



# Social Media Longform Captions

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## BACKGROUND

As the social media manager for VisitGreenvilleSC from 2018-2021, Instagram was a crucial platform for reaching and supporting our business goals of influencing visitation to our destination. My platform strategy was simple and effective: let the destination to speak for itself through stunning user-generated visuals accompanied by short captions meant to spark engagement.

In reading about the potential of longform captions to yield higher engagement on Instagram, however, I began experimenting with writing feature stories in special cases when additional context in captions could enhance a post's value. The benefits were beyond expectation:

1. Longform captions exceeded engagement benchmarks more often than not.
2. This approach opened the door to new ideas for series and campaigns exclusive to Instagram.
3. Content I wrote for these posts could be republished on our website, increasing our ROI.

This deck contains examples of posts that allowed me to tap into my journalism background to increase the value of my work in social media.

# INTERNATIONAL WOMEN'S DAY

Published March 8, 2021

**Concept:** Highlight women who significantly contributed to the story of Greenville's history and those who are adding chapters to it today. In keeping our organization's business goals in mind, I ensured each paragraph included a site or business location to visit during a trip to Greenville.



became iconic for at @dukesandwich.

Pearlie Harris - The centerpiece of one of Greenville's newest and most powerful murals, Pearlie Harris — a centerpiece 50 years earlier in Greenville County Schools' integration — was the only Black teacher at a school with one Black student. The mural painted in summer 2020 at @canvasgreenville honors Harris and the 50th anniversary of desegregation in Greenville County.

Llyn Strong - In 1972, @llynstrong was told that jewelers would hire a man off the street with no experience over her. Almost 50 years later, she's recognized as one of the country's most accomplished custom jewelry designers. A poetic note to what she was told years ago: Llyn Strong Fine Art Jewelry in downtown is staffed by women, including daughter and gemologist, Sydney.

Gina Petti - You may not expect the daughter of an Italian father and Japanese mother to be the proud creator of Food Network's top burrito in SC, but Gina Petti is crushing all expectations at @asada\_restaurant. With no culinary training, but lots of creativity and courage, Petti essentially pioneered the booming food truck scene we know here today and is among those leading Greenville's outstanding international food scene.

Lori Nelsen - If you ask people to describe @oakhillcafegvl, a 2020 James Beard nominee for Best New Restaurant, many liken it to a science lab for food. That's because chemist and co-owner Lori Nelsen uses her science super-knowledge to grow the super-produce that chef David Porras turns into mind-blowing dishes, making her a key figure in forming Greenville's innovative culinary future.

View all 22 comments

offthegridgreenville Love this post!! You guys rock ❤️

March 8, 2021

# BLACK HISTORY MONTH

Published Throughout  
February 2021

**Concept:** Honor, recognize and spotlight historic locations made significant by historic people in Greenville's Black community. Locations featured in the series range from those so little-known that they rarely make it on visitor itineraries to those hidden in plain sight amid high-traffic areas.



represent all those who inhabited the halls of Sterling High School and the legacy they — and the school itself — created in Greenville.

Sterling's days began in 1896, when Reverend Daniel Melton Minus led an educational committee, raised funds and secured the proper documents to establish a high school for Black students in Greenville. The school would close for a time, then went by the name Enoree High School before Greenville County purchased the school in 1929 and returned the name to Sterling.

In 1967, as students danced and laughed during a Miss Homecoming formal, a fire began to rage in an adjacent building. The joy of the night quickly turned to fear and panic as the fire consumed Sterling High School. A state investigation determined there was no foul play, although this finding is controversial more than 50 years later.

The building may be gone, but the legacy of Sterling and its impact on Greenville remains strong, with the two bronze statues — looking toward the future, hope written on their faces — at Main and Washington serving as the testament.

Their placement is no mistake, either. While the school was located in West Greenville, the statues were installed within the heartbeat of downtown, in front of where the Woolworth's Lunch Counter operated. During the 1960s, Sterling students would gather at that exact spot and hold peaceful sit-ins to promote integration in Greenville.

More than 12,000 students graced the halls of Sterling during its time and many went on to notable futures, including its most prominent alum, civil rights leader and former presidential candidate Reverend Jesse Jackson.

[#DiscoverSC](#)

[View all 6 comments](#)

February 19, 2021

# BLACK HISTORY MONTH

Published Throughout February 2021



buried in unmarked graves at churches near their masters, or on designated, yet unmarked slave burial grounds.

Even after the Civil War, only white citizens were allowed to be buried in private cemeteries. The Black community appealed to City Council and land was deeded from the City of Greenville to Elizabeth and Emmala Jones, matrons at the Anne Cigar Company, for the establishment of a cemetery in 1884.

So-named for its proximity to Richland Creek, a branch of the Reedy River, Richland Cemetery sits on approximately six acres and is estimated to contain more than 1,400 graves. Even after the establishment of a private cemetery by the Black community, many of the graves here are unmarked, making it difficult to determine an accurate total.

Family plots dot the landscape here, noted by stone, brick or concrete block borders. Types of grave markers range from natural stones to elaborate Victorian monuments, and funerary art includes monoliths, engraved tablets, ledgers and ornamental stones. There are symbolic images throughout the cemetery, and some artifacts, like seashells, vases and iron pipes, suggest West African burial traditions.

Some of Greenville's most influential Black citizens who are at rest here include: William Sewell, the contractor who built Sterling High School, the first Black public high school in Greenville County; Hattie Logan Duckett, founder of the Phillis Wheatley Center, a social and academic center for young Black women; and Cora Chapman, one of Greenville's first Black nurses.

Richland Cemetery was listed on the National Register on Oct. 4, 2005.

#DiscoverSC

Richland Cemetery was critical to the creation of a self-sustaining Black community in downtown Greenville. It is the final resting place for many of Greenville's most notable Black figures in the city's history and features many details, including funerary art and landscaping, that distinguish it as a traditional African-American burial ground.

During the era of slavery, enslaved people would often be



The numerous murals popping up around Greenville are the product of @oneglvarts, a social equity arts non-profit founded in May 2020 in partnership with @witsendpoetry. OneGLVarts is a collaborative effort of muralists and poets to create projects that raise awareness about social equity issues in Upstate South Carolina, according to oneglvarts.com. Muralists from @blankcanvasmuralco bring the words written by local poets to life, and the collaboration's prolific efforts since last spring are rivaled only by the emotion-evoking pieces that have been created thus far.

The five murals-and-counting by @oneglvarts can be found at the following locations, listed in the order of images:

- Poe Mill - 1505 Buncombe Rd., Greenville
- Soteria at Work - 210 Shaw St., Greenville
- 602 Rutherford St., Greenville
- Hampton Station - 1320 Hampton Ave., Greenville
- Paper Moon Studios - 2415 Old Buncombe Rd., Greenville

According to its website, @oneglvarts is planning a Swamp Rabbit Trail mural and street murals in the future.

[ 1: @daniellerebanalphotography; 2-5: @oneglvarts ] #yeahTHATgreenville #DiscoverSC



Liked by jessgang and 549 others

visitgreenvillesc Throughout #BlackHistoryMonth, we're celebrating the locations, people, and efforts that made or continue to make a lasting impact on Greenville, SC.

Greenville, SC is dotted by more than 95 pieces of art in public places. Among them, beautiful and intricate murals that illustrate a variety of Greenville-related subject matter can be found almost everywhere you look. In the past year, many once unremarkable walls have transformed into canvases for impactful, poetic statements that highlight the ongoing fight for social justice.

# GREENVILLE A-TO-Z

Published Throughout  
Summer 2020

**Concept:** Like many industries, tourism was greatly impacted by COVID-19. As the early months of the pandemic wore on, our organization's focus turned to aspirational tourism, positioning Greenville as the place to visit once it was safe to do so. To help inspire potential visitors, I created a campaign of posts that used the alphabet as a tour guide through two of Greenville's draws: our rapidly-growing culinary scene and hidden gem attractions that aren't found in brochures.

To add an extra touch to the alphabetical theme, each of the 26 attractions posts and 26 food posts was playfully written applying ample amounts of appealing alliteration.

visitgreenvillesc

Grill Mark's, you'll face the Freakshakes; at LTO, the Shake Your Booty Milkshakes, a name that belies nothing of their true size. Within the descriptions is where you'll learn of the magnitude manufactured in the minds of these mad, mad malt-makers.

You might creepy-crawl to the Cookies and Cream Dirt Freakshake at Grill Mark's — a shake that starts with a cookies-n-cream base that receives an opulent overflow of Oreo crumbles before a scoop of vanilla ice cream tops it all and a gaggle of gelatinous gummy worms garnish the garish gargantuan.

Meanwhile, the mischievous makers at LTO work like the devilish descendants of Dr. Frankenstein as they develop dessert duality through the commingling of confections. Its signature shake, the Stone Cold Sally, starts by pairing a peanut butter milkshake base with Fruity Pebbles squares — we know, but just trust us (insert evil laugh here). Next, Bugles — yes, Bugles, as-in the corn snack, please stop running away — are added before a scattering of Butterfinger crumbles rain down from the heavens to help give this Sally some soul. The creation is complete when the food that will outlive us all, the Twinkie, takes its place on top, providing the spark to shake Sally into sentience.

These faces of frightful delight are not uncommon — just make sure to share yours with us. Both Grill Mark's locations are open and serving; follow @ltoburgersandbar for the latest on LTO's return.

View all 16 comments

madworld\_haunted\_attraction 🍌 Sounds really sweet! ❤️

June 27, 2020

If burgers and fries are your thing, try them both to crown a king, but save room for dessert, because you're going to need all you can get with the mammoths on these menus. At

# GREENVILLE A-TO-Z

Published Throughout Summer 2020

visitgreenillesc  
Artifacts Greenville



@artifactsgreenville is in area just outside downtown known as Sans Souci and is one of several businesses that set up shop in this up-and-coming neighborhood in recent years, along with @velovalets — a bike shop with one of Greenville's beautiful murals on the side of its building. Artifacts, which also boasts three artist studios on property, is among a crowd of antiques shops dotting the Greenville County landscape, but their eccentric approach makes them a standout.

Why do we say that? Well, their website lists an executive staff of three chickens — Camilla, the Director of Human Resources; Chequers, their Chief Spokesperson; and Omelette, who oversees buildings and grounds. So devoted to their roles are these birds of a feather that they live on property and do so in utter opulence.

The back garden is where you'll find this fowl faculty overseeing their human help, likely from the loud-looking Greek Revival chicken coop they call home. Recently featured in @athome magazine and on @atlasobscura's Instagram page — THE source for rare-bird attractions around the world — the term "masterpiece" is used to describe this purple poultry palace.

According to @athome magazine, this banty shanty is constructed from thrifted items, including 300 golf clubs, two baseball bats, porcelain birds, trains, two hubcaps off a 1940s Cadillac, and much more you'll just have to spot for yourself. The coop has become interactive folk art as visitors discover it by stopping at this eclectic antiques shop, so don't miss out on a chance to go off the beaten path and include this eggs-travagant, eggs-traordinary eggs-ample of eggs-entricity on your egg-itinerary.

Like @artifactsgreenville and @bfsbeer

View all 11 comments

July 5, 2020

Liked by asdfghjklgrace and 621 others

visitgreenillesc You may "bawk" at the next stop in our #GVLatoZ tour of hidden gem attractions, but we promise this is a highly egg-stagrammable #yeahTHATgreenville original!

**O is for "Opulent Chicken Coop at Artifacts Greenville"**

If our goal is to highlight some of Greenville's weird, wacky and wild along our alphabetical attractions tour, we're achieving it today because this gem hits all three W's in the best way possible.

visitgreenillesc  
OJ's diner greenville sc



propelled itself to become as synonymous with Greenville as Falls Park, but we'll sum it up like this: when an opportunity to own the diner he worked at came up, the journey of Olin Johnson — OJ's namesake — from line cook to local legend is a saga of family rallying together to help one another fulfill a dream.

If this energy could be bottled and slathered on delicious Southern fare, its warmth would cover every inch of the menu. It's about family, through and through, and that doesn't just refer to blood. Just setting foot in the oft-out-the-door line makes you part of this crew, and you'll feel it the moment you cross the threshold. That's when that warmth we mentioned hits you. It lives in the walls and on the faces of everyone, many of whom are related to one another, working at this family-born, family-bred, and family-owned restaurant.

OJ's is a traditional cafeteria-style meat-and-three with specials you can set your watch by. The downtown Greenville location (there's another in nearby Easley) is only open Monday-Friday from 7 a.m.-5 p.m., but if you stop by enough, can track the days by the smells wafting from the piping hot, freshly-prepared ingredients and scratch-made dishes on the cafeteria line. All of it is soul-comforting, as evidenced by OJ's list of loyal regulars, but there are lots of healthy options, too.

But, take a cheat day and do not skip the fried chicken that we're blessed to have available to us every weekday. We'd describe it to you, but no words do it justice. Let's just say that the fried chicken, the menu, and OJ's family atmosphere will turn your weekends into Sadder-days and No-fundays, making you wish every day was an OJ's work day.

Like @fishyestudios / @offthegridgreenville

View all 14 comments

fishyestudios Love me some OJ's food. Can't wait to come back!!

July 18, 2020

Liked by jessgang and 490 others

visitgreenillesc Loosen your belt because we're gonna need extra room for our next #GVLatoZ food tour stop.

**S is for "Southern Homestyle at OJ's Diner"**

Every place in America has restaurants. Very few turn into institutions. When @ojsdiner opened in 2005, it never set out to be one, but after only 15 years, many would agree it has already earned this lofty status.

It is truly a fascinating story of how OJ's came to be and

# GREENVILLE A-TO-Z

Published Summer 2020

visitgreenillesc  
Herklotz Park



Today's post is for the curious who long to understand the unexplained, and few travel guides will direct you here for the story we're about to tell. Greenville County has more than 55 parks and, on first glance, this one isn't likely to look any different — but it is.

Herklotz Park spans a beautiful 17 acres in the shadow of Paris Mountain. It's a popular playground pick and its multi-purpose fields provide lots of greenspace.

The scene here on any given day belies very little about its past, unless you know what to look for. This was once the site of the Hopewell Sanatorium, a nationally acclaimed tuberculosis hospital open from the 1930s until the '50s. Hundreds of tuberculosis patients were treated and cured here.

The number is unknown, but many lost their lives here, too. The hospital spent time as an asylum for "the criminally insane," as the term was used then, and a prison work-release site before sitting vacant and decaying for decades. It was badly damaged in a fire in the early 2000s and much of what was left was torn down to make way for Herklotz Park, except for one area.

Amid the laughing children and walkers on the trail, you'll find the remains of the hospital's root cellar with a plaque detailing Hopewell's past. The stones are all original and they surround a large sealed-off door.

Popular among locals looking for a thrill when still standing, rumors quickly spread of something otherworldly going on as disembodied footsteps would break into a run, screams were heard, things would move on their own, and shadowy figures would roam the halls.

Some report still having similar experiences today. Please, DO NOT go to the park after it closes nightly at 8 p.m.! This is for your safety, and you'd be doing us a real solid as we take a chance in sharing the story with you. If you've experienced anything here, share your stories in the comments. Happy hunting!

[📷: @karlykupcake]



👍👍 Liked by asdfghjklgrace and 1,152 others

visitgreenillesc Follow us to the next letter in our #GVLatoZ tour of #yeahTHATgreenville's hidden gems, treasures, and tales.

T is for "Tuberculosis Hospital Ruins in Herklotz Park"

visitgreenillesc  
City Scape Winery



👍👍 Liked by sneffi\_yang and 415 others

visitgreenillesc We've taken an abundantly animal-friendly detour on our #GVLatoZ tour of #yeahTHATgreenville's hidden gem attractions, but join us as we round-out four-straight fauna-filled letters with a bottle of "swine" at our next letter.

P is for "Pinot the Pig at City Scape Winery"

Greenville has built a bit of a brewery background in recent years with more than a handful operating at any given time, and while we love our brewery brethren, wine gets to shine today.

While City Scape's wine offerings stand on their own as a reason to stop by, we're presenting another reason to pick a pilgrimage to Pelzer during your visit to Greenville: Pinot the Pig.

City Scape Winery owners Josh and Deb Jones grew up near the touted Finger Lakes wine region of New York State and developed a love of wine before eventually making Greenville — and its much milder winters — home. A little something we all might be experiencing these days took the couple from casual consumers to vinification hobbyists: boredom.

Long story short: They got bored, decided to make wine together, bought supplies, made 125 bottles for their wedding, guests gushed over the homemade handiwork, and when City Scape went up for sale in 2015, Josh and Deb took a chance and bought the winery. It's been nothing but happiness (or hap-pig-ness) ever since.

Pinot The Pig plays the part in the previous parentheses. Pinot is Josh and Deb's personal pet, family member, and official City Scape mascot. His popularity at City Scape is obvious as a glance through popular online review sites laud the winery's intimate atmosphere, the wide-open outdoor space, and, of course, the wine, but Pinot always seems to root his way into the reasons reviewers rave about the experience.

Speaking of: City Scape could be expanding that experience with a newly-announced plans, including a 10,000-square-foot production facility and tasting room, and, of course, a dedicated place for Pinot and pals. If all goes to plan, Pinot the Pig could be welcoming you to the new City Scape Winery in 2022. But until then, pack a picnic and head to Pelzer for some Pinot — oh, and try the wine, too.

View all 14 comments

July 9, 2020

# BRIDGES OF GREENVILLE COUNTY

Published Throughout  
November 2020

**Concept:** Greenville County is home to three historic bridges that are often must-see sites for tourists. It was only natural then that I'd use longform captions to take advantage of Historic Bridge Awareness Month — yes, it's real — to share some of what makes each of these bridges so special and why they're worth coming to see.



The image shows an Instagram post from the account 'visitgreenvillesc'. The main image is a photograph of Campbell's Covered Bridge, a red wooden structure with a gabled roof, set against a backdrop of trees with vibrant autumn foliage in shades of orange, yellow, and red. The bridge is surrounded by a wooden fence, and the scene is captured from a low angle, looking down the path towards the bridge. The post includes a caption, engagement icons (heart, comment, share), and a list of users who liked the post.

visitgreenvillesc  
Campbell's Covered Bridge

Built in 1909, Campbell's Covered Bridge isn't surrounded by nearly the level of mystery as its nearby cousin we featured last week, the Poinsett Bridge, but that doesn't take away from any of its splendor. The bridge was named for Lafayette Campbell, who owned 194 acres in the area, including the land the bridge was built on. Just downstream a couple of dozen feet sat his grist mill, a popular stop for area farmers.

Campbell's stands out today because of its rarity, but it blended in as one of four in the area more than 100 years ago. The three others were much smaller, however, and didn't even come close to outlasting Campbell's. All three were washed from service by flooding in the 1920s.

Campbell's spans 38 feet across and 12 feet wide, and most visitors and locals would tell you that they identify it immediately by its barn-red paint, but it didn't start out with such a color. The bold coat was added during restoration in 1964 when new wooden boards didn't match with the old ones, so the iconic spot of red popping out among the green of summer trees, or blending in with the oranges of fall leaves, was purely happenstance.

The bridge supported all kinds of traffic until 1984, when Greenville County made it a pedestrian bridge. It wouldn't become Greenville County property until 2005 and Campbell's Covered Bridge was added to the National Register of Historic Places in 2009.

Today, the bridge is a perfect place for a spring picnic or fall leaf-peeping, but if you really want that magical Hallmark Movie experience, ask Santa if you can be in Greenville during a rare inch or two of snowfall.

View all 42 comments  
November 18, 2020

Liked by jenmstilwell and 2,499 others

visitgreenvillesc November is Historic Bridge Awareness Month and we're heading to the second in our #yeahTHATgreenville three-bridge mini-series. Let's wander into Campbell's Covered Bridge.

They sure don't make them like this anymore — completely verifiable since Campbell's Covered Bridge is the last remaining of its kind in South Carolina. The centerpiece of 10 lush acres of land owned by @greenvillerec and spanning across the babbling Beaverdam Creek, with its bright red paint and historic wooden trusses, Campbell's Covered Bridge is something out of a Hallmark Movie.



# BRIDGES OF GREENVILLE COUNTY

Published November 2020

visitgreenillesc  
Poinsett Bridge Heritage Preserve



Liked by asdfghjklgrace and 2,211 others

visitgreenillesc November is Historic Bridge Awareness Month, so we'd be remiss if we didn't share stories of three of #yeahTHATgreenville's own, starting with the Poinsett Bridge.

Sit amid 120 preserved acres, the Poinsett Bridge is believed to be the oldest surviving bridge in South Carolina and perhaps even the entire southeastern US. Constructed in 1820, it was a crucial connector on the original State Road — an oft-traveled route from Charleston, through Columbia and up into North Carolina and Tennessee. The Poinsett Bridge was one of three stone bridges along the stretch known as

Saluda Mountain Road. The two other bridges were destroyed in the 1950s.

The stone of the Poinsett Bridge was locally sourced and reaches some 130 feet across and 14 feet wide. The intricately aesthetic Gothic arch that watches over Little Gap Creek is its most iconic feature.

The bridge was named for Joel Roberts Poinsett, one of Greenville's most prominent residents, who — perhaps most-known among many accomplishments — brought the Flor de Nochebuena into the US. You know the flower today as the poinsettia.

This is where the certainties end. It's not indisputably provable who designed the elaborate span, but there's much circumstantial evidence to suggest the Poinsett Bridge is the work of the first American-born professional architect, Robert Mills — his most famous design being the Washington Monument.

Take a turn into folklore and the mysteries continue. The Poinsett Bridge is purported to be haunted — not just haunted but @CNTraveler-"30-Most-Haunted-Places-in-America" haunted — but there's no agreement as to why. Stories range from the desecration of sacred Cherokee ground to workers who met their untimely demise in one way or another during construction perhaps being buried under, or even inside, the bridge.

Short of historical records that document illnesses like malaria and flu among construction workers, proof of any of the legends you may hear about the bridge's past is anything but stone-cold. About the only thing that can be agreed on is that something strange is going on around here. #yeahTHATgreenville #DiscoverSC

View all 27 comments  
November 11, 2020

visitgreenillesc  
Falls Park on the Reedy River



Liked by asdfghjklgrace and 2,905 others

visitgreenillesc Our Instagram mini-series recognizing Historic Bridge Awareness Month comes to a close with downtown Greenville, SC's Liberty Bridge.

The Liberty Bridge overlooking the Reedy River Falls is proof that "historic" doesn't have to mean "old." This 345-foot pedestrian bridge rewrote the history books upon completion in 2004 and it's just as unique today.

The postcard-perfect scene today makes it hard to imagine it was once a vehicular thoroughfare, highlighted by the Camperdown Bridge, historic only in what it obstructed.

Unimaginable though it may seem, a six-lane highway bridge hid the gorgeous waterfalls that are now the centerpiece of Greenville, SC beneath it for almost 40 years.

The falls were a natural resource that could generate vitality — much like that of the mills they powered on the banks of the Reedy centuries ago — to all that surrounded them, and this was a vision long-held by many in Greenville's past. How it all came to be from there is a story we must skim by. Suffice to say, at the risk of greatly oversimplifying the situation, that change just takes time and a whole lot of effort.

It all paid off. Designed by bridge architect Miguel Rosales and constructed in about 12 months, the Liberty Bridge opened in September 2004. It's the single-suspension cable, the structural concept that makes the bridge look as if it's floating on air, and the curve that's as much as part of the structure as the aesthetics that make it historic from Day 1. There's simply nothing else like it in the United States.

More than 16 years later, the Liberty Bridge has achieved icon status, its two 90-foot masts that sit at 15-degree angles now symbolic of the city they're firmly planted within. Surrounded by acres of natural beauty backdropped by the frequently-sprouting urban skyline of the vital downtown it's powered, it's no wonder Falls Park on the Reedy is often the first place locals bring uninitiated guests for that initial awe-inspiring sense only the Liberty Bridge can provide of what is truly #yeahTHATgreenville.

@vanzeppelinaerial] #DiscoverSC  
View all 33 comments  
November 30, 2020