

Turning Social Engagements into Real World Visits



FLORIDA ATTRACTIONS ANNUAL CONFERENCE

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TAMPA MARRIOTT WATER STREET



TURNING SOCIAL ENGAGEMENTS INTO REAL-WORLD VISITS

Balancing Aesthetic, Engagement, and AI



PRESENTERS



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UNIVERSAL PARKS AND RESORTS***



WILL WELLONS

FOUNDER

WELLONS COMMUNICATIONS

AGENDA

1

The shift in social media & what drives engagement

2

Aesthetic VS. authentic content

3

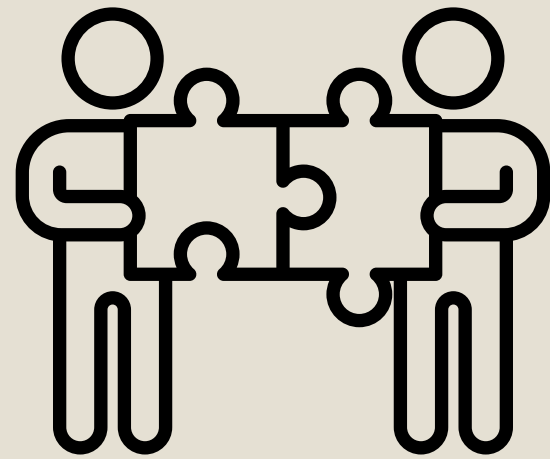
The role of AI

4

Key take aways & conclusion



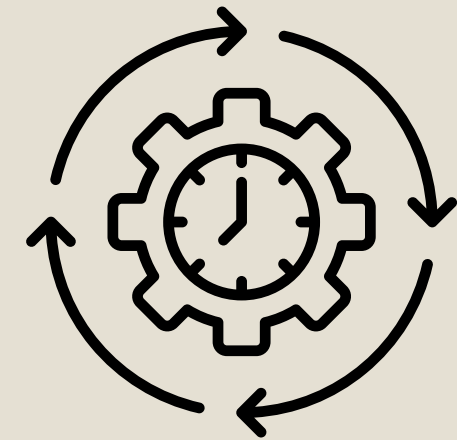
THE SHIFT IN SOCIAL MEDIA



The focus has moved from promoting brands to building genuine connections with audiences

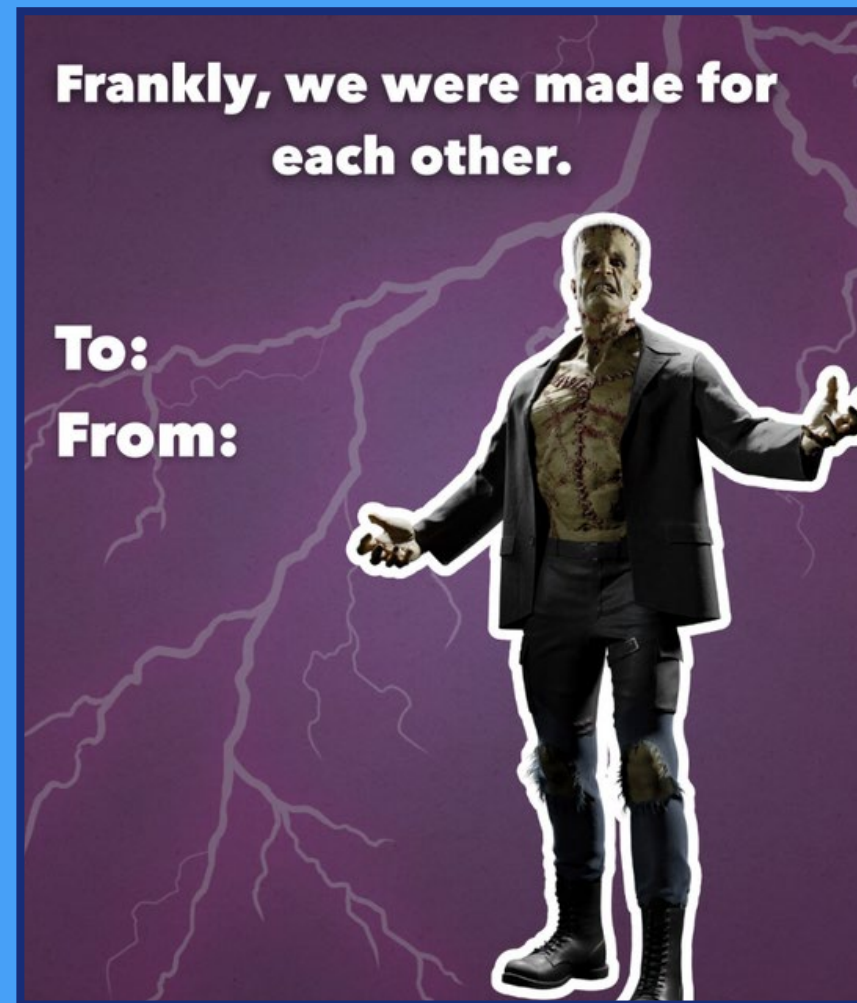


Short-form video has become the most engaging and dominant type of content



Consistency matters more than occasional, highly produced posts

THE SHIFT IN SOCIAL MEDIA



GENUINE CONNECTIONS WITH AUDIENCES

- WHAT ARE THE NEEDS AND WANTS OF YOUR AUDIENCE?
- WHAT DOES YOUR AUDIENCE EXPECT?
- WHAT DOES YOUR AUDIENCE THINK OF YOUR BRAND?



SHORT FORM VIDEO DOMINATES

- TIKTOK, INSTAGRAM & FACEBOOK REELS
- NOT EVERYTHING HAS TO HAVE HIGH PRODUCTION, BE REAL
- USE NATIVE PRODUCTION TOOLS & FILTERS



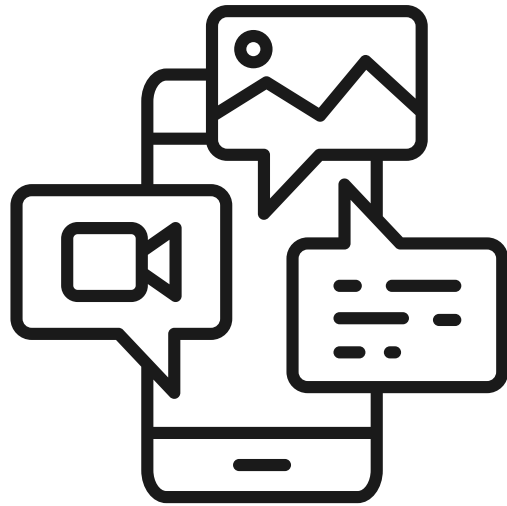
CONSISTENCY OVER PRODUCTION

- AUTHENTIC CONTENT & REAL PEOPLE PERFORM
- CHOOSE THE RIGHT PLATFORMS FOR YOUR BRAND
- SHOW UP AT THE RIGHT TIME



WHAT DRIVES ENGAGEMENT?

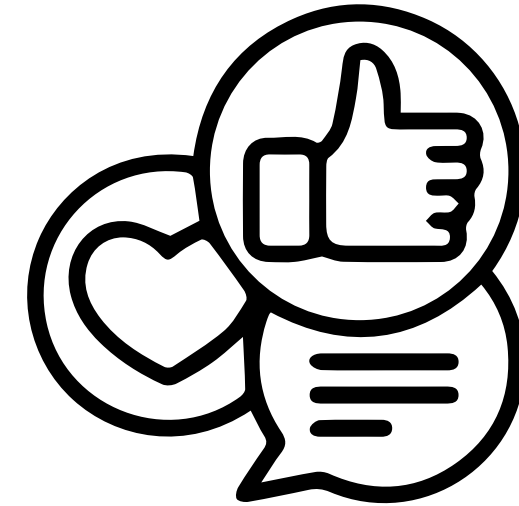
People engage with:



Relatable content

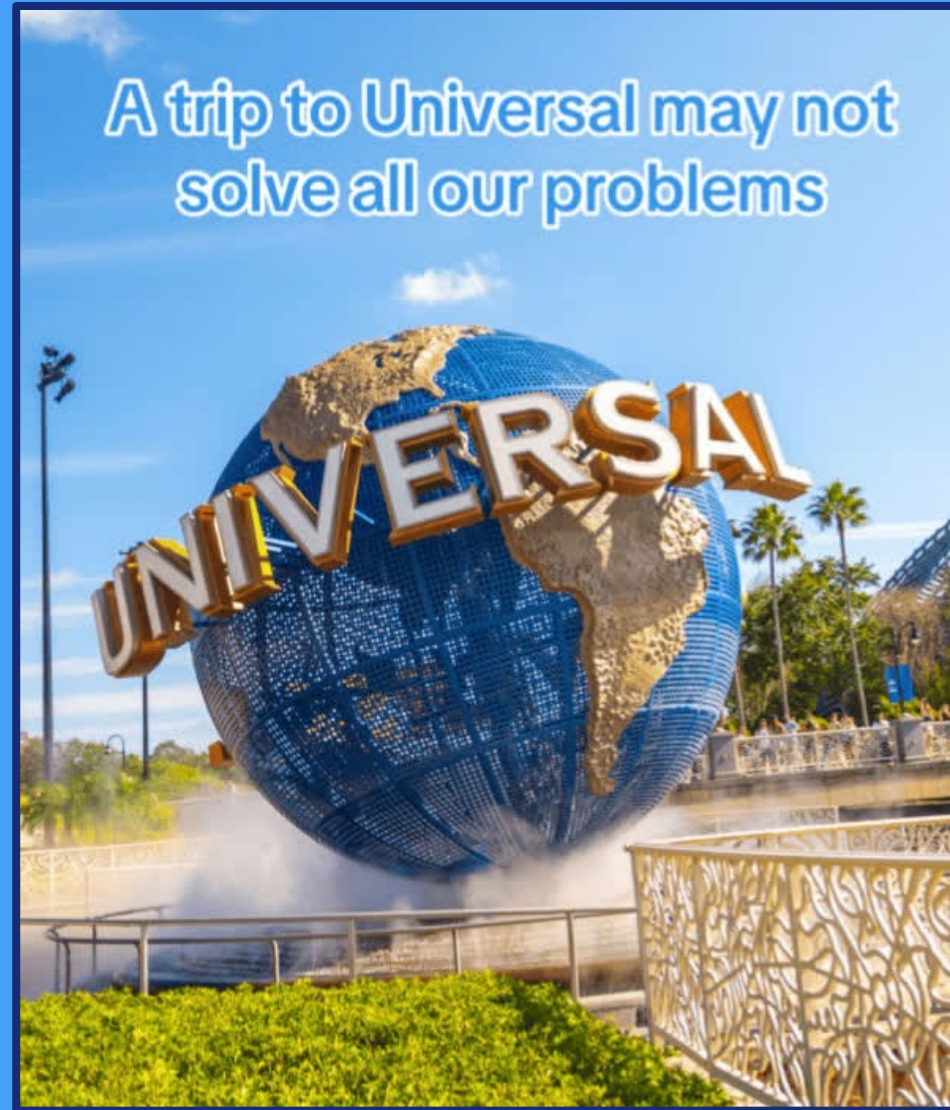


Storytelling (not just selling)



Interactive elements

DRIVING ENGAGEMENT



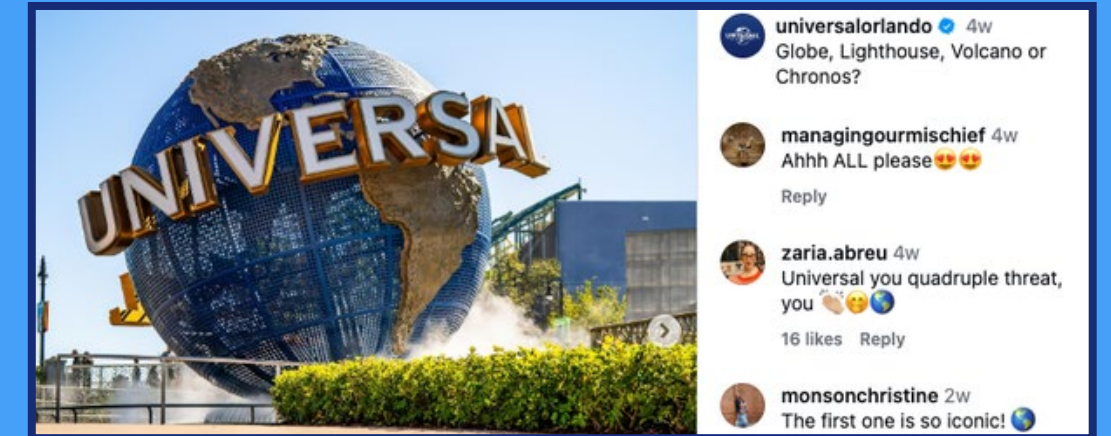
RELATABLE CONTENT

- THE MORE RELATABLE, THE MORE SHAREABLE
- WOULD SOMEONE DM THIS?
 - “THIS IS SO US” “WE SHOULD DO THIS”
- TRENDS AND MEMES WHEN THEY FIT YOUR BRAND VOICE



STORYTELLING

- YOU KNOW YOUR STORY BEST. TELL IT THROUGH SOCIAL.
- TAKE FANS BEHIND-THE-SCENES
- WHICH STORIES DO YOUR FANS WANT TO HEAR?



INTERACTIVITY

- ASK QUESTIONS TO SPARK INTEREST
- DON'T JUST POST CONTENT, PARTICIPATE IN THE CONVERSATION
- CREATE SOCIAL CONTENT THAT INVITES PARTICIPATION



AESTHETIC VS. AUTHENTIC CONTENT

- **Aesthetic** content builds a strong, professional brand image
- **Authentic** content creates trust and emotional connection

Too much of either can limit effectiveness
The best strategy blends both for balance and impact

AESTHETIC VERSUS AUTHENTIC CONTENT



AESTHETIC

- BRAND IMAGE
- REHEARSE VACATION AND/OR EXPERIENCE

- "I WANT TO BE HERE"
- "I NEED TO LEARN MORE"

AUTHENTIC

- TRUSTED VOICE OR WORD OF MOUTH
- THE "REAL" EXPERIENCE

- "I WANT TO DO WHAT THEY'RE DOING"
- "THIS IS SO US"

SOCIAL TO REAL-WORLD VISITS

Need to keep fans engaged while also serving offers?
Leverage a 80/20 content mix.

This mix states that 80% of the time, social media should focus on creating active engagement and participation with fans - focusing on their wants and needs.


The 20% is the space where your brand has earned the right to show up with messaging that's promotional.

Promotion includes website conversions, click -thoughts to additional content, etc.

By focusing on relationships first, your brand will have a greater chance to turn its engaged audience into prospects when promotional content is shared.

Think of the social content mix as a traditional television program. The majority of the time you're watching the program, but there are also commercial breaks.





THE ROLE OF AI

Can be useful for:

- Brainstorming ideas
- Easy chatbox questions
- Tracking trends and helping with SEO updates

**AI SHOULD BE AN ASSISTANCE, NOT
REPLACE HUMAN INTERACTIONS**

SOCIAL MEDIA + AI

AI USAGE IDEAS

▶ USE AS AN IDEATION & BRAINSTORM TOOL, NOT A CONTENT CREATION TOOL

▶ GENERATING A SOCIAL MEDIA CONTENT CALENDAR

▶ MONITOR TRENDS & CULTURAL MOMENTS

▶ BUILDING “WHAT IF?” SCENARIOS

▶ REPURPOSING EXISTING CONTENT, TURNING ONE ASSET INTO MANY

▶ HOOK & HEADLINE GENERATION

SUGGESTED PROMPTS

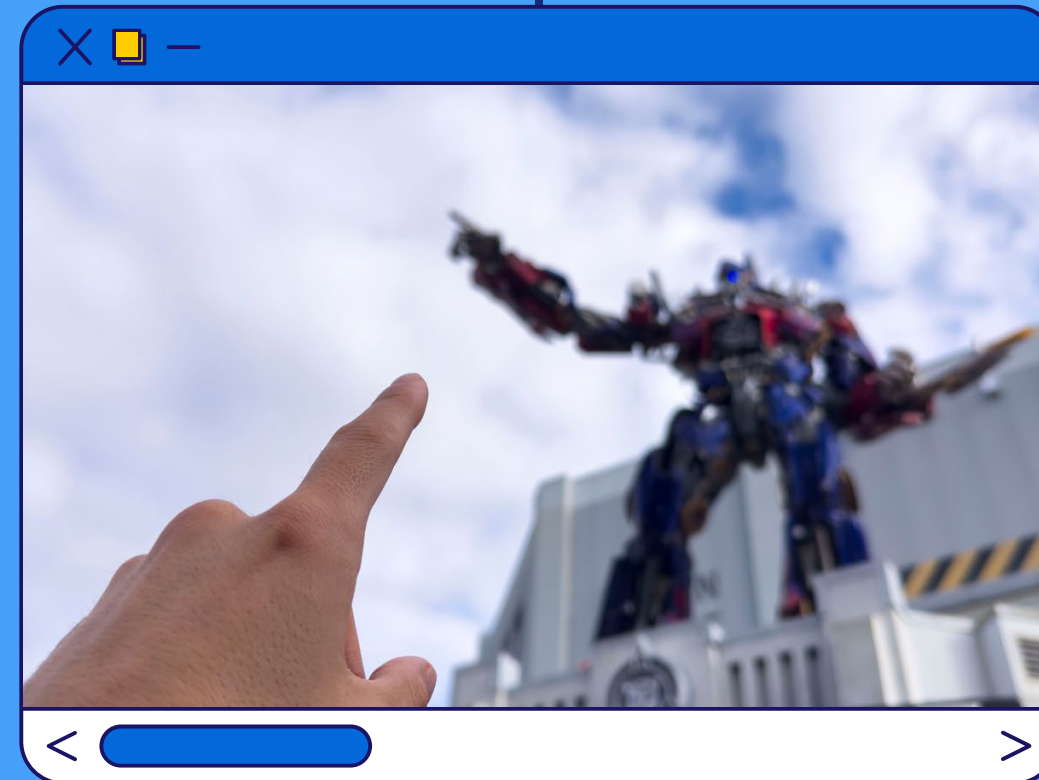
▶ “CREATE A SERIES OF BULLET POINTS ON BEST PRACTICES FOR BUSINESSES USING SOCIAL MEDIA”

▶ “GENERATE SOCIAL MEDIA IDEAS THAT INTENTIONALLY AVOID COMMON CORPORATE SOCIAL MEDIA CLICHÉS.”

▶ “EXPLAIN THIS MEME/TREND & SUGGEST 5 WAYS A TRAVEL BRAND COULD PARTICIPATE AUTHENTICALLY.”

▶ “TURN THIS BLOG POST INTO 5 TWEET/X POSTS”

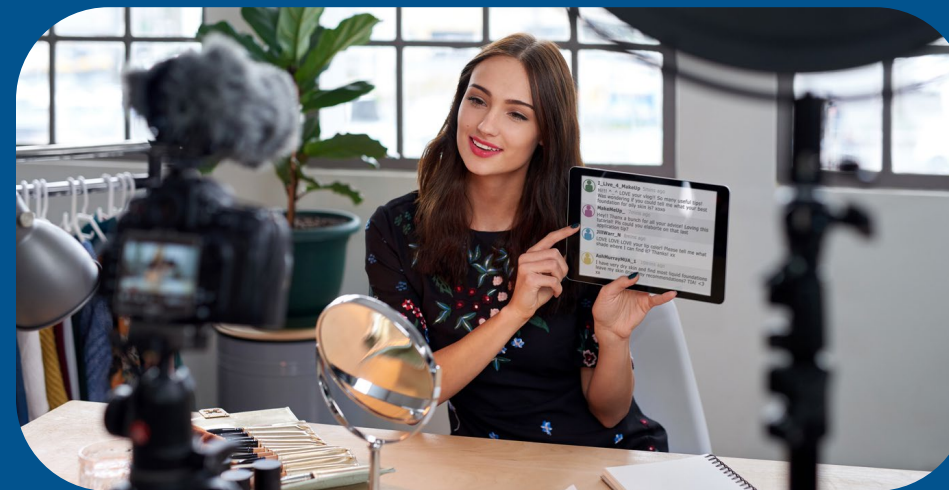
▶ “WHAT ARE BEST PRACTICES FOR SOCIAL MEDIA ENGAGEMENT FROM AN ATTRACTION ACCOUNT?”



KEY TAKEAWAYS & CONCLUSION



Focus on engagement and storytelling. While also prioritizing trust and real connections.



Balance aesthetic and authentic content



Use AI as a support tool, not a replacement

Coming Up Next!

Conference Keynote

Alex Sheen

“Because I Said I Would”
Grand Ballroom – 3:00 – 4:15 pm

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