

Content Ideas to Show Off Your Heritage & Culture

Sheila Scarborough

Tourism Currents

Nebraska Tourism Conference 2023



Who Are We?



Sheila
Scarborough
Leslie McLellan

Tourism Currents

*Social media
workshops & training
for tourism, hospitality,
& economic
development*

Content Planning Reminders



A content plan should support
your goals

Know *what* you are going to
post or email, and *when*

Know *why* you are
posting it

Goal Down to Social Post Example

Grow arts tourism niche



Marketing goal to support = reach artsy types



Social media to support outreach goal



Instagram



Posts with #PleinAirPainting or #Walldogs or #SculptureGarden



**Here is a
framework to
think about
heritage &
cultural tourism
assets in your
town or region.**

Preserving and Sustaining

RURAL CULTURE

HOW WE DO IT

A CAUSE WORTH FIGHTING FOR

Our mission is to preserve and sustain rural culture by educating Kansans about Kansas and networking and supporting rural communities. We are inspired by every town that has shown the will and spirit to help itself. That is who we are fighting for.

WHY WE DO WHAT WE DO

—
We believe in **RURAL CULTURE.**

We believe in **COMMUNITY.**

We believe in **KANSAS.**

The Eight Elements of Rural Culture

1. Architecture
2. Art
3. Commerce (businesses past & present)
4. Cuisine
5. Customs (traditions, annual events, etc.)
6. Geography & Nature
7. History
8. People (both historic & current residents)

Architecture



crazyforvincent • [Follow](#)

Red Cloud, Nebraska



crazyforvincent I've made it to Red Cloud and have begun working in my studio for my residency with the Willa Cather Foundation. I'm living my best prairie schoolteacher life and working on my next book. 🤪

1d



melissalamstutz AGHAGH AHAHDGF my home state and my Ricky and it's so beautiful! Mind can't take it!

17h 1 like Reply



— View replies (1)



fragmentedsky The desks!!

22h 1 like Reply



— View replies (2)



banadoora Love this so much. Looks amazing there.



70 likes

1 DAY AGO



Add a comment...

Post

← Tweet



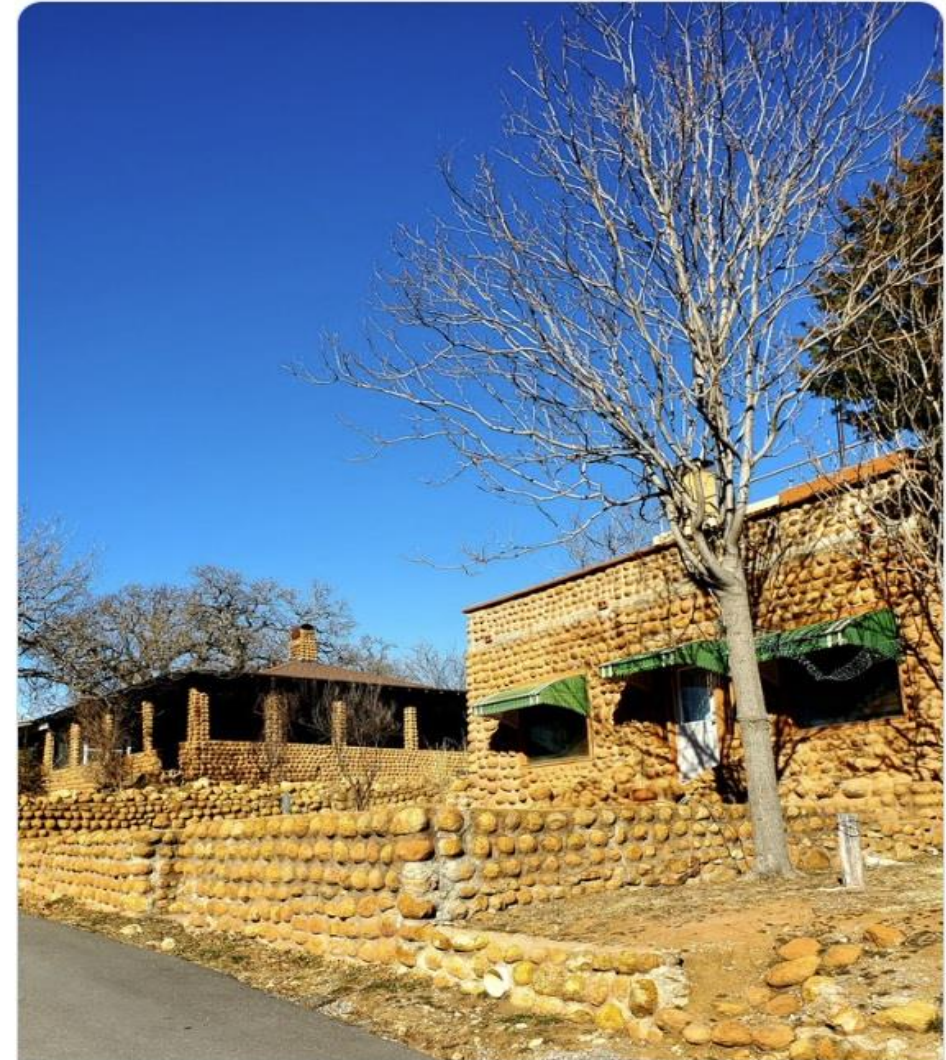
Sheila Scarborough
@SheilaS

One of the highlights of southwest Oklahoma's Great Plains Country region / @SouthwestOKgpc is unique "cannonball" #architecture in the town of Medicine Park - perceptivetravel.com/blog/2022/03/1... ✓ On @perceptivetrav #TravelOK #OKHereWeGo #SWOK #BuiltHeritage #TravelTuesday

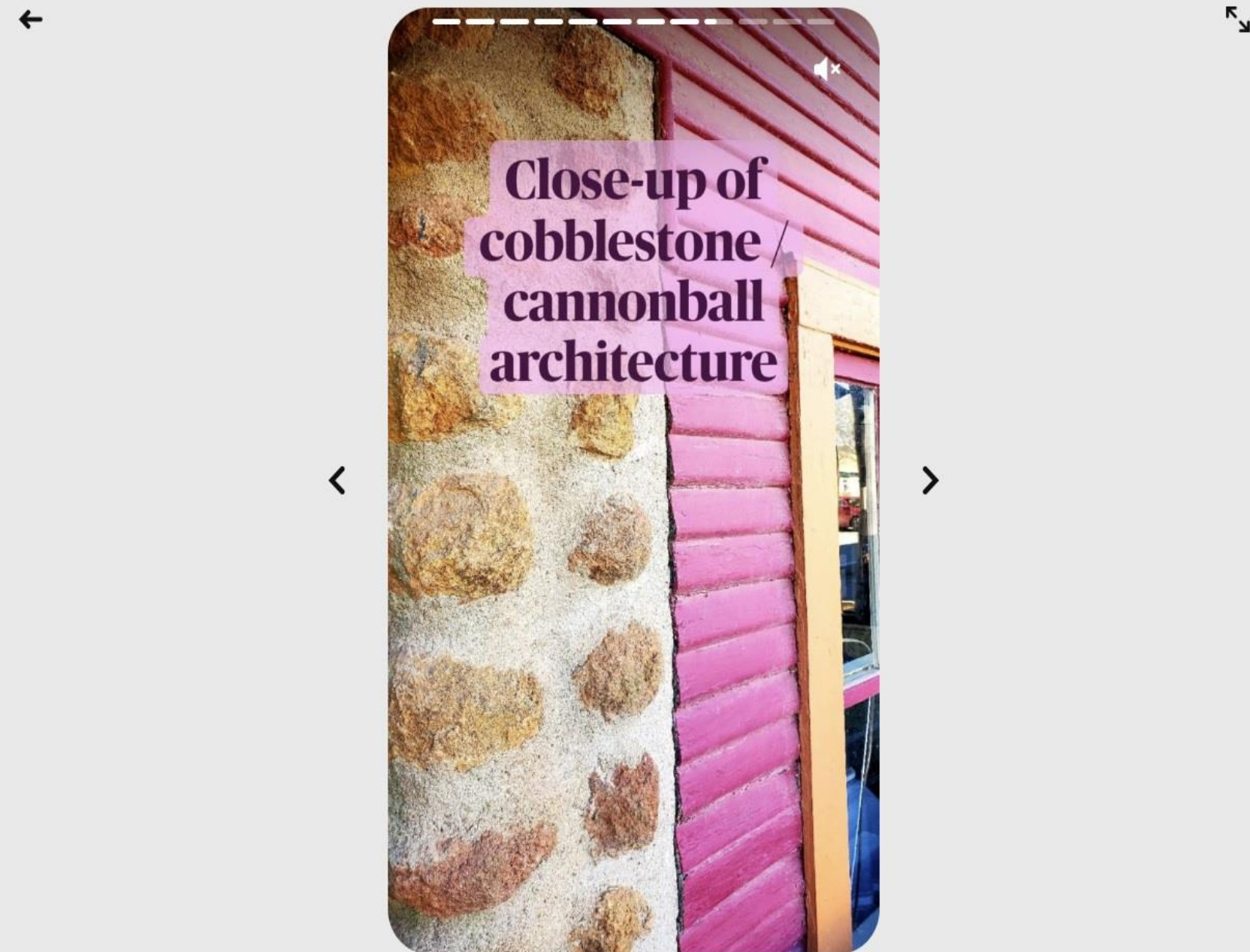


Sheila Scarborough
@SheilaS

An artistic, outdoors-loving resort town in southwest Oklahoma, Medicine Park features distinctive cobblestone or cannonball #architecture in its buildings - perceptivetravel.com/blog/2022/03/1... ✓ On @perceptivetrav #SWOK #TravelOK #OKHereWeGo



How could you get
more out of /
repurpose that
Architecture
content?



1.22k
Impressions

49
Pin clicks

1
Save

See more stats

Real-time estimates · Lifetime of pin

More options, Share, Like, Star, Sheila's Guide..., Save

1

Things To Do in Southwest Oklahoma Near Lawton / Fort Sill

Published on January 16, 2022

Sheila Scarborough
373 followers

** The first image in this Idea Pin is "A Warrior's Vision," 2013, at the Comanche National Museum and Cultural Center in Lawton OK.

** You will need a military ID or a Visitor Control Center pass card to get on the Fort Sill Army base.





visit_nebraska

Omaha, Nebraska



visit_nebraska Some views never get old 🤩

📷: @clickthatpicture

12w



ourchanginglives That is so true! We have that same shot !!

11w 1 like Reply



beckraymo Love The Old Market, as I have for 50 years. ❤️

12w 1 like Reply



antidote_71 The Old Market is the best! ❤️

11w 1 like Reply



rentlivingdoors Ahhhh. Heaven. 🤩



Liked by
secondchapterbrewing
and 705 others

JULY 24



Add a comment...

Post





Tweet



Visit Columbia MO

@VisitColumbiaMO



Travel writer, [@SheilaS](#), wrote a wonderful article about her recent trip to Columbia for [@perceptivetrav](#)! Sounds like it was a nice time 🙌 Check it out:



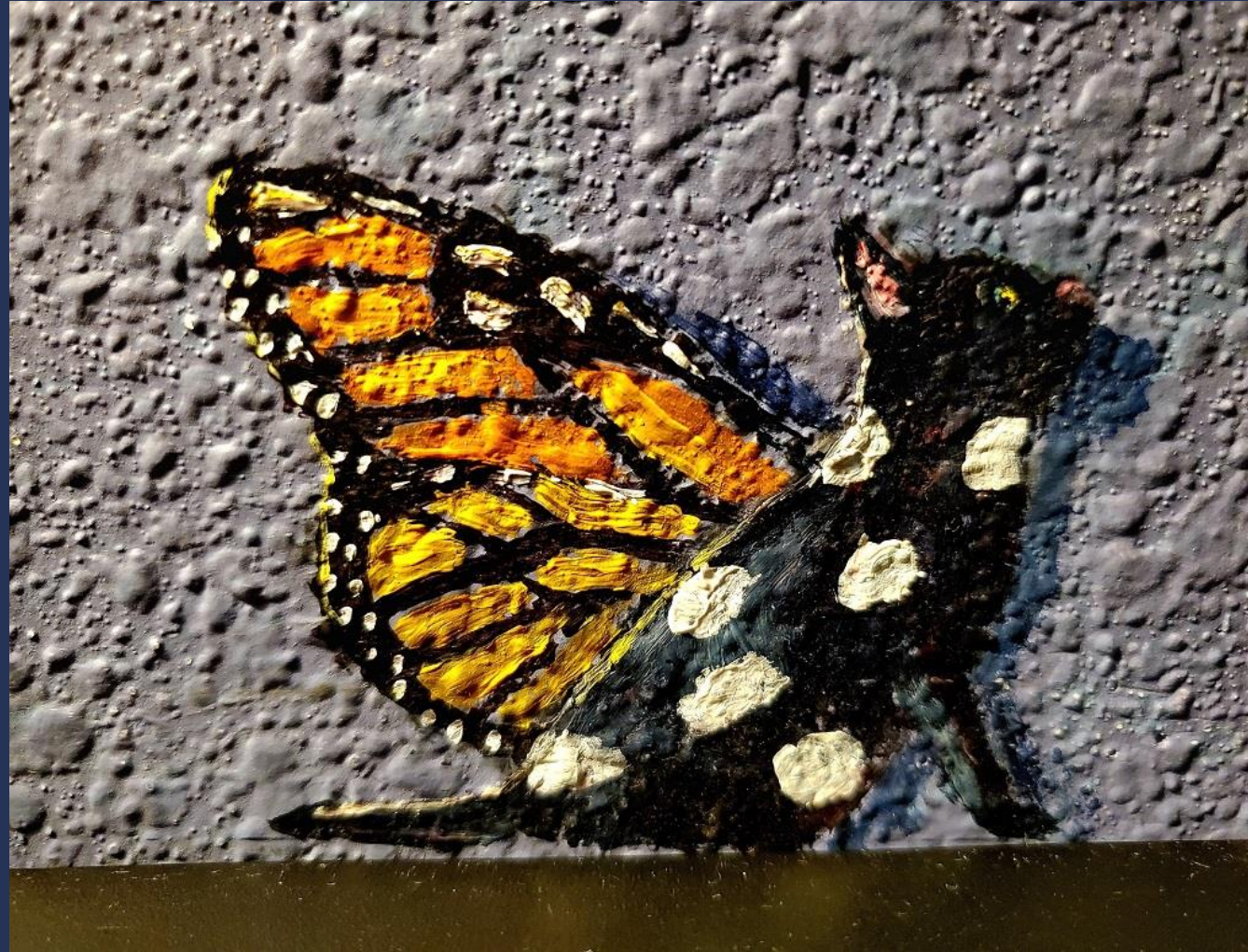
perceptivetravel.com

A College Town Afternoon in Columbia Missouri

A pretty college campus, historic boutique hotel named for the Mizzou mascot, good food (ice cream!) and local crafts - that's Columbia Missouri.

9:21 AM · Mar 18, 2022 · Twitter Web App

Art








Don't forget decorative arts



whitneymuseum 

5w ...

I wish my job were Beach





[Arkansas Heritage](#) > [Blog](#)

A Radio Moment in History - 19,000 Episodes of King Biscuit Time



The Monday, Aug. 14, lunchtime episode of “King Biscuit Time” on Helena, Arkansas’s KFFA-Am 1360 will mark the 19,000th broadcast of the Peabody Award-winning blues radio show, the longest-running daily radio broadcast in America.

The 30-minute broadcast originates each weekday from historic downtown Helena at the Delta Cultural Center, a museum of the Arkansas Department of Parks, Heritage and Tourism. Local visitors and travelers from around the world are welcome to attend the broadcasts. The DCC began hosting the show in the early 1990s to provide an easily accessible location for the curious – many who had been seeking out the show at KFFA’s remote office location by its broadcast towers in a semi-rural residential area. “King Biscuit Time,” led by master of ceremonies “Sunshine” Sonny Payne, quickly became one of the museum’s most consistently popular attractions. Payne, who had hosted the show on KFFA since the early 1950s, continued to host the broadcasts until his death in February 2018 at the age of 92. Today, the show is hosted by DCC Assistant Director Thomas Jacques.



Posted By

Thomas Jacques
Asst. Director

[Email Thomas](#)

The Monday broadcast is to include an appearance from Louisiana bluesman D.K. Harrell, popular Phillips County mandolinist Brad Moneymaker, the show’s popular weekly “All Things Soulful” segment with James Parks, and a visit from young local poet Molly Johnston. The broadcast begins at 12:15 p.m. from the Delta Sounds Callery at the DCC Visitors Center at 141

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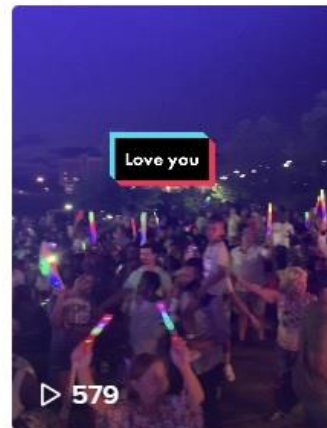
A vibrant, Victorian-era historic downtown district in North Georgia 🍷

Videos

Liked



We will happily have a "...



All of you who come su...



We love the doggos at ...



Cheers 🍷🍷 ...



Always falling in love wi...



We love a First Friday ...



Out of Breath



Summer Vibes



Purple Rain



New Biz



I love you



Top Things to do
Downtown
This Summer

Inside the Historic
Clocktower



 TikTok
@downtownromea



downtownromea

downtownromea · 1-27

Follow

Take a trip through history with the murals inside our Historic Clocktower! #downtownromea #romea #murals #history

🎵 Necessary History - DJ BAI



7



0



<https://www.tiktok.com/@downtownromea/video/705795...>

Copy link

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How could you
repurpose that Art
content?

Commerce & Businesses



willowbrookmanor

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Message



1,884 posts

1,924 followers

381 following

Willowbrook Manor

English Tea House & Farm Stay 🍵 Home of Tea and Tour
teaandtour.com ✓

Followed by stateofwatourism and jakebuganski



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REELS

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▶ 282



▶ 558



▶ 313



▶ 270





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Discover San Angelo,
Texas!

444 followers

[View full page](#)



Discover San Angelo, Texas!

444 followers

4mo •

Did you know, San Angelo is home to Aermotor Windmill Co.? While they didn't start making windmills in San Angelo in 1888, they got here as quick as they could, and we couldn't be happier. Not only can you buy a windmill for your land, your business, or your backyard, you can also purchase swag and bling. Check out these cool items? Order them on line at <https://lnkd.in/eHbTWy9H>

#madeinsanangelo #madeintheusa #sanangelotx #sanangelove #windmills
#meetmeunderthewindmill #texas #business #choosesanangelo





WHOLESALE OUACHITA CANDY CO., Inc.

Downtown
MONROE

HISTORY

Monroe, Louisiana, is a city of rich history and culture. It is the birthplace of many famous musicians, including Louis Armstrong and Jelly Roll Morton. The city is also known for its unique blend of French and Creole influences, which is reflected in its architecture, food, and traditions. The historic downtown area is a treasure trove of landmarks and stories waiting to be discovered.

Arts & Culture

Monroe is a city of vibrant arts and culture. From the historic jazz clubs to the modern galleries, there is always something happening in the city. The annual Jazz & Heritage Festival is a major event that draws visitors from all over the world. The city is also home to many talented artists and performers who are making a name for themselves in the industry.



Nebraska Main Street Network, Inc.

August 23 · 🌐



Zabuni Coffee in Railside featured in this Spotlight piece from [Main Street America](#) !



Downtown



COFFEE CATS

Historic Valley
Junction, Iowa



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Texas Treasure Business Award

Business history is local history

While civic buildings, forts, battlefields, and cemeteries are all important sites that provide us with invaluable historical insight, commercial businesses can also serve as a connection to our more immediate and local past. What's more, these places often figure so significantly in our own personal memories that they become synonymous with home itself. Have you ever gone back home only to find that your favorite local spot had unexpectedly closed? When we



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FAMOUS RUNZA® SANDWICHES

THE SANDWICH WE LIKE SO MUCH, WE NAMED THE RESTAURANT AFTER IT

Ground beef seasoned with a top-secret blend of spices and mixed with cabbage and onions. All wrapped up in fresh-baked bread. It's the taste that generations of Midwesterners have grown up loving, and it's our signature sandwich. Get it topped however you want - because while we make it fresh, you make it your own.



CHEESE RUNZA® SANDWICH



The Walking Tourists

Exploring our world one step at a time



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DECEMBER 2, 2013

Runza – a Nebraska original

LISA TRUDELL / Nebraska, Omaha / 27









Visit Cleveland Mississippi

July 21 at 9:37 AM · 🌐

One of the things that makes a day trip to Cleveland so great, you're just minutes away from the [White Front Cafe](#) in Rosedale, where Ms Barbara will serve you some of the best delta hot tamales on the planet! And you can wash down it down with an ice cold RC from her refrigerator. If you've been, you know how special this place is; if you've not been, you're in for a treat! To plan your Mississippi Delta Road Trip, check out some suggested itineraries on our website at: <https> ✓...
[See more](#)



Visit Cleveland Mississippi

July 16 at 9:28 AM · 🌐

There's still time to get to the market on this beautiful Delta morning!



+6

Cleveland, MS Farmers Market is at **Cleveland, MS Farmers Market**.

July 16 at 9:27 AM · Cleveland, MS · 🌐

Today is market day! We are open from 8:30am to 10:30am! It's a nice sunny, with some easy acoustic guitar music from Jeff McCreay and Deep roots! See to find and buy!





10 things we love about Kinkaid Brewing Company in Broken Bow, Nebraska

by Ann | May 5, 2018 | Feature The Midwest, Food and Drink, The Midwest, USA, Where we've been | 0 comments



ABOUT US



Hello! We're Midwest-based empty nesters Ann and Steve Teget. We are content creators whose goal is to **inspire you** to live and travel well. Whether that means finding a new **travel destination**, developing a **healthier lifestyle**, or just getting dinner on the table, we want to help you do it.





Visit Waxahachie, Texas

6h · 🌐



It's Hump Day, and we feel like you need a virtual caffeine break to get thru the day . . . here are some of our Waxahachie faves 🍷. What's yours?

[7 Brew Coffee](#)

[Fresh Market Coffee](#)

[77 Energy Hub](#)

[Vita Coffee House](#)

[Prickly Boba](#)

[Three Rivers Coffee Co - Waxahachie](#)

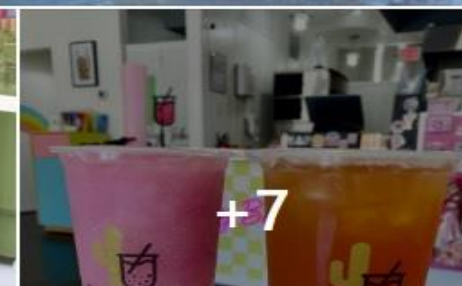
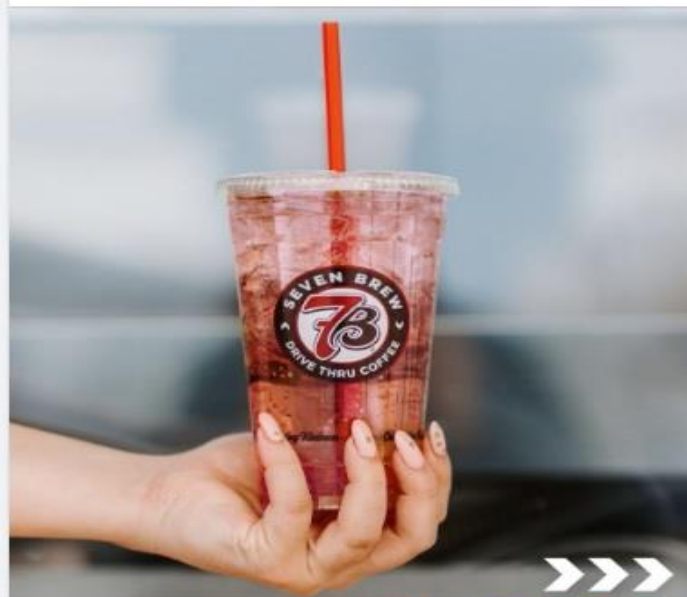
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[White Rhino Coffee - Waxahachie](#)

[Hachie Nutrition](#)

[Doña Jacky](#)

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7 (More) Places to Live Like a Local at Breakfast

 Sheila Scarborough



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places to eat in vicksburg ms



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Sheila



The Best Restaurants In

VICKSBURG, MISSISSIPPI



www.buddythetravelingmonkey.com

The Best Restaurants In Vicksburg,
Mississippi

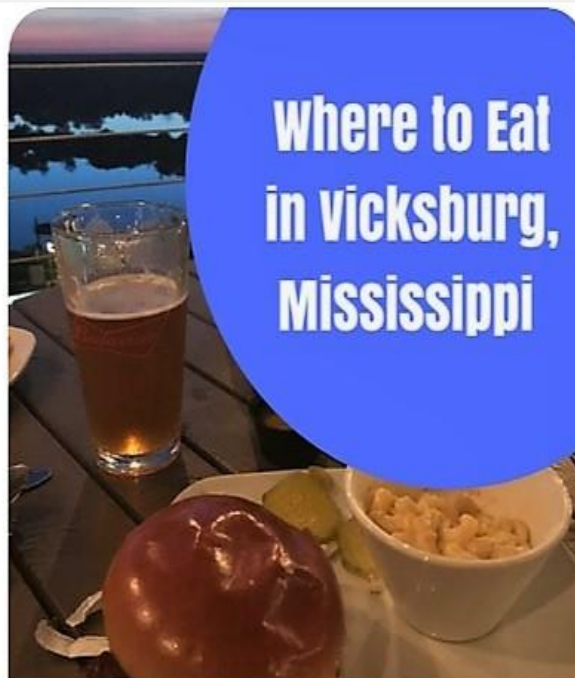


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WHY TIEKS BY GAVRIELI BALLET FLATS
SHOULD BE IN YOUR SUITCASE

Are Tieks Good for Traveling? YES!



Where to Eat
in Vicksburg,
Mississippi



AmateurTraveler.com

Where to Eat in Vicksburg,
Mississippi - Amateur Traveler



The 10 Best Restaurants In
Vicksburg, Mississippi

Customs & Traditions

Chicken Show All Grown Up





Wayne Chicken Show returns



Geography & Nature



Was this information helpful? Share it with your friends.



LET THE AMAZING SUNFLOWER PUT A SMILE ON YOUR FACE

At the peak of the growing season, generally August in North Dakota, vast sunflower fields blanket North Dakota and lift our spirits. Brilliant fields of yellow flowers welcoming the morning sun can be found throughout North Dakota. Those viewing the colorful crops in North Dakota are reminded not to enter any field without the landowner's permission.

Check back here weekly for updated maps to the brightest fields.

Updated: 8/2/2022

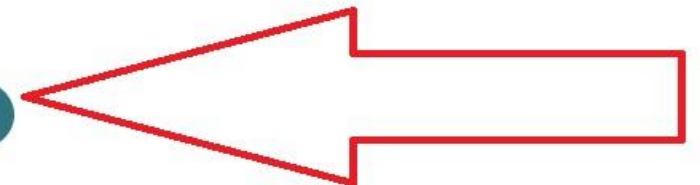
[Click here for more information about North Dakota's sunflower fields!](#)



Explore Legendary ND Cities

Everything's great when you're downtown. Enjoy arts, entertainment, shopping and vibrant downtown scenes in North Dakota cities.

HIT THE TOWN





REGENT AREA

Blooming in 1-2 weeks.

*GPS Coordinates: 46.594146,
-102.550145*

*West I-94 take Gladstone Exit
72. Turn left onto 100th Ave
SW and continue south for 20
miles.*



EAST ADAMS AREA

0% blooms.

*GPS Coordinates: 46.088938,
-102.472601*

*From Bismarck get on I-94 W
and follow to Exit 84. Follow
ND-8 to 7th Ave NE.*



MAPLETON AREA

90% bloomed.

*GPS Coordinates: 46.862083,
-97.043250*

*Head east on I-94 E and take
exit 338. Turn right onto 163rd
Ave SE for 1 mile. Turn left onto
38th St SE and the field will be
on the right.*



MAPLETON AREA

90% bloomed.

*GPS Coordinates: 46.871252,
-97.010108*

*Head east on I-94 take exit
338. Turn right onto 163rd Ave
SE, turn left at the first cross
street on 37th St SE 2 miles
and turn right onto 165th Ave
SE and the field will be on the*

Sunflowers ...



North Dakota Tourism · North Dakota is one of the top producers of sunflowers in the country. Keep an eye out for our annual sunflower map released every summer!

1.66k followers

Share



See miles of Sunflowers



North Dakota Tourism



See miles of Sunflowers



North Dakota Tourism



Sunflower Map of North Dakota



North Dakota Tourism



Sunflower Map of North Dakota



North Dakota Tourism



Bird's Eye View of a Sunflower...



North Dakota Tourism



The sunflower fields never end...



North Dakota Tourism



Sunflowers Blooming



North Dakota Tourism



North Dakota 2020 Sunflower Map



North Dakota Tourism







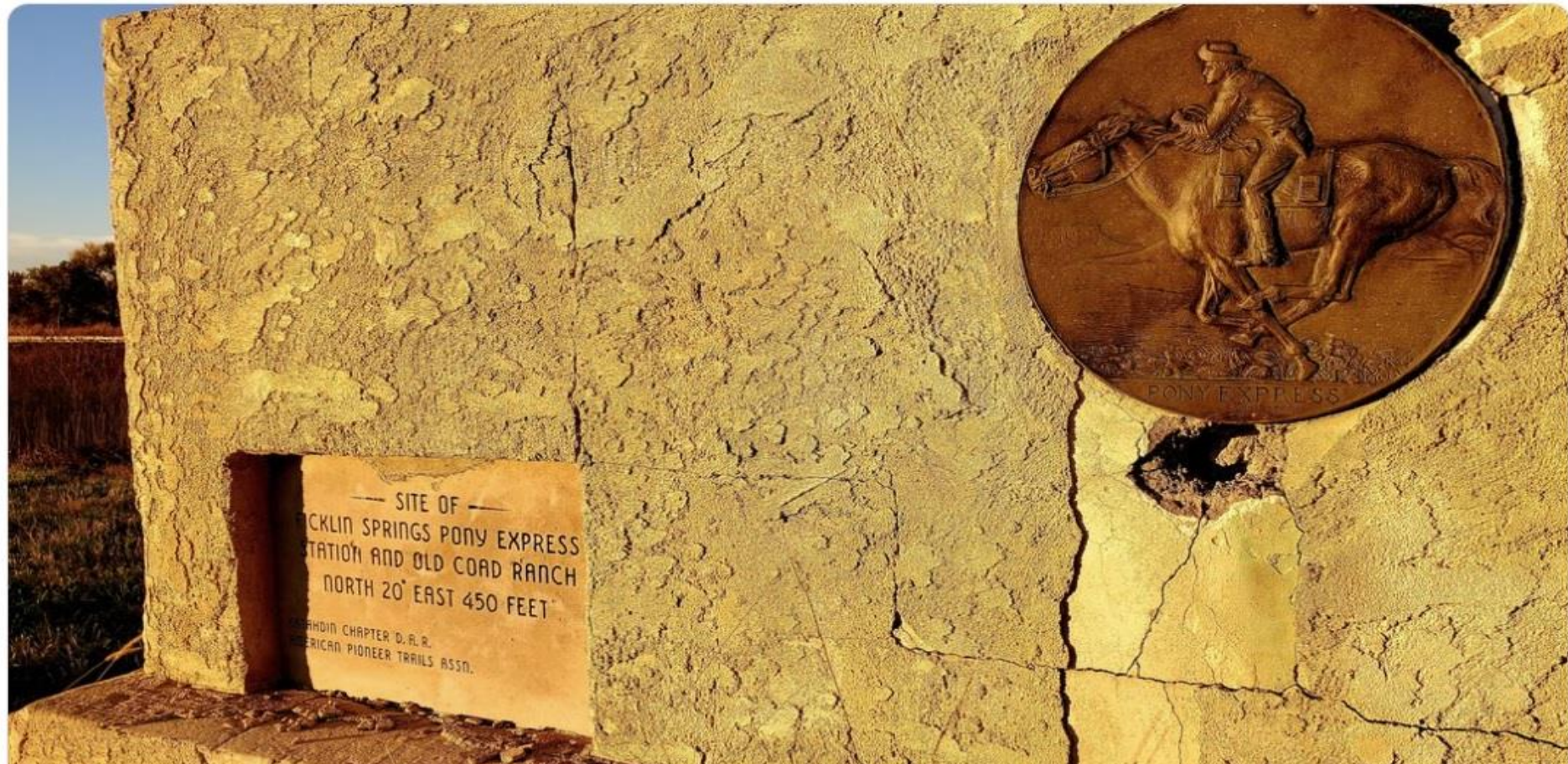
History



theseafarer

13h ...

Of course I brake for historical markers, y'all. This spot on the Pony Express route in western Nebraska had a sod house for riders once upon a time, if I remember correctly.







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Guide

7 Historic Dive Bars Across the Country

Dive bars are an integral part of America's historic character: These careworn buildings emulate the love and energy we put into our communities. To get you thirsty to explore your own neighborhood's watering holes, we've compiled a guide to seven awesome drinking establishments around the country. Plus, tell us about your favorite dive bars on social media using the hashtag [#SaveTheDiveBar](#).



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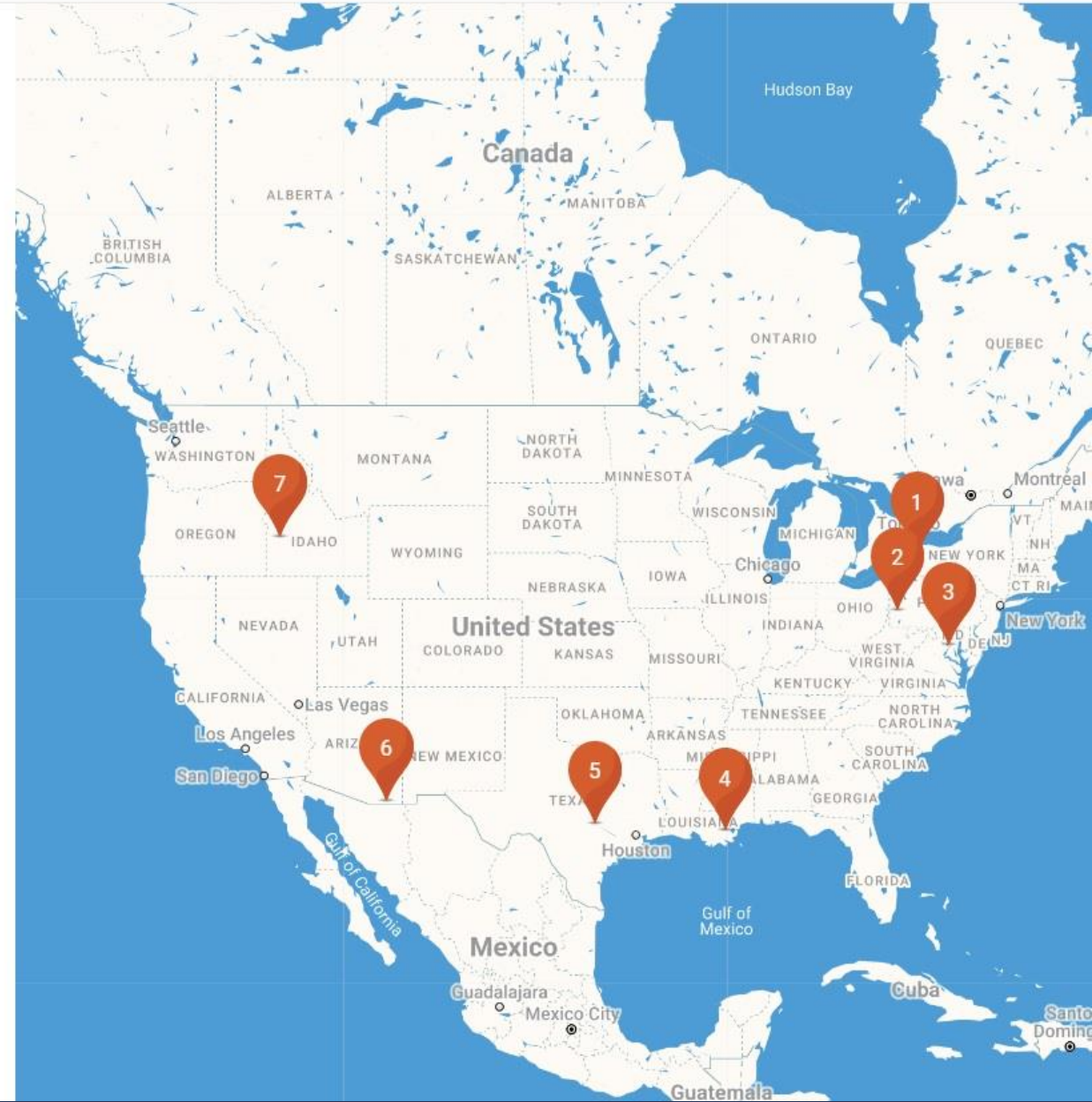


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1 The Old Pink (Buffalo, New York)

While some patrons of The Old Pink (more commonly known as The Pink) recommend the steak sandwich above all else, others are surprised to learn you can even order food at this dive bar—there is no printed menu, and you have to ask a bartender for their offerings. The bar's blue and purple paint job, dotted with snowy clouds and bright green flames, is hard to miss in downtown Buffalo, New York.





Install App



Podcast Episode

26. Oakwood Cemetery

Rambling Roses

Oct 2022 · 27 min 40 sec



Episode Description

Tyler, Texas has a lot of history and one of the most historical places is the Oakwood Cemetery. The cemetery was established in 1849 and the people who are buried there have some very interesting stories. Join Hollie and Cindy as they visit it with Michael Hurley.

League City Takes Part in Juneteenth Emancipation Trail Ride

Over the weekend of June 19–20, a group of about 50 cyclists gathered to ride the Emancipation Trail in celebration of Juneteenth, with a stop in League City as part of the ride. The trail, beginning in Galveston and ending at Emancipation Park in Houston, replicates the path that newly freed slaves took in 1865 after they were finally told of the Emancipation Proclamation, which had been signed by Abraham Lincoln two years earlier.

Along the trail, cyclists stopped at historically important sites, including Texas City—where the only Reconstruction-era African American settlement in Galveston County was located—and at the Butler Longhorn Museum in League City. Participants viewed an exhibit on slaves who worked as cowboys, and Mayor Hallisey was on site to greet the cyclists and offer refreshments to the group.







Tubman in Wilmington, Delaware



Auburn Downtown BID

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Auburn Downtown BID

June 30 · 🌐



Harriet Tubman

Shine a
light on history

People

Ree Drummond's Latest Instagram Post Will Inspire You to Plan a Visit to Pawhuska

"We are so ready for the sunshine! ☀️"



By [Kelly O'Sullivan](#)

Published: Mar 7, 2022



After a long and dreary winter, everyone is starting to get spring fever—including The Pioneer Woman!

Ree Drummond has never been shy when it comes to [her feelings about winter](#), a season that is particularly difficult when you live on [a ranch in the middle of Oklahoma](#).





emporia.main.street • Following



emporia.main.street Had a blast welcoming new @emporiastate students to Emporia this morning!

3w



emporia.main.street 🍌🍌🍌🍌🍌



3w Reply



gravelcityroasters This was a fun group! We already had return customers this afternoon with new Hornets showing off their new town to family!



3w Reply



23 likes

Always think of ways to
get the MOST content
possible out of your
heritage/cultural assets.

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2023 PASSPORT STOPS



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Thank You!

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