



Social Media Post (2025-2026)

Category Description

Submit a single, graphically designed social media post with caption if applicable.

Submissions will be judged on criteria such as visual creativity, originality, aesthetics and relevance.

SUPPORTING DOCUMENTATION SUGGESTIONS: Post analytics, screenshots of engagement, etc.

Name of Individual Submitting Entry

Chelsea Jarrell

Affiliation (Municipality/Organization)

St. Johns River Water Management District
(District)

Primary Contact Email

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Entry Title

Bringing the Public to District Lands: Lake Jessup Swamp Sunflowers

Social Media

<https://www.facebook.com/reel/24926240030302804> | https://www.instagram.com/reel/DPPPYgWd_E9/

Video Link (YouTube or Vimeo)

N/A

Supporting Documentation

SJRWMD_SocialPost_LakeJessupSwampSunflowers.pdf

What are the goals and objectives of the social media post (include target audience)?

The goal of this social media Reel was to highlight public access to District-owned lands and increase awareness of the recreational, educational, and natural resources on District properties. By showcasing a real, on-the-ground experience, the District aimed to connect audiences to a place they may not have known was open to the public and the unique seasonal foliage they can experience.

Objectives included:

- Increasing awareness of Lake Jessup Conservation Area and the availability for public use.
- Showcasing the District's role as a steward of natural lands that support recreation, conservation, and water resources.
- Encouraging residents to explore and appreciate District-managed properties.
- Using engaging, short-form video to reach new audiences through organic social media distribution.

Describe the supporting documentation submitted with this entry.

The supporting documentation includes the original Reel as posted on both Facebook and Instagram, analytics from each platform, and screenshots of engagements. The submission demonstrates how the District used short-form video to visually showcase a District property and communicate its value to the public through storytelling.

What is new, innovative or creative about this social media post?

This submission demonstrates how a single, organically produced Reel can serve as a powerful storytelling tool for public land awareness. Rather than relying on formal messaging, the Reel uses visuals of nature, pacing, and keywords like free activity, hidden gem, and visit Florida to engage viewers.

The creative approach reflects how the post was focused on how audiences consume quick, visually driven content while still aligning with the District's mission. By letting the captivating landscape speak for itself, the Reel creates an emotional connection that encourages exploration without pushing promotion.

Describe how this social media post was successful (include your evaluation process and metrics).

The Reel achieved strong organic performance across both Facebook and Instagram, generating a combined 11,226 interactions and 247,157 views. In addition to social media engagement, the Reel generated notable earned media attention. This demonstrated the effectiveness of visually compelling content in sparking broader interest and conversation about free public access to a completely unique District land that very few people knew existed. Qualitative feedback indicated increased awareness and appreciation of the featured property.

Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e, department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.

This submission stands out for its ability to create meaningful public awareness using a single piece of content produced by a lean communication team with limited resources. Serving 18 counties and spanning more than 12,283 square miles, the District must communicate the value of conservation and its lands to audiences with varying levels of familiarity and access.

With no paid promotion, this Reel relied on strong visuals, timely execution, and keywords to achieve wide reach and attention. The submission highlights how creative use of short-form video can amplify public understanding of District lands and reinforce the District's role as a steward of natural resources.