

**HOLLANDPERDUE**

# **SOCIAL MEDIA CONSISTENCY IS KEY**

**Why Discipline Beats  
Occasional Effort**

SMALL TOWNS CONFERENCE  
VIRGINIA MUNICIPAL LEAGUE




HOLLANDPERDUE

# LIKE & FOLLOW HOLLAND ON FACEBOOK



SMALL TOWNS CONFERENCE  
VIRGINIA MUNICIPAL LEAGUE





***“You build confidence  
by showing up.  
You build momentum  
by repeating effort.  
You build identity  
through consistency.”***

– Gary Vaynerchuk

**Consistency  
builds trust**



**Engagement  
drives reach**



**Trust drives  
engagement**

# What consistency means?

**POSTING RHYTHM**

**VISUAL IDENTITY**

**tone**

**MESSAGE**

**RESPONSE**



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**People trust  
what feels  
familiar.**



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# **THE ALGORITHM REALITY**



**Platforms reward  
predicted value.**

**Behavior trains  
distribution.**

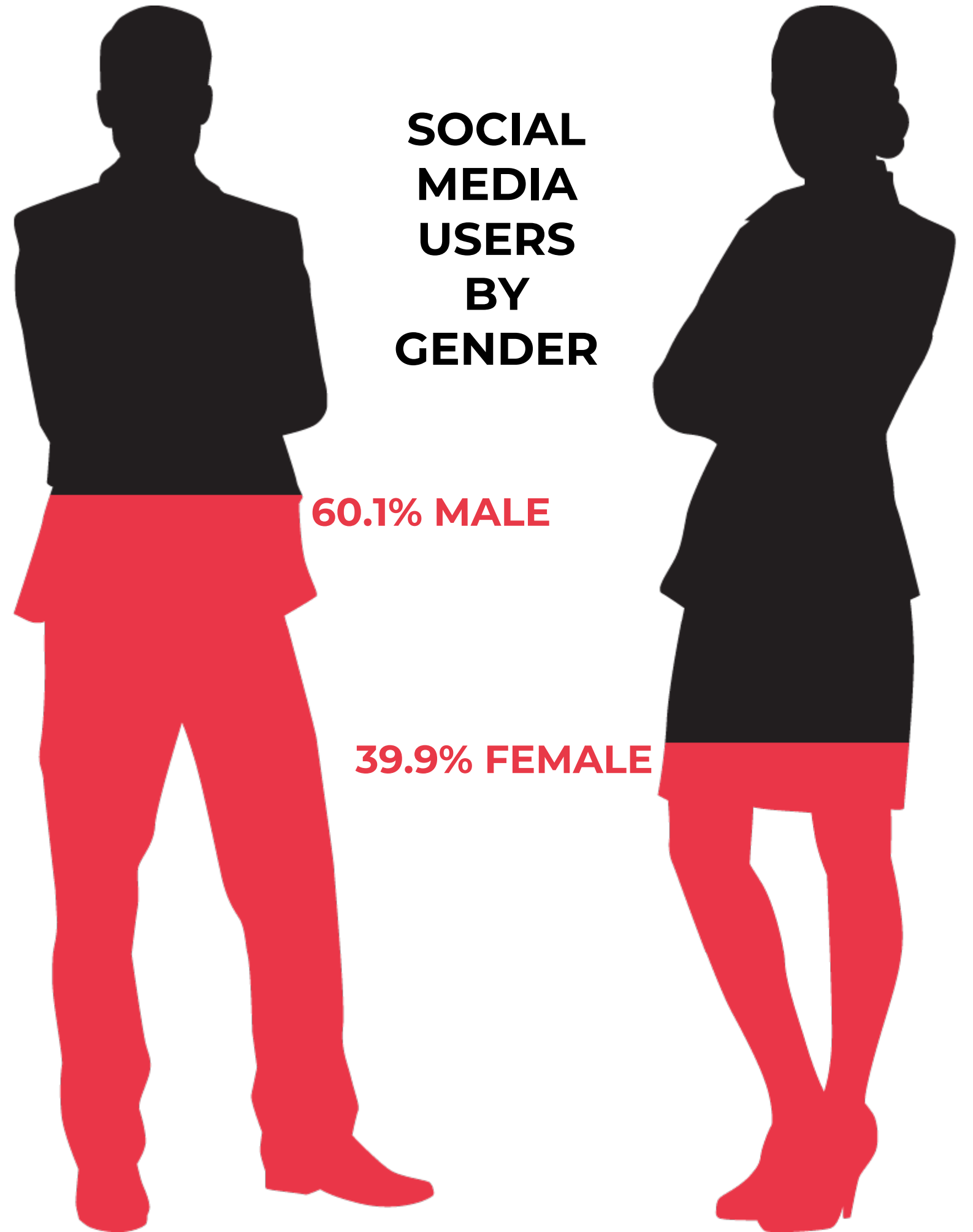
**Sharing signals  
importance.**

**SOCIAL MEDIA USER  
DEMOGRAPHICS  
IN VIRGINIA**

**SOCIAL  
MEDIA  
USERS  
BY  
GENDER**

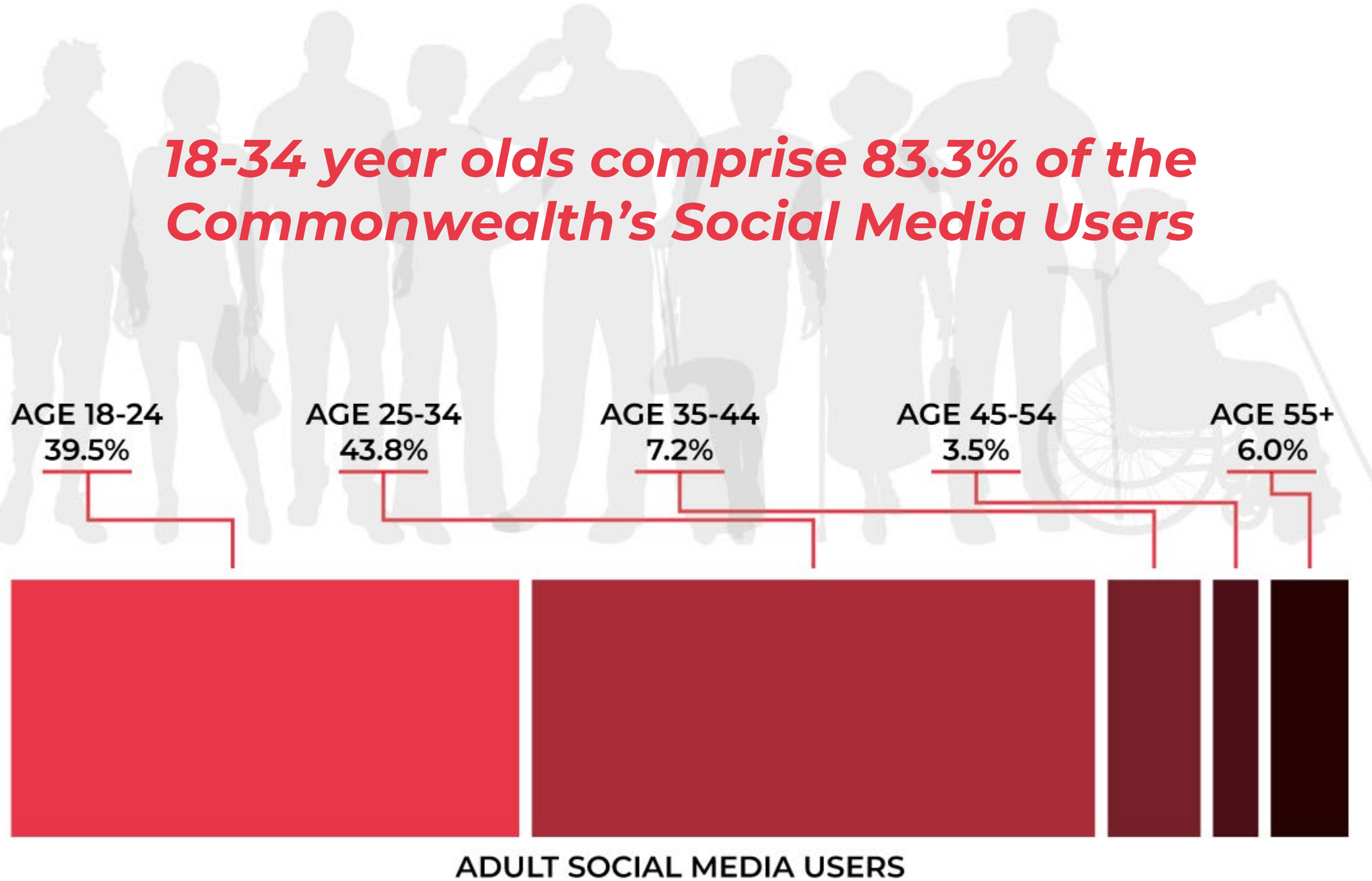
**60.1% MALE**

**39.9% FEMALE**



## AGE DEMOGRAPHICS IN VIRGINIA

*18-34 year olds comprise 83.3% of the Commonwealth's Social Media Users*



**Facebook is a prime channel to engage constituents on broad community issues and events.**

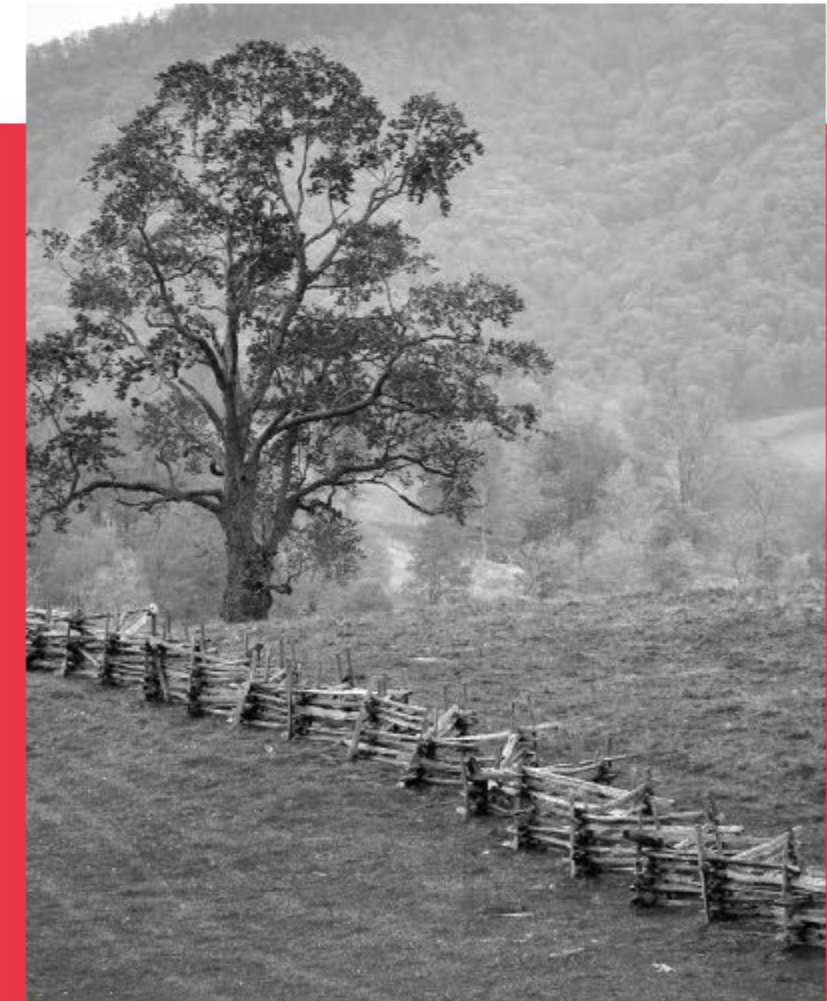
*In a study conducted this year, the Commonwealth recorded over 11.9 million monthly searches for social media-related terms. This placed Virginia second in the U.S. for average number of social media-related searches per 100,000 residents, a strong indicator of social media obsession.*

**Northern Virginia leads in volume of activity due to its dense population and tech-savvy workforce.** NOVA localities have some of the highest internet usage in the U.S., and elected officials there often see robust engagement on platforms like X and Facebook.



**The Richmond metro and Hampton Roads (Virginia Beach/Norfolk region) are also hotbeds of social media usage,** reflecting their population size and younger demographics (military and university communities). These urban regions tend to favor Instagram and X for real-time news and community updates, in addition to Facebook.

**Rural areas** (e.g. Southwest Virginia, Southside) have fewer users overall, but those online are highly active on Facebook, often relying on it as a primary news source and community bulletin. Rural users may be *less* present on X and Instagram simply due to demographics.





## SOCIAL MEDIA USAGE BY PLATFORM



Nationally, about **64% of U.S. adults use Facebook**, and Virginia likely mirrors this high penetration. By extrapolation, roughly *5 million* Virginians may be on Facebook out of the Commonwealth's 8.7M population.



**Instagram** commands a large user base in Virginia, though a bit smaller and younger-skewing. About **37% of U.S. adults use Instagram** (2.5–3 million Virginia users, heavily concentrated in the under-40 demographic).



**X (Twitter)** has a more modest footprint: roughly **18–23% of U.S. adults use Twitter/X**. In Virginia this equates to approximately 1.5 million adult users. This X audience includes many influencers, journalists, and politically active citizens, giving it outsized importance for civic discourse.



## Facebook offers the greatest reach for civic engagement

### STRENGTHS

- Enormous reach across age groups in Virginia
- Community-oriented (many users follow local government pages, community groups)
- Allows long-form posts and detailed discussions
- Great for sharing event invites, photo albums, live videos, and engaging with citizens via comments.

### WEAKNESSES

- Algorithm can de-prioritize government content (especially if it's not getting immediate engagement)
- Political pages can attract **trolls or heated comment threads**, requiring moderation
- Facebook also demands vigilance with message inboxes – constituents may submit service requests or questions via Messenger expecting a response





# **TIMING MATTERS**

**Strongest windows:  
midweek afternoons and  
evenings.**

***Stop posting at random.***

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# **MINIMUM CADENCE**

**Facebook  
3 to 5 posts  
per week.**

***Daily monitoring.***



## **WHEN YOU DISAPPEAR**

**Reach drops**

**Engagement resets**

**Audience forgets**



**BRANDING  
CONSISTENCY**

*JUST DO IT.*

**Same look.  
Every time.**

**Color**

**Typography**

**Layout**

**Image style**

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ROCKY MOUNT MAYOR

**HOLLANDPERDUE**  
BUILDING THE FUTURE

**HOLLAND  
PERDUE**  
ROCKY MOUNT MAYOR

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PRIMARY  
#E83947  
C: 3  
M: 93  
Y: 73  
K: 0

LIGHT 1  
#F7A5AC  
C: 0  
M: 43  
Y: 18  
K: 0

DARK 1  
#A52833  
C: 24  
M: 96  
Y: 82  
K: 17

PRIMARY  
#1D3558  
C: 96  
M: 81  
Y: 39  
K: 32

LIGHT 2  
#F3C4C8  
C: 2  
M: 27  
Y: 11  
K: 0

DARK 2  
#7C1E27  
C: 31  
M: 95  
Y: 80  
K: 38

ACCENT  
#A9D8DC  
C: 32  
M: 2  
Y: 13  
K: 0

MIDTONE  
#CE303D  
C: 13  
M: 95  
Y: 79  
K: 3

MONTERRAT MEDIUM

**HOLLAND  
PERDUE**  
ROCKY MOUNT MAYOR

MONTERRAT  
BLACK

MONTERRAT  
SEMIBOLD

FONT PREFERENCE—  
HEADLINE  
**MONTERRAT BLACK**  
SUB HEADER  
**MONTERRAT BOLD**  
BODY COPY  
MONTERRAT MEDIUM



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**TONE CONSISTENCY**

**Clear**

**Steady**

**Accessible**

# **MESSAGE CONSISTENCY**

## ***REPEAT YOUR PRIORITIES***

**PUBLIC SAFETY**

**ECONOMIC DEVELOPMENT**

**COMMUNITY LIFE**



# HOLLANDPERDUE

**Holland Perdue** · Published by Joe Stanley · April 29 at 5:17 PM · 🌐

This morning, I rode along with Charles on his route down Diamond Avenue. You learn a lot when you see the work up close.

The truck is advanced, but it takes real focus and precision to run it, especially on some of our tighter streets. Charles handles it with confidence every step of the way.

One thing stood out right away. The small details matter.

When bins are placed properly, the route moves efficiently. When they are not, it slows everything down. A simple adjustment at the curb makes a real difference across the entire route.

We also heard from residents along the way. People who know Charles. People who trust him. That kind of connection does not happen by accident. It is earned over time.

This is the kind of work that keeps Rocky Mount running. It is steady. It is skilled. And it deserves to be recognized.

Take a moment this week to thank the people who do this work every day. It matters more than most people realize. [See less](#)




[See insights](#) [Create ad](#)

👍 418    💬 28    ➦ 13

### Views <sup>1</sup>

**40,630**



55.4% Non-followers    44.6% Followers

Viewers: 15,906

---

### Net follows <sup>1</sup>

**-1**  
Net follows

---

### Who viewed your content <sup>1</sup>

[Age and gender](#)    [Top countries](#)

● Women    ● Men    ● Unknown

Age Group	Percentage
35-44	24.9%
25-34	21.3%
45-54	16.6%
55-64	15.1%
65+	14%
18-24	8.1%

---

### Interactions <sup>1</sup>

**643**

Interaction Type	Count
👍 Like	497
❤️ Love	103
😂 Laugh	0
😄 Happy	1
😮 Wow	0
😞 Sad	0
😡 Angry	0
🔄 Reactions	601
💬 Comments	28
➦ Shares	14
🔖 Saves	0

---

### Link clicks <sup>1</sup>

**0**  
Link clicks

**Holland Perdue** · Published by Joe Stanley · May 6 at 10:12 PM ·


Tonight I had the chance to welcome [Jay Leno](#) to Rocky Mount before his show at the [Harvester Performance Center](#).

It is not every day you see someone with Jay Leno's level of talent and recognition walk onto a stage in Rocky Mount, Virginia. Seeing crowds fill the Harvester for performances like this says a lot about what this venue has become and what it continues to mean for our community.

The Harvester keeps bringing outstanding entertainment to Town and drawing visitors from across the region. Those visitors eat in our restaurants, shop in our stores, and spend time in Rocky Mount before and after the show. That matters.

After the show, we were able to get Jay to stop by the [VA 250 Car Project](#) at the [Rocky Mount Farmers Market](#) and spent time with Joey Arrington and Danny Turner, the driving forces behind the VA250 project. It was great to see interest in a project that has brought together so much Virginia talent, creativity, and hard work.

I appreciate everyone at the Harvester and everyone connected to the VA250 project who works hard behind the scenes to make nights like this possible. [See less](#)




[See insights](#) [Create ad](#)

893 likes · 25 comments · 66 shares

### Views

**122,222**



83% Non-followers · 17% Followers

Viewers: 68,591

---

### Net follows

**9** Net follows

---

### Who viewed your content

Age and gender · Top countries

● Women ● Men ● Unknown

Age Group	Percentage
65+	23.2%
55-64	20.2%
35-44	19.1%
45-54	17.4%
25-34	15.4%
18-24	4.7%

---

### Interactions

**1,240**

Interaction Type	Count
Reactions	1,142
Comments	25
Shares	66
Saves	7

---

### Link clicks

**0** Link clicks



**Blue Ridge BBQ Cook Off & 11<sup>th</sup> Moonshine Heritage Car Show**  
**Free Admission**

FIVE MILE MTN DISTILLERY!      EXPANDED CHILDRENS AREA WITH BOUNCY HOUSE!!  
MOONSHINERS HENRY LEE LAW AND TICKLE      BREWERIES AND WINE!

LIVE MUSIC BY  
**KAMRON SMITH AND CREEDENCE CLEARWATER RECITAL!**

**April 25th 10:00-5:00**

REGISTRATION AND MORE INFO AT  
[WWW.BLUERIDGEINSTITUTE.ORG](http://WWW.BLUERIDGEINSTITUTE.ORG)  
BRI@FERRUM.EDU; 540-365-4412



**2026 Strawberry FESTIVAL**

FARMER'S MARKET

Friday, May 8  
6:30 PM - 8:30 PM

**Rotary Independence Festival**

SAVE THE DATE!



Thursday July 2  
5:00PM

Rotary Club of Rocky Mount

## COMMUNITY EVENTS WE PROMOTE...

# HOLLANDPERDUE

Holland Perdue  
Published by Joe Stanley · April 21 at 8:21AM · See more

Saturday is a good day to be out in Franklin County.... See more



## BLUE RIDGE BBQ COOKOFF & MOONSHINE HERITAGE CAR SHOW

Saturday, April 25  
10am - 5pm  
20 MUSEUM DRIVE, FERRUM, VIRGINIA



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See insights

Create ad

147 15 81



Holland Perdue  
Published by Joe Stanley · April 20 at 6:23 PM · See more

One of Rocky Mount's most anticipated spring traditions is back.... See more



## FRANKLIN HEIGHTS CHURCH ANNUAL STRAWBERRY FESTIVAL



FRIDAY, MAY 8, 6:30PM  
ROCKY MOUNT FARMERS MARKET

HOLLANDPERDUE

See insights

Create ad

181 3 108



Holland Perdue  
Scheduled by Joe Stanley · in 19 hours · See more

Mark your calendars now for one of the biggest summer traditions in our community.... See more

## INDEPENDENCE FESTIVAL



SAVE THE DATE

### FOOD | FIREWORKS | FUN

THURSDAY, JULY 2 | 5:00PM

FRANKLIN COUNTY HIGH SCHOOL STADIUM

Rotary Club of Rocky Mount

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**CONSISTENCY  
COMPOUNDS  
RESULTS**





# THE RISK

**You only show up in crises.**

**You lose narrative control.**

***People learn to ignore you.***

# A SIMPLE WEEKLY SCHEDULE

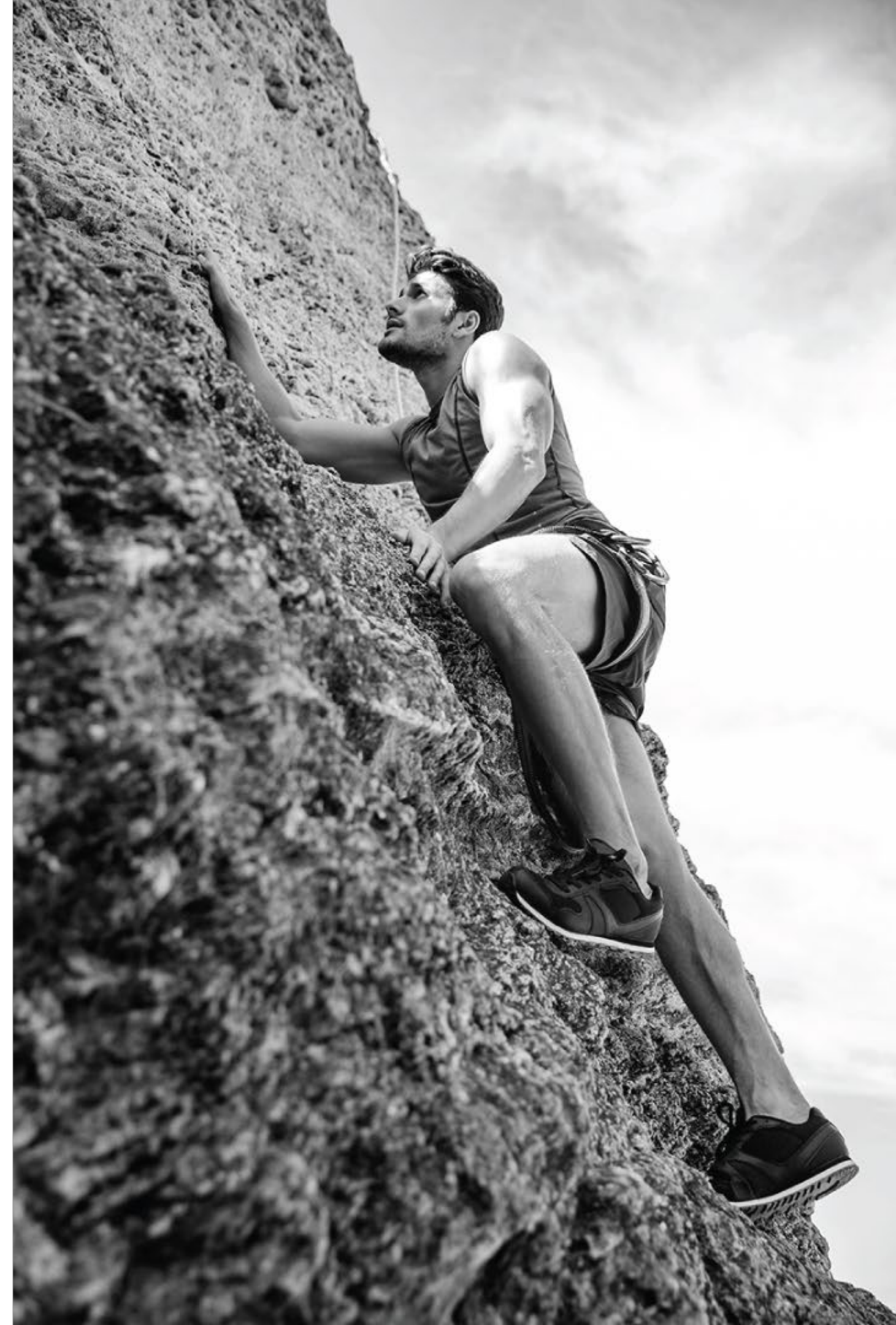
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>WEEKEND RECAP</b> -Festivals -Special events -Landmark birthdays	<b>ISSUE OR UPDATE</b> -New infrastructure -Road Maintenance -Budget updates -Utilities	<b>COMMUNITY FEATURE</b> -Business highlights -Volunteer spotlights -Local history	<b>PROJECT OR PROGRESS</b> -Grant updates -Maintenance projects Event planning	<b>PREVIEW OR THANK YOU</b> -Upcoming initiatives -Weekend events -Town employee highlight	<b>OPTIONAL</b> -Local feature -Special event
					<b>SUNDAY</b>
					<b>OPTIONAL</b> -Local feature -Personal note

**DAILY DISCIPLINE**

**Check comments.**

**Respond to messages.**

**Watch engagement.**





# **WHAT TO MEASURE**

**Reach**

**Views**

**Shares**

**Comments**

**Response time**

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CONSISTENCY



RECOGNITION



ENGAGEMENT



REACH



**REINFORCEMENT**



**Be predictable.**  
**Be recognizable.**  
**Be present.**



**Consistency is  
how trust  
looks online.**



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**A consistent voice  
beats a clever post.**

**Show up before you  
need attention.**

***Build the habit now.***



# **OPEN DISCUSSION**



If you would like a copy of this presentation, please message me through my page on Facebook.

**[Facebook.com/HollandPerdue](https://www.facebook.com/HollandPerdue)**



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**Why Discipline Beats  
Occasional Effort**

SMALL TOWNS CONFERENCE  
VIRGINIA MUNICIPAL LEAGUE

