



WILD

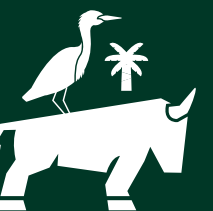
OUTDOOR ADVENTURES

DESOTO COUNTY, FL OFFERS A TRULY UNTAMED OUTDOOR EXPERIENCE...



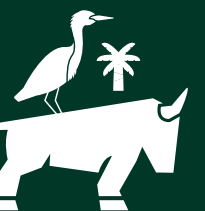
A place where nature lovers, adventure seekers, and families can immerse themselves in wild, unforgettable adventures.

This social media plan is designed to bring the county's unique assets to life online, driving interest, engagement, and visits.



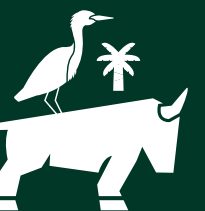
STRATEGY OVERVIEW

Captivating visuals will inspire audiences to **envision themselves** embarking on **unforgettable adventures** in DeSoto County. The content will showcase authentic **visitor stories**, highlight one-of-a-kind **outdoor activities**, and spotlight the extraordinary experiences that make this destination truly unique.



OBJECTIVES

- **Increase Awareness:** Position DeSoto County as Florida's hidden gem for outdoor adventures.
- **Engage Target Audiences:** Nature enthusiasts, thrill-seekers, and families looking for unique vacation destinations.
- **Drive Conversions:** Encourage downloads of the adventure guide, visits to the campaign landing page, and trip bookings.

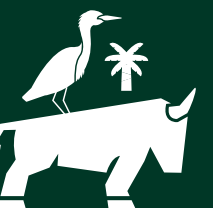


TARGET AUDIENCES

From the Brand Strategy: Outdoor Recreation Afficionados

Invite visitors to experience true Florida Wild as they explore the Peace River and some of the last untouched wilderness in Florida.

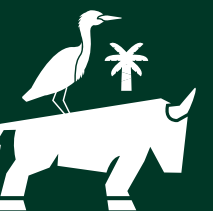
- ➔ **Nature Enthusiasts & Adventure Seekers:** Individuals seeking boundless outdoor experiences set against the untouched wilderness of the Peace River.
- ➔ **Family Vacationers:** Families eager for memorable, nature-based activities suitable for all ages.



KEY MESSAGING

Every post in this campaign will reflect the core message of the Wild Outdoor Adventures initiative: DeSoto County is an untamed, wild destination tailored for adventure seekers. Social media will bring this story to life through a diverse range of posts focusing on key themes and experiences.

Many in our target audiences may not yet realize the incredible adventure opportunities awaiting them in DeSoto County. This campaign will leverage vivid, descriptive language to inspire them to envision unforgettable experiences. The content will balance family-friendly activities with more daring adventures, ensuring it resonates with both families and thrill-seeking individuals.



KEY MESSAGING (CONT.)

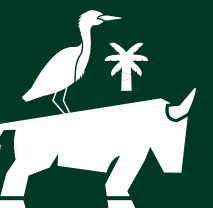
Primary Messaging:

Invite visitors to experience true Florida Wild as they explore the Peace River and some of the last untouched wilderness in Florida.

Sub-Messages:

Discover Florida Wild: Peace River fossil hunting, wildlife photography, and thrilling adventures.

Make Memories: Family-friendly camping, kayaking, and local dining experiences.

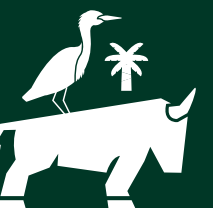


KEY MESSAGING (CONT.)

Sub-Messages:

Escape the Crowds: Unlike its busy coastal neighbors, DeSoto County is incredibly undeveloped and unpopulated, offering an authentic, serene experience in the heart of Florida.

Seasonal Highlights: Explore fossil-rich riverbanks, hidden natural wonders, and vibrant events.



CONTENT THEMES & POST IDEAS



Outdoor Recreation Activities

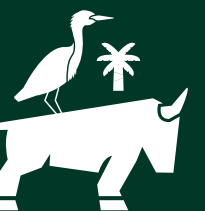
Showcase unique experiences available in DeSoto County with vivid, inspiring language.

Instagram Reel

“Take a paddle down the Peace River and find more than peace — discover fossils millions of years old!” Visuals: Canoeist pulling a fossil from the water, close-up shots of fossils, wide shots of serene river landscapes.

Facebook Carousel

“Camping under the stars in DeSoto: where Florida Wild becomes your playground.” Visuals: Campfire, tent under a starry sky, morning sunrise in the wilderness.



CONTENT THEMES & POST IDEAS (CONT.)




Visit DeSoto FL
DeSoto County, FL





Liked by **Joe Smith** and **20 others**

Visit DeSoto FL
With nothing but the gentle waves and sounds of Florida wildlife as a backdrop, paddling the Peace River together is a truly unforgettable mother-daughter bonding experience.
[#FloridaWild](#) [#PeaceRiverAdventures](#) [#UntamedDeSoto](#)
6 September




Visit DeSoto


Craving a connection with nature?

Leave the crowds behind this weekend and find both adventure and tranquility when you paddle the Peace River. In DeSoto County, you'll immerse yourself in untamed wilderness.


This way to the river.

[#PeaceRiverAdventures](#) [#FloridaWild](#)



 Like

 Comment

 Share



CONTENT THEMES & POST IDEAS (CONT.)



Local Businesses & Hidden Gems

Spotlight accommodations, dining, and shopping experiences to encourage trip planning.

Instagram Story Highlight

“Lodging in DeSoto”: feature cozy cabins, campgrounds, and boutique stays. Visuals: Visuals: Cozy interiors, outdoor views of lodgings, happy guests.

Facebook Post

“Fuel your adventures with a taste of DeSoto! Try local favorites like Wheeler’s Cafe.” Visuals: Visuals: Appealing plates of food, diners enjoying meals.



CONTENT THEMES & POST IDEAS (CONT.)

**Visit DeSoto**
DeSoto County





Liked by **Sally Green** and **20 others**



Visit DeSoto
Find solace from the overstimulation of every day life when you bring your family to sleep under the stars this weekend.

The Peace River Campground still has a few campsites open for this weekend. You'll be amazed at the calming effects that toasted marshmallows and fireflies can have.

[#FloridaWild](#) [#WildCamping](#) [#UntamedDeSoto](#)

[View all 16 comments](#)


6 September

**Visit DeSoto**
Sponsored · 

If your work week has you stressed, we have good news - you can still reserve a space to sleep under the stars this weekend! 🏕️

The dark, starry skies and marshmallows toasted over an open fire have a calming effect that can't be manufactured in the city. When you're craving peace, DeSoto has just what you need.




[#FloridaWild](#) [#WildCamping](#)

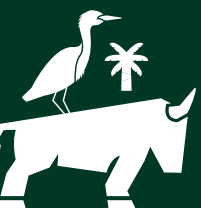


PEACERIVERCAMPGROUND.COM

Reserve Your Campsite [Book now](#)

Tent and RV spaces available for this weekend.

 Like  Comment  Share



CONTENT THEMES & POST IDEAS (CONT.)



Seasonal Events & Tips

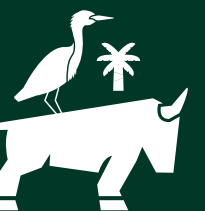
Use seasonality to keep the campaign fresh and relevant year-round.

Instagram Post

“Did you know the best time for fossil hunting is right now? Discover treasures beneath the Peace River.” Visuals: Fossils and riverbanks, hands holding discovered treasures, children digging near the river.

Facebook Event Announcement

“Rodeo fans: Mark your calendars for the 97th Annual Arcadia All Florida Championship Rodeo! Combine Florida Wild thrills with small-town charm.” Visuals: Action shots of rodeo events, crowds enjoying the atmosphere.




CONTENT THEMES & POST IDEAS (CONT.)



Visit DeSoto
DeSoto County

...



♡ 💬 📍

...

Liked by **John A.** and **5 others**

Visit DeSoto

Few emotions can match the feeling of digging in the dirt to find a treasure - then unearthing a piece of the past! We're entering prime fossil hunting season here in DeSoto, and it's the perfect time to bring your family for a weekend getaway. You'll leave with memories (and fossils) to last a lifetime. [#FloridaWild](#)
[#OutdoorKids](#)[#PeaceRiverAdventures](#)

13 October



Visit DeSoto
DeSoto County

...

The untamed banks of the Peace River are teeming with evidence of wildlife from centuries past. As we enter the dry season, the next few months will offer prime opportunities to come fossil hunt in DeSoto.

As water levels lower, rare finds become more accessible. Plan your DeSoto trip today - you'll be amazed at what you find here. |

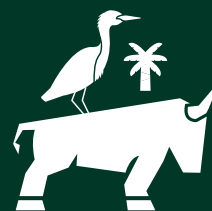
[#FloridaWild](#) [#PeaceRiverAdventures](#)



 Like

 Comment

 Share



CONTENT THEMES & POST IDEAS (CONT.)



User-Generated Content

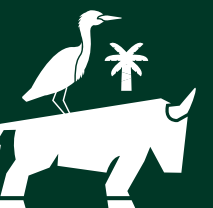
Share stories and images from residents and visitors to build trust and authenticity.

Instagram Post

“@Nancy&Sid4ever found the perfect spot to unwind in DeSoto. What will your adventure look like?” Visuals: Re-shared photo of visitor kayaking, hiking, or camping.

Facebook Testimonial

“We loved our family trip to DeSoto—the kids can’t stop talking about finding shark teeth!” Visuals: Family photos with their discoveries, kids holding up their finds with big smiles.



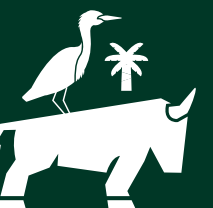
VISUAL CONTENT GUIDELINES

First Photo Rule: Use captivating visuals that stop the scroll.

- Stunning wilderness shots
- Action-oriented activities (kayaking, camping, fossil hunting)
- Smiling, diverse groups enjoying the outdoors

Video Content

- Short-form Reels under 30 seconds
- Cinematic clips showcasing captivating outdoor moments



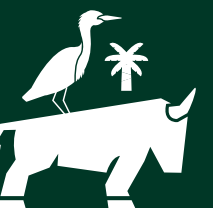
HASHTAG STRATEGY

Use a balanced mix of high-, medium-, and low-volume hashtags to maximize reach:

- **High Volume:** #FloridaLiving, #WildernessCulture, #OutdoorAdventure
- **Medium Volume:** #OutdoorKids, #Outdoorsy, #FloridaLifestyle
- **Low Volume:** #FloridaWild, #WildOutdoorAdventures, #OutdoorVibes

Best Practices:

- **Instagram:** 3-5 hashtags per post
- **Facebook:** 2-3 hashtags per post



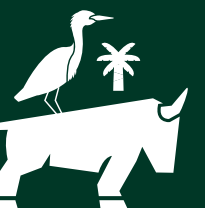
ENGAGEMENT TACTICS

Polls & Quizzes:

- “What would you rather do: fossil hunt or kayak?”
- “Can you guess how old this fossil is? (Hint: millions of years!)”

Interactive Comments:

- Prompt followers: “Tag your adventure buddy!”
- “What’s your favorite outdoor memory?”



INSTAGRAM HIGHLIGHTS



Outdoors



Food+Drink



Shopping



Events



Rodeo

Create and regularly update Highlights:

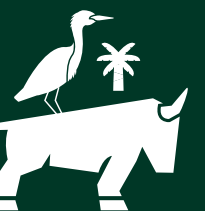
Outdoors: Activities and adventures

Food + Drink: Local eats

Shopping: Unique finds

Events: Seasonal happenings

Rodeo: Signature event features



SEO FOR SOCIAL MEDIA: KEY ASPECTS

Profile Optimization:

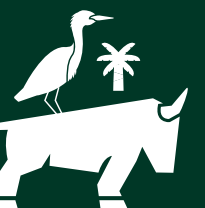
- Using relevant keywords in your profile name, bio, and descriptions.
- Choosing a recognizable username.
- Adding a link to your website in your bio.

Content Optimization:

- Incorporating relevant keywords naturally within your posts and captions.
- Creating high-quality, engaging content that aligns with your target audience.
- Using descriptive alt text for images and videos.

Hashtag Strategy:

- Researching and using relevant, popular hashtags in your posts.
- Combining broad and niche hashtags to reach a wider audience.



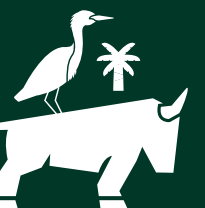
SEO FOR SOCIAL MEDIA: KEY ASPECTS (CONT.)

Sharing Website Content:

- Regularly sharing links to your website content on social media platforms.
- Encouraging social sharing of your content.

Engagement:

- Interacting with your followers by replying to comments and liking posts.
- Participating in relevant conversations and trending topics.



SEO FOR SOCIAL MEDIA: BENEFITS

Increased Visibility:

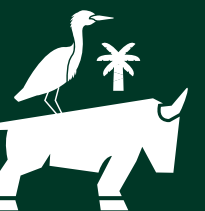
- Your social media profiles and posts become more discoverable in search results.

Improved Website Traffic:

- Driving more visitors to your website through social media links.

Potential for Backlinks:

- When other websites share your social content, it can lead to backlinks to your website.



SEO FOR SOCIAL MEDIA: CONSIDERATIONS

Platform-Specific Optimization:

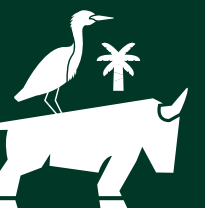
- Each social media platform has its own algorithms and best practices for SEO

Consistency is Key:

- Regularly posting high-quality content on your social media platforms

Track & Analyze:

- Monitor your social media analytics to understand what content performs well and adjust your strategy accordingly



PERFORMANCE MEASUREMENT

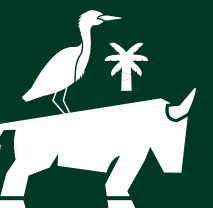
Metrics to Track:

- Follower growth
- Engagement rate (likes, comments, shares)
- Landing page traffic and adventure guide downloads

•

Evaluation Schedule:

- **Weekly:** Adjust content based on immediate performance.
- **Monthly:** Identify trends and plan for the following month.



GUIDELINES FOR EXECUTION

Content Planning:

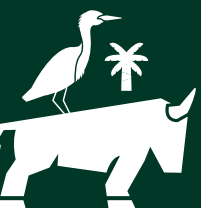
- Use a shared content calendar to manage posts across platforms.
- Draft captions ahead of time and align with visuals.

Posting Schedule:

- Instagram: 2-3 posts/week, including Reels and Stories.
- Facebook: 1-2 posts/week, mix of visuals and engagement posts.

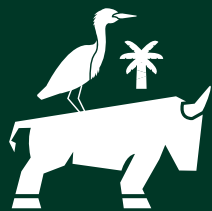
Engagement:

- Respond to comments and DMs within 24 hours.
- Regularly monitor campaign hashtags for UGC opportunities.



SAMPLE CONTENT CALENDAR

| Month | Week | Platform | Content | Visual |
|---------|--------|----------------------------|--|---|
| Month 1 | Week 1 | Instagram Reel | “Welcome to Florida Wild!” | Highlights of Peace River, fossil hunting, camping scenes |
| Month 1 | Week 1 | Facebook Post | “Did you know the Peace River holds prehistoric treasures?” | Fossil close-ups, river views |
| Month 1 | Week 1 | Instagram Story Poll | “What adventure excites you most? Fossil hunting or kayaking?” | Fossil hunting & kayaking |
| Month 1 | Week 2 | Instagram Post | Spotlight on fossil hunting tips | Fossil tools, hands digging for fossils. |
| Month 1 | Week 2 | Facebook Carousel | Family friendly camping locations | Campsite setups, family by the campfire |
| Month 1 | Week 2 | Instagram Story | Fun Fact about Peace River fossils | Examples of fossils, local guides |
| Month 1 | Week 3 | Instagram Reel | Day in the Life of a "DeSoto Adventurer" | Timelapse of a day—kayaking, hiking, relaxing by the fire |
| Month 1 | Week 3 | Facebook Event Post | Upcoming Local Event | Graphic for event, event setup, crowd anticipation |
| Month 1 | Week 3 | Instagram Post | Highlight a Local Guide or Expert | Portrait of the guide in front of a scenic backdrop |
| Month 1 | Week 4 | Instagram Testimonial Post | Share a Visitor's Story & Recommendations | Vacation Snapshot |
| Month 1 | Week 4 | Facebook Post | Highlight a Local Eatery | Signature dishes, restaurant interior |
| Month 1 | Week 4 | Instagram Reel | Unique Wildlife Encounters in DeSoto | Alligators, birds, or fish in action |
| Month 2 | Week 1 | Instagram Post | How to Plan Your DeSoto Adventure | Maps, adventure gear laid out |
| Month 2 | Week 1 | Facebook Video | Explore the Peace River in Action | Canoeing clips, close-ups of fossil discoveries |
| Month 2 | Week 1 | Instagram Story | Packing Tips for Outdoor Adventures | Flat lay of bag and everything that goes into it |
| Month 2 | Week 2 | Instagram Story | Quick Camping Tips | Setting up a tent, campfire cooking shots |
| Month 2 | Week 2 | Facebook Post | Seasonal Activities Overview | Families hiking or fishing by the river |
| Month 2 | Week 2 | Instagram Reel | Highlight of Local Flora & Fauna | Macro shots of flowers, animals in their habitats |
| Month 2 | Week 3 | Instagram Reel | Local Wildlife Encounters | Birds in flight, fish jumping in the river |
| Month 2 | Week 3 | Facebook Testimonial Post | Family memories made in DeSoto | Families laughing together by the water |
| Month 2 | Week 3 | Instagram Post | Spotlight on a unique outdoor location | Hidden trails, scenic viewpoints |
| Month 2 | Week 4 | Instagram Post | Spotlight on unique shopping finds | Handcrafted goods, local shops |
| Month 2 | Week 4 | Facebook Post | Promote an upcoming seasonal event | Event banners, people enjoying festivities |
| Month 2 | Week 4 | Instagram Story Poll | “Which adventure would you choose?” | Side-by-side comparisons of activities like kayaking vs. hiking |
| Month 3 | Week 1 | Instagram Post | Pack your bags for DeSoto” | Travelers preparing gear, smiling families |
| Month 3 | Week 1 | Facebook Carousel | Top 5 must-see spots | Peace River, campgrounds, scenic trails |
| Month 3 | Week 1 | Instagram Reel | Overview of family-friendly activities | Kids playing in the river, families at a picnic |
| Month 3 | Week 2 | Instagram Reel | Highlights of adventure activities | Action shots of kayaking, fossil hunting |
| Month 3 | Week 2 | Facebook Event Post | Reminder for rodeo or other signature event | Rodeo action, smiling attendees |
| Month 3 | Week 2 | Instagram Post | Local business spotlight | Business owners showcasing their offerings |
| Month 3 | Week 3 | Instagram Post | User-generated content highlight | Re-shared visitor photos of outdoor adventures |
| Month 3 | Week 3 | Facebook Post | Local business spotlight | Delicious meals, cozy accommodations |
| Month 3 | Week 3 | Instagram Story | A day in DeSoto itinerary | Scenic trail routes, recommended stops |
| Month 3 | Week 4 | Instagram Story | Poll on favorite activities | Fossil hunting, kayaking, wildlife watching |
| Month 3 | Week 4 | Facebook Testimonial Post | “Why visitors love DeSoto.” | Happy visitors, scenic landscapes |
| Month 3 | Week 4 | Instagram Reel | Highlight reel of the campaign’s best moments | Quick cuts of all featured activities and locations |



THANK YOU!

