

## From Place to Platform: Destination and Social Media Marketing Strategies for Nashville, NC



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The Town of Nashville, NC  
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This project would not have been possible without the active participation and valuable contributions of representatives from the following organizations and community groups:

### **Government Leadership:**

Town of Nashville (Council Members)

### **Education:**

Nashville Elementary School

Nash Community College Small Business Center

### **Parks & Recreation and Government Services:**

Nash County Parks & Recreation

Nash County Senior Center

Nash County Communications

### **Tourism and Economic Development:**

Nash County Tourism

Nash County Economic Development

Nash County Cooperative Extension

### **Small Business and Civic Engagement:**

Nashville Chamber of Commerce

Small Business Owners

Parks, Recreation, and Cultural Resources Advisory Board

Municipal Service District Advisory Board

### **Community Residents and Volunteers:**

Parks, Recreation, and Cultural Resources Advisory Board Members

We are grateful for the community's willingness to share their vision for Nashville's future, their commitment to preserving the town's authentic character while embracing strategic growth, and their dedication to outdoor recreation and quality of life for all residents and visitors.

## **Team Member Bios**

Emily Yeager is an associate professor in the Department of Recreation Sciences and Sport Management and serves as the Director of the Crisp Small Business Resource Center in the ECU College of Business. Her research, teaching, and service persist with the goal of inspiring students and communities to leverage assets in their backyard for sustainable development.

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Rebecca Burnworth is a faculty member in East Carolina University's Department of Recreation Sciences, where she coordinates and supervises recreational therapy internships and teaches

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## **Executive Summary**

### **Project Overview and Goals**

This project was designed to develop actionable destination marketing and social media marketing strategies for the Town of Nashville, North Carolina through a collaborative, community-informed process. The initiative focused on strengthening Nashville's digital presence, increasing awareness of local assets and events, and positioning the town more effectively as a regional destination for visitors, residents, and prospective businesses.

The project pursued four primary goals: elevating Nashville's destination brand and visibility; developing practical, scalable social media strategies aligned with community values and capacity; supporting event- and place-based marketing efforts; and providing implementation-ready recommendations that can be sustained by town staff and community partners over time.

### **Community Engagement Methodology**

The East Carolina University research team employed a mixed-methods approach to gather community insights and identify best practices in destination and digital marketing. Engagement activities included semi-structured interviews with local stakeholders, an online community survey (90 respondents), facilitated feedback sessions, and a review of comparable towns and successful destination marketing models.

Data collection was conducted between July and August 2025 and included input from local government representatives, business owners, event organizers, nonprofit partners, and residents. Findings from primary data collection were supplemented with secondary research on destination branding, social media engagement strategies, and tourism marketing trends relevant to small and rural towns.

### **Key Findings:**

#### Community Strengths Identified

- Strong community pride and engagement, particularly around local events such as the Friday Farmers Market and Blooming Festival
- Existing assets with high storytelling potential, including the Arboretum, Stony Creek, Heritage Park, Robinson Gold Dredge, J.W. Glover Park, and downtown businesses
- Regional visitor interest driven by events, festivals, and community-based experiences (42% of survey respondents were non-residents within a 20-mile radius)
- Small town charm identified as the strongest influencer for visits (61 survey responses), followed by events/festivals (44 responses)
- Willingness among stakeholders to collaborate on shared marketing and promotional efforts with Nash County partners

## Challenges and Opportunities

- Limited consistency and coordination across existing social media and marketing platforms
- Opportunity to better leverage events and recurring programming (Farmers Market concerts, Blooming Festival) as digital content anchors
- Need for clear branding, messaging guidelines, and content themes—"Nashville Naturally," "Nashville Connected," and "Naturally Connected" emerged as preferred concepts
- Capacity constraints that underscore the importance of realistic, prioritized recommendations

## Recommended Strategic Framework

Based on these findings, the report presents destination marketing and social media strategies organized around clear goals, target audiences, content themes, and implementation steps. Recommendations emphasize authentic storytelling, visual consistency, cross-promotion among partners, and phased implementation to support long-term success.

## Destination Marketing Strategies

1. **Streaming Service Advertising** — Develop Spotify ads to promote Nashville events and raise regional awareness
2. **E-Scooter Infrastructure** — Introduce e-scooter rentals to support multi-modal connectivity and trail system access
3. **Outdoor Community Hub** — Create shaded outdoor spaces with Wi-Fi near Farmers Market, Stoney Creek, or J.W. Glover Park
4. **Outdoor Fitness Zone** — Develop multi-level fitness equipment and open activity areas for community wellness
5. **Short-Term Lodging Development** — Create distinctive accommodations accessible to the trail and greenway system

## Social Media Marketing Strategies

1. **Visual Branding** — Implement unified "Nashville, Naturally Connected" brand identity with nature-inspired color palette
2. **Community Social Media Playbook** — Standardize hashtags (#NashvilleNC, #OriginalNashville), centralize presence on Facebook/Instagram via Meta Business Suite
3. **Nashville Native Campaign** — Feature short-form interviews and testimonials from community members celebrating "The Original Nashville"
4. **Nashville Alive After 5 Campaign** — Promote after-hours activities, evening dining, and entertainment to address perception gaps
5. **Influencer Partnerships** — Engage regional nano- and micro-influencers aligned with Nashville's brand identity

6. **Dedicated Social Media Manager** — Hire a full-time position to coordinate messaging and build sustainable marketing capacity

### **Implementation Framework**

Strategies are organized by timeline:

- **Short-range (2 months – 1 year):** Social media campaign launches, visual branding rollout, Spotify advertising, community engagement initiatives
- **Medium-range (1–3 years):** Outdoor fitness zone development, e-scooter program implementation, regional partnership formalization, dedicated staff hiring
- **Long-range (3–5 years):** Short-term lodging infrastructure, outdoor community hub with Wi-Fi, comprehensive trail connectivity

### **Expected Outcomes**

The integrated approach balances immediate community engagement opportunities with sustainable long-term destination development. Success metrics include increased social media engagement, enhanced event attendance, strengthened regional partnerships with Nash County and neighboring communities, and measurable tourism impact—all while maintaining Nashville's authentic small-town character.

The community-driven methodology ensures recommendations reflect local priorities and capacity, creating a foundation for sustainable tourism growth that benefits both residents and visitors while celebrating Nashville's unique assets and strengthening community pride as "The Original Nashville."

## **Introduction**

Small towns across North Carolina face unique challenges in promoting their assets while maintaining the authentic character that makes them special. Nashville, North Carolina—"The Original Nashville"—exemplifies both the potential and the challenges inherent in rural destination marketing. As the county seat of Nash County, Nashville possesses a rich history dating to 1780, a growing collection of local businesses and cultural assets, and distinctive natural amenities including the Nash County Arboretum, Stony Creek, and connectivity to regional trail systems. These foundational elements position the town well for sustainable tourism development while preserving the small-town charm that residents and visitors value most.

The strategic destination and social media marketing initiatives recommended in this report are the result of an intensive collaborative effort between East Carolina University's interdisciplinary team and the Nashville community. Building upon Nashville's CORE Strategic Plan (2025–2030) and initial asset mapping conducted through that planning process, this project addresses a critical gap: how to effectively communicate the town's unique value proposition to both residents and potential visitors through strategic destination and social media marketing.

## **Project Genesis and Community Partnership**

This initiative represents the natural evolution of community-driven economic development efforts in Nashville. Recognizing that asset identification alone is insufficient without corresponding awareness and engagement strategies, town leadership sought to develop comprehensive marketing approaches that would simultaneously:

- **Increase resident awareness and pride** in local assets and opportunities, from the Arboretum and Stony Creek to downtown dining and the Friday Farmers Market
- **Attract regional visitors** to experience Nashville's outdoor recreation, cultural heritage, and business offerings
- **Support local economic development** through enhanced foot traffic, event attendance, and community engagement
- **Establish sustainable marketing practices** that can be maintained and scaled over time by town staff and community partners

## **Methodological Approach**

This project employed a multi-phase community engagement methodology designed to ensure recommendations reflect both data-driven insights and authentic community priorities. Our approach integrated four key components:

**Community Stakeholder Engagement:** Extensive consultation with community representatives spanning government leadership, education, small business, parks and recreation, economic development, tourism, cooperative extension, and dedicated community volunteers. Initial engagement began with a comprehensive site visit on July 18, 2025, followed by mid-point

participatory feedback sessions in October 2025. These stakeholders provided invaluable insights into local assets, challenges, and opportunities while ensuring our recommendations align with community values and capacity.

**Primary Data Collection:** An online survey instrument was developed and deployed via Qualtrics, distributed through Nashville's social media channels and stakeholder networks from July through August 2025. The survey collected responses from 90 participants, examining visitor motivations, information-seeking behaviors, travel patterns, and event preferences. This data provides crucial baseline information for understanding both current and potential tourism markets, revealing that 58% of respondents are current Nashville residents while 42% are potential visitors from surrounding areas within a 20-mile radius.

**Best Practices Research:** Comprehensive review of academic literature and case studies focusing on destination marketing and social media strategies specifically relevant to rural communities, ensuring our recommendations are grounded in proven approaches adapted to small-town contexts.

**Asset Integration Analysis:** Systematic evaluation of how Nashville's existing cultural, natural, and business assets can be strategically connected and promoted to create compelling visitor experiences while supporting local economic development goals. Key assets identified include the Nash County Arboretum, Stony Creek, Heritage Park, Robinson Gold Dredge, J.W. Glover Park, the walkable downtown district, local dining venues (The Exchange, The Junction, Vino Market), and the Friday Farmers Market with its integrated concert series.

### **Strategic Framework**

Our recommendations are structured around five core strategic pillars that emerged from community input and data analysis:

1. **Enhanced Social Media Marketing Strategy** — Developing sustainable, community-driven digital presence across Facebook and Instagram using Meta Business Suite, with unified branding under the "Nashville, Naturally Connected" identity
2. **Expanded Event Programming** — Leveraging and enhancing successful initiatives like the Blooming Festival and Friday Farmers Market concerts while creating new opportunities for community and visitor engagement through campaigns such as "Nashville Alive After 5"
3. **Regional Partnership Development** — Establishing multi-community tourism circuits and collaborative marketing efforts with Nash County partners, Rocky Mount, and regional tourism organizations
4. **Asset Connectivity and Infrastructure** — Improving physical and promotional connections between key attractions, trail systems, and business districts through initiatives such as outdoor community hubs, fitness zones, and e-scooter programs

5. **Information and Communication Enhancement** — Addressing identified gaps in how community assets and opportunities are communicated to both residents and visitors through standardized hashtags, cross-promotion strategies, and influencer partnerships

### **Community-Centered Implementation**

Central to this project's approach is the recognition that sustainable destination marketing must emerge from and be maintained by the community itself. Rather than prescribing external solutions, our recommendations prioritize:

- **Realistic resource requirements** that align with current community capacity and staffing levels
- **Scalable implementation timelines** allowing for gradual program development and expansion across short-range (2 months–1 year), medium-range (1–3 years), and long-range (3–5 years) phases
- **Local partnership development** that strengthens existing community networks while creating new collaborative opportunities with the Chamber of Commerce, Nash Community College, Nash County Tourism, and regional partners
- **Measurable outcomes** that demonstrate both tourism impact and community benefit through key performance indicators for social media engagement, event attendance, and economic development

### **Report Structure and Application**

This technical report provides Nashville's leadership with both strategic direction and practical implementation guidance. Following this introduction, readers will find detailed analysis of survey findings and community stakeholder recommendations, followed by specific strategic recommendations organized by implementation timeline and resource requirements. Each recommendation includes rationale, resource needs, partnership opportunities, and suggested measurement approaches.

The report concludes with comprehensive appendices containing implementation tools, best practices guides, social media playbooks, branding assets, and template materials designed to support immediate program launch and long-term sustainability.

Through this collaborative process, we have developed not merely a marketing plan, but a community-driven strategy for leveraging Nashville's authentic assets to create sustainable economic opportunity while celebrating and strengthening the qualities that make this community a special place to live, work, and visit. As "The Original Nashville," the town possesses a unique identity and heritage that, when effectively communicated through strategic destination and social media marketing, can attract visitors while deepening the pride and engagement of those who already call Nashville home.

## **Keywords**

### **Implementation Timeline**

**Short-range:** 2 months – 1 year

**Medium-range:** 1 year – 3 years

**Long-range:** 3 years – 5 years

### **Key Terms**

***Asset Mapping*** — The systematic process of identifying and documenting a community's existing resources, including natural features, cultural sites, businesses, infrastructure, and human capital that can support economic development and tourism.

***Blooming Festival*** — Nashville's signature spring community event celebrating local culture, businesses, and community spirit; a key anchor for seasonal marketing and visitor attraction.

***CORE Strategic Plan*** — Nashville's comprehensive community development framework (2025–2030) that identifies priorities, sets goals, and creates actionable plans for sustainable growth and improvement.

***Cross-Promotion*** — Collaborative marketing efforts between multiple organizations, departments, or social media accounts to share audiences, increase visibility, and amplify messaging across platforms.

***Destination Marketing*** — Strategic promotion of a place (town, region, or attraction) to encourage visitation, highlighting unique features, experiences, and amenities that appeal to potential tourists and visitors.

***Digital Marketing*** — Promotional activities conducted through online channels including social media, websites, email, and digital advertising to reach target audiences.

***Economic Development*** — Efforts to improve a community's economic well-being through job creation, business attraction and retention, infrastructure development, and increased tax base.

***Engagement Rate*** — A social media metric measuring how actively audiences interact with content through likes, comments, shares, and other actions, expressed as a percentage of total followers or reach.

***Heritage Tourism*** — Travel focused on experiencing the historic, cultural, and natural heritage of a place, including historical sites, cultural traditions, and authentic local experiences.

***Influencer Marketing*** — A promotional strategy that leverages individuals with social media followings to promote destinations or businesses to their audiences, typically categorized by follower count (nano: 1K–10K, micro: 10K–100K, macro: 100K+).

***Meta Business Suite*** — Facebook's free management platform that allows businesses and organizations to manage their Facebook and Instagram accounts, schedule posts, track analytics, and run advertising campaigns from one dashboard.

***Nash County Arboretum*** — A popular Nashville destination featuring natural beauty and green spaces; frequently used for photography including graduations, weddings, and engagements.

***Nashville Alive After 5*** — A recommended social media campaign designed to promote after-hours activities, evening dining, and entertainment options in Nashville to address the perception that there is limited activity after 5 p.m.

***Nashville Native*** — A recommended social media storytelling series featuring short-form interviews and testimonials from community members to strengthen community identity and pride around "The Original Nashville."

***Nashville, Naturally Connected*** — The recommended integrated branding approach that merges "Nashville Naturally" (heritage, outdoor recreation, small-town quality of life) with "Nashville Connected" (community connection, accessibility, regional growth).

***Qualtrics*** — A professional online survey platform used to create, distribute, and analyze questionnaires and collect research data from target audiences.

***Regional Partnership*** — Collaborative relationships between neighboring communities, organizations, or businesses to share resources, coordinate marketing efforts, and create tourism circuits that benefit multiple locations.

***Rural Tourism*** — Travel to countryside areas, small towns, and agricultural regions, often emphasizing outdoor recreation, local culture, agritourism, and authentic small-town experiences.

***Social Media Analytics*** — Data and metrics that measure the performance of social media content, including reach, engagement, follower growth, and conversion rates, used to inform strategy decisions.

***Social Media Audit*** — A systematic review of an organization's social media presence to assess performance, identify strengths and weaknesses, and inform strategic improvements.

***Stakeholder*** — Any individual, group, or organization that has an interest in or is affected by a project or initiative, including residents, business owners, government officials, and community organizations.

***Stony Creek*** — A natural waterway asset in Nashville identified as a foundation for future greenway development and enhanced outdoor recreation opportunities.

***The Original Nashville*** — Nashville, North Carolina's established brand identity, referencing its founding in 1780 and distinguishing it from Nashville, Tennessee in digital searches and marketing.

***Tourism Circuit*** — A planned route connecting multiple attractions, businesses, or communities that encourages visitors to experience several destinations on a single trip, often themed around common interests like outdoor recreation, history, or food.

***User-Generated Content (UGC)*** — Photos, videos, reviews, and other content created by community members or visitors rather than official organizations, often shared on social media and valuable for authentic promotion.

***Visitor Economy*** — The economic impact generated by people visiting a destination, including spending on lodging, dining, shopping, activities, and services that support local jobs and tax revenue.

## **Goals & Objectives**

Through asset mapping, we identified Nashville's existing strengths—including its cultural landmarks, local businesses, natural features, and regional connections—to understand what sets the town apart. These mapped assets provide a foundation for aligning our social media and marketing interventions with the strategic goals already defined by Nashville's town stakeholders. The following goals reflect priorities scoped through the CORE Strategic Plan (2025–2030), and they serve as a framework for connecting Nashville's assets to targeted actions that can support community pride, tourism development, and sustainable growth.

### **Goal 1: Enhance Community Awareness and Pride in Local Assets**

#### ***Objective 1.1:*** Develop social media content highlighting local assets

Create social media campaigns featuring Nashville's natural, cultural, and recreational attractions including the Nash County Arboretum, Stony Creek, Heritage Park, and J.W. Glover Park  
Produce educational content about local heritage sites such as the Robinson Gold Dredge and Nashville's history as "The Original Nashville" (founded 1780)  
Highlight local businesses and community stories through regular social media posts featuring venues like The Exchange, The Junction, Vino Market, and the Friday Farmers Market

#### ***Objective 1.2:*** Implement community engagement initiatives through social media

Launch user-generated content campaigns encouraging residents to share their Nashville experiences  
Establish community-driven social media campaigns including "Nashville Native" storytelling series and "Nashville Alive After 5" evening activity promotion

Provide platforms for community members to contribute content and stories that celebrate Nashville's unique character

*Objective 1.3:* Strengthen community identity and sense of place

Develop consistent branding and messaging under the "Nashville, Naturally Connected" identity that reflects Nashville's unique character

Celebrate local history, traditions, and community achievements through digital storytelling that reinforces "The Original Nashville" brand

Create opportunities for residents to actively participate in marketing and promotion efforts through hashtag campaigns (#NashvilleNC, #OriginalNashville) and content sharing

## **Goal 2:** Develop Sustainable Destination Marketing Strategy

*Objective 2.1:* Establish comprehensive digital marketing presence

Launch and maintain active Facebook and Instagram accounts using Meta Business Suite for streamlined management

Create content calendar with regular posting schedule and community engagement protocols aligned with Nashville's Community Social Media Playbook

Develop template systems and brand guidelines for consistent visual identity using nature-inspired color palette and modern accents

Develop Spotify ads to promote Town of Nashville events, aiming to raise awareness and increase public participation within community activities

*Objective 2.2:* Implement data-driven marketing approaches

Conduct baseline survey research to understand visitor motivations and preferences (building on 90-respondent survey findings)

Establish social media analytics tracking and reporting systems through Meta Business Suite and regular social media audits

Use community feedback and performance metrics to refine marketing strategies over time

*Objective 2.3:* Develop marketing content for destination experiences

Create digital tourism circuits and itineraries connecting local attractions and businesses (Family Heritage Day, Active Outdoor Circuit, Multi-Day Adventure Experience)

Develop promotional materials highlighting seasonal events like Blooming Festival, Friday Farmers Market concerts, and Christmas Celebration and Bicycle Parade

Produce content that highlights connections between outdoor recreation assets (Arboretum, Stony Creek, trail systems) and downtown offerings

## **Goal 3:** Promote Regional Tourism Through Strategic Marketing

*Objective 3.1:* Target marketing efforts to identified geographic markets

Focus promotional content on audiences within 20-mile radius based on survey findings (Rocky Mount, Wilson, Louisburg, Spring Hope, and surrounding Nash County communities)

Develop social media content highlighting dog-friendly and family-friendly attractions including J.W. Glover Park and Dog Park

Create digital itineraries and promotional materials for regional visitors emphasizing daytrip and weekend destination experiences

*Objective 3.2:* Develop collaborative tourism promotion strategies

Partner with neighboring communities on joint marketing initiatives and tourism circuits throughout Nash County

Coordinate with Nash County Tourism, Rocky Mount, and regional tourism organizations for cross-promotional opportunities

Share promotional materials and event information through regional networks and the Explore Nash County App

*Objective 3.3:* Measure and track tourism marketing effectiveness

Monitor social media reach and engagement from target geographic areas using Meta Business Suite analytics

Track event attendance and visitor inquiries through digital channels

Document business participation in tourism-related promotional activities

#### **Goal 4: Build Strategic Partnerships and Regional Collaboration**

*Objective 4.1:* Establish multi-community tourism partnerships

Develop collaborative marketing initiatives with Rocky Mount and other neighboring Nash County towns

Create shared promotional materials and coordinated event programming that positions Nashville as a central hub for Nash County tourism

Participate in regional tourism boards and marketing cooperatives

*Objective 4.2:* Facilitate communication and coordination among local stakeholders

Establish a Community Social Media & Marketing Working Group to coordinate content across Nashville social media accounts

Identify opportunities for schools, civic organizations, and volunteer groups to support marketing efforts

Suggest collaboration frameworks between the Chamber of Commerce, local businesses, and town departments (Parks & Recreation, Library, Planning & Development)

*Objective 4.3:* Identify external resources and partnership opportunities

Recommend partnerships with Nash Community College, NC Cooperative Extension, and regional economic development organizations  
Provide guidance on accessing grant funding and technical assistance for tourism development initiatives  
Suggest strategies for utilizing student interns and volunteer support for social media and marketing activities

**Goal 5: Ensure Long-term Sustainability and Community Capacity**

*Objective 5.1: Provide training and resources for local marketing capacity*

Deliver training materials and recommendations for digital marketing tools and best practices including Meta Business Suite and Canva Pro

Create documentation for marketing coordination and social media management through the Nashville Community Social Media Playbook

Develop recommendations for hiring a dedicated Social Media and Marketing Manager position to oversee and sustain promotional activities

*Objective 5.2: Create scalable and manageable implementation timeline*

Phase project implementation to align with available resources and capacity

Establish realistic timelines for short-range (2 months – 1 year), medium-range (1–3 years), and long-range (3–5 years) initiatives

Build flexibility into plans to accommodate changing community priorities and emerging opportunities

*Objective 5.3: Establish measurement and evaluation framework*

Develop key performance indicators for tourism impact (visitor counts, event attendance), community engagement (social media metrics, business participation), and economic development (local spending, partnership growth)

Create regular reporting schedule: monthly social media analytics review, quarterly tourism impact assessment, semi-annual community stakeholder feedback sessions, and annual comprehensive program evaluation

Ensure accountability and transparency in project outcomes and community benefit through the Social Media Analytics Tracker and community reporting

## **Best Practices in Destination Marketing**

### Destination Marketing in Rural Areas

An analysis of four rural towns—Ord, Nebraska; Mitchell, South Dakota; Davidson, North Carolina; and Clinton, New Jersey—reveals the central theme across all four communities is the critical role of regional, cross-sector collaboration in driving economic growth. With reduced population density and resources to independently attract major development projects, combining their assets and expertise by collaborating with neighboring organizations for development planning enables rural towns to pursue growth initiatives. While these case studies highlight shared strategies, they also provide valuable lessons for small towns in Michigan and beyond. Chief among these is the importance of recognizing and leveraging businesses, organizations, and institutions within and around the community to support sustainable economic development (White, 2022).

This collaborative approach finds strong support in recent tourism research. Studies of convention and visitors' bureaus in Ohio demonstrate that forming partnerships among neighboring destinations benefits all participating organizations through enhanced product portfolios, cost reduction, and operational efficiency, though such partnerships require careful navigation of differing priorities and marketing directions (Wang & Fesenmaier, 2007). Similarly, research on rural tourism business clusters reveals that formalized collaboration models can address the informal nature of previous collaborative efforts, providing structured frameworks for small tourism businesses to progress through cluster formation and contribute effectively to destination branding (Perkins & Khoo-Lattimore, 2020). The success of these regional partnerships often depends on what scholars' term "community resourcefulness"—the collective action that leverages local agency and capacity to effect change from within, as demonstrated in studies of Japanese island communities participating in large-scale tourism initiatives (Qu et al., 2022).

### Tourism Marketing Strategies

Tourism marketers increasingly rely on diverse marketing strategies to communicate, raise awareness, and persuade travelers of the advantages of visiting particular destinations. Over the last twenty years, communication channels have transformed dramatically, permanently reshaping how people interact and, in turn, how destinations are promoted. Platforms that provide direct access to user-generated reviews now capture more attention, offering destination marketers opportunities for engagement that traditional advertising could not provide.

Building on this broader shift in tourism marketing, it is crucial to examine how community level initiatives build on destination appeal. One example is the Main Street Initiative, which has been proven to boost economic development, community engagement, and quality of life in rural areas. Survey data and historical trends demonstrate that visible enhancements along with small business recruitment are correlated to increased foot traffic, civic pride, and long-term positive perception of Main Street districts. Among these, dedicated community involvement is crucial for highlighting the concrete benefits of the Main Street Initiative and supports the argument that programs like this one can spark meaningful and lasting change.

## Digital Marketing in Rural Areas

The effectiveness of digital marketing for rural destinations has gained substantial empirical support. Research on rural and nature-based tourism in economically depressed areas demonstrates statistically significant relationships between social media advertisement placement and visitor interest across all major engagement metrics—including reach, post clicks, likes, comments, and shares. Notably, more personal advertisements focusing on specific local businesses rather than generic destination promotion create greater overall engagement, suggesting that personalized content resonates more effectively with potential visitors (Jones et al., 2021). This finding aligns with broader research showing that social media marketing activities directly influence pro-tourism behaviors, with residents demonstrating higher levels of community support when actively engaged in social media promotion of their destinations (Al-Gasawneh & Al-Adamat, 2020).

Furthermore, studies consistently demonstrate that visual content shared through social media plays a vital role in shaping destination perception, influencing traveler behavior, and differentiating locations from competitors. Research on social media affordances in rural Chinese tourism destinations reveals that these platforms have significant direct relationships with both cognitive and affective destination image formation, with social presence and parasocial interaction serving as critical mediators in the relationship between social media engagement and destination attractiveness (Liu et al., 2025).

## Storytelling Via Video and Audio Mediums

In this evolving landscape, storytelling has become a powerful promotional tool. Short-form videos and audio storytelling through podcasts—distributed on services like Apple® Podcasts, Sybel®, or Spotify—extends the reach of destination marketing, allowing messages to connect with audiences in more personal and engaging ways (Cooper et al., 2021). Research on historical storytelling in heritage tourism contexts demonstrates that narrative approaches significantly enhance tourists' perception of experiences and revisit intentions, with destination image and perceived value serving as mediating factors in this relationship (Zhang et al., 2024). This storytelling effectiveness proves particularly relevant for rural destinations seeking to leverage cultural heritage and local history as tourism assets.

Community-based rural tourism research emphasizes that successful destination marketing must involve local communities in both management and benefit distribution, generating positive social and economic impacts when properly implemented. Studies spanning 2005-2023 reveal significant growth in academic attention to community-based approaches, with emphasis on community empowerment, sustainable tourism development, and the reinforcement of local identity (Silva et al., 2025). This research underscores the importance of partnerships between industry practitioners and local stakeholders in managing rural tourism experiences, supporting the integrated approach recommended for destinations like Nashville.

## Spotify's Use for Destination Marketing

Spotify's audience is composed of young adults, with 29% aged 25–34 and 26% aged 18–24. Most respondents identified as students (45%) or young professionals (35%), reflecting Spotify's appeal to individuals who weave music into daily activities such as studying or

working. Behavioral patterns further emphasize this integration, as 40% of participants reported using Spotify for 1–2 hours per day, while 35% used it for 3–4 hours daily. Statistical analysis revealed a strong positive correlation between advertising and consumer attitudes. The results indicate that advertising effectively shapes the perceptions of products and brands. Moreover, frequent ad exposure—particularly among users spending more than 4 hours per day on the platform—enhances recall and recognition, underscoring the influence of Spotify’s advertising reach (Alodia and Qastharin, 2024).

### **Best Practices in Social Media Marketing**

In the digital age, social media tools are becoming an increasingly important aspect of marketing in rural towns. According to data from the Pew Research Center (2024), Americans' use of social media is only growing with 68% of U.S. adults using Facebook, 47% using Instagram, and 33% using TikTok. As the number of Americans on social media grows, there is a greater need for small towns and small businesses to adopt social media marketing strategies to attract visitors.

Collaborating with other pages enhances shared viewing, enabling information to reach a target audience. Collaboration also enables stakeholders to identify areas for improvement, such as misaligned goals, communication barriers, performance measurement systems, and branding issues (Collabstr, 2024). When collaborating with civic and business social media accounts in surrounding areas, towns and cities that collaboratively post, tag, and feature each other reciprocally will extend their individual account reach, maximize viewership, and gain new audiences. This expanded social media reach will assist towns and cities in greater circulation of information via social media and word of mouth. Collaborative and mutually reciprocal social media interactions are especially important to smaller municipalities and businesses that are significantly challenged by algorithmic searches that tend to return results based on quantitative frequency and volume of larger and more familiar cities and businesses.

With the quick transformation of civic and business communication from print to website to social media publishing and marketing, small towns and small businesses face further challenges to meet the labor and technical demands required for successful social media marketing. Small town civic offices and locally owned businesses encounter staffing, technical, and marketing challenges that often prevent them from sustaining the level of social media content marketing successfully harnessed by larger city governments and businesses. In a recent social media marketing study (Constant Contact, 2023), 52% of small business participants surveyed reported that they regularly delay or postpone their marketing, citing lack of time and knowledge as major factors for these performance weaknesses. While small towns differ from small businesses, the challenges surrounding social media marketing—and its viability within smaller jurisdictions’ civic marketing plans—remain salient and pressing for improving local economies.

Still, there are approaches that small towns—and small businesses—across the United States have taken to promote tourism within their communities using social media marketing. In a study by Jones et al. (2021) focused on rural, under-served areas in Maine, data pointed to an increase in engagement at every level (consumption, contribution, and creation) when these rural towns utilized paid Facebook ads (p. 9). This engagement spiked when researchers used more personal paid Facebook ads focused not simply on the destination itself but on the businesses and sites that make up the destination (Jones et al., 2021, p. 9). Similarly, in an article about social media driven foot traffic in retail stores, researchers noted that the number of mentions can be more important to driving foot traffic as the weight behind those mentions (Weinandy et al., 2023). Convenience and name recognition seem to matter more in a fast-paced digital world than carefully cultivated posts by well-known figures. If more people are talking about a destination/business on social media, more people are likely to visit that destination (Weinandy et al., 2023). Digital word-of-mouth is an increasingly important aspect of social media marketing, and, thus, it has become an essential part of the strategies compiled for Nashville.

Civic social media strategies should build stronger communities. When posting and sharing content on social media, building, and maintaining an effective visual identity and branding messages make memorable impressions on residents and visitors that will outlast and outlive event-based promotions and casual posts that lack a cohesive visual identity. Nashville’s historic character is well represented in its current messaging, “The Original Nashville.” However, given Nashville’s growth and Nashville’s Strategic Plan Vision 1, to improve its “Social Foundation, Initiative 2” by creating “healthy and connected communities,” additional visual identity building and messaging are powerful tools for realizing this vision. The proposed additional visual and messaging designs featured in this report’s recommendations would complement Nashville’s history with dynamic branding that highlights the “healthy and connected” aspects of Nashville’s growth. These secondary and tertiary branding efforts will help unify the existing community and draw in new community members, whether as visitors or new residents. Nashville has a unique historic foundation that continues to instill community pride while also allowing for greater community participation in shaping Nashville’s present and future. Branding, as part of social media outreach, will boost local events for community engagement (Coomer, J., n.d.). Unifying this branding across digital and physical identifiers will help Nashville, NC stand out from similarly named and “historic” branded towns in digital searches and physical visits. By providing visual identities and messaging that are unified yet flexible, small businesses and civic entities across the region will recognize a greater range of ways to participate in and identify with Nashville by sharing and adopting its brand and vision.

In the social media world, visibility, and effective messaging results in larger numbers of followers. Followers can become dedicated fans who patronize Nashville’s businesses and their cultural and outdoor resources.

Recent scholarship emphasizes that effective social media strategies for towns and municipalities begin with a thorough audit of existing platforms. Keltner (2022) argues that a social media audit is essential for identifying weaknesses and opportunities across communication channels, helping organizations understand what content performs well, how audiences engage, and where strategic improvements can be made. By assessing what resonates and what falls flat, towns like Nashville can better align their communication efforts with community priorities—a crucial step given the town’s interest in increasing visibility for downtown activity, outdoor recreation, and cultural assets.

Nicholson (2023) similarly notes that organizing existing analytics into a structured audit enables a municipality to enhance its social strategy and maximize return on investment (ROI). Through an audit, towns gain insight into platform demographics, top-performing content, engagement rates, audience growth, post reach, and sentiment analysis. When paired with tools such as Google Analytics, these data help reveal where users are spending time online and what kinds of content drive traffic. For Nashville, these insights are especially important for understanding how residents and regional audiences interact with content related to recreation, downtown events, and the broader “Naturally Connected” identity the town is beginning to develop.

Best practices for auditing municipal social media accounts also include preparation, clear goal setting, optimization of existing content, a thorough investigation of engagement data, and routine updates to the strategy (Sampat, 2023). These steps ensure that communication evolves in tandem with community needs and platform trends. Sampat also notes that with more than 4.65 billion active social media users—and over half turning to platforms for products, services, and recommendations—a consistent, data-driven approach allows small towns to compete in increasingly digital information ecosystems. For Nashville, tracking engagement over time helps the town understand how the public responds to content that reflects local identity, natural assets, and cultural life.

Alongside social media auditing, research shows that influencer marketing has become a valuable tool for municipalities looking to reach broader or younger audiences. Social media influencers (SMIs) develop distinctive personal brands and maintain engaged audiences, making them particularly effective at spreading messages through authentic, peer-driven communication (Jin & Muqaddam, 2019). The influencer industry continues to expand rapidly, with the global market projected to reach \$32.55 billion (about \$100 per person in the US) (about \$100 per person in the US) by 2025 (Influencer Marketing Hub, 2025).

For small towns such as Nashville—which is working to enhance visibility for outdoor recreation, downtown events, and after-hours activity—nano-influencers (1k–10k followers) and micro-influencers (10k–50k followers) are especially relevant. These creators maintain high engagement rates and often serve niche interests such as food, nature, travel, outdoor recreation, and small-town exploration (Haenlein et al., 2020). Their audiences, particularly younger

residents and regional day-trippers, tend to be more responsive to influencer content than to traditional municipal marketing.

Influencers also offer practical advantages for small towns: they create their own content, understand platform trends, and bring an existing audience (Audrezet et al., 2020; Pettersen-Sobczyk, 2023). This reduces the burden on municipal staff and supports consistent promotion of local assets—an important consideration for Nashville’s efforts to highlight its parks, greenways, Stoney Creek, farmers’ market, local dining, and evening events. Because audiences tend to perceive SMIs as more authentic and relatable than celebrity spokespeople (Hund, 2023), influencer partnerships can help Nashville reinforce genuine community values, echoing the town’s emerging brand identity centered on natural beauty, connection, and livability.

In the context of Nashville’s strategic goals—strengthening outdoor recreation, expanding cultural activity, and increasing visibility for businesses and events—influencer marketing and social media auditing work together. Audits reveal what content aligns with audience interests, while influencer partnerships extend reach and bring those stories to life. Together, they provide foundational tools for the branding strategies described later in this report, including “Nashville Naturally,” “Nashville Connected,” and the integrated approach of “Nashville, Naturally Connected.”

## **Methods of Community Engagement & Data Collection**

This project employed a mixed-method research design to develop comprehensive destination and social media marketing strategies for Nashville, NC. The methodology integrated quantitative survey research with extensive qualitative community engagement to ensure recommendations reflect both data-driven insights and authentic community priorities and capacity.

### **Research Design Framework**

The research design was structured around two primary components: (1) initial community engagement with concurrent survey research, and (2) mid-point participatory feedback sessions. This approach was selected to ensure that marketing strategies would be both evidence-based and community-driven, addressing the dual objectives of increasing resident awareness and pride while attracting regional visitors.

### **Phase 1: Initial Community Engagement and Survey Research (July 2025)**

#### *Stakeholder Consultation Process*

Initial community engagement began with a comprehensive site visit to Nashville, NC on July 18, 2025. This visit involved key community representatives spanning multiple sectors including government leadership, education, small business, parks and recreation, economic development, tourism, cooperative extension, and community volunteers. The session focused on identifying

current marketing assets, outdoor recreation opportunities, challenges, and strategic priorities for Nashville's future development.

During the stakeholder meeting at the Parks & Recreation Building, participants engaged in structured discussions covering:

- Current marketing strategies and social media presence across multiple departments
- Identified community assets including athletic programming, walkable downtown, trail systems, the Arboretum, dog park, farmers market, and Stony Creek
- Five-year vision for comprehensive trail networks and enhanced outdoor recreation infrastructure
- Marketing coordination challenges and opportunities for unified branding
- Partnership opportunities with regional entities including Nash Community College and Rocky Mount

Stakeholder sessions were facilitated using open-ended discussion formats with detailed notetaking to capture both explicit recommendations and underlying community priorities. All sessions were conducted in accessible community spaces to encourage broad participation.

#### *Community Survey and Direct Outreach*

Concurrent with stakeholder consultations, an online survey instrument was developed and deployed to collect quantitative data on visitor motivations, information-seeking behaviors, travel patterns, and event preferences. The survey was designed to complement qualitative stakeholder feedback by providing measurable baseline data for strategy development.

**Distribution Strategy:** The survey was distributed through multiple channels to maximize reach and ensure representative community input:

- On-site collection at the Friday farmers market during the July site visit and continuing through the summer season (July-August) with integrated concert events
- Nashville's existing social media channels (Facebook and departmental pages)
- Community stakeholder networks identified during initial engagement sessions
- Email distribution through town and organizational contact lists
- Direct outreach to local organizations and businesses
- Word-of-mouth promotion during community events and meetings

**Data Collection Timeline:** Survey responses were collected from July through August 2025, providing a summer collection period that captured seasonal variation in community engagement and visitor interest during the active farmers market season.

**Sample Characteristics:** The survey yielded 90 completed responses representing a diverse cross-section of current residents (58%) and potential visitors from the regional area (42%). The respondent profile revealed:

- **Gender Distribution:** 77.5% female, 22.5% male (n=89)

- **Age Distribution:** Largest segment was adults aged 35-44 (41%), followed by 25-34 (15%), 55-64 (15%), 45-54 (12%), and 65-74 (12%)
- **Household Size:** Predominantly 2-person households (35%), followed by 3-person (25%), 4-person (15%), single-person (11%), and 5+ person (14%)
- **Geographic Distribution:** Strong regional appeal with most non-residents within 15 miles (Brooklyn, Red Oak, Momeyer, Dortches, Sharpsburg, Rocky Mount, Elm City)

Respondents included representation from families with young children, seniors engaged with community programming, tournament visitors during athletic seasons, and regional visitors attending Friday market concerts and events. The demographic profile indicates a mature, professionally established audience that values quality experiences and community engagement.

#### *Survey Instrument Design (Appendix A)*

The survey instrument included sections addressing:

- **Demographic characteristics** including age, gender, household size, and geographic location
- **Residency status** to distinguish current residents from potential visitors
- **Travel distance willingness** to understand potential visitor markets and catchment areas
- **Primary visit motivations** to identify key attraction factors (business, leisure, visiting friends/family, events, agriculture/agritourism)
- **Factors influencing visit decisions** including small town charm, events/festivals, affordability, proximity, parks, safety, cultural experiences, natural beauty, agriculture, local history, trails, and recommendations
- **Information source preferences** for marketing channel optimization (current: email lists, word of mouth, social media; preferred: social media, event calendars, email)
- **Event preferences** to guide programming recommendations (art fairs, family-focused activities, tourism-related events, cultural experiences)
- **Current awareness levels** of Nashville assets and offerings

Questions utilized multiple formats including multiple choice, rating scales, and open-ended responses to capture both quantitative metrics and qualitative insights.

### **Phase 2: Mid-Point Community Feedback and Brand Validation (October 2025)**

#### *Participatory Research Design*

A mid-point community feedback session was conducted in October 2025 using participatory research methods designed to validate preliminary findings and refine strategic recommendations. This session employed innovative visual and collaborative techniques to engage community members in strategy development.

#### **Brand Exploration and Identity Reflection:**

Participants engaged with design assets and messaging slogans representing Nashville's natural assets, parks, waterways, downtown spaces, and cultural landmarks. Using these visual prompts,

community members shared personal stories, associations, and values connected to Nashville. This activity helped surface core themes—such as the town's small-town character, natural beauty, downtown walkability, and growing regional connectivity—that informed the development of the 'Nashville Naturally' and 'Nashville Connected' branding directions.

### **Brand Scenario Comparison and Messaging Discussions:**

Small groups worked with draft branding mockups, sample taglines, and visual identity concepts to compare how each direction aligned with community identity and future goals. Four distinct groups developed visual concepts:

- **Group 1:** 'Naturally Rooted, Naturally Nashville' with green/nature theme emphasizing connection to natural environment
- **Group 2:** Integration of 'Rooted' and 'Natural' concepts with 'Nashville Connected to the Community' bridging tradition and growth
- **Group 3:** 'Small Town, Big Connections' with sunset colors representing warmth and welcoming atmosphere
- **Group 4:** 'Naturally Nashville' with flexible subtitle approach and natural circular shapes representing trails and lakes

Participants discussed how different messages could support outdoor recreation, tourism development, and economic vitality, shaping the recommended branding direction that balances Nashville's roots with future growth aspirations.

### **Strategy Evaluation and Midpoint Feedback:**

Community members evaluated preliminary recommendations using a structured feedback system. Through color-coded sticky notes, participants identified strengths (blue/purple) and opportunities for improvement (yellow/orange) for each proposed communication strategy and campaign concept. Seven distinct social media centralization strategies were evaluated:

- Streamlined Hashtag System (#NashvilleNC, #OriginalNashville)
- Cross-Promotion Between Organizations
- Unified Signup & Promotion for Seasonal Events
- Shared Community Calendar
- Shared Graphics, Photos & Brand Assets
- Social Media Platform Consolidation
- 'Nashville After 5' Evening Activity Program

This process generated actionable insights that guided refinement of the final branding recommendation and informed subsequent campaign development. Key findings included the need to differentiate from Nashville, TN through strategic hashtag usage, opportunities for coordinated cross-promotion while respecting business independence, and the importance of bridging generational digital divides through hybrid traditional and digital approaches.

*Tourism Itinerary Development:*

Community members collaboratively developed four distinct tourism experience itineraries:

- **Family Heritage Day Experience:** Heritage Park → Nashville Arts Center → cultural trail → local museum → downtown → lunch options
- **Active Outdoor Circuit:** Arboretum → library walk → Glover Park → Dog Park → Exchange (dining) → Junction (trivia/nightlife) → Vino Market
- **Multi-Day Adventure Experience:** Downtown exploration, Farmer's Market, breakfast, Junction events, Arboretum (Day 1); Robinson Gold Dredge, gold panning, nature activities (Day 2)
- **Nashville Connected County-Wide Experience:** Nashville as hub for Nash County exploration with multi-modal transportation connections

These community-developed itineraries provided direct insight into how residents envision visitor experiences and identified critical infrastructure and partnership needs for successful implementation, including business partnerships for consistent availability, lodging development for overnight stays, enhanced connectivity infrastructure, and mobile app development for visitor navigation.

## **Data Analysis Methods**

### ***Quantitative Analysis***

Survey data was analyzed using statistical software to generate descriptive statistics and identify key patterns in community and visitor preferences. Analysis included:

**Demographic Profiling:** Frequency distributions and cross-tabulations to understand respondent characteristics and identify target market segments.

**Geographic Analysis:** Mapping respondent locations and travel distance willingness to identify priority marketing zones and visitor catchment areas.

**Preference Analysis:** Central tendency measures and frequency analysis of event preferences, information source usage, and visit motivations to guide strategy prioritization.

**Behavioral Pattern Identification:** Cross-tabulation analysis to identify relationships between demographic characteristics and preference patterns, informing targeted marketing approaches.

### ***Qualitative Analysis***

Qualitative data from stakeholder consultations, open-ended survey responses, and community feedback sessions were analyzed using qualitative analysis software to identify recurring themes and develop grounded recommendations.

*Thematic Analysis Process:*

**1. Initial Coding:** All qualitative data was systematically coded to identify explicit topics and implicit themes

**2. Pattern Recognition:** Codes were analyzed to identify recurring patterns and relationships across data sources

**3. Theme Development:** Related codes were grouped into overarching themes representing community priorities and strategic opportunities

**4. Validation:** Themes were validated against multiple data sources and community feedback to ensure accuracy and relevance

**Key Thematic Areas:** Analysis focused on identifying themes related to:

- Community asset identification and valuation (natural assets, downtown walkability, events, small-town charm)
- Barriers to current marketing and engagement efforts (fragmented social media, generational digital divide, Nashville TN name confusion)
- Partnership opportunities and resource sharing potential (regional collaboration, Chamber coordination, business engagement)
- Implementation capacity and sustainability considerations (small business engagement, training needs, resource limitations)
- Resident pride and community identity factors (small-town character, growth while preserving authenticity, balance of tradition and innovation)

### **Integrated Analysis Framework**

Quantitative and qualitative findings were integrated through triangulation analysis to develop comprehensive strategic recommendations. This process involved:

- **Convergence Assessment:** Identifying areas where survey data supported qualitative themes (e.g., survey respondents' preference for small town charm aligned with stakeholder emphasis on preserving authentic character)
- **Divergence Exploration:** Investigating discrepancies between data sources to understand complexity (e.g., high 'Other' responses in visit motivations indicating communication gaps about available attractions)
- **Gap Analysis:** Using both data types to identify unaddressed opportunities and challenges (e.g., current reliance on email and word of mouth contrasted with potential for social media expansion)
- **Priority Development:** Combining frequency data with thematic importance to prioritize recommendations (e.g., events/festivals ranked high in both survey responses and stakeholder discussions)

### **Ethical Considerations and Community Ownership**

All research activities were conducted with explicit attention to community ownership of knowledge and decision-making processes. Participants provided informed consent for all data

collection activities, and community stakeholders-maintained authority over final strategy adoption and implementation decisions.

The methodology emphasized capacity building and knowledge transfer, ensuring that community members gained research and analysis skills alongside strategic recommendations. All findings and recommendations were presented transparently to the community with opportunities for modification and refinement based on local priorities and constraints.

### **Methodological Limitations**

Several limitations should be noted in interpreting findings:

- **Sample Size:** The survey sample of 90 respondents, while providing valuable insights and robust data for a small community, limits generalizability to broader regional populations
- **Self-Selection Bias:** Survey distribution through existing networks and farmers market may have overrepresented already-engaged community members
- **Gender Representation:** Strong female representation (77.5%) may not fully reflect perspectives of male community members and visitors
- **Seasonal Variation:** Data collection during summer months (farmers market season) may not fully capture year-round visitor patterns and community priorities
- **Resource Constraints:** Limited project timeline and resources constrained the depth of some analysis activities

Despite these limitations, the mixed-methods approach provided sufficient data depth and community validation to develop actionable, locally relevant strategic recommendations that balance empirical evidence with authentic community ownership and capacity

## **Results of Community Engagement & Data Collection**

### **Survey Results**

This comprehensive analysis of Nashville, NC's destination marketing potential combines survey data from 90 respondents with extensive community stakeholder feedback. The findings reveal significant opportunities for tourism development through strategic social media marketing, enhanced community partnerships, and leveraging unique local assets.

### **Key Findings:**

- **Strong Local Engagement:** 58% of survey respondents are current Nashville residents, indicating strong community investment
- **Regional Appeal:** 42% of respondents are potential visitors from surrounding areas, with most within 15 miles, suggesting strong regional tourism potential
- **Event-Driven Interest:** Special events and festivals are the primary motivators for visits (71 responses), with food and dining events leading preferences (70 responses)

- **Digital Communication Opportunity:** Social media dominates both current information sources (65 responses) and future preferences (62 responses), indicating significant opportunity for enhanced digital marketing

## Survey Respondent Profile

### *Demographics Overview (n=90)*

The comprehensive survey captured insights from 90 community members and potential visitors, providing a robust foundation for understanding Nashville's tourism potential. The respondent profile reveals a diverse cross-section of the community with strong local representation and regional interest.

### **Gender Distribution:**

- Female: 77.5% (69 respondents)
- Male: 22.5% (20 respondents)

The survey shows strong female representation, suggesting the importance of marketing strategies that appeal to diverse audiences while recognizing the primary demographic reached through current distribution channels.

### **Age Distribution:**

- 35-44 years: 41% (37 respondents) - *Largest group*
- 25-34 years: 15% (13 respondents)
- 55-64 years: 15% (13 respondents)
- 45-54 years: 12% (11 respondents)
- 65-74 years: 12% (11 respondents)
- 18-24 years: 3% (3 respondents)
- 75-84 years: 1% (1 respondent)

The age distribution shows the 35-44-year group as the largest segment, followed by significant representation from the 25-34 and 55-64 age groups. This demographic profile indicates a mature, professionally established audience that values quality experiences and community engagement.

### **Household Characteristics:**

- 2-person households: 35% (31 respondents) - *Most common*
- 3-person households: 25% (22 respondents)
- 4-person households: 15% (13 respondents)
- 5+ person households: 14% (12 respondents)
- 1-person households: 11% (10 respondents)

The predominance of 2-person households (35%) aligns with the mature demographic profile, suggesting couples as a key target market for tourism initiatives. The significant representation of 3-person households (25%) and 4-person households (15%) indicates family-oriented programming opportunities.

### **Geographic Distribution:**

- Current Nashville residents: 58% (52 respondents)
- Non-residents: 42% (37 respondents)

The survey reveals that 58% of respondents are current Nashville residents, actively engaged in local development, while 42% are non-residents showing interest as potential visitors from surrounding areas.

### **Travel Distance Willingness**

The survey reveals strong regional appeal potential with most potential visitors willing to travel moderate distances to experience Nashville's offerings:

- Within 8 miles (Brooklyn, Red Oak, Momery, Dortches): 12 respondents
- Within 10 miles (Spring Hope, Castalia): 3 respondents
- Within 15 miles (Sharpsburg, Rocky Mount, Elm City): 13 respondents
- Within 20 miles (Wilson, Louisburg): 3 respondents
- Other distances: 6 respondents

This geographic distribution demonstrates excellent opportunities for day-trip tourism and regional event attendance. The proximity of larger population centers like Rocky Mount and Wilson provides access to broader markets while maintaining the intimate, community-focused appeal that makes Nashville unique.

### **Findings from Community Engagement**

#### **Primary Visit Motivations**

Survey responses indicate diverse motivations for visiting Nashville:

- Other (undisclosed reasons): 39 responses
- Business: 17 responses
- Leisure: 11 responses
- Visiting friends and family: 11 responses
- Event (conference, music, festival): 5 responses
- Agriculture/Agritourism: 4 responses
- Do not currently visit: 1 response

The high number of 'Other' reasons (39 responses) suggests the need for better communication about available attractions and activities. Business travel (17 responses) and leisure visits (11 responses) represent significant market segments.

#### **Factors Influencing Visit Decision**

Respondents identified multiple factors that influence their decision to visit Nashville (multiple selections allowed):

- Small town charm: 61 responses - *Top factor*
- Events or festivals: 44 responses
- Affordability: 34 responses

- Proximity: 30 responses
- Parks: 28 responses
- Safety: 28 responses
- Cultural experience: 20 responses
- Natural beauty or scenery: 17 responses
- Agriculture/Agritourism: 16 responses
- Local history: 10 responses
- Recommended by friends or family: 9 responses
- Trails: 8 responses

Small town charm emerges as the strongest influencer, followed by events and festivals. This data supports marketing strategies that emphasize Nashville's authentic character and community events while maintaining affordability and accessibility.

### **Information Source Analysis**

#### *Current Information Sources:*

Respondents use multiple channels to receive information about Nashville (multiple selections allowed):

- Social media platforms: 65 responses - *Most cited*
- Email list serve: 33 responses
- Website: 32 responses
- Town signs: 30 responses
- Word of mouth: 19 responses
- Push notifications (via app): 12 responses
- Digital signage: 11 responses
- Informational center: 4 responses

Social media platforms lead as the most frequently cited information source, followed by email list serves and the town website. Town signs also play a significant role, demonstrating the importance of both digital and physical presence.

#### *Preferred Future Information Sources:*

When asked about preferred future communication channels, respondents indicated:

- Social media platforms: 62 responses
- Email list serve: 42 responses
- Explore Nash County App: 34 responses
- Town Website: 31 responses
- Town signs: 29 responses
- Word of mouth: 21 responses
- Digital signage: 18 responses
- Informational center: 7 responses

The consistency between current and future preferences confirms the importance of maintaining a strong social media presence while continuing to leverage traditional communication channels. The emergence of the Explore Nash County App as a preferred channel suggests opportunities for regional collaboration.

### **Event Preferences**

Survey respondents expressed strong interest in diverse programming that celebrates community culture while attracting regional visitors:

- Food and dining: 70 responses - *Strongest preference*
- Outdoor concerts and movie nights: 52 responses
- Family-focused activities: 46 responses
- Farmer's market: 46 responses
- Nature and outdoor activities: 43 responses
- Community theater/live performances: 29 responses
- Art fairs or exhibitions: 24 responses
- Sporting events: 24 responses
- Adventure tourism: 18 responses
- Local cultural and heritage: 15 responses
- Public art (murals and sculptures): 15 responses
- Historical reenactments or tours: 12 responses

Food and dining events lead to preferences with 70 responses, indicating strong appetite for culinary experiences. Outdoor concerts and movie nights (52 responses) demonstrate desire for community gathering experiences, while family-focused activities and farmer markets (both 46 responses) show multi-generational appeal.

### **Factors That Would Encourage Visits**

Respondents identified what would encourage them to visit Nashville more frequently:

- Special events or festivals: 71 responses
- New attractions or experiences: 67 responses
- Other: 15 responses
- More sustainable tourism options: 11 responses
- Discounted travel packages: 5 responses
- More accessibility: 3 responses

Special events and festivals emerge as the strongest driver for future visits, closely followed by interest in new attractions and experiences. This aligns with the community stakeholder feedback emphasizing the need for expanded programming and infrastructure development.

### **Future Measurement and Evaluation Framework**

#### **Key Performance Indicators**

To make data collection manageable for Nashville's team, each performance indicator can be tracked using low-cost or free tools and simple logging practices. Social media and website

metrics can be captured monthly using built-in analytics dashboards like Meta Business Suite and Google Analytics. Local business owners and volunteers can help record visitor counts, event attendance, and participation rates through sign-in sheets, brief tally logs, quick response (QR) codes, or shared Google Sheets. Community satisfaction and business impact can be assessed through short online, or paper surveys distributed at events or by email every six months. All collected data should feed into a shared master spreadsheet maintained by the staff lead, with monthly social media reviews, quarterly tourism snapshots, semi-annual stakeholder listening sessions, and one annual report to evaluate overall progress and guide future planning.

### **Tourism Development:**

- Visitor counts at local businesses: Simple visitor sign-in sheets or brief customer tally logs at participating shops, cafes, and attractions (Exchange, Vino Market, Junction, Arboretum)
- Event attendance data: Ticket sales, RSVP counts, or headcounts by volunteers at event entrances (Friday farmers market, Blooming Festival, concert series)
- Regional recognition metrics: Track mentions of Nashville, NC in local or regional media, tourism websites, and social media tags using #NashvilleNC and #OriginalNashville (Google Alerts; manual monthly searches)
- Partnership participation rates: Maintain a shared spreadsheet listing local and regional partners (Nash Community College, Nash County Tourism, Rocky Mount, Chamber); update quarterly to note participation in joint promotions or events

### **Digital Marketing:**

- Social media follower growth and engagement: Use Meta Business Suite to record monthly changes in follower numbers, likes, comments, shares, and saves across Nashville, NC pages, and departmental pages (Parks & Rec, Farmer's Market)
- Website traffic increases: Use free tools like Google Analytics or built-in platform metrics to log monthly page views, unique visitors, and click-throughs
- Hashtag usage and reach: Track monthly uses of #NashvilleNC, #OriginalNashville, #NashvilleAfter5, and campaign-specific hashtags
- User-generated content volume: Count monthly community photo or story submissions on social media featuring Nashville assets

### **Community Engagement:**

- Business participation in marketing initiatives: Keep a list of businesses contributing content, sharing posts, or participating in events (small businesses, Chamber members), updated after each campaign
- Volunteer engagement in trail and event programs: Track sign-ups and attendance for volunteer shifts through simple online forms or sign-in sheets
- Community satisfaction with tourism development: Distribute short, 3-5 question surveys via online forms, paper at events, or email lists twice a year

- Local economic impact measurements: Collect anecdotal sales feedback from local businesses quarterly (simple check-ins or short surveys about perceived traffic or sales changes)

### **Reporting Schedule**

- Monthly social media analytics review
- Quarterly tourism impact assessment
- Semi-annual community stakeholder feedback sessions
- Annual comprehensive program evaluation

### **Conclusion**

The combination of survey data and community stakeholder input reveals a community with significant tourism potential, strong local assets, and clear strategic direction. The emphasis on event-driven tourism, enhanced digital marketing, and preservation of small-town character aligns with both visitor preferences and community capabilities. With 90 survey responses providing comprehensive feedback, the data demonstrates clear preferences for food and dining experiences, outdoor community events, and social media communication channels. The strong local engagement (58% residents) combined with regional interest (42% non-residents within proximity) positions Nashville well for sustainable tourism growth that benefits both residents and visitors while celebrating the town's authentic assets and strengthening community pride.

### **Recommended Destination & Social Media Marketing Strategies**

The destination marketing strategies outlined in this section represent a comprehensive response to community stakeholder priorities and emerging opportunities in rural tourism development. Through extensive engagement with Nashville residents, business leaders, and community organizations, these recommendations address the intersection of authentic local assets, regional collaboration, and digital marketing realities that define successful small-town destination development.

### **Critical Success Factors:**

1. **Community buy-in:** Strong support exists for "stepping outside normal operating procedures"
2. **Regional partnerships:** Multi-community collaboration essential for circuit tourism success
3. **Digital transformation:** Bridging current information gaps through enhanced online presence
4. **Asset integration:** Better connecting existing resources for comprehensive visitor experiences

The foundation exists for Nashville to develop into a significant regional tourism destination. Success will depend on coordinated implementation of these community-driven recommendations supported by data-informed marketing strategies.

Modern destination marketing requires a dual approach that balances traditional tourism infrastructure development with sophisticated digital engagement strategies. For Nashville, this means simultaneously investing in tangible visitor amenities—such as enhanced trail systems, expanded lodging options, and improved event programming—while building robust social media presence that can effectively communicate the community's unique value proposition to target audiences.

The strategies presented here recognize that destination marketing success for small communities depends heavily on authentic community engagement and regional partnership development. Rather than competing in isolation, Nashville's approach emphasizes collaborative tourism circuits that leverage neighboring communities' assets while highlighting local strengths. This regional perspective, combined with strategic social media campaigns, creates sustainable marketing approaches that benefit multiple communities while establishing Nashville as a distinctive destination point.

Social media marketing serves as both a discovery mechanism and a community-building tool within this framework. The recommended strategies utilize Facebook and Instagram as primary platforms, recognizing their dominance in destination discovery and their alignment with Nashville's core demographic groups. These platforms offer cost-effective opportunities to highlight authentic experiences, engage community members as brand ambassadors, and build ongoing relationships with potential visitors.

Each recommendation addresses specific gaps identified through stakeholder engagement while building toward long-term destination development objectives. The strategies range from immediate implementation opportunities—such as enhanced Bloomfest sponsorship and social media campaign launches—to longer-term infrastructure investments like lodging development and heritage trail enhancements. This tiered approach ensures that Nashville can begin implementing marketing initiatives immediately while working toward more complex destination development goals.

The integration of destination marketing and social media strategies creates a cohesive approach that amplifies community assets through multiple channels. By combining physical infrastructure improvements with strategic digital engagement, these recommendations provide Nashville with practical tools for building sustainable tourism while maintaining the authentic community character that stakeholders identified as essential to the town's appeal.

## **Community Stakeholder Recommendations**

The following recommendations were developed through community stakeholder engagement and represent local priorities and insights gathered during the initial site visit and mid-point feedback sessions.

### **Key Strengths Identified by Community:**

- **The Arboretum:** Popular destination for photography including graduations, weddings, and engagements; natural beauty highlighting Nashville's commitment to green spaces
- **Friday Farmers Market:** Community gathering place (April-August) with integrated concert series creating multi-generational appeal
- **Walkable Downtown:** Compact Main Street with tree-lined areas, shops, restaurants, and attractions within walking distance
- **Nash Community College Trail System:** Significant untapped potential for trail connectivity and outdoor recreation programming
- **Stony Creek:** Underutilized natural asset identified as foundation for future greenway development and enhanced outdoor recreation
- **Athletic and Recreation Programming:** Active running club, established fitness community, and strong community participation in sports and recreation activities
- **Glover Park & Dog Park:** Community recreation spaces supporting families and pet owners with potential for expanded amenities
- **Local Dining and Entertainment Venues:** Exchange Restaurant, Junction (trivia and events), Vino Market, and emerging Oyster Bar contributing to culinary tourism appeal
- **Cultural Assets:** Nashville Arts Center, Heritage Park, and Robison Gold Dredge providing unique historical and cultural experiences
- **Small-Town Charm:** Quiet atmosphere, welcoming environment, and authentic community character valued by residents and visitors alike

### **Community Recommended Strategy 1: Family Heritage Day Experience**

#### *A Cultural & Educational Tourism Itinerary*

Heritage Park → Nashville Arts Center → Cultural Trail → Local Museum → Downtown Walkable District → Local Dining Options

#### **Focus Areas:**

- Historical sites and cultural heritage integration
- Local arts and music programming
- Educational experiences for families with children
- Multi-generational engagement opportunities
- Downtown business partnerships and dining experiences

**Goal:** To provide families with children with an engaging cultural and educational experience that celebrates Nashville's heritage, local arts, and community traditions while creating lasting memories and encouraging repeat visits.

## **Community Recommended Strategy 2: Active Outdoor Circuit**

### *A Nature & Recreation Tourism Experience*

Arboretum → Library Walk → Glover Park → Dog Park → Exchange Restaurant (Dining) → Junction (Trivia/Nightlife) → Vino Market

#### **Focus Areas:**

- Nature trails and outdoor recreation activities
- Pet-friendly attractions and amenities
- Walkable downtown connectivity
- Local dining and entertainment options
- Singles and couples programming

**Goal:** To provide outdoor enthusiasts, singles, and couples with an active day-trip experience that highlights Nashville's natural beauty, recreational opportunities, and local culinary scene while promoting health and wellness through accessible outdoor activities.

## **Community Recommended Strategy 3: Multi-Day Adventure Experience**

### *A Weekend Destination Tourism Package*

**Day 1:** Downtown Exploration → Farmer's Market → Breakfast at Exchange → Junction Events → Arboretum Visit

**Day 2:** Robnson Gold Dredge → Gold Panning Experience → Additional Nature Activities

#### **Focus Areas:**

- Overnight accommodation development (Airbnb, lodging options)
- Mix of historical, natural, and dining experiences
- Unique attractions (gold panning, historical sites)
- Weekend visitor programming
- Extended-stay opportunities for wedding guests and special events

**Goal:** To position Nashville as a weekend destination capable of attracting and retaining overnight visitors through diverse, authentic experiences that blend history, nature, dining, and entertainment while supporting local lodging development and economic growth.

Based on the tourism circuits and itineraries recommended through community engagement, a range of draft tourism itineraries have been developed to reflect the assets and experiences identified by community members. These itineraries are grounded in local priorities and highlight Nashville's cultural, recreational, historical, and event-based assets, as documented in Appendices B–F. Collectively, the itineraries are intended to support destination marketing efforts by providing flexible, place-based examples that can be adapted for visitors, residents, and promotional materials while reinforcing community identity and storytelling.

## **Community Recommended Strategy 4: Nashville Connected County-Wide Experience**

### *A Regional Hub & Multi-Modal Tourism Initiative*

Nashville as central hub connecting Nash County attractions through walking, biking, scooter, and vehicle pathways linking downtown, parks, Stony Creek, and beyond

**Focus Areas:**

- Regional connectivity and partnership development
- Multi-modal transportation infrastructure (walking, biking, scooters)
- Trail system expansion and connectivity
- Downtown-to-nature pathway systems
- Nash County collaboration and coordination

**Goal:** To establish Nashville as the central hub for Nash County tourism by developing comprehensive connectivity infrastructure that links community assets through sustainable, accessible transportation options while fostering regional partnerships that benefit multiple communities and create a unified Nash County tourism experience.

**Additional Community Priorities Identified Through Stakeholder Engagement:**

**Branding and Identity:**

- Strong community preference for nature-themed branding emphasizing Nashville's authentic character and natural assets
- 'Naturally Nashville' concept with flexible taglines that can adapt to seasons, audiences, and initiatives
- Visual identity featuring nature-inspired colors (greens, blues) and organic shapes representing trails and lakes
- Geographic distinction strategy using #NashvilleNC or 'Original Nashville' to differentiate from Nashville, Tennessee
- Comprehensive brand portfolio with approved graphics, fonts, colors, and usage guidelines

**Social Media and Communication Coordination:**

- Coordinated strategy across multiple departmental pages (Farmer's Market, Parks & Rec, Town of Nashville) rather than forced consolidation
- Streamlined hashtag system for consistency and discoverability
- Shared community calendar to avoid event overlap and maximize reach
- Centralized repository for approved photos, graphics, and brand materials
- Enhanced Chamber coordination on website expansion, meeting schedules, and joint promotional efforts
- Hybrid approach maintaining both digital marketing and traditional methods (flyers, in-store promotion) to bridge generational digital divide

**Evening Activity Programming:**

- 'Nashville After 5' initiative to promote after-hours activities and restaurants
- Weekly and monthly calendar of evening events with designated posting days

- Concert series expansion at Junction and Farmer's Market venues
- Engagement campaigns such as 'buy from market, cook with it locally, and report back'
- Church involvement in community evening programming

### **Infrastructure and Economic Development Needs:**

- Movie theater revival in existing building
- Development of unique regional attractions like Whirligig Park
- Additional restaurant options for evening dining
- Expanded trail system with dog-friendly paths
- Multi-modal infrastructure (bike lanes, scooter connectivity, pedestrian pathways)
- Airbnb development and overnight lodging options
- More locally owned businesses with variety in retail and dining
- Small business support position or Chamber liaison to promote coordination

### **Seasonal Programming:**

- Expansion beyond existing Blooming Festival with additional seasonal programming for all four seasons
- Signature events that give visitors reasons to return throughout the year
- Unified sign-up system for vendors and participants
- Integration of Christmas/pumpkin events with additional fall and winter programming

### **Partnership and Collaboration Opportunities:**

- Rocky Mount coordination for sister farmers markets with complementary scheduling
- Nash Community College planning collaboration for social media calendars and educational programming
- Regional collaboration through 'Explore Nash County' initiatives
- Business partnerships for consistent availability along tourist routes
- Influencer engagement and content creators to highlight experiences
- Mobile app development for downloadable itinerary navigation

These community stakeholder recommendations reflect Nashville's commitment to preserving its authentic small-town character while embracing strategic growth. The emphasis on natural assets, outdoor recreation, regional connectivity, and coordinated marketing demonstrates a unified vision for sustainable tourism development that benefits both residents and visitors. Implementation of these strategies will require ongoing collaboration among town departments, the Chamber of Commerce, small businesses, and regional partners, with success dependent upon maintaining community ownership and engagement throughout the process.

### **Research Team Recommended Destination Marketing Strategies**

Based on comprehensive stakeholder engagement and community feedback, Nashville has identified clear pathways to strengthen its position as a regional destination. Through surveys

and direct community input, residents and local leaders have articulated a shared vision that prioritizes authentic small-town character, natural asset preservation, strategic regional collaboration, and enhanced visitor infrastructure while maintaining the welcoming atmosphere that defines Nashville, NC.

The feedback reveals that Nashville's greatest opportunities lie in leveraging existing natural and cultural assets while addressing critical connectivity and communication gaps. Community stakeholders consistently emphasized small-town charm as the primary draw for visitors (61 survey responses), with events and festivals emerging as flagship opportunities requiring immediate enhancement and expansion. Food and dining experiences dominated event preferences with 70 responses, while outdoor recreation assets including the Arboretum, Stony Creek, and trail systems provide distinctive natural amenities that differentiate Nashville from competing destinations. This community-driven approach ensures that destination marketing efforts remain authentic to Nashville's character while meeting visitor expectations and distinguishing the town from Nashville, Tennessee.

The stakeholder's input also highlighted the importance of thinking beyond municipal boundaries. Residents recognize that Nashville's success is interconnected with neighboring communities across Nash County, presenting opportunities for collaborative tourism circuits and shared marketing initiatives. The five-year vision for comprehensive trail networks connecting eastern Nash County to Nash Community College, enhanced Stony Creek access as a greenway foundation, and partnership coordination with Rocky Mount and regional entities demonstrates a regional perspective that strengthens Nashville's position as a central hub. This collaborative approach, combined with identified infrastructure needs and unified branding priorities, forms the foundation for sustainable tourism growth that benefits both visitors and the local community.

The following strategies represent a direct response to community priorities, balancing immediate opportunities with long-term destination development goals. Each initiative is designed to build upon Nashville's existing strengths—including the Friday Farmers Market with integrated concerts, walkable downtown, the Arboretum, cultural assets like Heritage Park and the Robinson Gold Dredge, and local dining venues—while addressing the specific gaps and challenges identified through stakeholder engagement. The strategies range from immediate implementation opportunities such as enhanced social media coordination and seasonal event programming to longer-term infrastructure investments like trail connectivity, lodging development, and multi-modal transportation systems that will position Nashville as a weekend destination and Nash County tourism hub.

*Destination Marketing Strategy 1: Increase external advertising space through use of streaming services (Core Strategic Plan Goal 2, Obj 2.1 & Goal 5, Obj 5.1-5.3)*

- Human Resources

- Individual(s)/time creating ads, streaming account(s)
- Financial Resources
  - Spotify offers budget setting, ranging from \$15 - \$100 per ad (\*Spotify ad market prices are subject to change)
- Strategic Partnerships
  - Local businesses or communities offering events, services, etc.
  - Can serve as the central space for radio advertising
  - Can direct listeners to individual locations/pages/etc.
- Implementation Timeline
  - 3-6 months

For a more detailed process on how to develop and purchase a Spotify ad, please see Appendix H.

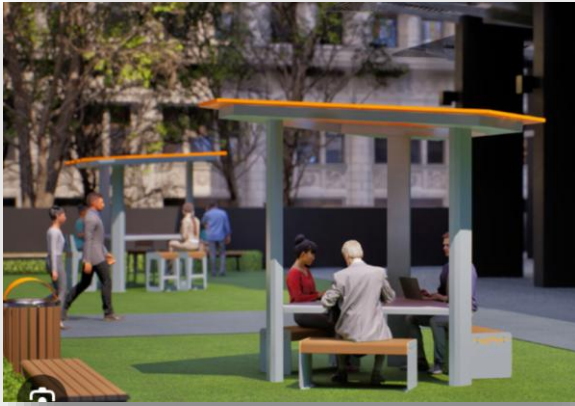
*Destination Marketing Strategy 2:* Introduce e-scooter rentals to growing infrastructure plan (Core Strategic Plan Goal 1, Obj 1.5 & Goal 6, Obj 6.1)

- Human Resources
  - Individual to contact/setup account w/ provider
  - Juicer(s)
  - Maintenance pros
  - Inventory tracking/logs
- Financial Resources
  - \$15-20 per charging unit
  - Possible permit fees
- Strategic Partnerships
  - Juicers (local businesses, citizens, etc.)
  - Mobile maintenance/repair growth potential
  - Lime “Access” Program for qualifying individuals (Lime, 2019)
- Implementation Timeline
  - 1-3 years

For more details on how to plan and implement the Lime program in Nashville, please see Appendix I.

*Destination Marketing Strategy 3:* Create an outdoor community hub near a key neighborhood location, the Nashville Farmers Market, Stoney Creek, or J.W. Glover, featuring shaded seating, electrical access, and outdoor Wi-Fi. This space will support remote work, studying, family use, and community programs.

This initiative promotes digital inclusion, economic development, and community wellness by blending recreation and connectivity in a natural setting. This project directly aligns with **Goal 3, Objective 3.3** of the *Nashville CORE Strategic Plan 2025–2030*, which prioritizes improved recreational access and enhanced quality of life for residents (Town of Nashville, 2025, p. 15).



- Human Resources:
  - Town of Nashville Parks & Recreation Department
  - Harold D. Cooley Library
  - Nash County Economic Development
  - Nash County Local Chamber of Commerce
  
- Financial Resources:
  - Costs starting at \$12,000 depending on land and permits
  - Consider Project for Public Spaces, Community Placemaking Grants
    - National Telecommunications and Information Administration (NTIA) – Broadband/Technology Infrastructure Grants
    - USDA Rural Development – Community Facilities Direct Loan & Grant Program
    - T-Mobile Hometown Grants
    - National Recreation and Park Association (NRPA) – Grant & Fundraising Resources

Outdoor Wi-Fi	\$135,000
Outdoor Wi-Fi APs (3)	\$1200

Switch, cabling, mounts	\$1400
Power/electrical outlets	\$1200
Labor (installation & setup)	\$3200
Furniture, signage, shade	\$4000
Waste cans	\$400
Signage	\$300
<b>Approximate Cost</b>	<b>\$146,700</b>

*(Costs vary depending on trenching, power distance, and equipment selection.)*

- Strategic Partnerships
  - Town of Nashville, Community Stakeholders, Chamber of Commerce & Local Businesses, Regional Banks & Credit Unions, Nash County Government, Rocky Mount, Local businesses,
- Implementation Timeline
  - Estimated 2 to 4 years, depending on land and permits
- Individual(s)/time space:
  - 800 to 1200 square feet

*Destination Marketing Strategy 4:* Create an outdoor fitness zone (Appendix G) for all ages, featuring multi-level equipment for strength, balance, and cardio training. The space can also support Yoga-in-the-Park and other community wellness events. This initiative directly supports Goal 1 of the *Nashville CORE Strategic Plan 2025–2030*, which prioritizes expanding high-quality outdoor recreation opportunities for all residents (Town of Nashville, 2025, p. 14).

- Active Fitness Zone: Outdoor fitness rig with climbing elements, pull-up bars, and step platforms
- Open Activity Zone: Turf/grass area for stretching, yoga, bootcamp, and small games
- Social/Rest Zone: Benches or picnic tables with optional shade and water access
- Circulation Zone: Simple walking loop and clear pathways connecting equipment

### **Safety & Accessibility Considerations**

- Impact-absorbing surfacing under/around equipment
- Clear fall zones and no entrapment hazards
- Strong visibility throughout the space
- Accessible, smooth entry path from parking/sidewalk
- Space for mobility devices around equipment and seating
- Ground-level fitness options for inclusive participation



- Human Resources
  - Nash County Parks & Recreation or Town Parks Dept. (Director/Supervisor)
  - Existing maintenance/grounds crews from Nash County Parks
  - Town Parks staff + local volunteers / civic groups
  - Recreation Dept + volunteers / partner nonprofits or community groups

- Strategic Partnerships
  - Town of Nashville
  - Community Stakeholders
  - Nash County Health Department
  - Nonprofits / Community Foundations (e.g., Futrell-Mauldin Community Foundation for Greater Rocky Mount)
  - Local Recreation / Youth Organizations (e.g., youth clubs, churches, civic clubs)
  - Nash Community College
  - Local Businesses / Sponsors
  - Rocky Mount YMCA
- Implementation Timeline
  - 2 to 5 years (depending on funding approval)
- Implementation Considerations:
  - Site Selection & Suitability
    - Proximity to neighborhoods and walkable access (Farmers Market, Stoney Creek, J.W. Glover areas)
    - Available space for zones and safe distancing around equipment
    - Sun exposure vs. shade needs
    - Stormwater drainage and ground leveling
    - Utility access
  - Regulatory & Approval Requirements
    - Coordination with Town of Nashville or Nash County Parks & Recreation
    - Zoning, land use, and permitting compliance
    - ADA accessibility standards
    - Playground/fitness equipment safety certifications
    - Insurance and liability review
  - Infrastructure Development
    - Safety surfacing (turf, engineered fiber, rubber)
    - Pathways and access points (ADA-compliant)
    - Shaded seating and gathering spaces
    - Electrical sources for Wi-Fi and charging (if included)
    - Water fountain plumbing (if selected)
    - Lighting/security (if extended hours are anticipated)

<b>Budget Phase 1</b>	<b>Approximate Cost</b>
<b>Zones</b>	
Active Fitness Zone	\$17,500 – \$42,000
Open Activity Zone	\$1,400 – \$6,600
Social/Rest Zone	\$1,800 – \$8,100
Circulation Zone	\$2,000 – \$8,000

<b>Phase 2</b>	<b>Approximate Cost</b>
Water bottle filler (if plumbing exists)	\$2500 – \$5000
Extra station: balance beam or step bars	\$1,200 – \$3000
Solar-powered lighting	\$1,000 – \$4,000
<b>Total</b>	<b>\$18,500 – \$55,000</b>

Consider the following grants to support the outside fitness zones.

- Parks and Recreation Trust Fund (PARTF) — NC
- Land and Water Conservation Fund (LWCF) — local/state allocation
- Outdoor Recreation Legacy Partnership Program (ORLP)
- USDA Community Facilities Direct Loan & Grant Program
- Small / Local Foundations, Non-profits, or Trail/Greenway Funding Pools (e.g., state/local recreation funds)

*Destination Marketing Strategy 5:* Develop two short-term lodging facilities in Nashville, NC, with strategic placement accessible to the 78-acre and 30-acre parcels adjacent to the trail and greenway system. To create distinctive, cost-effective accommodations, consider converting existing raised shed structures into boutique short-term rentals. Raised sheds offer natural elevation advantages for views and flood protection while requiring minimal site preparation. This initiative would attract visitors to the trail system, generate rental income for Nashville, and increase patronage of local businesses through extended visitor stays. This initiative aligns with Goal 1, Objective 1.4 of the *Nashville CORE Strategic Plan 2025–2030*, which supports the expansion of lodging and tourism opportunities connected to Nashville’s recreation system (Town of Nashville, 2025, p. 15).

- Human Resources:
  - Town of Nashville
  - Town planners, zoning officials
  - County development staff
  - Local carpenters, electricians, HVAC, plumbers
  - Local or contracted firm
  - Volunteer planning committee
- Financial Resources:
  - \$10,000 to \$55,000 (shed conversion)
- Strategic Partnerships:
  - Town of Nashville, Community Stakeholders, Chamber of Commerce & Local Businesses, Airbnb, VRBO, & Booking.com, Regional Banks & Credit Unions, Nash County Government, Rocky Mount, Local businesses, NC Department of Natural and Cultural Resources, NC Department of Information Technology, NC Broadband Infrastructure Office, & Hometown Strong
- Implementation Timeline:
  - Three to 15 years



## Research Team Recommended Social Media Marketing Strategies

### Social Media Marketing Plan

The social media marketing strategies proposed align with the strategic social media use with the community priorities outlined in Nashville’s CORE strategic plan, as well as the public feedback and identified needs shared during our initial meeting and town workshop. These strategies represent one piece of the puzzle to help Nashville achieve its community vision: “Where outdoor recreation meets community: Discover the Original Nashville, where our network of trails leads you to fishing, splashing, playing, and dining. From our agricultural roots and heritage to natural wonders, come explore our backyard!” Social media is a tool that will support Nashville’s greater vision, as social media’s fundamental role is community building.

Social media platforms like Facebook and Instagram serve as key channels for connecting with community members as well as potential visitors to Nashville. These platforms enable two essential types of community building: strengthening the relationship between Nashville and its residents and establishing Nashville as a place for tourism and adventure. These platforms facilitate these connections by providing a space of visual branding and cross marketing among stakeholders for members to carry out various community building activities, such as engaging in conversations, creating engagement, encouraging sharing, and offering advice (Figure 1). Effective use of social media can transform passive audiences into active participants, building stronger relationships, and fostering a sense of community (Laudon & Traver, 2024). However, nurturing collaboration across the Town of Nashville, Nashville’s community stakeholders, and greater Nash County’s social media players is crucial for vibrant partnerships that promote Nashville’s brand and CORE goals, maximizing community building among residents and newcomers alike.

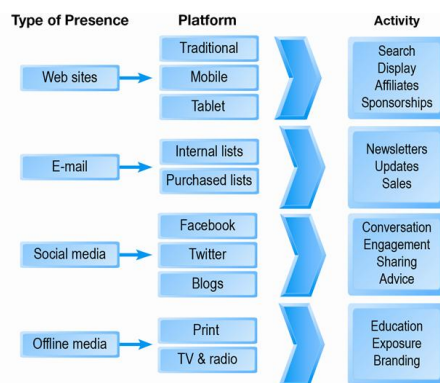


Figure 1. The Role of Different Media Platforms, E-Commerce (Laudon & Traver, 2024)

Despite the rise of new platforms, Facebook and Instagram remain the most widely used social media platforms in 2025 (Barnhart, 2025). While Facebook is the dominant platform for broad

community engagement, Instagram serves as a powerful complement for visually highlighting Nashville's charm and attracting younger audiences.

Facebook is heavily used by Millennials (ages 29–44), Gen X (ages 45–60), and Baby Boomers (ages 61–79), the core demographic groups in the Nashville community (Barnhart, 2025). Instagram, in contrast, is more popular among Gen Z (ages 13–28), a generation that community members identified explicitly as a priority for engagement. Instagram and Facebook are the top two platforms for product and place discovery, with 61% of Instagram users and 60% of Facebook users using these platforms to find new destinations, trails, shops, restaurants, and experiences (Barnhart, 2025).

From the survey data about Nashville visitors and residents, it was found that 80% of participants prefer to use Facebook followed by Instagram (20%). Likewise, 30% of respondents said they prefer to receive their information about Nashville via social media (15%), followed by email listservs and the Nashville website (15%).

By leveraging these social media strategies, Nashville can simultaneously boost community pride, develop sustainable tourism marketing, and build the partnerships needed to achieve its long-term vision. Through the strategic use of platforms Facebook and Instagram, Nashville will meet residents' and visitors' media preferences and gain a greater reach at sharing stories that celebrate Nashville's small-town charm and cultural assets like the Farmer's market, Arboretum, and seasonal festivals.

### **Centralizing Social Media Messaging**

National guidance from ICMA, the leading association of professional cities, county managers and those who serve local governments, provides support for the centralization of social media presences. Research on social media coordination among social media within communities is essential for building public trust, ensuring message consistency, and can safeguard the challenges of misinformation and online negativity. In this report, it was found that centralized communications are better positioned to provide transparent, human-centered messaging, respond effectively to emerging issues, and maintain a unified presence across platforms. Likewise, it fosters stronger community partnerships, which contribute to more effective, resilient, and trustworthy communication (Grant, 2020).

Currently, Nashville's departmental social media accounts operate independently, which causes stakeholders to publish simultaneously, compete for attention, and dilute visibility across Nashville's social media presence. The goal of centralizing is to establish a coordinated social media presence that aligns communication across stakeholders, while preserving individual department identities. Centralization will also improve message clarity, reduce redundancy, and strengthen social media presence for Nashville.

### **Cross-Promotion and Collaboration**

Collaborating with other civic, nonprofit, and business pages is especially important in rural communities, where communication resources are often limited, and audiences are dispersed

across multiple regional channels. Research on rural digital ecosystems shows that cross-promotional posting and interorganizational collaboration help small towns increase message visibility, strengthen community identity, and compensate for limited staffing or budgets (Meyers et al., 2021; Whitacre & Manlove, 2016). Collaborative posting also supports network growth by enabling communities to share audiences, reduce duplicated effort, address communication gaps, and clarify shared goals (Gordon & Baldwin-Philippi, 2014). When Nashville partners with pages from neighboring towns, civic organizations, and local businesses, each page’s audience becomes a new point of entry, increasing the likelihood that information reaches residents, visitors, and potential community partners across the region. Influencers—particularly nano- and micro-influencers—play a key role in this process by drawing attention to local assets and extending reach through authentic, peer-based content sharing (Haenlein et al., 2020).

Understanding the rise of visual branding, cross-marketing, and narrative consistency in social media strategy is equally important for a growing town like Nashville. Studies in place branding and rural economic development show that clear visual identity systems help small communities differentiate themselves, cultivate local pride, and compete for tourism, economic investment, and new residents (Kavaratzis & Hatch, 2013; Pettersen-Sobczyk, 2023). Strong brand messaging is especially impactful in low-budget or grassroots environments, where a unified narrative and consistent design can do the work that larger advertising campaigns typically achieve (Florek, 2011). For Nashville, this means aligning its branding and messaging—such as the emerging “Nashville Naturally,” “Nashville Connected,” and “Naturally Connected” themes—with its social media practices so that online communication reinforces the town’s identity across platforms.

Given the demographic priorities reflected in Nashville’s CORE Strategic Plan, coordinated branding and cross-marketing on Facebook/Meta remain essential for reaching older residents and established community networks, while Instagram supports engagement with younger adults and audiences attracted to visual storytelling, recreation imagery, and place-based narratives. Research demonstrates that social media users increasingly turn to these platforms to discover destinations, events, and experiences (Roy et al., 2022). For Nashville, effective use of social media can be understood as guiding users through a “community engagement funnel”—moving them from casual viewers to repeat followers, and to invested community participants who spend time, attention, and economic resources within Nashville’s growing outdoor and cultural economy.

### **Social Media Engagement Funnel**

The social media engagement funnel can be used by Nashville as a road map to guide online engagement into foot traffic from local community members as well as visitors (Laudon & Traver, 2024). The phase is building fans by creating content that will attract online followers to Nashville’s Facebook and Instagram accounts. Building awareness is essential to this initial phase, which can be achieved by creating and promoting content that highlights Nashville’s unique attractions, such as Stoney Creek’s “Nashville Trail Network, Nash County Arboretum, J.W. Glover Park. This content will attract the attention of both residents and out-of-town visitors.

As interest grows, followers are more likely to engage with posts and share their own experiences, which should amplify Nashville’s reach to new audiences. This will establish a strong baseline social media audience that should be engaged regularly to promote online and offline community-building efforts. For instance, by featuring user stories and responding to comments, social media fosters a sense of connection and belonging. Currently, Nashville is the initial phase of the social media funnel. The goal is to achieve brand strength, which will occur through intentional branding decisions, cross-marketing promotions, and phased time periods of campaign roll outs. This social media engagement approach aligns well with the proven strategies for small-town economic development as outlined in Main Street Business guidelines (Figure 2).

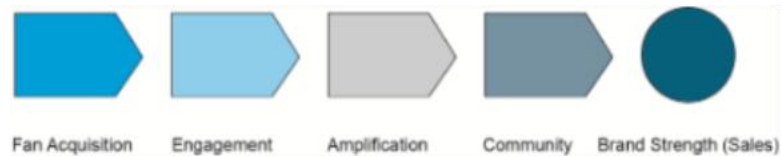


Figure 2. Fan Acquisition Funnel, E-Commerce (Laudon & Traver, 2024)

From the literature, Nashville stakeholders, and community research a strong social media presence using Facebook and Instagram to align with Nashville's overall CORE goal, which is to bring awareness to its cultural, natural, and business assets. The assessment also revealed two overarching themes, creating a unified brand message, and coordinating social media efforts. The following six social media marketing strategies seek to achieve these goals. In doing so, each strategy provides specific directions, concrete examples, and suggestions for implementation. In adopting these strategies, we feel that Nashville will be able to communicate to residents and visitors alike that it is a place “where outdoor recreation meets the community,” and drive visitors to access and utilize these natural and cultural resources.

## *Social Media Marketing Strategy 1. Create & Operationalize Visual Branding*

As part of the Town of Nashville’s communication and marketing initiative, the project team facilitated a community-based branding activity designed to align the town’s visual and narrative identity with its CORE Implementation Plan (2025–2030) goals. The activity built upon Nashville’s existing “Original Nashville” identity and sought to create a refreshed, cohesive brand concept that reflects both the town’s heritage and its emerging role as a growing residential and economic hub in Nash County.

During a series of stakeholder workshops and midpoint check-ins, participants engaged with two new branding concepts— “Nashville Naturally” and “Nashville Connected”—that emerged from an analysis of the town’s strengths and opportunities in its evolving outdoor and cultural economies. The branding activity was conducted as a visioning and feedback session with Town of Nashville staff, local business owners, and community stakeholders. Participants used provided materials to create branding mockups, complete with tagline examples, and guided prompts, sharing feedback on how each concept aligned with Nashville’s identity. Discussions also included potential applications such as wayfinding signage, digital campaigns, and event branding.

During the midpoint check-in, Town employees and long-time stakeholders expressed a clear preference for the “Nashville Naturally” concept, describing it as authentic, timeless, and reflective of the town’s outdoor recreation assets, heritage, and small-town charm. Newer business owners and economic development advocates favored the “Nashville Connected” concept for its modern tone and alignment with Nashville’s growing role as a residential hub for the Raleigh region.

**Final Branding Recommendation:** Based on these outcomes, the project team recommends an integrated branding approach under the tagline: Nashville, Naturally Connected.

This identity merges:

- “Nashville Naturally,” which reflects heritage, outdoor recreation, and small-town quality of life.
- “Nashville Connected,” which communicates community connection, accessibility, and regional growth.

The visual branding concept includes a nature-inspired color palette with modern accents, a blend of organic and geometric typography, and applications for physical signage, trail markers, downtown banners, and digital materials (See Appendix K for prototypes that can be used and/or adapted). This branding activity demonstrates how community engagement and design strategy can converge to produce an identity that reflects Nashville’s authentic character while inviting future growth. “Nashville, Naturally Connected” bridges the town’s historic legacy with its forward-looking investments in recreation, business development, and regional connectivity.

**Human Resources:** Dedicated social media manager (See Appendix P for position description)

**Financial:** Consider Canva Pro Membership for Design Assets & Collaborative Platform

**Strategic Partnerships:** NC Main Street Association, Nash County, local Nashville businesses

and civic organizations, and other regional partnerships

Implementation Timeline: Branding development and transitions can begin immediately by utilizing and/or adapting visual and messaging identity across digital platforms (Appendix J). Beyond initial visual and logo creation, branding should be consistent and sustained while remaining adaptable to Nashville's community and initiatives in long-term use.

## ***Social Media Strategy 2.*** Nashville’s Community Social Media Playbook

While there are many ways to create a centralized social media presence, the following suggested tactics were crafted based on proven industry tactics, Nashville stakeholder feedback from the mid-point check, and the Nashville’s CORE strategic plan (Core Strategic Plan Goal 2, Obj 2.1, Goal 5.1, Obj 5.6, and Obj 6.1). The following bespoke tactics can be used interchangeably and adopted overtime; however, it is important to note that the foundation of these tactics rely on the coordinated efforts of Nashville stakeholders with social media presences

Tactic 1: Standardize Nashville’s Hashtag System

Tactic 2: Centralize Nashville’s Social Media Presence on Facebook and Instagram

Tactic 3: Establish a Community Social Media & Marketing Working Group

Tactic 4: Coordinate Content Across All Nashville Social Media Accounts

- **Provided Resources**
  - See Appendix P, Nashville’s Community Social Media Playbook
- **Human Resources**
  - Community stakeholders with social media presences, Nashville departments and programs, local businesses, and other community partners.
  - Persons taking care of current marketing and consumer communications
  - **If possible, a dedicated social media and marketing manager** would oversee and help foster these tactics among stakeholders. See Appendix P for **Nashville Social Media and Marketing Manager Resources** for position description.
- **Financial Requirements**
  - Vary per tactic, please see Appendices #-#
- **Strategic Partnerships**
  - Nashville community, stakeholders with social media presences.
- **Implementation Timeline**
  - Timelines for tactics will vary, please see Appendix P

***Social Media Marketing Strategy 3:*** Promote unified social media practices among Nashville’s community stakeholders to strengthen brand consistency and streamline content operations.

Creating a streamlined approach to social media operations through standardized community engagement, content creation, and data analysis is recommended to improve efficiency while building genuine community connections. Workflows can easily be standardized using templates, brand guidelines, and analytics tracking. This will reduce daily decision-making and create sustainable posting practices across Facebook and Instagram platforms.

- **Social Media Resources (Appendix P)**
  - *Resources should be reviewed and implemented in the following order:*
  - Building Social Media Foundations
  - Social Media Posting Best Practices
  - Making the Most out of Meta Business Suite Data

- Nashville’s Community Social Media Playbook
- **Human Resources**
  - Community stakeholders with social media presences
  - If feasible, this would eventually be maintained by a dedicated social media and marketing manager.
- **Financial**
  - Paid amplification of Facebook and Instagram posts, carried out via Meta Business Suite; ~ \$30–\$50 per month for boosted posts.
  - Canva Pro account \$120 a year
- **Strategic Partnerships**
  - Coordination of community stakeholders, see Appendix P Nashville’s Community Social Media Playbook, Tactic 3
- **Implementation Timeline**
  - The implementation timeline transitions from initial setup to sustained long-term operations reference

***Social Media Marketing Strategy 4:*** Promote Nashville as the “Original,” Nashville Native Social Media Campaign to promote storytelling to build community online and within Nashville.

To encourage community involvement and engagement, Nashville can implement the “Nashville Native” social media storytelling series on the centralized Town of Nashville Facebook and Instagram accounts. This series will feature short-form interviews and testimonials from farmers' market staff, business owners, public service employees, educators, and residents. Content will highlight personal stories about why individuals chose Nashville and what the town means to them, strengthening community identity and pride around “The Original Nashville.” This initiative directly supports Objective 5.1 by increasing resident participation and awareness while reinforcing Nashville’s brand identity.

- **Nashville Branded Resources**
  - See Appendix P, Social Media Campaign, Nashville Native: Celebrating Community Voices
- **Human Resources**
  - Social Media Manager / Communications Coordinator responsible for video collection, editing, posting, and scheduling to ensure consistency.
  - Town staff support coordination and outreach to identify featured participants.
  - Volunteers / College Interns (e.g., ECU, NCSU students) assist with recording content during community events such as the Farmers Market and Music Nights.
  - Featured community members who contribute personal stories and connections to Nashville.
- **Financial Resources**

Low-to-moderate budget, primarily for:

  - Audio and video recording equipment (can use smartphones to film).
  - Software subscriptions (Canva Pro: \$12.99 per month or \$119.99 per year. Subscriptions are subject to price change.

- Paid advertising budget to boost campaign visibility (\$50–\$150/month optional).
- **Strategic Partnerships**
  - Local Businesses, Farmers Market vendors, and Town event organizers.
  - Nash County Schools and local colleges for student involvement and content creation
  - Chamber of Commerce and Tourism Development Authority
  - Collaboration with local influencers / photographers / videographers willing to volunteer or partner for brand exposure.
- **Implementation Timeline**
  - The implementation timeline transitions from planning and outreach to ongoing posting.

*Social Media Marketing Strategy 5: Nashville Alive After 5 Campaign*

***Nashville CORE Goal 4: Create gathering spaces and activities to attract younger people to Nashville.***

As part of the Town of Nashville’s communication and marketing initiative, the project team developed the “Nashville Alive After 5” campaign to directly address one of the most identified community weaknesses: the perception that there is little to do in town after 5 p.m. This concern surfaced repeatedly during data collection, alongside related issues such as limited dining options, lack of evening gathering spaces, and minimal visibility for businesses that remain open later. The campaign was designed as a communication-driven solution that builds momentum, visibility, and participation through coordinated social media, storytelling, and brand-forward messaging. By emphasizing the opportunities that *do exist* and encouraging small-scale activations, “Alive After 5” supports both community pride and economic vitality. The “Nashville Alive After 5” campaign complements the two identity components detailed in the previous branding section:

- “Nashville Naturally” highlights the town’s authenticity, outdoor culture, and welcoming community environment.
- “Nashville Connected” emphasizes progress, accessibility, entrepreneurship, and regional growth.

“Alive After 5” blends these themes by showing how Nashville becomes both naturally social and increasingly connected in the evenings. It demonstrates the application of the integrated brand identity— “Nashville, Naturally Connected”—by giving the town a consistent, visible rhythm of evening life. The purpose of the “Nashville Alive After 5” campaign is to:

- Increase visibility of businesses, events, and public spaces that are active in the evenings.

- Promote community participation in downtown gatherings, small business promotions, and outdoor activities.
- Develop a consistent rhythm for after-hours engagement.
- Reinforce Nashville’s image as a safe, welcoming, and lively place beyond daytime hours.
- Support local economic vitality by encouraging residents to stay in town for dining, recreation, and socializing.

“Alive After 5” provides a cohesive communication approach to help change the narrative and build momentum toward a more vibrant evening environment. Suggested approaches (Appendix O) to “Nashville Alive After 5” campaign include:

1. Weekly Highlight Series – spotlights businesses open after 5 p.m. through videos, photos, and staff features.
2. Event Amplification & Micro-Activation – promotes pop-up events and outdoor experiences, such as trail walks, creekside gatherings, or live music pairings.
3. Branded Hashtags & Templates – includes the official hashtag #NashvilleAliveAfter5 and co-branded templates businesses can use.
4. Safety & Comfort Visibility – features walkable areas, lighting, community policing highlights, and family-friendly evening scenes.
5. User-Generated Content Push – invites residents to share their post-work routines, sunsets, or evening outings.

The “Nashville Alive After 5” campaign expands the “Nashville, Naturally Connected” identity into everyday community life. It blends Nashville’s natural charm with its growing energy, encouraging residents to gather, explore, and experience the town in new ways. Over time, this campaign can help shift public perception and grow participation—positioning Nashville as a town that is naturally welcoming, increasingly connected, and truly alive after 5.

***Social Media Marketing Strategy 6: Partner with Local & Regional Influencers to Amplify Nashville’s Reach***

***Nashville CORE Goal 2: Enhance Marketing, Communication, Branding***

***Nashville CORE Goal 5: Activate & preserve historical and agricultural assets; Objectives 5.1-5.2***

**Rationale**

This strategy addresses Nashville’s limited staffing and promotional capacity by outsourcing content creation and promotion to local influencers (nano- and micro-level). These creators have highly engaged, often localized audiences and can promote Nashville’s businesses, events, and outdoor spaces in a way that complements the town’s official accounts. By building authentic partnerships with creators aligned with Nashville’s brand identity, this strategy helps extend digital reach with minimal labor investment (Appendix L).

## **Human Resources**

- City staff member to coordinate outreach; optional: local ambassador volunteers from the community and small businesses
- Local businesses encouraged to use the shared Influencer Contact List (Appendix L) and templates (Appendix M)
- No specialized technical expertise required

## **Financial**

- Minimal direct cost
- Incentives such as free meals, products, or behind-the-scenes access may be offered by businesses or civic partners (see Appendix N for examples)

## **Strategic Partnerships**

- Influencers based in Eastern NC (See Appendix L. Influencer Contact List)
- Small businesses and community organizations in Nashville

## **Implementation Timeline**

**Week 1–2:** Identify and assign point of contact (e.g., Main Street Coordinator)

**Week 3–4:** Begin outreach to local nano-influencers (1k–10k followers) using provided templates

**Month 2:** Arrange 2–3 influencer visits tied to a local event (e.g., holiday festivals, Nashville Blooming Festival)

**Quarterly:** Evaluate engagement and update influencer list; add mid-tier influencers as budget/incentives allow (Appendix N)

**Ongoing:** Rotate outreach (Appendix M) and invite influencers back to cover seasonal events or new attractions

*Social Media Strategy 5:* Conduct Regular Social Media Audits to Inform Collaborative Strategy

## Nashville CORE Goal 2: Enhance Marketing, Communication, Branding

### Importance of Regularly Auditing Social Engagement (Appendix K)

Periodically, Nashville should audit its social media engagement to ground strategies in data collected and analyzed from current social media engagement. Below is an engagement matrix for auditing Nashville social media engagement and a sample analysis conducted from Nashville Facebook posts. The posts that were selected were the most engaged with posts during the last six months as well as posts that should have received more engagement.

<b>Insights</b>	<b>Strategies</b>
<b>Time of day</b>	12pm-1pm and 4pm-6pm
<b>What days</b>	Tuesdays/Thursdays
<b>Useful sayings</b>	The hashtags being used (#TheOriginal, #1780Original, #smalltown, #supportlocal)
<b>Links</b>	Useful links to pages and videos, use polls to ask about excitement for an event, etc.
<b>Information</b>	What information is being seen first? Is all the information provided?
<b>Post with most engagement</b>	Photos, community featured in pictures, event pictures Interactive information. The most recent event with interactions was a repost of the town of Nashville Fire Department featuring water training. #OriginalNashville, 1780Original, #smalltown, #supportlocal

The chart above provides the most interactive posts that have been featured on Facebook. Engagement links were featured as well as similar phrasing. Tuesdays and Thursdays are seen as popular days for engagement. While there are many varieties of age groups' interactions, the best engagement stems at lunch hours and after work. Reposting other pages onto the Town of Nashville, NC has gained traction on Facebook. Reposting other pages within this page can gain attraction to both pages.

### Style Guide Example

A style guide for Nashville has been developed in preparation for Nashville's future branding and logo messaging (Appendix K). Style guides ensure consistent visual identities across stakeholders and outreach initiatives by providing a common vocabulary of design elements such as typography, color, and shapes. Connecting with a unified visual style and brand throughout Nashville's website, Facebook, and Instagram will create memorable and resonant impressions on Nashville's citizens and visitors alike. Transferring this style guide to these platforms will foster collaborative relationships, sponsorship potentials, and higher circulation of content across social media platforms.

Creating a style guide is beneficial to a consistent tone, appearance, and transfer of information.

## ***Core Project Goal 2: Enhance Marketing, Communication, Branding***

### **Rationale**

Without regular auditing, small towns risk making decisions based on assumptions rather than evidence. Nashville's existing social media accounts offer free insight tools that can guide improvements in engagement, scheduling, and content type. A simple audit process allows staff, volunteers, or interns to track what works, adjust tactics, and justify changes across local and regional civic offices and community stakeholders.

### **Human Resources**

- Any staff member or intern with platform admin access
- Intern or new staff member trained using a quick start audit template (see Appendix K)

### **Financial**

- No cost to use Meta Business Suite for audits and post scheduling
- Optional: Facebook ad budget (\$10–20/month) for boosting key posts

### **Strategic Partnerships**

- Internal only; no external partner required
- Can be conducted independently or as part of quarterly reporting

### **Implementation Timeline**

#### ***Monthly:***

1. Log into Meta Business Suite
2. Record reach, engagement, top-performing content, and post types (photo, video, link, etc.)
3. Compare performance to previous month

#### ***Quarterly:***

1. Identify trends across multiple months
2. Adjust content plan (Appendix J) (e.g., use more videos if consistently outperforming photos)
3. Share summary with town leadership to guide future decisions

#### ***Annually:***

1. Conduct year-in-review audit
2. Set strategic content goals for the following year

*Social Media Strategy 7.* Hire a full-time and dedicated Social Media and Marketing Manager for the town of Nashville, NC.

A dedicated Social Media Manager is essential for Nashville because the approach is fragmented, inconsistent, and not aligned with how modern local governments communicate. The International City/County Management Association provides guidance and makes it clear that coordinated messaging, unified branding, and cross-department alignment are now baseline expectation, for successful social media use within cities, counties, and town, such as Nashville. Without one person owning strategy, timing, analytics, and community engagement, departments, local businesses, and other community stakeholders unintentionally compete and dilute the town's visibility. A centralized manager ensures Nashville presents a clear, credible, and reliable public voice that strengthens trust, supports economic development, and elevates community engagement. This role is the only practical way to move from reactive posting to strategic communication that reflects Nashville's goals and growth.

- **Nashville Branded Resources**
  - See Appendix P, Social Media Campaign, Nashville Native: Celebrating Community Voices
  - See Appendix P. Nashville Social Media and Marketing Manager Resources
    - Position Overview and Responsibilities
    - Written Job Description (ready for posting)
    - Implementation Suggestions
- **Human Resources**
  - The Town Manager of Nashville could oversee the new *Social Media and Marketing Manager* role.
  - Once hired, it is suggested that the Town Manager of Nashville as well as the Human Resources manager oversee the onboarding partner
  - Designate one liaison per community departments and programs, suggestions:
    - Parks, Recreation & Cultural Resources liaison
    - Library liaison
    - Public Works liaison
    - Police Department liaison
    - Fire Department liaison
    - Planning & Development liaison
  - Designate one liaison per key community stakeholders, suggestions:
    - Local business/community organization liaison
    - Farmers market liaison
    - School/education liaison
    - The Mercer Foundation
- **Financial Resources**
  - Salary range, in North Carolina the average salary range for similar roles is \$60,000 to \$65,000 annually, (ZipRecruiter, 2025).
  - Canva Pro account: \$120 annually
  - Advertising funds, monthly: \$100-\$300
  - If possible, allocate small seasonal and training funds to support growth.

- Timeline
  - Approximately 3 months, this is dependent on bandwidth and fiscal resources available.
- Strategic Partnerships
  - Creating this position requires coordination across the Town Manager, Finance, and HR for onboarding and internal coordination.

## **Summary of Future Destination Marketing and Recommended Future Strategies**

The destination marketing strategies outlined in this section represent a comprehensive response to community stakeholder priorities and emerging opportunities in rural tourism development. Through extensive engagement with Nashville residents, business leaders, and community organizations, these recommendations address the intersection of authentic local assets, regional collaboration, and digital marketing realities that define successful small-town destination development.

### **Critical Success Factors**

Four critical success factors emerged from stakeholder engagement and data analysis that will determine the effectiveness of these marketing initiatives:

**Community buy-in:** Strong support exists among stakeholders for innovative approaches to destination marketing, with willingness to coordinate across departments and organizations to amplify Nashville's visibility.

**Regional partnerships:** Multi-community collaboration with Nash County Tourism, Rocky Mount, and neighboring towns is essential for creating tourism circuits that benefit the broader region while positioning Nashville as a central hub.

**Digital transformation:** Bridging current information gaps through enhanced online presence, coordinated social media messaging, and unified branding under "Nashville, Naturally Connected" will strengthen both resident engagement and visitor attraction.

**Asset integration:** Better connecting existing resources—from the Arboretum and Stony Creek to downtown dining and the Friday Farmers Market—creates comprehensive visitor experiences that encourage longer stays and repeat visits.

### **Strategic Framework**

Modern destination marketing requires a dual approach that balances traditional tourism infrastructure development with sophisticated digital engagement strategies. For Nashville, this means simultaneously investing in tangible visitor amenities—such as enhanced trail connectivity, outdoor community spaces, expanded lodging options, and improved event programming—while building a robust social media presence that can effectively communicate the town's unique value proposition to target audiences.

The strategies presented here recognize that destination marketing success for small communities depends heavily on authentic community engagement and regional partnership development. Rather than competing in isolation, Nashville's approach emphasizes collaborative tourism circuits that leverage neighboring communities' assets while highlighting local strengths. This regional perspective, combined with strategic social media campaigns, creates sustainable marketing approaches that benefit multiple communities while establishing Nashville as a distinctive destination point within Nash County.

### **Social Media as Discovery and Community-Building Tool**

Social media marketing serves as both a discovery mechanism and a community-building tool within this framework. The recommended strategies utilize Facebook and Instagram as primary platforms, recognizing their dominance in destination discovery and their alignment with Nashville's core demographic groups. Survey data confirms this approach: 80% of respondents

prefer Facebook, followed by Instagram (20%), and 30% identified social media as their preferred channel for receiving information about Nashville. These platforms offer affordances for more effective collaboration and cross-marketing between the Town of Nashville's social media team and other organizational and community entities like NC Main Street, Nash County Tourism, the Chamber of Commerce, and local businesses.

Additionally, the recommended social media strategies leverage cost-effective opportunities to highlight authentic resident and visitor experiences, engage community members as brand ambassadors through campaigns like "Nashville Native" and user-generated content initiatives, and build ongoing relationships with potential visitors. The emphasis on authentic storytelling—featuring real community members and highlighting actual local assets—creates marketing content that resonates because it reflects lived community experiences.

### **Tiered Implementation Approach**

Each recommendation addresses specific gaps identified through stakeholder engagement while building toward long-term destination development objectives. The strategies range from immediate implementation opportunities—such as enhanced visual branding under the "Nashville, Naturally Connected" identity, social media campaign launches including "Nashville Native" and "Nashville Alive After 5," and Spotify advertising for events—to longer-term infrastructure investments like outdoor community hubs with Wi-Fi connectivity, multi-use fitness zones, short-term lodging development near trail systems, and e-scooter programs to support multi-modal transportation. This tiered approach ensures that Nashville can begin implementing marketing initiatives immediately while working toward more complex destination development goals.

The integration of destination marketing and social media strategies creates a cohesive approach that amplifies community assets through multiple channels. By combining physical infrastructure improvements with strategic digital engagement, these recommendations provide Nashville with practical tools for building sustainable tourism while maintaining the authentic community character that stakeholders identified as essential to the town's appeal. The foundation exists for Nashville to develop into a significant regional destination. Success will depend on coordinated implementation of these community-driven recommendations supported by data-informed marketing strategies.

### **A Look Ahead**

The comprehensive destination and social media marketing strategies outlined in this report provide Nashville with a clear pathway forward—one that balances sustainable tourism development with authentic community character and resident quality of life. The recommendations represent more than a marketing plan; they constitute a community-driven framework for leveraging Nashville's unique assets to create economic opportunity while strengthening the social fabric that makes this town distinctive as "The Original Nashville."

### **Implementation Pathway and Next Steps**

The phased implementation approach allows Nashville to begin immediate action while building toward longer-term goals. Short-range initiatives, including the launch of signature

social media campaigns like "Nashville Native" and "Nashville Alive After 5," enhanced Blooming Festival programming, and unified visual branding under "Nashville, Naturally Connected," can commence within the next two to twelve months with existing resources. These foundational efforts will establish momentum and demonstrate early wins that build community confidence and stakeholder engagement.

Medium-range strategies, particularly outdoor fitness zone development, e-scooter infrastructure, and regional partnership formalization with Nash County Tourism and Rocky Mount, require more substantial coordination but leverage existing relationships and infrastructure. The community-developed tourism itineraries—Family Heritage Day Experience, Active Outdoor Circuit, and Nashville Connected County-Wide Experience—represent collaborative opportunities that benefit multiple stakeholders while positioning Nashville as a regional destination hub.

Long-range infrastructure investments, such as outdoor community hubs with Wi-Fi connectivity, short-term lodging development near the trail and greenway system, and comprehensive Stony Creek greenway enhancements, will require sustained commitment and strategic funding. However, the groundwork established through immediate social media presence and regional partnerships will create the visitor demand necessary to justify these investments and attract grant funding opportunities.

### **Sustainable Tourism Development**

The strategies prioritize sustainable tourism that enhances rather than overwhelm community resources. By focusing on day-trip visitors from the 20-mile regional radius, event-driven tourism anchored by the Blooming Festival and Friday Farmers Market concerts, and regional circuits connecting Nashville to Nash County partners, the town can capture economic benefits without the infrastructure strain associated with mass tourism. The emphasis on outdoor recreation assets—including the Nash County Arboretum, Stony Creek, J.W. Glover Park, and future trail connectivity—aligns with growing ecotourism trends while preserving natural resources for future generations.

The social media approach emphasizes authentic community storytelling through campaigns like "Nashville Native" and user-generated content initiatives. This strategy attracts visitors who appreciate small-town character while encouraging respectful engagement with local businesses and natural spaces. The result is tourism that reinforces rather than dilutes Nashville's unique identity as a welcoming, walkable community with deep historical roots.

### **Integrating Tourism with Community Development**

The community priorities identified during stakeholder engagement—outdoor fitness zones, enhanced evening programming, and addressing the perception that "there's nothing to do after 5 p.m."—represent interconnected opportunities that support both resident quality of life

and tourism appeal. These initiatives demonstrate how thoughtful community development creates assets that benefit residents while enhancing visitor experiences.

The "Nashville Alive After 5" campaign directly addresses the identified gap in evening activity visibility while creating multiple touchpoints for social media content. By spotlighting businesses open after 5 p.m., promoting pop-up events and outdoor experiences, and highlighting walkable evening scenes, this campaign changes the narrative about Nashville's after-hours vitality while driving foot traffic to local establishments like The Exchange, The Junction, and Vino Market.

The outdoor fitness zone and community hub recommendations exemplify cost-effective infrastructure improvements that serve dual purposes. These spaces provide recreational opportunities for residents while creating additional attractions for active tourism markets. The partnership model with Nash County Parks & Recreation and community organizations generates positive social media content while demonstrating community collaboration—exactly the type of authentic storytelling that resonates with target visitor demographics.

### **Future Vision and Synergistic Development**

Looking toward the next five years, these integrated strategies position Nashville as a model for rural destination development that preserves community character while creating economic opportunity. The social media foundation establishes ongoing communication channels that support not only tourism promotion but also community engagement, civic participation, and regional collaboration. The unified "Nashville, Naturally Connected" brand identity bridges the town's historic legacy as North Carolina's original Nashville (founded 1780) with its forward-looking investments in recreation, business development, and regional connectivity.

The regional partnership approach creates tourism circuits that benefit multiple communities while reducing competitive pressure on individual towns. Rather than competing in isolation, Nashville becomes part of a regional tourism ecosystem that leverages collective assets while highlighting unique local strengths. This collaborative model, coordinated through Nash County Tourism and partnerships with Rocky Mount and neighboring communities, provides sustainable visitation patterns that support local businesses without overwhelming community resources.

Digital marketing capabilities developed through this initiative create lasting community capacity that extends beyond tourism. Social media skills, analytics tracking through Meta Business Suite, and content creation abilities benefit local businesses, community organizations, and civic engagement efforts. The training and systems established through tourism marketing—including the Community Social Media Playbook and brand asset library—create communication infrastructure that strengthens community connections and regional partnerships across multiple sectors.

### **Measuring Success and Continuous Improvement**

The measurement framework established in this report provides accountability mechanisms that ensure tourism development benefits the community. Tracking visitor engagement at local businesses, monitoring social media reach and engagement from regional audiences through Meta Business Suite analytics, and assessing community satisfaction with tourism initiatives creates feedback loops that guide strategy refinement over time.

Success metrics extend beyond visitor numbers to include community engagement indicators, business participation rates in marketing initiatives, and resident satisfaction with tourism development. The reporting schedule—monthly social media analytics review, quarterly tourism impact assessment, semi-annual community stakeholder feedback sessions, and annual comprehensive program evaluation—ensures that growth serves community priorities while creating sustainable economic benefits. This comprehensive approach ensures that "The Original Nashville" remains authentic even as it grows.

### **Building on Authentic Assets**

The strategies recommended in this report succeed because they build upon Nashville's existing strengths rather than attempting to create artificial attractions. The Nash County Arboretum, Stony Creek, Heritage Park, Robinson Gold Dredge, walkable downtown district, local dining venues, and the Friday Farmers Market with its integrated concert series provide authentic experiences that attract visitors seeking genuine small-town character. Social media campaigns celebrating real community members through "Nashville Native" and highlighting actual local assets create marketing content that resonates because it reflects lived community experiences.

This authenticity-based approach creates sustainable competitive advantages that cannot be easily replicated. While other communities might develop similar infrastructure or programs, the specific combination of natural assets, cultural heritage dating to 1780, and community character that defines Nashville remains unique. Marketing strategies that celebrate and amplify these distinctive qualities create lasting visitor appeal while reinforcing community identity and pride in being "The Original Nashville."

### **Conclusion**

This initiative provides a comprehensive framework for community-driven destination development that honors local priorities while creating economic opportunities. The integration of immediate social media initiatives, medium-term infrastructure improvements, and long-range regional partnerships creates sustainable growth pathways that benefit residents and visitors alike. Successful implementation depends on sustained community engagement, strategic partnership development with Nash

County and regional organizations, and commitment to authentic storytelling that reflects Nashville's unique character.

The measurement systems and continuous improvement processes built into these recommendations ensure that tourism development remains aligned with community values while adapting to changing market conditions and emerging opportunities. By addressing interconnected challenges through collaborative approaches—from evening activity programming to regional tourism circuits—Nashville can build the social and economic foundation necessary for sustained success while maintaining the small-town character that makes it an attractive destination.

The path forward requires dedication, coordination, and patience, but the foundation exists for Nashville to become a regional destination that demonstrates how rural communities can thrive in the 21st century while preserving the authentic qualities that make them special places to live, work, and visit. As "The Original Nashville," the town possesses a unique identity and heritage that, when effectively communicated through strategic destination and social media marketing, will attract visitors while deepening the pride and engagement of those who already call Nashville home.

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## Appendices

### **Appendix A.** Town of Nashville Survey

PDF of the Town of Nashville Survey Instrument Community Online Survey

Qualtrics Online Survey: [https://ecu.az1.qualtrics.com/jfe/form/SV\\_1GF0sGdb35sTV8a](https://ecu.az1.qualtrics.com/jfe/form/SV_1GF0sGdb35sTV8a)


### **Appendix B.** Experience Nashville, NC & Other Surrounding Communities. (Unpublished Brochure)

## Your Perfect Day Trip

*Experience Nashville, NC and other surrounding communities*  
Eastern North Carolina's Hidden Gems



Embark on an unforgettable journey through Eastern Carolina! From breakfast to bedtime, experience the best of local cuisine, arts, culture, and hospitality across Nashville and Rocky Mount, NC.

### Your Day Itinerary

-  MORNING | 8:00 AM



#### Breakfast at Nashville Exchange

1 Start your day with a delicious hometown breakfast in the heart of Nashville, NC. Enjoy Southern hospitality and comfort food to fuel your adventure.

 Nashville, NC
-  MORNING | 9:30 AM


#### The Painted Teacher Boutique

2 Browse unique women's clothing and accessories at this charming local boutique. Perfect for finding that special piece to remember your trip.

 Nashville, NC
-  MORNING | 10:30 AM

#### The Heritage Co.

3 Discover beautiful home décor, gifts, and Southern-inspired treasures that capture the essence of Eastern Carolina living.

 Nashville, NC

4

☀ MORNING | 11:00 AM

### Southern Fireflies & Co.

Browse charming Southern home goods and unique gifts in this delightful shop.

📍 Nashville, NC

5

☀ LATE MORNING | 11:45 AM

### Glover Park & Splash Pad

Take a refreshing break at this family-friendly park. Perfect for stretching your legs, enjoying the outdoors, and cooling off at the splash pad.

📍 Rocky Mount, NC

6

☀ LUNCH | 12:45 PM

### Tipsy Tomato

Savor a delicious lunch at this popular local eatery. From fresh salads to hearty sandwiches, there's something for everyone.

📍 Rocky Mount, NC

7

🕒 AFTERNOON | 2:15 PM

### Desperate Church

Visit this historic and spiritually significant landmark. Experience the architectural beauty and peaceful atmosphere of this community cornerstone.

📍 Rocky Mount, NC

8

🕒 AFTERNOON | 3:15 PM

### The Imperial Centre for the Arts & Sciences

Immerse yourself in art, science, and history at this premier cultural destination. Explore galleries, exhibits, and interactive displays.

📍 Rocky Mount, NC

9

 AFTERNOON | 4:45 PM

### Lavery's Coffee House

Recharge with expertly crafted coffee, tea, or a sweet treat. Relax in this cozy atmosphere before continuing your adventure.

 Rocky Mount, NC

10

 EARLY EVENING | 5:45 PM

### Battle Park

Stroll through this beautiful historic park. Enjoy the greenery, walking trails, and peaceful setting as the day winds down.

 Rocky Mount, NC

11

 EVENING | 6:45 PM

### Pinspiration Rocky Mount

Get creative with art projects and refreshments! Perfect for a fun, hands-on experience. Create your own masterpiece to take home.

 Rocky Mount, NC

12

 DINNER | 8:15 PM

### Barley & Burger

Enjoy a satisfying dinner with gourmet burgers and craft beverages. The perfect way to cap off your day of exploration.

 Rocky Mount, NC

13

 DESSERT | 9:30 PM

### Scoops

End your evening with delicious ice cream! Choose from classic favorites or adventurous new flavors.

 Rocky Mount, NC

🌙 EVENING | 10:15 PM

14

### Return to River and Twine

Rest and recharge at your comfortable lodging. Reflect on your amazing day and prepare for tomorrow's adventures.

 Lodging

## Quick Route Overview

- 1 Nashville Exchange → Breakfast
- 2 The Painted Teacher Boutique
- 3 The Heritage Co.
- 4 Southern Fireflies & Co.
- 5 Glover Park & Splash Pad
- 6 Tipsy Tomato → Lunch
- 7 Desperate Church
- 8 Imperial Centre for the Arts & Sciences
- 9 Lavery's Coffee House
- 10 Battle Park
- 11 Pinspiration Rocky Mount
- 12 Barley & Burger → Dinner
- 13 Scoops → Dessert

 **Plan Your Visit**

Questions? Contact the **Town of Nashville Parks and Recreation**

**Phone:** (252) 459-9796

**Email:** [Koy.Worrell@townofnashvillenc.gov](mailto:Koy.Worrell@townofnashvillenc.gov)

**Location:** Nashville Recreation Center  
200 S. Boddie Street, Nashville, NC 27856

*Discover. Explore. Experience Eastern Carolina!*

# Family-Friendly Nashville

*A Two-Day Adventure for All Ages*

 Perfect for Families

Create lasting memories with your family in Nashville, NC! From outdoor adventures to creative play, delicious meals to exciting discoveries—this two-day itinerary is packed with fun activities designed for families with children of all ages.

## What Makes This Trip Special



### **Creative Fun**

Hands-on art activities and imaginative play



### **Outdoor Adventure**

Parks, playgrounds, and nature exploration



### **Kid-Friendly Dining**

Delicious meals the whole family will enjoy



### **Active Play**

Running, climbing, and outdoor games



## **Day 1: Explore & Play**

1

☀️ MORNING | 9:00 AM

### Arboretum

Start your day exploring nature! Walk through beautiful gardens, discover different plants and trees, and let the kids run and explore in a safe, scenic environment.

🌿 Activity: Nature scavenger hunt, photo opportunities

2

☀️ MID-MORNING | 10:30 AM

### Imagination Night Light/Farmers Market

Browse local crafts and fresh produce at the farmers market. Find unique night lights and handmade treasures that spark imagination!

🛍️ Activity: Shopping for local goods, meeting vendors

3

🍴 LUNCH | 12:00 PM

### Barn Quilt Wall

Enjoy lunch with a view of Nashville's colorful barn quilt wall! Take photos of the beautiful geometric patterns and learn about this Appalachian tradition.

📷 Activity: Photo session, outdoor dining

4

☀️ AFTERNOON | 1:30 PM

### Exchange/Owen's/Diner

Stop for treats and refreshments at one of Nashville's family-friendly local spots. Perfect for a sweet snack or ice cream break!

🍩 Activity: Treats and refreshments

5

☀️ AFTERNOON | 2:30 PM

### Dog Park/Peachtree Park/Glover

Let the kids (and pets!) burn off energy at the park! Run, play on equipment, or watch dogs play at the dog park. Multiple park options for variety.

 Activity: *Playground, running, outdoor games*

 LATE AFTERNOON | 4:00 PM

6

### **NRO Market**

Browse local vendors and artisans at NRO Market. Find unique souvenirs and snacks for the family.

 Activity: *Local shopping and exploring*



## **Day 2: Adventure & Discovery**

 MORNING | 9:00 AM

7

### **500 Mine "NC Treasure Hunters"**

Go on a real treasure hunt! Search for gems, minerals, and fossils. Kids will love digging and discovering their own treasures to take home.

 Activity: *Gem mining, treasure hunting, educational exploration*

 MID-MORNING | 11:00 AM

8

### **Glover (Splash/Play)**

Cool off at the splash pad! Perfect for hot days—kids can run through water features while parents relax nearby.

 Activity: *Splash pad fun, playground equipment*

 MIDDAY | 12:30 PM

### **Library**

9

Visit the library for story time or to browse children's books. A quiet, educational break with air conditioning!

*Activity: Reading time, story hour, exploring books*

10

**AFTERNOON | 2:00 PM**

### Courthouse

Take a brief tour of the historic courthouse. Learn about local history and see beautiful historic architecture.

*Activity: History lesson, architectural tour*

## Family Tips



### Flexible Schedule

Adjust timing based on your family's pace and needs



### Pack Essentials

Bring snacks, water, sunscreen, and extra clothes for splash pad



### Capture Memories

Don't forget your camera for all the special moments!



### Kid-Friendly

All activities are designed for children and families

## Plan Your Family Adventure

Questions? Contact the **Town of Nashville Parks and Recreation**

**Phone:** (252) 459-9796

**Email:** [Koy.Worrell@townofnashvillenc.gov](mailto:Koy.Worrell@townofnashvillenc.gov)

**Location:** Nashville Recreation Center  
200 S. Boddie Street, Nashville, NC 27856

*Make Memories. Explore Together. Discover Nashville, NC!*

# Naturally Nashville, NC

*Where Nature Connects Community*

Your Guide to Activities & Attractions in Eastern North Carolina

## Welcome to the Original Nashville!

Nestled in the heart of Nash County, Nashville offers a perfect blend of outdoor recreation, cultural experiences, delicious dining, and Southern hospitality. Whether you're visiting for a day or planning an extended stay, there's something for everyone in our vibrant community.

### Arts & Culture

#### ARTS & HERITAGE

##### **Nash County Arts Council**

Experience rotating art exhibits featuring local and regional artists. The Arts Council hosts workshops, classes, and cultural events throughout the year.

---

**Perfect For:** Art lovers, families, school groups  
**Duration:** 1-2 hours

#### HISTORIC SITES

##### **Historic Main Street**

Take a self-guided walking tour through Nashville's charming historic downtown. Discover beautifully preserved buildings, unique shops, and local landmarks.

---

**Perfect For:** History buffs, photographers, leisurely strolls  
**Duration:** 30 minutes - 1 hour

#### SHOPPING

##### **Nashville Exchange**

Browse local crafts, gifts, and specialty items. Perfect for finding unique souvenirs and supporting local artisans.

#### HISTORIC LANDMARK

##### **Taylor's Store**

Visit this historic country store offering authentic local atmosphere and country-style breakfast and lunch. A true slice of rural North Carolina heritage.

**Perfect For:** Shoppers, gift hunters, souvenir seekers

**Location:** 8168 Taylor's Store Rd  
**Phone:** (252) 567-3059

## Outdoor Recreation

### PARKS & RECREATION

#### **Nashville Recreation Center**

Community hub offering sports facilities, fitness programs, youth activities, and seasonal events. Check with staff about upcoming programs and facility rentals.

**Location:** 200 S. Boddie Street  
**Phone:** (252) 459-9796

### FUTURE ATTRACTION

#### **Trail & Greenway System**

Coming soon! Nashville is developing a comprehensive trail and greenway system for walking, jogging, and cycling. Stay tuned for updates on this exciting outdoor amenity.

**Status:** In Development

### NEARBY ATTRACTIONS

#### **Regional Day Trips**

Nashville's central location makes it perfect for exploring nearby attractions including Rocky Mount Mills, Vollis Simpson Whirligig Park in Wilson, and historic Tarboro.

**Distance:** 15-30 minutes to neighboring towns

### SEASONAL EVENTS

#### **Community Events**

Throughout the year, Nashville hosts festivals, farmers markets, holiday celebrations, and community gatherings. Check local calendars for upcoming events.

**Info:** Contact Parks & Recreation for event schedules

## Places to Stay

Planning an extended visit? Nashville and nearby communities offer comfortable accommodations for your stay.

 **River & Twine**

*A Tiny House Hotel*

Experience unique tiny house accommodations offering charm and comfort in a one-of-a-kind setting.

 **Airbnb**


*Vacation Rentals*

Explore a variety of vacation rental options throughout Nashville and the surrounding area.

 **Bed & Breakfasts**

*Charming Southern Hospitality*

Experience authentic Southern charm at local B&Bs in the surrounding area.

 **Nearby Cities**

*Additional Options*

Rocky Mount and Wilson (15-20 minutes away) offer additional hotel and lodging choices.

## Dining & Food Experiences

From classic Southern BBQ to authentic Mexican cuisine, Nashville offers diverse dining options to satisfy every craving.

 **Church Street Grill**


*Classic American*

(252) 459-4441

 **Doug Sauls BBQ & Seafood**

*Eastern NC BBQ & Seafood*

(252) 459-4247

 **Freddy's Tacos**

*Authentic Mexican*

(252) 231-0203

 **Hwy 55 Burgers**

*Burgers, Shakes & Fries*

(252) 459-6884

 **Italian Pizzeria**

*Italian & Pizza*

(252) 459-0029

 **It's a Vibe Nutrition**

*Healthy Shakes & Teas*

(252) 462-5145

 **Nashville Diner**

*Traditional Diner*

(252) 459-2103

 **One of Deez Days Steamhouse**

*Fresh Seafood*

(252) 462-5105

 **Ribeyes Steakhouse**

*Hand-Cut Steaks*

(252) 462-2356

 **Taqueria La Lupita**


*Authentic Mexican*

(252) 443-0268

 **Getting Here**

Nashville is conveniently located in Nash County, with easy access from Rocky Mount, Wilson, and the Triangle area.

**Nashville, NC**

 Nash County, North Carolina

Centrally located in Eastern North Carolina

 **Plan Your Visit**

**For More Information, Contact:**

**Phone**

(252) 459-9796

**Fax**

(252) 459-8926

**Email**

Koy.Worrell@townofnashvillenc.gov

**Location**

Nashville Recreation Center  
200 S. Boddie Street  
Nashville, NC 27856

*Experience the Heart of Eastern Carolina!*

# Eastern Carolina Arts & Heritage Trail

*A Multi-Town Cultural Experience*

Nashville • Rocky Mount • Wilson • Tarboro

## Explore the Culture of Eastern North Carolina!

Join us for a full-day journey celebrating art, history, food, and community across four towns.

### Your Journey Through Eastern Carolina



#### **Stop 1**

*Nashville, NC*

- ★ Nash County Arts Council exhibit
- ★ Hands-on art activity
- ★ Historic Main Street walking tour
- ★ Local treats from Nashville Exchange

#### **Stop 2**

*Rocky Mount, NC*

- ★ Explore Rocky Mount Mills
- ★ Visit Imperial Centre for Arts & Sciences
- ★ Freedman's Village historical story walk

#### **Stop 3**

*Wilson, NC*

- ★ Vollis Simpson Whirligig Park
- ★ Wilson Arts Center galleries
- ★ Optional local food tasting downtown

#### **Stop 4**

*Tarboro, NC*

- ★ Tarboro Town Common walk
- ★ Choose: Veterans Military Museum or Princeville Museum

★ Historic downtown district

### 🕒 Total Experience Time

6.5–8 hours  
Full-day cultural trip

### 🎯 Purpose of the Experience

- ✓ Celebrate Eastern NC arts and heritage
- ✓ Promote cultural awareness & community connection
- ✓ Support local artists, museums, and small businesses
- ✓ Provide authentic educational and recreational enrichment

## 👉 Want to Join or Learn More?

Questions? Contact the **Town of Nashville Parks and Recreation**

### Contact Information

**Phone**

(252) 459-9796

**Fax**

(252) 459-8926

**Email**

Koy.Worrell@townofnashvillenc.gov

**Location**

Nashville Recreation Center  
200 S. Boddie Street  
Nashville, NC 27856

*Discover. Connect. Experience Eastern Carolina culture!*

# Taste of Nashville, NC

*A Local Food & Flavor Experience*

Nashville • Red Oak • Spring Hope

## Explore the Flavors of Nashville, NC!

Join us for a delicious journey through the best bites, treats, and local food culture Nashville has to offer.

### Featured Food Stops

#### Church Street Grill

*Classic American grill favorites*

**Address:** 121 W Church St, Nashville, NC  
27856

**Phone:** (252) 459-4441

[View Menu](#)

#### Doug Sauls BBQ & Seafood

*Eastern NC-style barbecue & fresh seafood*

**Address:** 813 Western Ave, Nashville, NC  
27856

**Phone:** (252) 459-4247

[View Menu](#)

#### Freddy's Tacos

*Authentic Mexican tacos & plates*

**Address:** 5902 NC-58, Nashville, NC 27856

**Phone:** (252) 231-0203

#### Hwy 55 Burgers Shakes & Fries

*Classic American burgers, shakes & fries*

**Address:** 137 Nashville Commons Dr,  
Nashville, NC 27856

**Phone:** (252) 459-6884

[View Menu](#)

 **Italian Pizzeria**

*Classic Italian dishes & fresh pizza*

Located in I. & L. Food Stores

**Address:** 477 W Washington St, Nashville,  
NC 27856

**Phone:** (252) 459-0029

 **It's a Vibe Nutrition**

*Healthy shakes, teas & energy drinks*

**Address:** 915 Eastern Ave, Nashville, NC  
27856

**Phone:** (252) 462-5145

 **Nashville Diner**

*Traditional diner meals & daily specials*

**Address:** 309 W Curtis St, Nashville, NC  
27856

**Phone:** (252) 459-2103

 **One of Deez Days  
Steamhouse**

*Fresh seafood & steamed specialties*

**Address:** 235 Main St, Nashville, NC 27856

**Phone:** (252) 462-5105

 **Ribeyes Steakhouse**

*Hand-cut steaks & classic American dining*

**Address:** 104 W Nashville Dr, Nashville, NC  
27856

**Phone:** (252) 462-2356

[View Menu](#)

 **Taqueria La Lupita**

*Authentic Mexican cuisine & homemade dishes*

**Address:** 4883 S North Carolina Hwy 58,  
Nashville, NC 27856

**Phone:** (252) 443-0268

 **Taylor's Store**

*Country-style breakfast and lunch*

Local historic store atmosphere

**Address:** 8168 Taylor's Store Rd, Nashville,  
NC 27856

**Phone:** (252) 567-3059

## Want to Join or Learn More?

Questions? Contact the **Town of Nashville Parks and Recreation**

### Contact Information

**Phone**

(252) 459-9796

**Email**

Koy.Worrell@townofnashville.nc.gov

**Fax**

(252) 459-8926

**Location**

Nashville Recreation Center  
200 S. Boddie Street  
Nashville, NC 27856

*Savor. Discover. Experience Nashville's flavors!*

### Appendix G. Outdoor Fitness Zone Planning Guide

- Create a versatile outdoor fitness zone designed for adults and children, offering multi-level equipment for strength, balance, and cardio training. The space can also be used to host regular “Yoga in the Park” events, promoting wellness, community engagement, and outdoor recreation for all ages. (Town of Nashville, 2025, p. 15)



○



○

## Identify zones

1. Active Fitness Zone
  - a. Outdoor fitness rigs (like the ropes/climbing unit in the picture)
  - b. Bodyweight training (pull-up bars, parallel bars, step platforms)
2. Open Activity Zone
  - a. Open turf/grass for stretching, yoga, bootcamp, or small games.
3. Social / Rest Zone
  - a. Benches or picnic tables
  - b. Shade (trees or shade sails)
  - c. Water fountain if possible
4. Circulation Zone
  - a. Simple loop path for walking/jogging
  - b. Clear routes between equipment
5. Plan for Safety & Accessibility
6. Build in before choosing equipment
7. Safety
  - a. Impact-absorbing surfacing under/around equipment (rubber tiles, poured rubber, engineered wood fiber, or turf designed for play/fitness areas).
  - b. Clear fall zones around climbing and rope structures.
  - c. No sharp edges, entrapment spaces, or trip hazards.

- d. Good sightlines so staff/parents can see everything.
- 8. Accessibility:
  - a. At least one smooth path (concrete, asphalt, or firm compact surface) from parking/sidewalk into the zone.
  - b. Space to move around equipment with mobility devices.
  - c. Benches with space next to wheelchairs.
  - d. Include at least a few low and ground-level activities (push bars, pedal devices, etc.).

<b>Budget Phase 1</b>	<b>Approximate Cost</b>
<b>Zones</b>	
Active Fitness Zone	\$17,500 – \$42,000
Open Activity Zone	\$1,400 – \$6,600
Social/Rest Zone	\$1,800 – \$8,100
Circulation Zone	\$2,000 – \$8,000
<b>Phase 2</b>	
<b>Approximate Cost</b>	
Water bottle filler (if plumbing exists)	\$2500 – \$5000
Extra station: balance beam or step bars	\$1,200 – \$3000
Solar-powered lighting	\$1,000 – \$4,000
<b>Total</b>	<b>\$18,500 – \$55,000</b>

Consider the following grants to support the outside fitness zones.

- Parks and Recreation Trust Fund (PARTF) — NC
- Land and Water Conservation Fund (LWCF) — local/state allocation
- Outdoor Recreation Legacy Partnership Program (ORLP)
- USDA Community Facilities Direct Loan & Grant Program
- Small / Local Foundations, Non-profits, or Trail/Greenway Funding Pools (e.g., state/local recreation funds)

## Appendix H. How to Create a Spotify Ad

### Step 1: Create Spotify Account

Step 2: Create a Spotify Ad Studio Account: Sign up at [Spotify Advertising](#) using the Spotify email address and password used to create the Spotify account.

Step 3: Determine your target audience: You can target based on demographics (age, gender, location, language, platform), interests (podcast, playlist preferences), real-time context, music genres, and even fan base targeting music-related campaigns.

### Crafting Your Ad

Step 1: Determine whether an audio-only, video, or combination will best serve your goals.

#### Step 2: Write a Compelling Script

Keep your ad focused on one or two key points.

Aim for 60-80 words for a 30-second ad.

Encourage listeners to take specific action, such as "tap now to learn more" or "visit our website for exclusive offers."

Consider background music that is non-vocal, ambient, or rhythmic melodies.

Consider the tone and personality that best suit you. \*Spotify offers free audio ad creation services and voice actors to record your script. \*

#### Step 3: Place your Ad

Spotify accepts audio ads for up to 30 seconds. Video ads can also last up to 30 seconds.

Create/Upload your Ad: If you have an existing audio or video ad, you can upload it directly, or you can use Spotify's free creative tools.

Create a Tagline to display alongside your ad.

Upload a square image (at least 640x640 pixels) to be shown during the ad break.

Determine a daily or total campaign budget. The minimum campaign budget is \$250.

#### Step 4: Track Ad Performance

Spotify Ad Studio provides real-time reporting to monitor your ad.

#### Audio Ad Example:

Intro: "This is Spotify. Get ready to hear something new."

Body: "Hey Nashville"! Join us on New Year's Eve for the annual Egg Drop hosted by Braswell Family Farms at The Nashville Junction. The egg drop will be followed by fireworks, music, food and drink vendors, and family-friendly activities and games.

Length: The ad should be between 15-30 seconds.

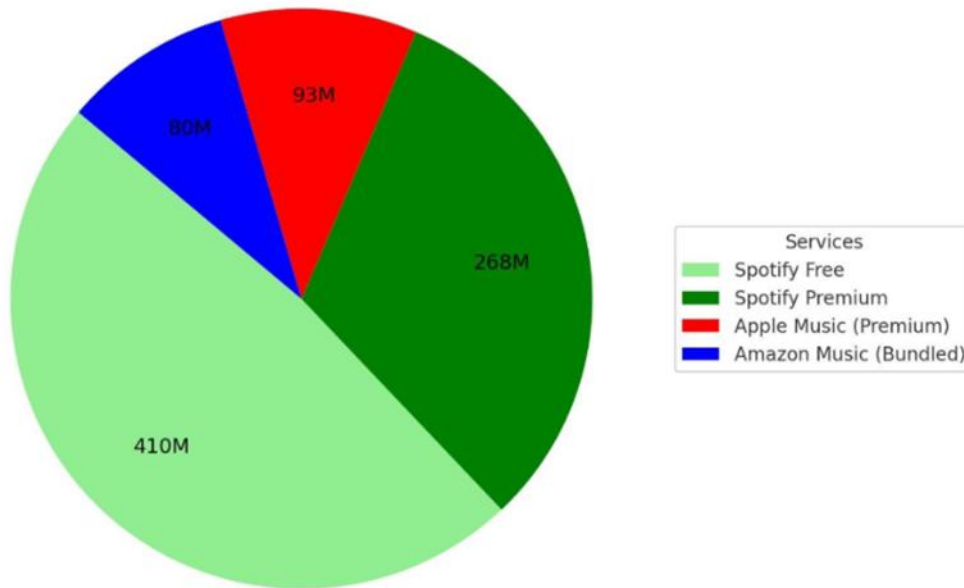
Voice: Consider a professional voiceover artist (male or female) with an appropriate age range

according to Spotify Advertising.

Background Music: Use a track from the album or a related instrumental piece.

Key Elements: Be clear, concise, and engaging. Use a three-part format (introduction, body, call to action) according to Spotify Advertising.

Music Streaming Platform Usage Distribution (in Millions)



Statista, 2025

## Appendix I. Lime in a Small Town

If you're in a small town and want to help facilitate or host charging operations for Lime scooters (or similar micromobility operations), here is a practical step-by-step guide and some points you'll want to check.

### The “Juicer” Model

Lime uses independent contractors (often called “Juicers”) to pick up low-battery scooters, charge them overnight, and redeploy them in the morning. ([Gridwise](#))

Here's how it typically works:

1. Sign up via the Lime app or Lime Supply app for the “Juicer” program. ([MileageWise](#))
2. Receive or purchase charging equipment (\$15-20 each).
3. Pick up scooters flagged by the app (those needing charge) in your local market (“harvest”).
4. Charge them in your home/garage/charging station overnight. ([Levy Electric](#))
5. Drop them back to designated points (hubs) early next morning for users to access.
6. Get paid per scooter charged/returned. The rate depends on battery level, difficulty of retrieval, local demand, etc. (est. \$3-12)

### How to Get Started

1. **Reach out to your city's transportation/planning department** and propose a pilot micromobility program: show how scooter-sharing could benefit mobility, first/last-mile links, and sustainability.
2. Set up a “charging hub” proposal: identify a local business, community center, university department (if applicable) with suitable indoor space and power infrastructure and submit this to Lime or another operator as a possible partner location.
3. Explore becoming an individual “Juicer” (if scooters exist locally) once Lime has the operations in place: prepare your vehicle, your charging space (garage/warehouse), and charger equipment.

### Your Role and/or Growth Considerations

- **Charging/collection point:** A local partner (business, facility, individual) who collects drained scooters, charges them, and drops them back into “ready” positions. (Less intensive maintenance)
- **Repair & servicing hub:** A more advanced setup where minor repairs are done (tires, brakes, lights), firmware updates/inspections occur, and vehicles get returned to service.
- **Logistics & deployment base:** A regional hub from which scooters get distributed, relocated, or retrieved when they are heavily used or broken.

### Infrastructure & Requirements

- **Vehicle access:** For collecting scooters from around town and returning them after charging/repair, you may need a van/truck or at least a vehicle with enough capacity.
- **Repair tools/skills:** If you plan repairs, you will need tools, spare parts (tires, tubes, bolts, electronics), a technician or someone skilled in micromobility vehicle maintenance.
- **Inventory & tracking:** A system for tracking which scooters are in for service, their battery/condition status, when they are returned, etc.
- **Regulatory/compliance:** Insurance coverage, safety protocols, local permitting (especially if you are storing batteries indoors, performing repairs, or deploying in public space). Lime’s partner program lists insurance and registered business entity requirements. ([Lime Micromobility](#))
- **Data & software:** You will likely interface with the Lime management system (or a partner system) for logistics, maintenance requests, battery swapping, etc.

### Typical maintenance Tasks

- Checking scooter condition (brakes, tires, deck, lights)
- Swapping or charging batteries
- Firmware/software updates (if required)
- Cleaning and inspection
- Deploying (placing) scooters back in correct zones
- Collecting damaged or abandoned scooters for removal or major repair

**Things to consider:** Since you are in a smaller town, here are some questions and next steps you should explore:

- What is the estimated scale of the fleet expected in your town? That informs how many scooters you will need to handle, how many juicers, staff, etc.
- What costs are associated (space, power, tools, vehicle, insurance) and what is the revenue model? Will Lime remunerate maintenance/repair operations, or will you need to negotiate a contract?
- What local safety/regulation issues might apply — e.g., battery storage regulations, waste/disposal for damaged parts, public-way parking/ride sharing permits?

### Why Scooters?

**Scooters are efficient, fun, convenient,  
and affordable!**



Research finds scooter riders are locals (82%) and the primary reasons for use include efficiency 28%, fun 28%, convenience 20%, and 6% affordability. Shared bikes or scooters can also serve low-income or zero-car households (“Research Finds Most E-Scooter Riders Are Local Commuters, Not Tourists,” 2019).

**Ready to Start!**

To get started, visit [www.li.me/locations](http://www.li.me/locations)

Scroll down to ‘bring lime to your city’ and select Start

## Appendix J. Organization and Content Planning

**Strategy Organization:** A robust social media strategy involves more than just posting updates; it requires careful organization of content and the use of software tools to streamline workflows. It is suggested to use the Meta Business Suite to organize and plan content posts on Facebook and Instagram. On this platform, the user can develop a content calendar to plan and schedule posts, categorize content by themes or campaigns, automate publishing, monitor engagement, and analyze performance. By organizing content and using the right tools, brands can ensure consistent messaging, improve efficiency, and maximize audience reach and engagement.

**Key elements managed by Meta Business Suite**

**Content calendar:** Plan and schedule posts in advance.

**Content categorization:** Organize by topics, campaigns, or audience segments.

**Scheduling and analytics:** Use tools for scheduling, analytics, and monitoring.

**Performance tracking:** Regularly review analytics to refine strategy.

<b>Insights</b>	<b>Strategies</b>
<b>User Guidelines</b>	The content creator should work at their own pace and use the Calander feature to organize the flow and posting of media. They should refer to the Meta Business Suite data and go by suggestions for posting days of the weeks and times.
<b>Timing Suggestions</b>	They should refer to the Meta Business Suite data and go by suggestions for posting days of the weeks and times.
<b>Media Storage</b>	Google Drives on this platform all media content images, video, and related content are stored for use to create content.
<b>Canva</b>	Canva templates should be used to create visually appealing posts, in this platform premade templates are provided for different seasonal events and community features. Along with posting guidelines and tips.

## Appendix K. Auditing Social Engagement

**Strategy:** Periodically, Nashville should audit its social media engagement to ground strategies in data collected and analyzed from current social media engagement. Below is an engagement matrix for auditing Nashville social media engagement and a sample analysis conducted from Nashville Facebook posts. The posts that were selected were the most engaged with posts during the last six months as well as posts that should have received more engagement.





<b>Insights</b>	<b>Strategies</b>
<b>Time of day</b>	12pm-1pm and 4pm-6pm
<b>What days</b>	Tuesdays/Thursdays




<b>Useful sayings</b>	The hashtags being used (#TheOriginal, #1780Original, #smalltown, #supportlocal)
<b>Links</b>	Useful links to pages and videos, use polls to ask about excitement for an event, etc.
<b>Information</b>	What information is being seen first? Is all the information provided?
<b>Post with most engagement</b>	Photos, community featured in pictures, event pictures Interactive information. The most recent event with interactions was a repost of the town of Nashville Fire Department featuring water training. #OriginalNashville, 1780Original, #smalltown, #supportlocal

The chart above provides the most interactive posts that have been featured on Facebook. Engagement links were featured as well as similar phrasing. Tuesdays and Thursdays are seen as popular days for engagement. While there are many varieties of age groups' interactions, the best engagement stems at lunch hours and after work. Reposting other pages onto the Town of Nashville, NC has gained traction on Facebook. Reposting other pages within this page can gain attraction to both pages.






### Style Guide


Strategy: Below is a layout of examples for Nashville logos. The chart is a style guide layout affiliated with each design for reference. These references are used to show what typography, color, and designs are used for each display. Each individual aspect is important when designing a cover page for your platforms within Nashville. Having a social media audit, as shown above, can correlate with a style guide. Creating a consistent and also dynamic and flexible visual identity and messaging for Nashville will more effectively catch the attention of social media users and improve engagement with the town and its assets on social media and drive traffic to Nashville's virtual and physical sites and events. Adopting consistent and flexible style options in design elements from topography to colors will create lasting impressions and visual branding that helps Nashville stand out in a crowded virtual and NC tourism landscape. An audit for each platform utilizing a fresh and updated style guide will enhance Nashville's brand unity and consistency even as it allows for individuation for specific events, seasonal campaigns, and partnership branding. Logo and other elements of visual branding can be easily created and shared through industry-standard tools such as Canva, which includes free tier and paid tier subscription options.

	
<p>Color Palette</p>	<ul style="list-style-type: none"> <li>- #417035 </li> <li>- #8f5006 </li> <li>- #142144 </li> </ul>
<p>Typography</p>	<ul style="list-style-type: none"> <li>- Fineday One</li> <li>- Cubao Wide</li> <li>- Poppins</li> </ul>
<p>Imagery and Iconography</p>	<ul style="list-style-type: none"> <li>- Fresh and youthful, strong font with leaf motif to emphasize nature/outdoor messaging and honor Nashville's agricultural heritage and thriving economy.</li> </ul>
<p>Brand voice</p>	<ul style="list-style-type: none"> <li>- Nashville's historic branding is represented in the date of origin while emphasizing Nashville is also a place to explore nature and connect with others for recreational and economic growth.</li> </ul>

	
<p>Color Palette</p>	<ul style="list-style-type: none"> <li>- #417035 </li> <li>- #000000 </li> </ul>
<p>Typology</p>	<ul style="list-style-type: none"> <li>- Fineday Two</li> </ul>

	<ul style="list-style-type: none"> <li>- Dream Avenue</li> </ul>
Imagery and Iconography	<ul style="list-style-type: none"> <li>- Retains Nashville’s current visual branding with leaf motif to evoke the additional nature/outdoor messaging and honor Nashville’s agricultural heritage and thriving economy.</li> </ul>
Brand voice	<ul style="list-style-type: none"> <li>- Original 1780 to highlight Nashville</li> </ul>

	
Color Palette	<ul style="list-style-type: none"> <li>- #417035 </li> <li>- #8f5006 </li> <li>- #ff3131, #ff914d </li> <li>- #000000 </li> </ul>
Typology	<ul style="list-style-type: none"> <li>- Fineday One</li> <li>- Cubao</li> <li>- Poppins</li> </ul>
Imagery and Iconography	<ul style="list-style-type: none"> <li>- Community</li> <li>- Dotted line/natural paths and networking opportunities</li> <li>- Leaf motif is smaller but reminds viewers of Nashville’s nature/agricultural identity.</li> </ul>
Brand voice	<ul style="list-style-type: none"> <li>- Historic, natural, and emphasizes growth and possibility for targeted campaigns appropriate to business networking, education, and relocation of messaging and events.</li> </ul>

	
Color Palette	<ul style="list-style-type: none"> <li>- #30bfff <span style="display: inline-block; width: 10px; height: 10px; background-color: #30bfff; margin-left: 5px;"></span></li> <li>- #417035 <span style="display: inline-block; width: 10px; height: 10px; background-color: #417035; margin-left: 5px;"></span></li> <li>- #8f5006 <span style="display: inline-block; width: 10px; height: 10px; background-color: #8f5006; margin-left: 5px;"></span></li> </ul>
Typology	<ul style="list-style-type: none"> <li>- Cubao Wide</li> <li>- Fineday One</li> <li>- Poppins</li> </ul>
Imagery and Iconography	<ul style="list-style-type: none"> <li>- River</li> <li>- Leaf</li> </ul>
Brand voice	<ul style="list-style-type: none"> <li>- Naturally Connected 1780</li> </ul>

This style guide can be passed onto those who might take over the branding for the town. Things like what colors can and cannot be used when publishing the logo. This also applies to the Nashville website and can create that professional look as things will be the same throughout the entire page.

#### Appendix L. Influencer Contact List

The tables below contain a starter list of influencers that align with Nashville’s strategies and goals. The influencers in this appendix have been grouped based on the follower count. The tables in this appendix serve as a template for future additions to the Nashville Influencer Contact List.

#### Nano-Influencers (between 1-10k followers):

Category	Details
<b>Influencer Name</b>	Karah
<b>Username/ Contact</b>	@karakskaptures (TikTok and Instagram) <a href="mailto:Karakskaptures@gmail.com">Karakskaptures@gmail.com</a> (or through direct message)
<b>Platforms</b>	TikTok, Instagram
<b>Follower Count</b>	2.2k (TikTok); 3.8k (Instagram)
<b>Location</b>	Raleigh, North Carolina

<b>Brand &amp; Typical Behaviors</b>	Karah’s content centers strongly on activities in North Carolina with a focus on the Raleigh/Durham area and the surrounding towns. Her videos explore events, nature, and food and drink spots. Most of her videos highlight the places she visits and include either a voiceover of her describing the place or some background music.
<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 1-10k views. She is very engaged with her audience, regularly liking and replying to their comments on her videos.

Karah (Influencer 1)

Category	Details
<b>Influencer Name</b>	Maycee Kay
<b>Username</b>	@okmkay (TikTok)
<b>Platforms</b>	TikTok
<b>Follower Count</b>	1.1k
<b>Location</b>	Raleigh, North Carolina
<b>Brand &amp; Typical Behaviors</b>	Maycee’s videos typically center around “day-in-the-life” content that shows her going to the store, hanging out with friends, or exploring new places. While she currently resides in Raleigh, she is from Rocky Mount and sometimes travels home, making content about Rocky Mount.
<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 500-1k views. She engages with comments on her videos by liking or replying to the comments. She also posts content almost every day.

MayCee Kay (Influencer 2)

**Micro-Influencers (between 10-50k followers):**

Category	Details
<b>Influencer Name</b>	Sarah Murphy
<b>Username/Contact</b>	@lovetoexploremore (TikTok, Instagram, and YouTube) <a href="mailto:contact@lovetoexploremore.com">contact@lovetoexploremore.com</a> lovetoexploremore.com
<b>Platforms</b>	TikTok, Instagram, YouTube
<b>Follower Count</b>	18.4k (TikTok), 13.4k (Instagram), 253 (YouTube)
<b>Location</b>	North Carolina
<b>Brand &amp; Typical Behaviors</b>	Sarah’s content often focuses on “hidden gems” around North Carolina. Her content is visually focused, and she typically does not speak in her videos. She includes details about the places she visits in the description of her videos, but she uses the videos themselves to show the places through beautiful camera work. As her brand is focused on “hidden gems” in North Carolina, she is interested in small towns and highlighting those towns. Her website (linked above) includes details for towns/business that want to collaborate with her.

<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 500-3k views, with some videos reaching up to 100-150k views. She engages viewers by replying to or liking comments and maintaining a positive, enthusiastic tone.
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### Sarah Murphy (Influencer 3)

Category	Details
<b>Influencer Name</b>	Anastasia (North Carolina Adventure)
<b>Username/Contact</b>	@north_carolina_adventure (TikTok & Instagram) northcarolinaadventure@gmail.com (or direct message)
<b>Platforms</b>	TikTok, Instagram
<b>Follower Count</b>	20.5k on TikTok and 2,468 on Instagram
<b>Location</b>	North Carolina
<b>Brand &amp; Typical Behaviors</b>	Anastasia explores various adventure spots around North Carolina from roller coasters to art studios. Although her content usually focuses on adventure spots around NC, she also occasionally makes videos about restaurants and food. In her videos, she usually does not talk. She films action shots of the places she visits or the food and then overlays a song on the video.
<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 1k–10k views. She engages with some viewers in the comments by liking them but rarely responds. Her content is overwhelmingly positive, and she does not portray any of the places she visits in a bad light.

### Anastasia (Influencer 4)

Category	Details
<b>Influencer Name</b>	Mantha
<b>Username/Contact</b>	@manthacancook (TikTok & Instagram) manthacancook@gmail.com (or direct message)
<b>Platforms</b>	TikTok, Instagram
<b>Follower Count</b>	47.4k (TikTok); 1.8k (Instagram)
<b>Location</b>	Raleigh, North Carolina
<b>Brand &amp; Typical Behaviors</b>	While most of Mantha’s content centers around food and exploring various food spots around the Raleigh area, she also makes content about events and festivals. Her content usually includes videos of the places she visits overlaid with her narration or music. Although she is based in the Raleigh area, she frequently travels around the state.
<b>Engagement Statistics &amp; Behaviors</b>	His videos typically receive 2k-10k views. She engages viewers by replying to or liking comments. She is passionate about her content a passionate about highlighting various food and adventure destinations in North Carolina.

### Mantha (Influencer 5)

### Mid-Tier Influencers (between 50-500k followers):

Category	Details
<b>Influencer Name</b>	Bray
<b>Username/Contact</b>	@brayyholt
<b>Platforms</b>	TikTok
<b>Follower Count</b>	139.9k on TikTok
<b>Location</b>	Raleigh, North Carolina
<b>Brand &amp; Typical Behaviors</b>	Bray’s content typically centers around food and outdoor experiences in North Carolina. While his videos typically revolve around the Raleigh area, he often travels to other towns/destinations around North Carolina for hikes, special events, and noteworthy experiences. His videos usually center his point-of-view as he interacts with the places/events with a voiceover added to describe his experience.
<b>Engagement Statistics &amp; Behaviors</b>	His videos typically receive 50k–100k views. He engages viewers by replying to or liking comments and maintaining a positive tone.

Bray (Influencer 6)

Category	Details
<b>Influencer Name</b>	Megan Nichols
<b>Username/Contact</b>	@nceatandplay (TikTok & Instagram) Contact form on Website: nceatandplay.com
<b>Platforms</b>	TikTok, Instagram
<b>Follower Count</b>	372k (TikTok), 372k (Instagram) She also operates an NC Eat and Play Facebook group with 9.7k members.
<b>Location</b>	Wake Forest, North Carolina
<b>Brand &amp; Typical Behaviors</b>	Megan started NC Eat and Play to highlight various destinations and activities across North Carolina. While her content appears to focus on her experiences, NC Eat and Play seems to operate as a brand with a staff and a fully functioning website. Megan refers to NC Eat and Play as a community space and seems to view her role in the business as fostering connections between North Carolina residents who are looking for places to eat, play, and explore. Her content includes voiceover videos highlighting the places she visits and photos of her and her family at various North Carolina destinations. Some of her content includes visits to various North Carolina festivals, so Blooming Festival and Nashville’s Christmas Celebration and Bicycle Parade could be a draw for her and her brand.
<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 5–50k views, with some reaching as many as 100-300k views. She sometimes engages viewers by replying to or liking comments and maintaining a positive, enthusiastic tone in her videos.

Megan Nichols (Influencer 7)

<b>Category</b>	<b>Details</b>
<b>Influencer Name</b>	Jensen Savannah
<b>Username/Contact</b>	@jensensavannah (TikTok & Instagram) <a href="mailto:Info@jensensavannah.com">Info@jensensavannah.com</a> Contact form on Website: jensensavannah.com
<b>Platforms</b>	TikTok, Instagram, YouTube
<b>Follower Count</b>	434.7k (TikTok), 337k (Instagram), 931 (YouTube)
<b>Location</b>	Charlotte, North Carolina
<b>Brand &amp; Typical Behaviors</b>	Jensen’s content focuses on highlighting various destinations for food, drinks, and adventures around North Carolina. In her videos, Jensen voices over background videos of the places she visits, narrating various details about the places and her experiences there. Jensen often discusses how passionate she is about bringing awareness to all that the state of North Carolina has to offer. She expresses a passion for highlighting small businesses and small towns through her content.
<b>Engagement Statistics &amp; Behaviors</b>	Her videos typically receive 5–50k views, with some reaching as many as 100-300k views. She sometimes engages viewers by replying to or liking comments and maintaining a positive, enthusiastic tone in her videos. But her engagement with viewers seems to be less than other influencers highlighted in this Influencer Contact List.

Jensen Savannah (Influencer 8)

## Appendix M. Influencer Outreach Templates

The outline below serves as a template for Nashville stakeholders as they approach contacting the influencers on the Influencer Contact list. While the situations may be different depending on the influencer and the stakeholder(s) selected, this template offers a starting point for beginning this communication.

### Email Template

[Influencer Name],

My name is [Your Name, and I'm reaching out on behalf of the town of Nashville, North Carolina. We have been following your work on the [insert platform, e.g., TikTok/Instagram], and feel that Nashville could be an exciting destination for your next adventure. The way that you highlighted [insert specific elements of their content from Nashville Influencer Contact List details] stood out to us, and we appreciate your willingness to highlight [small businesses, small towns, outdoor activities, etc.]. We feel that a partnership between us could be beneficial to our respective brands.

We would be eager to invite you to visit Nashville. We are very passionate about our town, and we believe that we have much to offer you and your audience. Our town is home to [list 2-3 destinations/activities in Nashville such as the Nash County Arboretum, Nashville Junction, Nashville Exchange, Nashville Farmers Market, Christmas Celebration and Bicycle Parade, Southern Fireflies & Co, etc.]. We have a strong, vibrant community in Nashville, and we would love the opportunity to share it with you.

If this opportunity interests you, we would love to connect with you further and discuss potential dates for your visit to Nashville.

Thank you for your consideration,

[Your Name]

[Your Title/Role]

[Contact Information]

[Links to Nashville Website/Social Media]

### Social Media Direct Message Template

Hi [Insert Influencer Name]! My name is [Your Name], and I'm reaching out on behalf of the town of Nashville, North Carolina. We have been following your work on [insert platform, e.g., TikTok/Instagram], and feel that Nashville could be an exciting destination for your next adventure. Our town is home to [list 2-3 destinations/activities in Nashville such as the Nash County Arboretum, Nashville Junction, Nashville Exchange, Nashville Farmers Market, Christmas Celebration and Bicycle Parade, Southern Fireflies & Co, etc.]. We would be eager to invite you to visit Nashville. We are passionate about our town, and we believe that we have much to offer you and your audience. If this opportunity interests you, we would love to connect with you further and discuss potential dates for your visit to Nashville.

## Appendix N. Influencer Incentive Suggestions

Nashville’s social media strategy includes partnering with local influencers to help share the town’s cultural, outdoor, and business attractions. This one-pager provides suggested incentives and implementation tips to support those outreach efforts in a way that is meaningful, authentic, and feasible for a small rural town.

### Suggested Incentives for Visiting Influencers

These low-cost, relationship-building incentives are designed to highlight Nashville’s assets and encourage authentic content creation:

- **Complimentary Meal or Drink**  
Example: Lunch at Doug Sauls’ Bar-B-Que & Seafood or a curated tasting at Nashville Exchange
- **Behind-the-Scenes Business Access**  
Example: Watch a local baker decorate cakes or tour the backroom of an antique shop
- **Free Local Services**  
Example: Haircut, craft class, massage, or boutique item from a Nashville shop
- **Guided Town Tour**  
Hosted by a Nashville stakeholder highlighting murals, historic sites, or revitalization projects
- **Conversation with Town Leaders**  
Example: Coffee and conversation with the Mayor or town staff member about Nashville’s heritage and future
- **Nash County Arboretum Experience**  
Guided walk, photo session, or “locals-only” nature tip from a trail steward or local hiker
- **Event Access or Media Spotlight**  
Example: VIP access to Blooming Festival or invitation to preview a new mural or installation
- **Personalized Welcome Package**  
Town-branded gifts (tote, stickers, map) and handwritten note from a local business or leader

### Implementation Best Practices

- **Start With the Ask:** When reaching out, ask what most interests the influencer about Nashville. Tailor the visit accordingly.
- **Honor Influencer Ethics:** Some influencers prefer not to accept gifts or meals. Offer options and respect their boundaries.
- **Engage Local Businesses:** Share the Influencer Contact List with Nashville businesses and encourage them to initiate partnerships.
- **Build Around Nashville’s Brand:** Frame every incentive as part of Nashville’s story—heritage, hospitality, and small-town discovery.

- **Time It Strategically:** Schedule influencer visits ahead of seasonal events like Blooming Festival or the Christmas Celebration and Bicycle Parade.

## Appendix O. Canva Branding Prototypes, Social Media Templates & Initiatives

Branding prototypes and social media templates in Canva can be accessed and copied via this [link](#). PDF images of referenced branding elements and social media initiatives have been inserted below for reference.

Note: Templates allow any user with the link to copy the template to their own Canva account. Copying the templates will then allow users to edit and modify the content for future iterations and initiatives. Some Canva features, such as fonts and templates, were made in CanvaPro and require a Canva Pro subscription to use. Canva accounts without a subscription plan will continue to have access but may have fewer design options. For more details on Canva Pro subscriptions, including Team accounts that allow users to be distributed in separate accounts to build branding kits and collaborate on designs, visit: <https://www.canva.com/pricing/>.

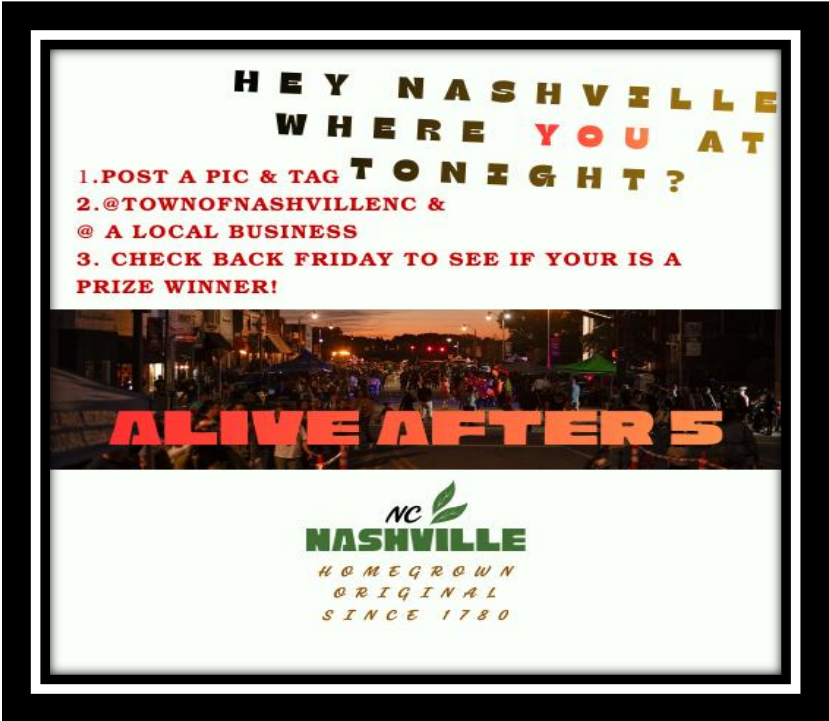
Image 1: Branding Prototype Naturally Connected Messaging



Image 2: Mock-Up of Branding Prototype Integration into Current Wayfinding Sign



Image 3: Alive After 5 Social Media Initiative with Logo Brand & Branded Fonts



Appendix P. Nashville’s Social Media Guide

[https://www.canva.com/design/DAG6aS3wgmE/1zfsCIUq1mR\\_Lw-CEIK0QQ/edit?utm\\_content=DAG6aS3wgmE&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAG6aS3wgmE/1zfsCIUq1mR_Lw-CEIK0QQ/edit?utm_content=DAG6aS3wgmE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

This kit includes the following resources:

- Part One: Nashville’s Community Social Media Playbook
  - Tactic 1: Standardize Nashville’s Hashtag System
  - Tactic 2: Centralize Nashville’s Social Media Presence on Facebook and Instagram
  - Tactic 3: Create a Social Media & Marketing Working Group
  - Tactic 4: One Nashville: Coordinated Community Messaging
- Part Two: Building Social Media Foundations
  - Step 1: Inbox Automations
  - Step 2: Build out A Content Calendar
  - Step 3: Create Reels Templates
- Part Three: Social Media Posting Best Practices,
  - Best Practice 1: Plan for Success
  - Best Practice 2: Creating Consistency
  - Best Practice 3: Engaging Your Audience
- Part Four: Meta Business Suite Data Guide
  - Step 1: Key Meta Business Suite Metrics
  - Step 2: Setting Metric Goals
  - Step 3: Solutions for Poor-Performing Metrics
  - Step 4: Creating Proven Posts with Metrics
- Part Five: Nashville Social Media and Marketing Manager Resources



