

# Your Best Content is Invisible: Why Organic Social Media is Failing Attractions

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# FLORIDA ATTRACTIONS ANNUAL CONFERENCE

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***CO-FOUNDER & PRESIDENT***  
***NETWEAVE SOCIAL NETWORKING***

# Your Best Content is Invisible

Why Organic Social Media is Failing Attractions



# Are You Starting to Feel Invisible?

## Symptoms you might notice

- Reach stays flat even as followers grow
- New posts peak fast, then disappear
- Great posts do “fine” but don’t travel
- Links and promos underperform
- Engagement looks different (more saves, fewer comments)

## What changed (big picture)

- More recommendations from non-followed accounts
- Heavier weighting on watch time, attention, and private sharing
- Stronger quality filters (spam patterns, engagement bait)
- More user controls to tune the algorithm (signals shift faster)



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# So What Happened?

2024 saw the rise of generative AI at the same time social platforms started changing algorithms, so two things happened simultaneously...

***1. The Competition expanded massively overnight.***



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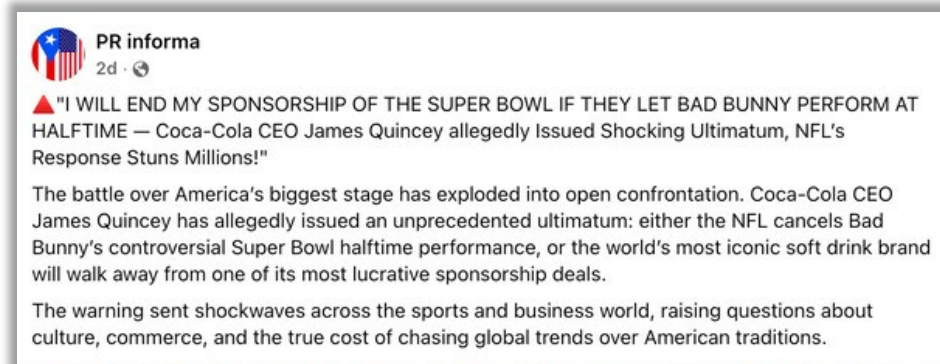
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- 1. The Competition expanded massively overnight.***
- 2. THE RULES CHANGED***



# What "Rules" Changed?

In late 2024, several platform changes hit simultaneously:

- Facebook changed "impressions" and "reach" to "views" and "viewers" and changed how they counted them.
- Instagram reset recommendation content to personalize.
- More recommendations, less guaranteed reach.
- News is less central, so "timely posts" don't do as well.
- Newsfeed algorithms prioritized comments/shares.



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# The Newsfeed Algorithm

Remember, the platform is in a constant test loop with your content.

- Time on post rewards longer posts, so the nature of content changing from short posts to long, educational stories.
- Video is prioritized by the algorithm, but still audience dependent.
- Engagement now focuses on comments and shares, so it's more important than ever that your content be EMUS.

# Older Strategies Stall

They were built for follower-first distribution as opposed to discovery, and faced simpler algorithm signals.

- Posting volume as the primary lever
- Hashtag stuffing or trend hopping as discovery
- Engagement bait (“comment YES”, “tag a friend”)
- Link-first posts (value is off-platform)
- One-off viral hits instead of repeatable systems



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# How Do You Game the Algorithm?

## YOU DON'T

The way you get your content picked up is the same way you overcome AI-assisted search, outcompete AI content mills, or anything else like this...

*Stop worrying about looking good and focus on actually being good.*



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# Quality Content Counts

Be EMUS:

- Entertaining/Educational
- Motivational
- Useful
- **Shareable**



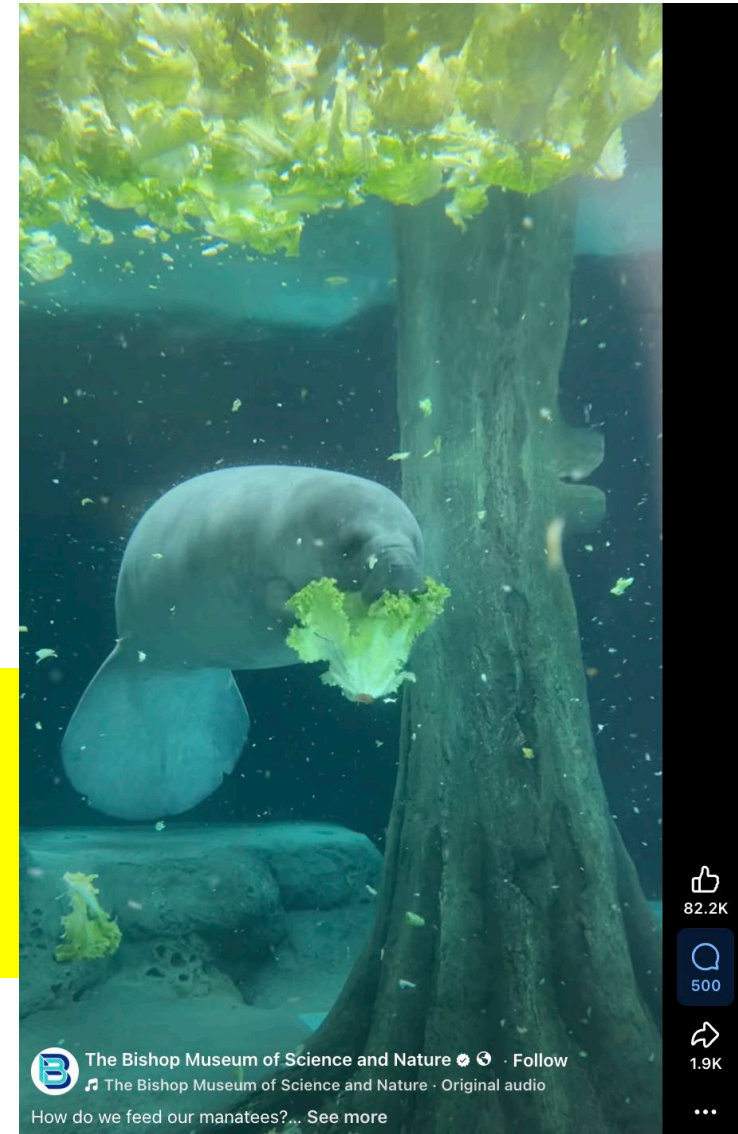
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# What has Worked for YOU?

Share some of your content success stories over the past year.

Were they E, M, U, and/or S?

**2M VIEWS**  
**82K LIKES**  
**2K SHARES**



# How Do We Get There?

1. *Be someone people want to say good things about.*
2. Know your audience.
3. Set your goals.
4. Plan your platforms.
5. Craft your message.
6. Measure and adjust.
7. Repeat endlessly.



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# Pro Tips

- ABT – Always Be Testing new content topics/formats to see what the audience wants.
- Be a part of the community (FB Groups).
- Compelling Visuals stop the thumb.
- ABG – Always Be Growing your audience.
- Don't sleep on Meta Ads. Don't be afraid to spend money if it makes you money!



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# Always Be Testing

- If you don't keep up with your metrics, you'll never know if you're achieving your goals.
- Platform metrics (check at least monthly):
  - Reach/Impressions
  - Engagement
  - Demographics
- Third-Party social media metrics.

Impressions Breakdown, by Day



# Be a Part of the Community

- Be active in Facebook Groups that correspond to your community (geographically or ideologically).
- Limit your shares strategically.
- Cultivate evangelists that are active in groups.
- Post material that is EMU to the group.



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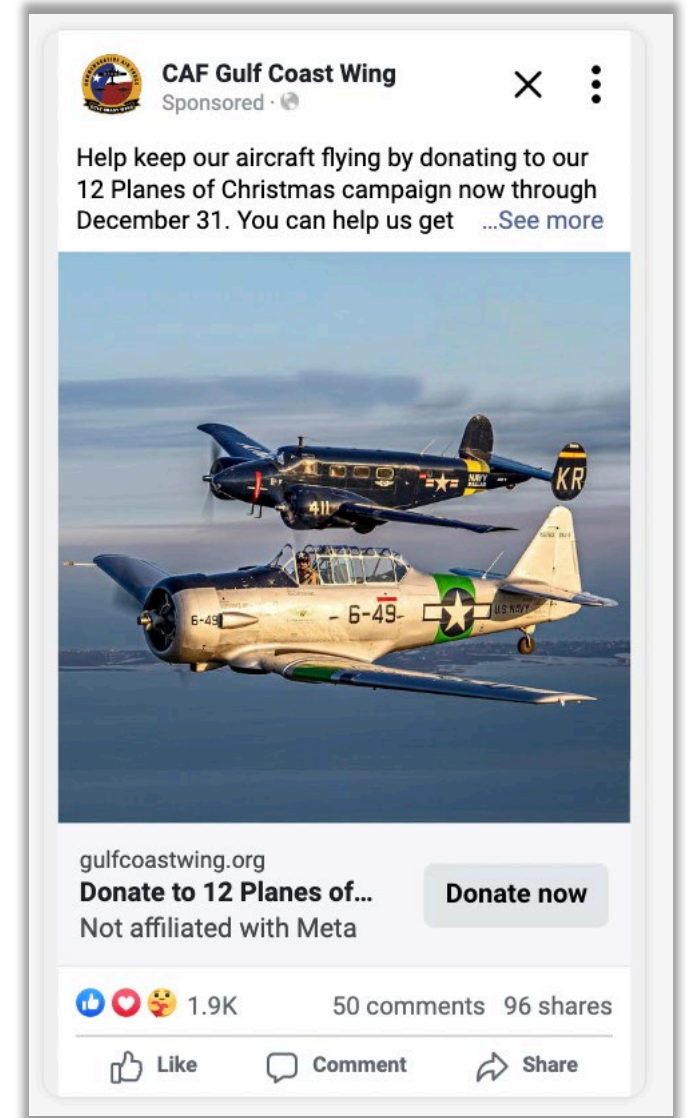
# Compelling Visuals

- Your objective is to “stop the thumb.”
- Visuals also tell a story which you can then continue in the caption.
- Your brain can process an image 60K times faster than reading text.
- Visuals preferred by algorithms.



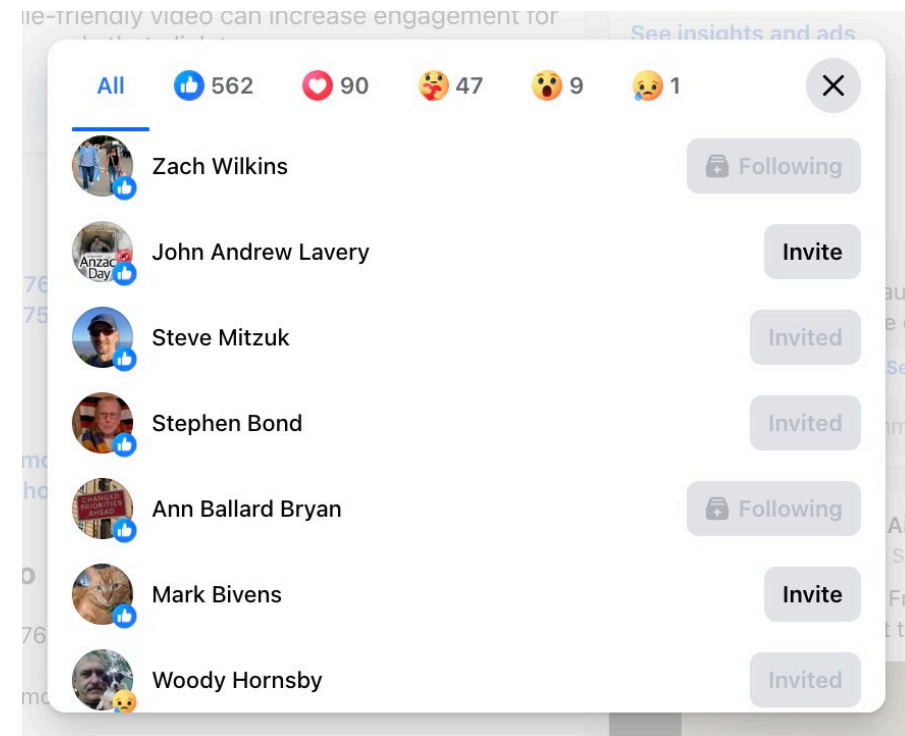
# Meta Ads

- Different types of ads for different ad objectives.
- Very cost-effective.
- Hyper-target audience... DO NOT cast a wide net. Aim for 10-20k people per \$100.



# Growing Your Audience

- Tell your existing customers that you are on social!
  - Website, email, signage, etc.
- Inviting friends and “reactors.”
- Social Advertising.
- Contests and promotions.
  - Make sure you’re following rules.
  - Make giveaways audience appropriate.



# Listening

- Check platforms daily.
- Check trending.
- Follow competitors.
- Monitor hashtags.
- Set Google Alerts.
- Use sentiment monitoring.



# Questions?

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# Coming Up Next!

## Power Lunch

Grand Ballroom – 11:45 am

Presented by



Your mission. Together.

- Arrival of the Gavel and FAA Annual Meeting
- Florida Attractions Scholarship Foundation Presentations
- Florida Attractions Leadership Academy – Inaugural Cohort
- **Visit Florida Update – Bryan Griffin (CEO Visit Florida)**



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