



# Social Media Content Toolkit

Arkansas. See Why.


## GRAPHIC 1 - Antonio Williams

	<p><b>GRAPHIC:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION OPTIONS:</b></p> <ul style="list-style-type: none"><li>• The Natural State is unlike any other place in the South. See why people are relocating for great jobs, a relaxed pace, and endless outdoor adventures in _____.</li><li>• The good life is more affordable in Arkansas. See why people from around the country are relocating to _____.</li></ul>
---	---


## GRAPHIC 2 - Harvey Williams

	<p><b>GRAPHIC:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION OPTIONS:</b></p> <ul style="list-style-type: none"><li>• Everywhere you look, there's something amazing happening in Arkansas. See why people from all over are calling _____ home.</li><li>• Anywhere you go in Arkansas, there's a unique adventure waiting for you. See why people are rediscovering _____.</li></ul>
---	--


### GRAPHIC 3 - Jenny Straub

	<p><b>GRAPHIC:</b></p> <ul style="list-style-type: none"><li>● <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION OPTIONS:</b></p> <ul style="list-style-type: none"><li>● See how Arkansas is taking American art to another level, and why a new generation of culture seekers is calling it home.</li><li>● Art is a part of life in Arkansas, and our museums and galleries are truly world-class. See why the art scene is popping in _____.</li></ul>
---	---


### GRAPHIC 4 - Martin Smith

	<p><b>GRAPHIC:</b></p> <ul style="list-style-type: none"><li>● <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION OPTIONS:</b></p> <ul style="list-style-type: none"><li>● Why Arkansas? Because there's all the space you need to do your own thing. But wait, there's more! See what's happening in _____.</li><li>● A beautiful place to live life your way. That's what Arkansas is all about. See why new residents are calling _____ home.</li></ul>
--	--


## GRAPHIC 5 - Nat Ross

	<p><b>GRAPHIC:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION OPTIONS:</b></p> <ul style="list-style-type: none"><li>• Breweries, bike shops and businesses of every kind are growing naturally in Arkansas. See why _____ is popular with entrepreneurs.</li><li>• You can feel the energy in this place, and you can see it. Entrepreneurs are changing the landscape in _____.</li></ul>
---	---

## VIDEO 1 - Get to know

	<p><b>VIDEO:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION:</b></p> <p>Do you love calling The Natural State home? Turn your out-of-state friends into locals! There's never been a better time to rediscover Arkansas.</p>
--	--

## VIDEO 2 - Growth

	<p><b>VIDEO:</b></p> <ul style="list-style-type: none"><li>• <a href="#">Click Here to Download</a></li></ul> <p><b>CAPTION:</b></p> <p>There's never been a better time to rediscover The Natural State. See why Arkansans from around the country are coming home to build careers and families. Share this video with an out-of-state friend, and you might get a new neighbor!</p>
---	--

### VIDEO 3 - Short Drive



#### LINK TO VIDEO:

- [Click Here to Download](#)

#### CAPTION:

Wander close to where you work. It's easy in The Natural State. See why Arkansas travelers are becoming locals.