

Supporting Materials – Short-Form Video Submission
Dahlonega, Georgia: A Real-Life Hallmark Christmas Town
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Supporting materials include a concise visual summary of the project’s performance and impact.

The document highlights cross-platform analytics, organic reach, and selected audience responses demonstrating real travel intent. All results were achieved without paid promotion or partnerships, using a single short-form video adapted for Instagram, Facebook, and TikTok.

1. Performance Snapshot

Total Cross-Platform Results

The data below highlights audience behavior across platforms — including saves, shares, reposts, and follower growth — reflecting strong travel interest and planning intent beyond passive viewing.

<i>*upd 01/14/2026 12PM</i>	Views	Likes	Comments	Shares	Reposts	Saves	Followers gained
Instagram	236 077	10 216	78	13 081	107	4 832	729
Facebook	1 952 555	23 200	1 402	5 300		5 700	4 452
TikTok	445 874	22 876	389	15 986		8 936	1 095
Total	2 634 506	56 292	1 869	34 367	107	19 468	6 276

Performance Verification Screenshots

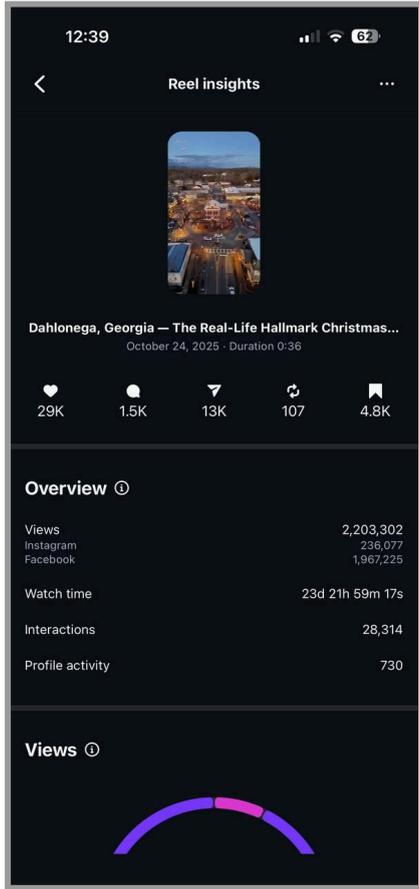


Figure 1. Instagram Reel Analytics



Figure 2. Instagram Reel Analytics

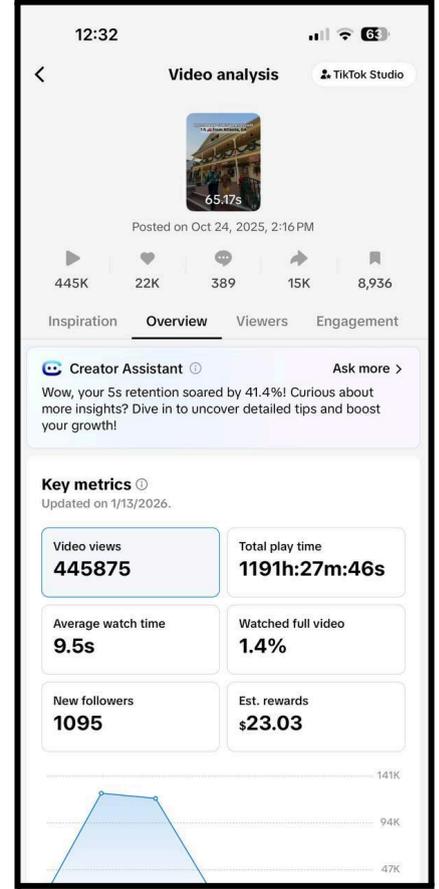


Figure 3. TikTok Video Analytics

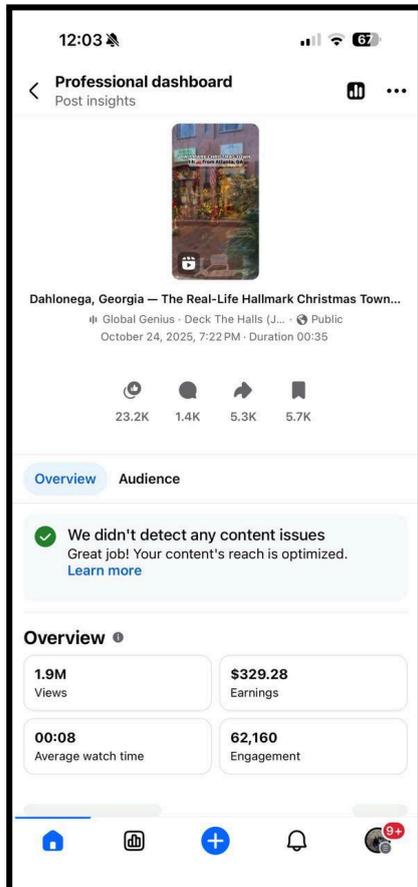


Figure 4. Facebook Video Insights

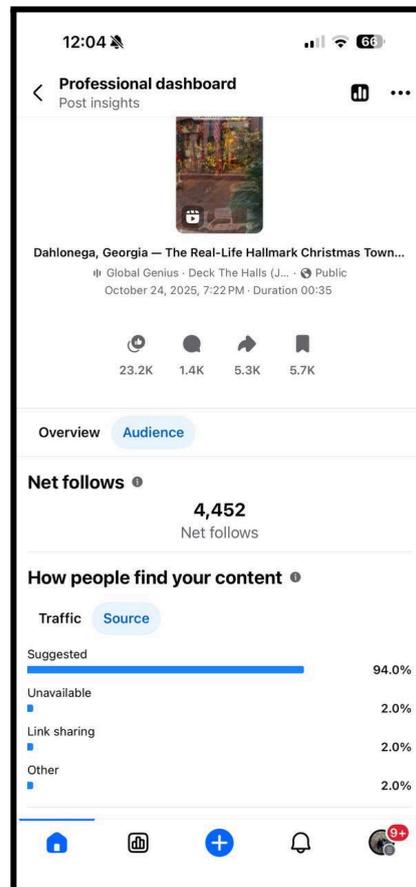


Figure 5. Facebook Video Insights

2. Engagement Quality

Audience Response & Engagement (Comment Review)

Based on a qualitative review of 300+ organic Facebook comments (exported directly from the platform), the following audience response patterns were identified:

2.1 Clear travel intent

Many viewers explicitly mentioned plans to visit Dahlonge. Comments frequently referenced planning a Christmas trip, a weekend getaway, or adding the town to a future travel list. This shows that the video encouraged real travel consideration, not just casual interest. Please see a couple of examples below:

The image displays a grid of Facebook comments from various users, all expressing interest in visiting Dahlonge. The comments are organized into three columns and six rows. Each comment includes the user's profile picture, name, and the text of their comment. Many comments mention specific dates like 'Christmas' or 'weekend' and include emojis like hearts or fire. Some comments also mention other people, suggesting a social or group travel context. The interface elements like 'Reply', 'Hide', and like/dislike icons are visible for each comment.

Julie Johns · 13w ·
Chay - the next time you guys come here to visit - we plan a trip!
Reply Hide

Tracy Leavitt · 13w ·
Nancy you should go here!
Reply Hide 1

Vicki Konarski · 13w ·
Amanda Aaliyah we should come down there to do Christmas this year
Reply Hide

Tiana Marie · 13w ·
Omg we need to go!! 🤩🤩🤩 Jen Chirichella
Reply Hide

Tiffany Sparks Collins · 13w ·
Diane Weller Smith ❤️ Let's go here... You will love it
Reply Hide

Diane Weller Smith · 13w ·
Tiffany Sparks Collins Lets go!!!!
Reply Hide

Dayna Cardwell · 13w ·
Ummm Kayla Brabham not real sure why you haven't taken me here yet! Put it on New Year's week list!
Reply Hide
View 1 reply

Cheryl Adcock · 13w ·
Jane Ellen Jones Frankie Migues Higdon we need to do road trip it's not too far
Reply Hide

Jane Ellen Jones · 13w ·
Cheryl Adcock I'm in!!! 🤩. Tell me when
Reply Hide

Michelle Covington · 13w ·
Diane Price-Hawkins let's go!! One weekend before Christmas
Reply Hide
View 1 reply

Peggy Sheppard · 13w ·
Courtney Vaughn, I think this would be an awesome weekend trip! It's only 6 hours.
Reply Hide

Judy Steury Wilkinson · 13w ·
Sonia Combs Pounds I want to go here 😊
Reply Hide

Sonia Combs Pounds · 13w ·
Judy Steury Wilkinson , it really looks like that to at christmas! I love Dahlonge! Come down and we will go 😊
Reply Hide 1

Christina Guido Cipolla · 13w ·
Kelley Duke Jaquith Belinda Robson Angela Gosnell Espinosa Gonzalez I think we need to do this this year def 🎄
Reply Hide
View 1 reply

Sahdyah Dianne Morgan · 13w ·
Will definitely make a drive up here, may do so with my parents if they come up for Christmas!
Reply Hide 3
View 2 replies

2.2 Organic sharing and tagging behavior

A large number of comments included tagging family members, partners, and friends. Viewers often wrote messages such as “we need to go,” “this would be fun,” or “adding this to our list,” indicating natural word-of-mouth sharing and peer-to-peer trip inspiration.

This screenshot displays a grid of social media comments. Each comment includes a user profile picture, name, and timestamp (e.g., '13w'). The comments are diverse, with many users tagging others. For example, Abi Carlisle tags Rachel Nguyen, Amanda Dills Joslin tags Josh Joslin, Angie Jenkins, and Christopher Jenkins, and Michelle Davoulas tags Jess No Jamie K Richards. Other comments express interest in visiting, such as Vickie Smith tagging Brandy Michellé Warner, Jennifer Day Thompson tagging Allison Wilson and Rebecca Day, Susan Long Cristo tagging Alissa Fugitt McCreary, Lori McAlister, and Michael, and Nancy Mayo tagging Jaclyn Parker and Dana Lee. The comments also include interaction icons like thumbs up, thumbs down, and reply buttons.

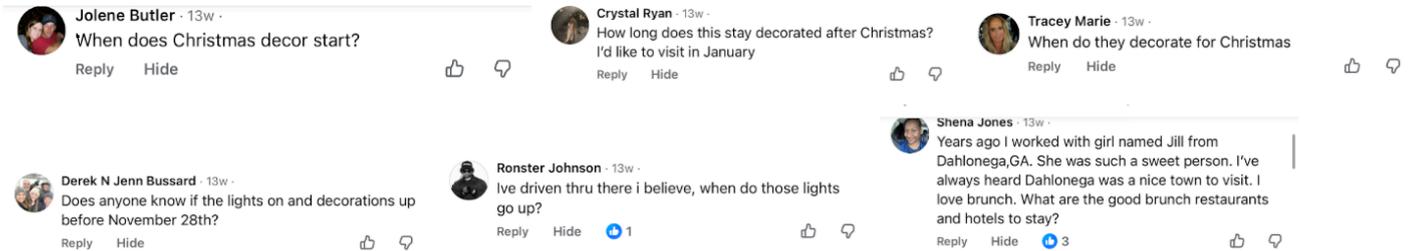
2.3 Emotional connection and nostalgia

Several commenters shared personal memories of visiting Dahlonega in the past, often tied to Christmas traditions and family trips. Many mentioned returning year after year, celebrating honeymoons or anniversaries, or simply missing the town. These responses show a strong emotional connection beyond basic engagement

This screenshot shows a collection of social media comments expressing nostalgia and emotional connections to Dahlonega. Robert Alan Black shares a memory from the 1980s about traveling to Dahlonega for Christmas decorations and Santa Claus carvings, accompanied by a photo of various carvings. Jenny L. Patron tags Sarah Vega, who responds with a heart and says she's going to take a drive. Jill S. Peake mentions honeymooning there in the 90s. Jane-Marion Turbeville recalls a magical weekend from last year. Mindy Hawkins shares that she and her family started going there the day after Thanksgiving in 2021. Other comments include Robert Vincoli missing the place after 25 years and Angela Scott celebrating their anniversary there every year. The comments are interspersed with interaction icons like thumbs up, thumbs down, and reply buttons.

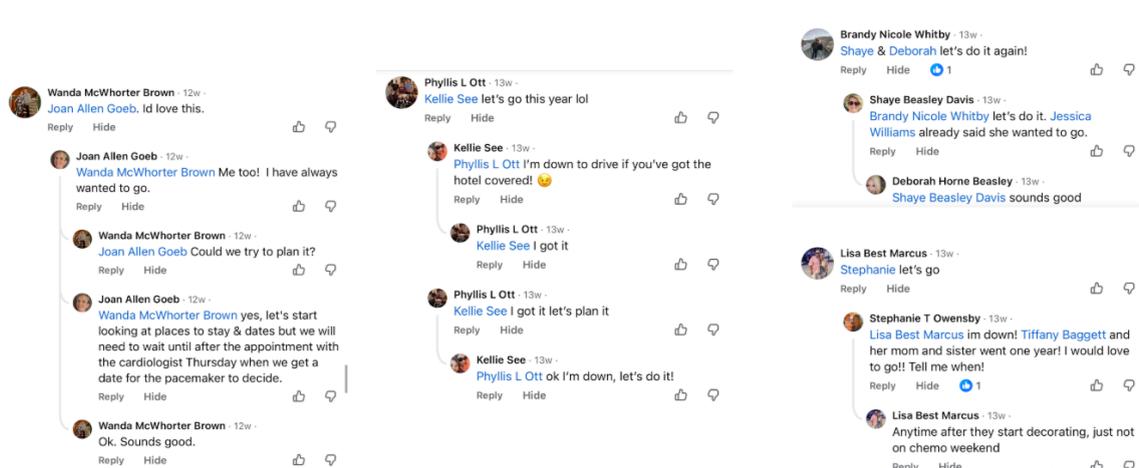
2.4 Practical trip-planning questions

Many viewers asked about timing — when decorations begin and how long they remain. Others requested recommendations for restaurants and places to stay. These responses indicate that the video functioned as a practical travel resource, not just visual content.



2.5 Community-Driven Engagement

The video sparked active discussions and trip planning among viewers. Comment threads show people tagging friends, coordinating visits, and making plans together — demonstrating engagement that extended beyond likes into real-world intention



This short-form video demonstrates how a single, well-structured piece of content can move beyond passive viewing and create measurable impact. Through clear storytelling and practical information, it generated cross-platform performance, sustained discussion, and visible travel intent. The results reflect not just reach, but real audience action and emotional connection