the words "Jackson Hole", "Grand Teton", "Grand Targhee", "Yellowstone", "tips", "guide", etc are more useful for SEO

Branded Hashtag

#staywild

INSTAGRAM



The majority of VJH's Instagram audience is comprised of users aged 25 to 55 and majority women. Instagram is the platform between formal and organic. This is a place where VJH can show the Mountain Guide persona in a natural mix of posts.

Instagram is a good place to mix beautiful shots and informative posts. The appetite of Instagram allows for each individual piece of content to either attract new audience through virality or build trust and authority through consistency and value.

Instagram

Objectives

- Share the Beauty of JH
- Highlight the Spirit of Grit
- Inspire Adventure and Stewardship
- Educate on Conduct and Notices
- Website Conversions
- Community Building

Copy

- 80% engaging, 20% educational/informative
- Copy: Concise and when appropriate, informative and more lengthy
- 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, UGC, or Kreedle staff



Instagram

Frequency

- in-feed posts per week
- Post to stories as frequently as possible (multiple times daily)
- 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 users 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
- Post real-time photos
- Add website links whenever pertinent

Analytics

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

FACEBOOK

FACEBOOK

Objectives

- Publish Beautiful Visuals
- Inspire Trips and Itinerary Aids
- Brand Awareness
- Website Conversions
- Community Building
- Information Dissemination

Copy

- 60% entertainment, 40% educational/informative
- One to two sentences with clear calls-to-action or description linking to relevant pages. Alternatively, longer organized copy for deeper info.
- Location tags: Add location tags when relevant or informative

Medium

- Cross posted content from Instagram
- Incorporate short-form video content
- Landscape orientation
- High-quality imagery from professional photographers, UGC, or Kreedle staff
- Share activity and blog pages from the website

The VJH Facebook audience skews to an older demographic than the Instagram audience. Most followers are 45-60+ years old and majority women. This audience is predominantly based in New York, then LA, then Chicago.

The Visit Jackson Hole Facebook page will lean into the more grounded, helpful, and reverent aspects of the Mountain Guide persona, providing helpful insight into the destination and it's many amenities. Our Facebook audience loves to reminisce or dream of trips to the Jackson area.

FACEBOOK

Frequency

- in-feed posts per week
- Post to stories as frequently as possible (multiple times daily)
- 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



TIKTOK



Objectives

- Brand Awareness
- Inspire Grit, Adventure, and Stewardship
- Familiarity
- Community Building
- Information Dissemination

Copy

- 60% entertainment, 40% educational/informative
- One to two sentences with clear calls-to-action
- Location tags: Add location tags when relevant or informative

Medium

- Cross posted content from Instagram
- Original short-form video content
- Less curated, more experiential content
- High-quality imagery from professional photographers or Kreedle staff
- Share information through video and carousel formats rather than relying on copy

Visit Jackson Hole does not currently have a strong TikTok presence. TikTok's audience skews younger than the Facebook and Instagram users, usually Gen Z or younger Millennials. Their usage is also highly engaged, spending much longer on this platform than the others. Users also leverage Tiktok as a search engine to discover and learn.

For Visit Jackson Hole, this could mean changing our delivery to reach younger, experience driven travelers to provide guidance and discovery.

PRODUCTION STRATEGY

A strong Visit Jackson Hole social presence relies on regularly producing photo and video content for each channel, aligned with campaign imagery, the website, and the editorial calendar. While some ad assets will appear on social, most content should feel distinct and personal rather than polished advertising. We want people to feel that their Mountain Guide, a real person, is behind the account.



MULTIPLE CONTENT FUNNELS

To keep Visit Jackson Hole's channels full of varied, platform-ready content, we'll pull sustainably from multiple sources: in-house shoots from Kreedle staff, visitor UGC, and a handful of vetted local professionals. Each source will deliver purpose-built assets on a predictable and as-needed cadence, per Kreedle Media's production calendar and the seasonal needs of the channels.

In-House Content

UGC | Crowdriff

VJH Professional Shooters

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