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Envision 2020 National Social Media Sentiment Naming Report

This Report is One of 10 SIR Envision 2020 Input Deliverables*


*SIR is the strategic consultancy supporting the Envision 2020 Regional Branding Initiative's Task Force (www.sirhq.com)

1. Secondary Research Report (Relevant Data and Existing Research)
2. Peer Cities/Regions Place Marketing Report
3. Hampton Roads Place Marketing Report
- 4. National Social Media Sentiment Naming Report**
5. Hampton Roads Resident Survey Report
6. Hampton Roads Young Professionals and High School Students Reports**
7. Hampton Roads Business Leaders Survey Report
8. Hampton Roads Prospective Visitors Survey Report
9. Corporate Real Estate Professionals Survey Report
10. Site Selection Consultants Interview Report

Envision 2020 Project Task Force Findings and Recommendations Report

This Report

**High school students input handled by High School Task Force Member




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Envision 2020 National Social Media Sentiment Naming Report

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- II. Key Insights
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I. Report Goals

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Social Media Sentiment Naming Report Goals

Gain insights on social media sentiment in order to:

- Identify the use of and sentiment toward Hampton Roads as the region's name.
- Identify the use of and sentiment toward other names used for the Hampton Roads region (e.g., Coastal Virginia, Tidewater).
- Identify the geographical boundaries associated with the region.
- Understand what people identify as Hampton Roads' defining characteristics — *what makes it a unique place?*
- Identify potential ambassadors for the region.

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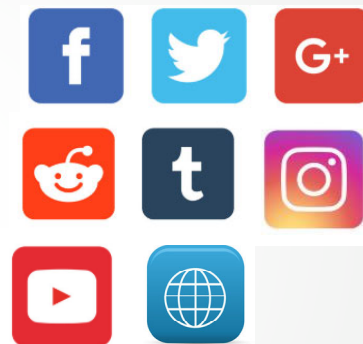
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Study Methodology

SIR conducted a social media sentiment audit on the use of and sentiment toward names related to the Hampton Roads region.

SIR used social media listening software called Simply Measured to gather and assess social media mentions across multiple platforms, including Twitter, Facebook, Instagram, YouTube, Tumblr, Google+, Reddit, and online blogs and forums.

SIR analyzed the resulting data to prepare this Envision 2020 National Social Media Sentiment Naming Report.



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Social Media Sentiment Audit's Regional Naming Filter

To focus this assessment, SIR created a "Regional Naming Filter" using a variety of geocodes, hashtags, and keywords related to Envision 2020. This included the Hampton Roads name and alternative names for the region. The most popular names identified by SIR, the Envision 2020 Task Force, and the Envision 2020 Stakeholders were included, as well as keywords regarding the regional naming process like regional name and regional branding.

Keywords and associated hashtags included:

Formal Names: Hampton Roads, Coastal Virginia, Tidewater, Southeastern Virginia, Virginia Bay, Norfolk-Virginia Beach, Greater Norfolk

Informal Names: 757, COVA, SEVA, 7 Cities, HRV, HRVA, Bay VA

Terms: Naming, Branding, Brand, Name, Rename, Change, Switch

Note: Names and terms that are identified by the filter have to be part of a two-set combo. They have to appear in at least two of the three categories. For example, "Coastal Virginia" and "rename."

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Social Listening Overview

- The social media listening or "audit" was active for **four months** – from March 1 through June 30, 2019.
- More than **44,600 social media posts** were captured by the "Regional Naming Filter" and mined. These 44K+ posts were passed around and commented on multiple times for a total of **225 million impressions**.

44,600
social media posts



225 million
impressions

8




8

A NOTE ABOUT SOCIAL MEDIA SENTIMENT

Simply Measured sentiment scores are generated through a proprietary computer-generated algorithm using Bayesian models, claiming 85 percent aggregate accuracy. As every social listening system has its own sentiment algorithms, topic sentiment comparisons across programs is not possible. However, the key is to use any system's overall sentiment rating as a baseline and monitor positive and negative deviations from this baseline – as is done in this audit.

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II.
Key Insights
(Applying the “Regional Naming Filter”)

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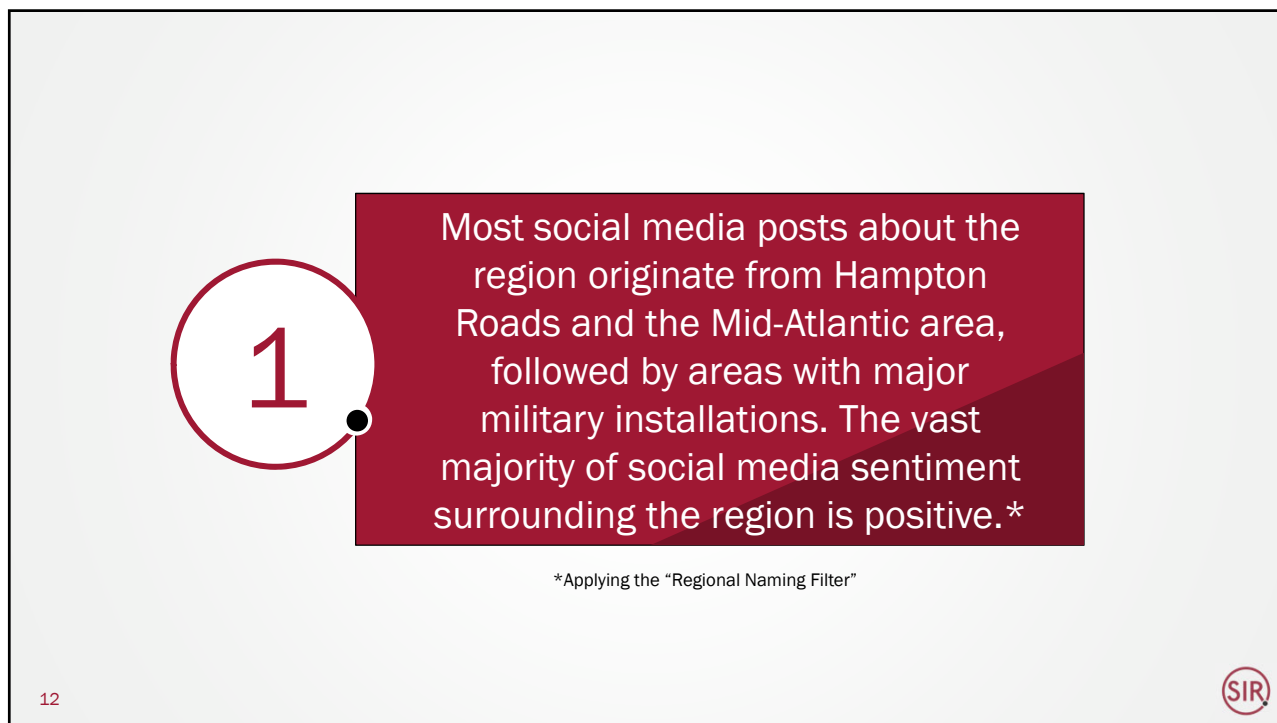


Overall Buzz or
Sentiment about
the Region

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Most social media posts about the region originate from Hampton Roads and the Mid-Atlantic area, followed by areas with major military installations. The vast majority of social media sentiment surrounding the region is positive.*

*Applying the "Regional Naming Filter"

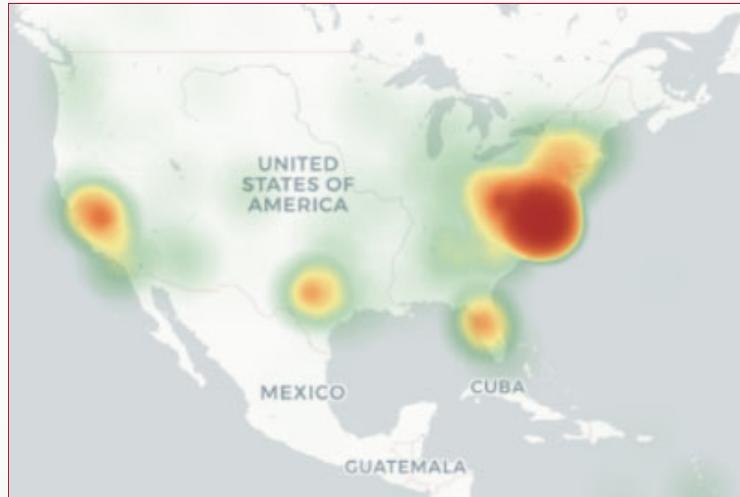
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Social Media Post Location Sources

- Most social media posts were concentrated in the Mid-Atlantic region.
- Cities with military presence were also the sources of a relatively high volume of posts.
- The “Something in the Water” festival may have influenced California-originated buzz.



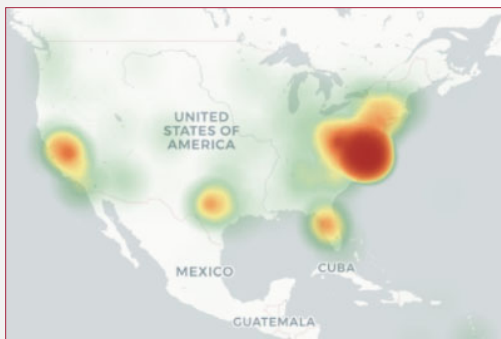
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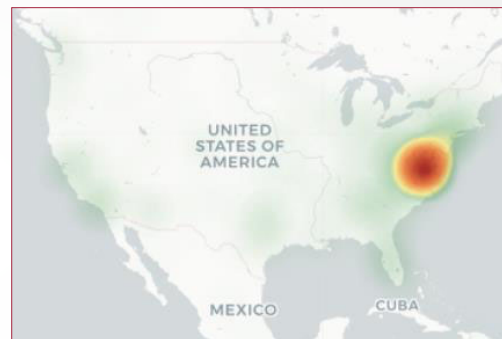
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Hampton Roads generates more geographically dispersed buzz than Richmond/RVA

Hampton Roads Heat Map*



Richmond/RVA Heat Map**

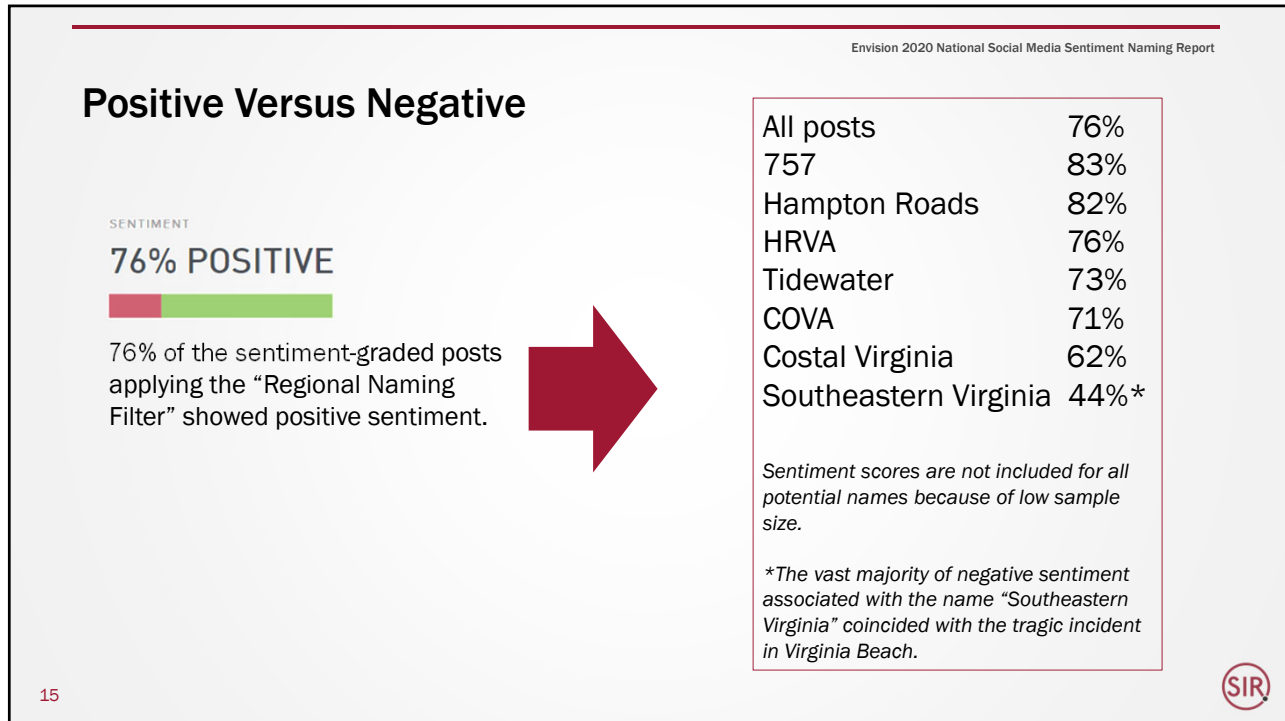


*The Hampton Roads heat map is based on the “Hampton Roads Naming Filter” discussed on slide 7.
 **The Richmond/RVA heat map presented for comparison purposes is based on the following naming filter: Richmond City, Virginia, VA, #RVA, with exclusions for BC, Cali, CA, California, UK, England, Canada

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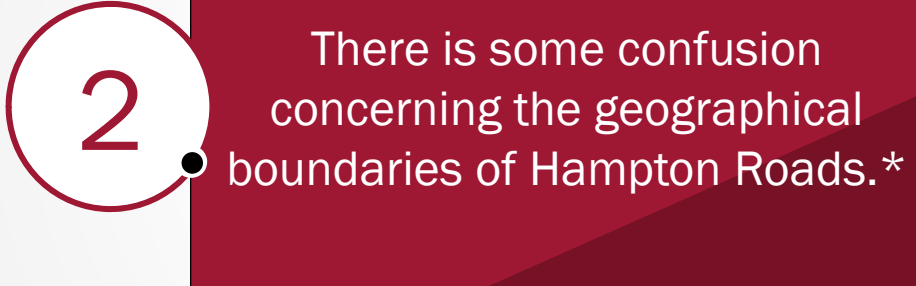
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IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative’s final plan should include ways to leverage social media and tap into the power of this region’s military connections by inspiring our regional apostles who move around the country and the world.


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There is some confusion concerning the geographical boundaries of Hampton Roads.*

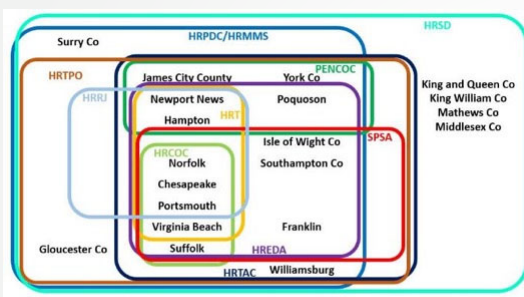
*Applying the "Regional Naming Filter"

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Confusion persists over what exactly Hampton Roads encompasses




HRRI - Hampton Roads Regional Rail
 HRTPO - Hampton Roads Transportation Planning Organization
 HRPC - Hampton Roads Planning District Commission
 FENCOC - Peninsula Chamber of Commerce
 HRCC - Hampton Roads Chamber of Commerce
 HREDA - Hampton Roads Economic Development Authority
 HRMS - Hampton Roads Metropolitan Medical Response System
 HRTAC - Hampton Roads Transportation Accountability Commission
 SPSA - Southeastern Public Service Authority
 HRSD - Hampton Roads Sanitation District

Jeff Reid Hampton Roads does not include Williamsburg...I identify HR or Tidewater as the 7 Cities...just sayin. 23

Like · Reply · 32w · Edited

Caroline G. Jacob Bonney Everyone doesn't agree. >>> https://en.wikipedia.org/wiki/Hampton_Roads



EN.WIKIPEDIA.ORG
Hampton Roads - Wikipedia

Like · Reply · 32w


Missy Giardina Caroline G. Jacob Bonney I don't identify with Hampton Roads at all. Hate that name for our area. It's Tidewater and will always be Tidewater to me! Hampton Roads is a stupid name. Join the rebellion! 😂😂😂 3

Like · Reply · 32w

Caroline G. Jacob Bonney I agree ! Hampton Roads is in and on the water. 1

Like · Reply · 32w

*This graphic was created by @Unitehamptonrds to illustrate how regional groups define Hampton Roads boundaries in different ways.


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IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative's final naming architecture and plan should address the geographical boundaries issues. Name and tagline testing should include geographic anchor names and references.


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**Regional Assets –
What Makes the
Area Unique**

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Diversity, history, military support, and water are the major assets that make up Hampton Roads' DNA.*

*Applying the "Regional Naming Filter"

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Posts often tout Hampton Roads as a diverse and inclusive community

Stonewall Fifty: A Legacy of Liberation Suffolk Commands Host LGBT Pride Month Observance



8. of 11 @vball_orzy

So proud of #blacklivesmatter757. Hampton roads is such a diverse area. Setting a great example for the rest of the country ❤️

8:47 AM - 11 Jul 2016 from San Diego, CA

2 Retweets 14 Likes

Victoria Foster is attending an event with Randy Thomas and 5 others at The Vanguard Brewpub and Distillery.

Now This is What A Fierce Diverse Show Cast Looks Like... Old School & New But Always Glam! & At The Top Of There Game... Join The Original Queen B Of Brunch in Hampton Roads Victoria Foster Along With Jamie Marquis / Michelle Dovereaux Livigne / Victoria Snow / & Dana St James, For Drag Me To Brunch At The Vanguard Sunday Morning August 4th Get Your Tickets Now Before We Sell Out Our Last 3 Shows Sold Out In Record Time Go To Eventbrite The Girls Of Summer, For Questions & Large Party's Call The Restaurant Direct The Vanguard Brewpub and Distillery in Hampton It's Time To Say Drag Me To Brunch With Victoria Foster At The Vanguard. Proudly Sponsored By 93.7 BOB FM 96X & US 106.1 America's Country.



5 2 Shares

Lunch Tunes Dance @LunchTunesDance

I love the Hampton Roads Area, it's a Diverse Culture, that's what makes it Great and like no Other place in the World!

10:09 PM - 15 May 2013



Local Music Show @LocalMusic90X

One thing is for certain... Hampton Roads certainly is diverse! And our local music is no exception!

8:49 PM - 3 Jun 2012

1 Retweet

22



22

The area's rich heritage and overall influence on American history is also frequently shared

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chamber757 • Follow
Hampton Roads Chamber is always eager to recognize our local history throughout the region. Kicking off Transit Tuesday, we encourage locals and visitors to witness "The Homecoming Statue in Swan Point Park. This statue was dedicated in 2000 in honor of all who perished and their families, past, present and future. Hampton Roads is a region built on military partnerships that help contribute to a booming economic...

stehkel | live in Virginia. I really like Hampton Roads, the area I live in. It's quite diverse and the area is rich with history.

Earle Hall
It's an Honor to see such historic landmarks where we live. These pictures are Fort Monroe and Fort Wool where the US pulled a steel net across the entrance to the Hampton Roads Harbor to prevent German U-boats from coming in. So cool!

Kristen Shaughnessy
Yes. Hampton Roads region of Virginia. We knew more about Jamestown, Colonial History, and the American Revolution in Elementary School than most adults who were raised elsewhere.

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Hampton Roads' strong military presence and reputation as a "military-friendly region" are central to many posts

Envision 2020 National Social Media Sentiment Naming Report

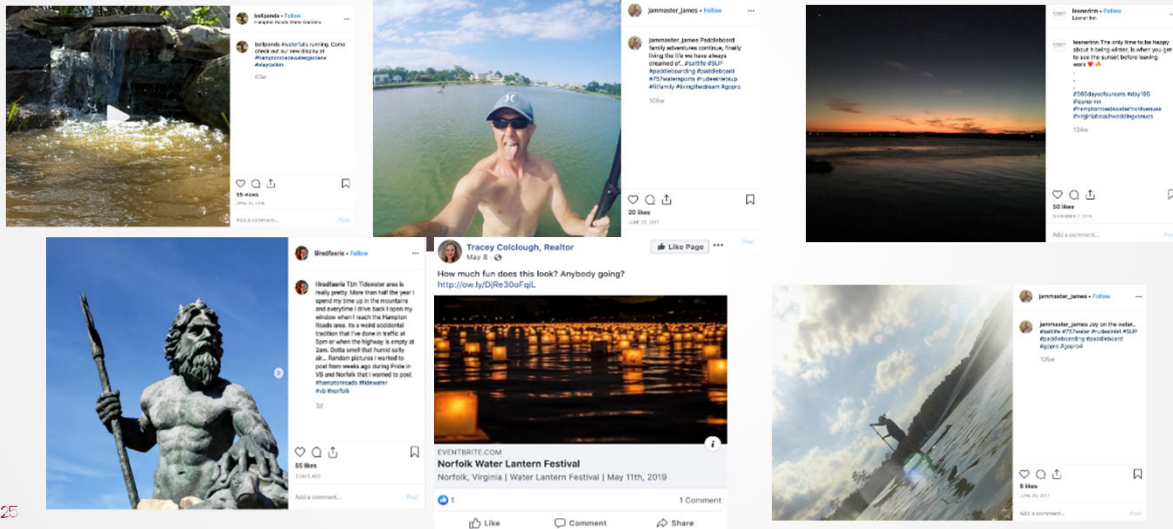
A Salute to Those Who Serve
There are Hampton Roads, together also near in the skies above, and the sea and waterways, and through train and road work at the area's many military bases. For centuries, Hampton Roads has been thought of as the gateway opening ocean to the rest of the region since it strategically located in the mid-Atlantic. Union landing in the New World in 1607, Captain John Smith founded the area near the mouth of the Chesapeake Bay as an important distributive position for the fledgling English colony. Today, that region is home to the world's largest naval base, Naval Station Norfolk, other prestigious military bases for different branches of the armed forces, and the only NATO command headquarters in the...

10% Discount for Active Military and Veterans
We thank you for your service.

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24

Water imagery abounds in posts about Hampton Roads, particularly among residents



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IMPLICATION FOR ENVISION 2020

The social media sentiment analysis reinforces previous Envision 2020 research findings (see Secondary Research Report) that history, military, diversity, and water are the key attributes that make the region unique from other places. These assets are emerging pillars of the region's shared story.

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As the two major cities and travel destinations, Norfolk and Virginia Beach are major topics on social media.*

*Applying the "Regional Naming Filter"

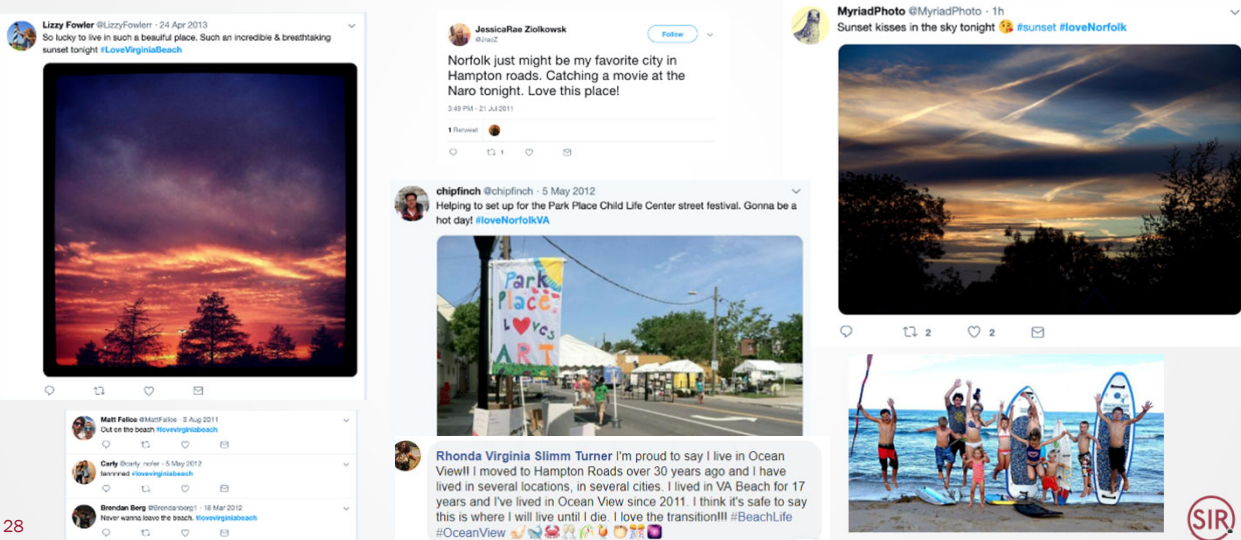
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Envision 2020 National Social Media Sentiment Naming Report


Residents' affinity for Norfolk and Virginia Beach are frequently cited



The collage features several social media posts:

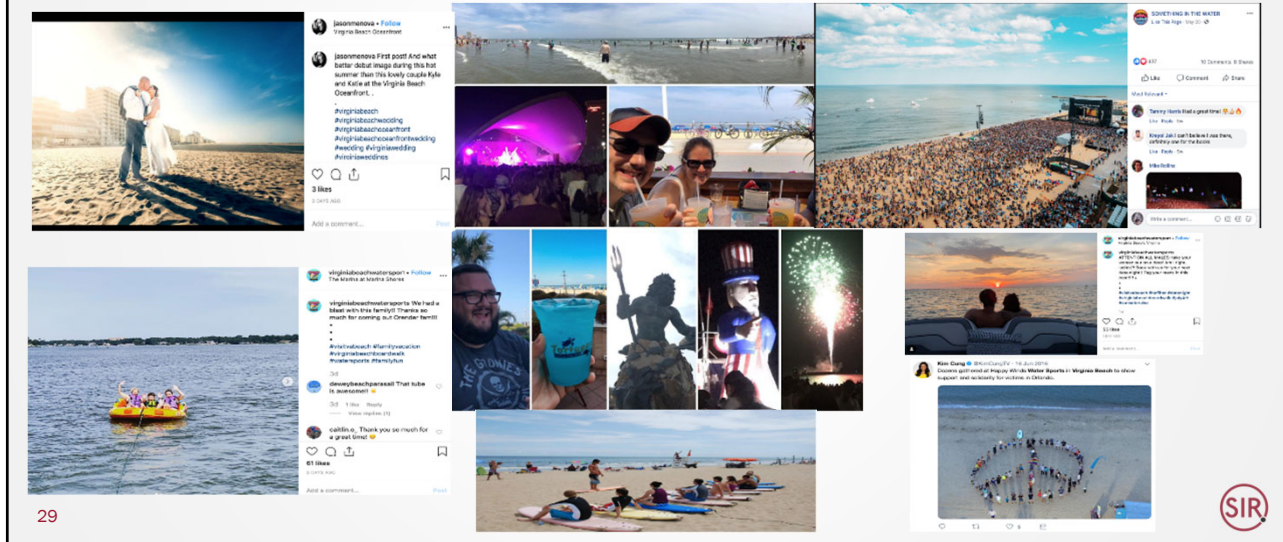
- Lizzy Fowler** (@LizzyFowler) - 24 Apr 2013: "So lucky to live in such a beautiful place. Such an incredible & breathtaking sunset tonight #LoveVirginiaBeach" (with sunset photo)
- JessicaRae Ziolkowsk** (@jzic) - 3:49 PM - 21 Jul 2011: "Norfolk just might be my favorite city in Hampton roads. Catching a movie at the Naro tonight. Love this place!"
- MyriadPhoto** (@MyriadPhoto) - 1h: "Sunset kisses in the sky tonight 🌅 #sunset #loveNorfolk" (with sunset photo)
- chipfinch** (@chipfinch) - 5 May 2012: "Helping to set up for the Park Place Child Life Center street festival. Gonna be a hot day! #loveNorfolkVA" (with photo of festival sign)
- Rhonda Virginia Stimm Turner** (@rhonda1) - 18 Mar 2012: "I'm proud to say I live in Ocean View!! I moved to Hampton Roads over 30 years ago and I have lived in several locations, in several cities. I lived in VA Beach for 17 years and I've lived in Ocean View since 2011. I think it's safe to say this is where I will live until I die. I love the transition!!! #BeachLife #OceanView" (with photo of people at beach)

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Virginia Beach is often highlighted by both residents and visitors



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IMPLICATION FOR ENVISION 2020

Since Norfolk and Virginia Beach are such popular topics on social media, naming architecture conventions with these two geographic anchors should be tested.

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Impact of Events on Volume of Social Media Posts

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“Something in the Water”
festival generated an
unprecedented level
of social media activity.*

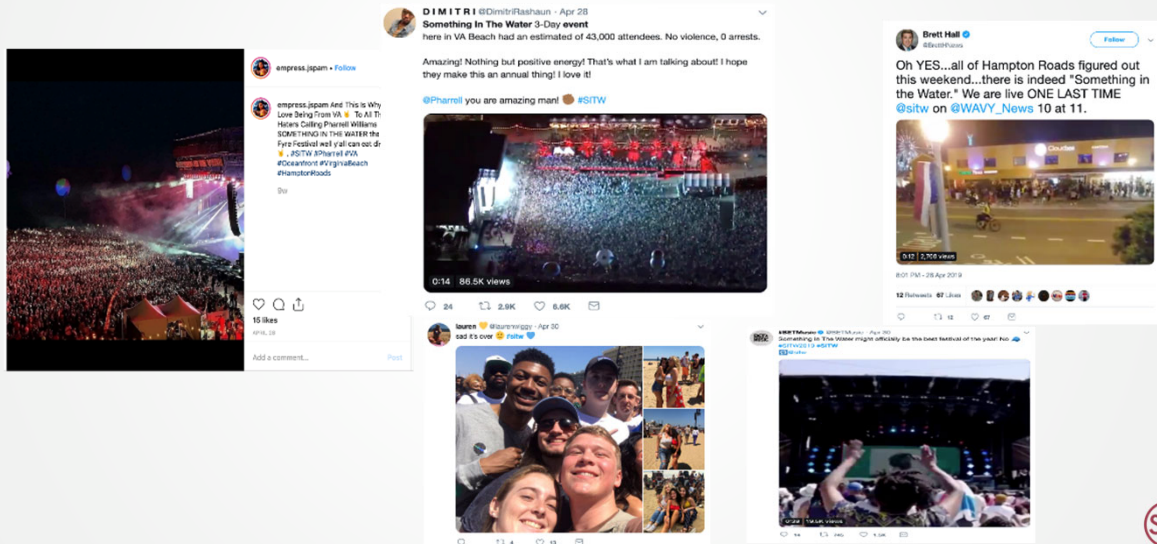
*Applying the “Regional Naming Filter”

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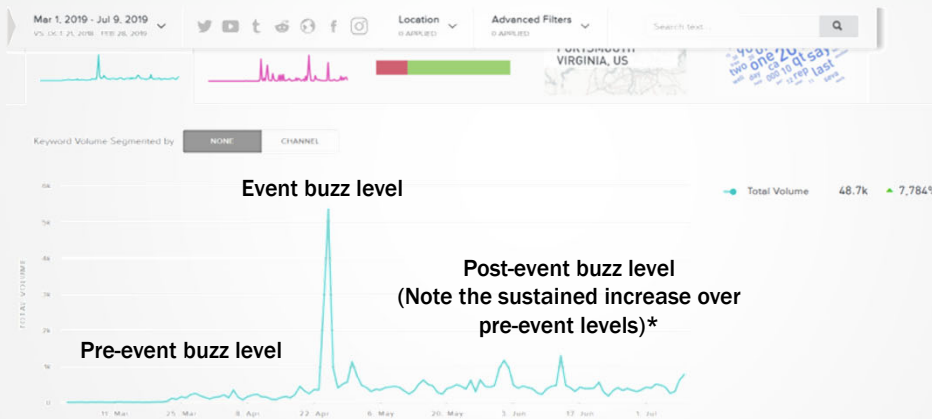
People posted a significant volume of content on social media to celebrate “Something in the Water” festival [#SITW](#) [#Somethinginthewater](#)



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“Something in the Water” increased the sustained buzz around the region



*Simply Measured social media sentiment software use for this analysis does not afford direct comparison to sentiment from the same time last year. Therefore, we cannot attribute the increase in post-event buzz to the actual event or traditional seasonal buzz that comes with the region’s major tourism attractions and related promotions.

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IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative's final plan should tap into the power of leveraging "Something in the Water" (including considering Pharrell Williams as a spokesperson), as well as other existing and possibly new festivals and events in the region.

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**Regional
Naming Issues**

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There is an ongoing dialog concerning the regional name (or lack thereof) and the Hampton Roads naming issue.*

*Applying the "Regional Naming Filter"

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Envision 2020 National Social Media Sentiment Naming Report

References related to the confusion about the regional names are easy to find, and in fact some feel the need to refer to several names just to be clear

Nelson O. White, Jr. @nelsonwhitejr · 9 Jun 2018
Replying to @JamesToscano @Harry_MiniumVP
Tidewater wasn't broke and didn't need fixing. **Hampton Roads** is not neutral, containing the name of a city in the region, **confusing**.

Virgil Texas @virgiltexas · Apr 1
That's just Virginia



Doug W @dougw...
Replying to @HamptonRoads
Me: "I'm from Hampton Roads, tidewater area of Va in Chesapeake..."
Them: "Where??"
Me: "Near Virginia Beach"
Them: "Oh yeah, I know now..."


The Gordon Gecko of Bitcode @thegordongecko · Apr 1
No Virginia refers to the area of the map labeled Chesapeake Bay as such. It is called Northern Neck and Hampton Roads is called Tidewater. Southern Va is Southside.

ancap antifa @ancap_antifa
Replying to @HamptonRoads
I'm from Hampton Roads and we say Hampton Roads, as well as Tidewater

Tom Joad The Wet Sprocket @thetomsprocket
Replying to @Dougy
I just say "southeast VA" because outside the Mid-Atlantic nobody knows WTF Hampton Roads/Norfolk/VB is

super_negra · Follow
super_negra I am from the 757 Virginia area. We are known as Hampton Roads. The Tidewater and Coastal Virginia. 7-5-7 is our area code and it represents 7 cities which are Newport News, Hampton, Chesapeake, Portsmouth, Suffolk, Norfolk, and Virginia Beach. You have the peninsula (Newport News + Hampton) and the Southside (Chesapeake, Portsmouth, Suffolk, Norfolk, Virginia Beach). You have our main bridges + James River Bridge, Hampton-Roads Bridge Tunnel, and The Monitor-Merrimack Bridge tunnel that connects us together. Virginia Beach has always been prevalent to me because my mom would take us to the Ocean Front

skatterbrainzz @skatterbrainzz · 6 Dec 2018
The "HR" name is **confusing** to many who don't live here. It's not human resources. It's **Hampton Roads VA**: Norfolk, Virginia Beach, Hampton, Newport News, Suffolk, Chesapeake, etc. I include Williamsburg and Yorktown also

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Online, people are even weighing the name “Hampton Roads” and its effectiveness for the region

rich @childishchinit0
12:10 PM - 8 Jul 2019

Other than “757,” has the area come up with a marketable name? Hampton Roads seems... dated? There’s also “Tidewater,” but I’m not too sure about that either.

1 Like

2 Comments

RJ Gabz @rjgabz · 20h
Replying to @childishchinit0
Seven Cities?

Keoni Nery @KeoniNery · Jul 8
Replying to @childishchinit0
Nah fam we don't need no more people

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Articles and editorials concerned with renaming the Hampton Roads region elicit passionate responses

The Virginian-Pilot
October 19, 2018

Our regional identity - columnist Ida Kay Jordan has an opinion and backs it up with history

PILOTONLINE.COM
I never was a fan of the name Hampton Roads; bring Tidewater back

161 Comments 79 Shares

Denise Binder Middleton Tidewater!!
Like Reply 28w

Thomas T Wiatt I like Hampton Roads. Just saying
Like Reply 28w

Howard Ralph I am total agreement with you on this, Thomas. The name "Hampton Roads" is centuries old, historic, descriptive and colorful. From what I could gather, the author of this cited article objects to the name being applied to the Combined Statistical Area which includes Elizabeth City, North Carolina. The Chesapeake Bay, the rivers, natural harbors and the ports of the area are Hampton Roads and the hinterland around it are Hampton Roads. The name speaks of maritime commerce and naval fleets and fishing fleets and world trade. Then again, if George Washington and Patrick Henry had not arranged to have the canal dug, Elizabeth City might have been named, "The big dry spot on the other side of the swamp." I think Hampton Roads sounds better. LOL!
Like Reply 28w

Thomas T Wiatt A lot of people don't know what a Roads is (are?)
Like Reply 28w

Write a reply...

Mike Larry The 757
Like Reply 28w

Trevor Benson Everyone is just going to call it Tidewater anyways, because that's what it is.
Like Reply 28w

Susan Bodnar Tidewater, Hampton Roads, Coastal Virginia (COVA), SEVA (South Eastern Virginia), the 757, the 7 cities...we need 1 more to make it 7 names!!
Like Reply 28w

Keith Walker The business community decided that we should be called Hampton Roads. Let the citizens (not the fat cats) vote on what we should be called. Once we decide what we want to call ourselves...lets stick with that name
Like Reply 28w

Mark Honeycutt Until the "four" cities figure out how to have ONE police, one fire department, one garbage collection, one system for property taxes, one administration for everything to run the entire metro area, South Eastern VA will NEVER be the potential great city it could be.
Like Reply 28w

Susan Bodnar It's 7 cities & that's actually one of the things people like about it here...I can live in Norfolk with cheaper taxes & still enjoy the Virginia beach amenities.
Like Reply 28w

Write a reply...

Ian Francis I don't really think it matters what you call the region. It doesn't work to brand an area where the cities work as separate entities anyway and don't try to find common areas to work on together. Until that happens, finding an identity doesn't matter.
Like Reply 28w

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Hampton Roads, Tidewater, Coastal VA, COVA, 7 Cities, and SEVA all have die-hard fans, but also firm opposition

757 Tweets @751-Tweets · Apr 22
All the 757 gear for @751today!!**

Jo-Ann Clegg Hampton Roads, absolutely. It's a reminder (or more probably an eye opener) that our rivers, (great and small) were the roads that opened the country's interior for settlement and commerce.

Billy Hanger No to coastal Virginia

Bobby Billicki Bring back Tidewater

Charlie Mohr Costal Virginia (COVA)

Frazier Godfrey CoVA / NoVA Nice! Gets my vote

Susan Bodnar SEVA (South Eastern Virginia)

Charlie Mohr Susan Bodnar haven't heard that one yet...

Richard Forrest It was Tidewater, before liberal PC crap decided they wanted to change it! And most likely are the ones that weren't even born here, either!!

Walter Osborn

Deborah Kallgren Too many people. And all the businesses that refer to us as "the 757" are gonna have to come up with a new reference.

Chris Astle Jr That's wonderful. I hate hearing the area referred to as "The 757". It sounds so "California". I'm a "Tidewater" man.

Deborah Kallgren Chris, the Virginian-Pilot does not allow its staff to use Tidewater, it's all about Hampton Roads. Not interested in "the 7 cities," either.

Beth Kujaw Deborah Kallgren some people are trying to get this area referred to as Coastal Virginia

Deborah Kallgren Ugh.

Chris Astle Jr Deborah Kallgren Back when WGH got an exclusive hourly, live, report from the National Weather Service office, the lady meteorologist (Jean) ticked me when she would say "The weather forecast for the Hampton Roads AIR-ree-err..." I thought that sound... See More

Cynthia MacDonald Phillips Deborah Kallgren SEVA makes a lot of sense. I've been using it

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In January 2019, a flash buzz was created about changing the name "Hampton Roads" to "Greater Norfolk" . . .

13News Now @13NewsNow

VERIFY: Will 'Hampton Roads' go by a different name? bit.ly/2D99fJ4

Photo

oscarfront0 Norfolk, Virginia

BREAKING NEWS

649 likes


oscarfront0 announced we do not plan to exchange 11 city grants, but are hearing an official authority that the cities of Hampton, Newport News, Portsmouth and Norfolk have submitted broad terms to be collectively reorganized under the City of Norfolk charter and ultimately to be referred to as the

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Envision 2020 National Social Media Sentiment Naming Report

... which generated an immediate response.




The screenshot shows four social media comments. The first is from Chandler Moulton (@AreaCodeGreetin) replying to LauraReports and WAVY_News, discussing the change from #Tidewater to #HamptonRoads. The second is from Chrissy J Greene (Top Fan) asking if Tidewater or Hampton Roads is better than greater Norfolk. The third is from Ronald Bobbitt stating Suffolk is larger than Chesapeake. The fourth is from Gail Benge Kent suggesting Greater Norfolk.

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IMPLICATION FOR ENVISION 2020

No question, the confusion around the region's name and alternative suggestions are showing up on social media. Envision 2020's final plan should share this growing body of evidence as the rationale pointing to the need for a consistent, shared naming architecture.

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**Sentiment
Concerning Formal
Regional Names**
Hampton Roads (formal) versus 757 (informal)

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7 Hampton Roads, Tidewater,
and Coastal Virginia are
the most frequently used
formal names.*

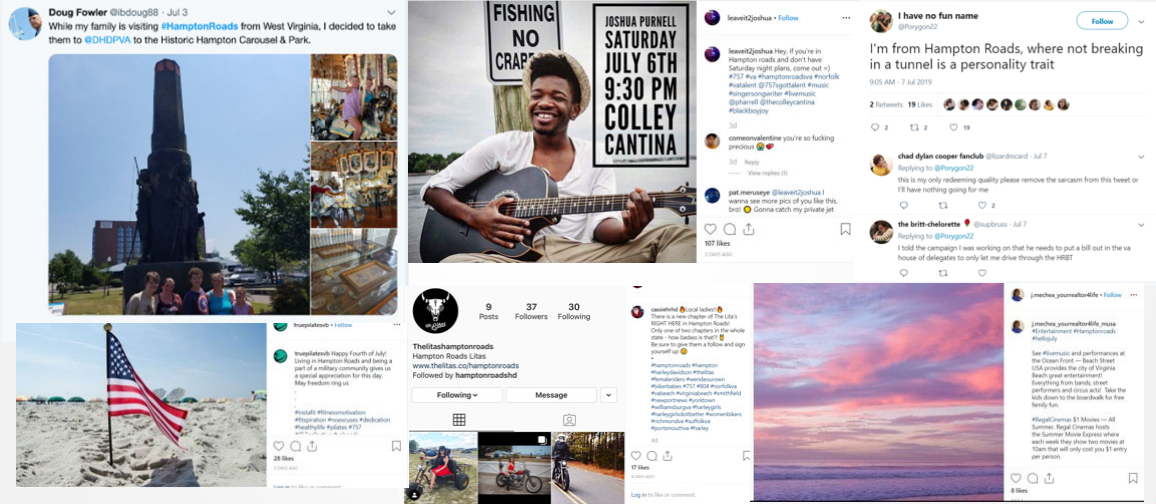
*Applying the "Regional Naming Filter"

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Hampton Roads is the most used formal name for the region



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“Hampton Roads” receives the most conversation volume for the region, with Tidewater coming in second

KEYWORDS / HASHTAGS	Posts	Channels	Location	People	Conversation			
	VOLUME	POSITIVE MENTIONS	NEGATIVE MENTIONS	ENGAGEMENT	LIKES	REPLIES	SHARES	
hampton	6.6k	3.9k	805	253.2k	228.4k	9.5k	15k	
roads	6.6k	3.8k	793	251.9k	227.3k	9.4k	15k	
tidewater	3.8k	2.3k	875	6.6k	5.4k	479	65k	
virginia	3.8k	2.7k	603	32.5k	21.8k	3.4k	71k	
va	3.6k	2k	433	196.3k	191.4k	3.1k	17k	
2019	3.3k	2.4k	724	8.5k	7.3k	835	409	
one	3.3k	2.3k	729	31.3k	28.7k	2.3k	245	
#hamptonroads	3.2k	2.5k	213	132.6k	125.7k	6.8k	68	
call	3.1k	2.3k	369	55.4k	52.8k	2.3k	232	
said	2.8k	1.9k	696	3k	2.1k	317		

48


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IMPLICATION FOR ENVISION 2020

The level of existing, positive brand equity in “Hampton Roads” as the regional name must be examined as an important component of Envision 2020’s research work and final recommendations.

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8 Some names seem to align with population segments.*

*Applying the “Regional Naming Filter”

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Envision 2020 National Social Media Sentiment Naming Report

Residents who grew up in the area or those who have lived in the region for a long time seem to use “Tidewater” more often

Libby Davis shared a memory. July 26, 2017

There was an uproar, out cry, protests, etc., when the powers that be decided that the Tidewater area had to be renamed "Hampton Roads." "Hampton Roads" is confusing because the city of Hampton is a PART of "Hampton Roads" and has nothing to do with the name. So what do we have here? Oh, my goodness, me! That little cream colored area over there on the east coast, the one that many REFUSE to call Hampton Roads.. IT'S CALLED TIDEWATER! And we're our own little nation! Wonder to whom we could send this map so we could show them TIDEWATER MAKES MORE SENSE!

trey_fish.on Bring back Tidewater! It's the only term that encompasses our region properly. 23w Reply

Nelson O. White, Jr. @nelsonwhitejr · 9 Jun 2018
Replying to @JamesToscano @Harry_MiniumVP
Tidewater wasn't broke and didn't need fixing. Hampton Roads is not neutral, containing the name of a city in the region. **confusing.**

Kathy Rhodes Deters It's Tidewater End of story. Like · Reply · 38w · Edited

Capiton Carl ~Tidewater Virginia!~ Like · Reply · 38w

Tricia Lemoine Tidewater refers to all the land on the East Coast from the water line to 12 miles inland. We don't have a lock on Tidewater. Like · Reply · 38w · Edited

Deb Snarky Paige I agree. Whenever I travel and someone asks where I'm from, if I say Hampton Roads, they give me a confused look. If I say Tidewater area of Virginia, they get it. Like · Reply · 38w

Shannon O'Neill Actually, Tidewater specifically describes our area in southeast VA, with a little bit of northern NC thrown into the mix. So Tidewater is appropriate. Like · Reply · 38w

Kathy Rhodes Deters Tricia Lemoine I disagree. Born & raised in Tidewater. To most locals from back in the day, it's Tidewater. Like · Reply · 38w

Replying to @AlexTrevelyan1 @virgibeez
I'm from Hampton Roads and we say Hampton Roads, as well as Tidewater. 3:00 PM - 2 Apr 2019

Misty, Spec Fic Writer @misty5dlla
Replying to @SnitchBooty
I was born and grew up in the Tidewater area.

Sean Kennedy @SeanDKennedy
Hampton Roads is beautiful! (Tidewater, too.)

Brock Vergakis @BrockVergakis
Crazy how you can still kinda catch a sunset this late at the oceanfront if you look north. 6:55 PM · 1 Jul 2019

51

51

Envision 2020 National Social Media Sentiment Naming Report

Younger age segments seem to use “Costal Virginia” more often

Amber Kennedy @amberk Follow

I know @BrockVergakis has some very strong opinions about this, but I like Coastal Virginia because, for outsiders, it's the only name that's specific enough to describe where the hell we're talking about. All the other options can be easily confused.

George @EinfachZeit · 9 Jul 2014
So are we going with coastal Virginia now? No more Hampton Roads? Competition with NoVA? I like it better than tidewater at least. #CoVA #hrva

Sheri Hope @sheri_hopeb Follow
Replying to @superinspired67
So impressed with you being willing to take that leap of faith! I don't have that creative job you're looking for, but I LOVE where I live in coastal Virginia! Go for it!
9:10 AM - 3 May 2019

JL Bre I can always tell who the old school heads are when they refer to it as "tidewater" ... Guys "Coastal Va" sounds great to me.

Daniel Salmon #COVA would seem to be the most appropriate. There's a small push to make Coastal VA the new moniker. It also puts an image into people's minds even if they've never been to the state.

Elizardbeth @elizardbeth Follow
Replying to @amberfi @BrockVergakis
When I first moved away I told people I was from Newport News, then Tidewater, then coastal Virginia. Only coastal Va made sense to anyone
4:29 PM - 30 Apr 2019


52

52

IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative's primary research surveys should attempt to verify and understand why there may be some alignment of naming preferences to various population segments.

53



53

9 Other infrequently used regional names are emerging.*

*Applying the "Regional Naming Filter"

54



54

Southeastern Virginia, for example, is gaining traction



Replying to @samblacktack
 does anybody know where i can find boiled peanuts in tidewater hampton roads southeastern virginia



I live half a block from the Elizabeth River in southeastern Virginia and I drive down the road alongside it on my way to the store. Our neighborhood civic league created a park with a memorial to cancer victims at the end of my street. This is a picture of the memorial. There's a lot of shipping and Navy activity in the river. Between the posts to the left, you can see a ship in the river. It's at the deperming station, where Navy ships are demagnetized before going to sea. Here's more information about it:

Quote:




IMPLICATION FOR ENVISION 2020

The Envision 2020 effort should consider naming alternatives like Southeastern Virginia in addition to the three most used names — Hampton Roads, Costal Virginia and Tidewater. However, the final name must take into account the degree of difficulty in establishing a new name with low existing use and recognition.



Sentiments
Concerning Informal
Regional Names
Hampton Roads (formal) versus 757 (informal)

57




57

10

“757” is the most popular informal name and hashtag associated with the region.*

*Applying the “Regional Naming Filter”

58



58

757 often inspires pride and a sense of identity and belonging

59

59

757 is popular among current and former residents

60

60

757 is the most used keyword/hashtag in our search

KEYWORDS / HASHTAGS	VOLUME	POSITIVE MENTIONS	NEGATIVE MENTIONS	ENGAGEMENT	LIKES	REPLIES	SHARES
757	21.9k	15.8k	3.2k	155.2k	131k	10.6k	11k
change	13.3k	10.5k	1.2k	109.3k	86.1k	9.3k	9.8k
2019	12.6k	8.1k	2.8k	50.4k	39k	8.2k	875
support	11.6k	10.1k	1.1k	52.9k	36.3k	6.7k	7.8k
say	11.1k	9.2k	1.1k	52k	38k	5.2k	8.5k
qt	10.4k	8.7k	812	25.9k	15.3k	1.7k	8.9k
office	10.2k	9.2k	723	29.3k	18.2k	1.9k	7.3k
one	10.1k	6.8k	2.5k	100.4k	87.6k	10.1k	354

**This includes phone numbers associated with the region. #757 is used 6.2k times, with an engagement of 443.9k.*

61



61

IMPLICATION FOR ENVISION 2020

Despite the introduction of a second telephone area code for Hampton Roads, the level of equity in “757” suggests that it should be considered in developing the region’s marketing direction and naming architecture.

62



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11

7 Cities, COVA, and HRVA have also been circulating on social media as informal regional names.*

*Applying the "Regional Naming Filter"

63



63

"7 Cities" or "Seven Cities" is a popular reference among residents

"The show still goes on" for a 15th summer at 7 Cities Pro-Am basketball league



Everyone is family out there Hampton Roads is in my prayers! #2up2down #757 #7cities #VaBeach #peace #love #unity (at Virginia Beach Oceanfront) <https://www.instagram.com/p/ByKz5YbHts1/2?gshid=12w32lamsa37t>

#2up2down #757 #7cities #vabeach #peace #love #unity Jun 1st, 2019



7Cities Prince Published on May 7, 2019

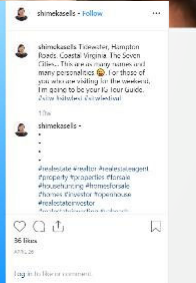
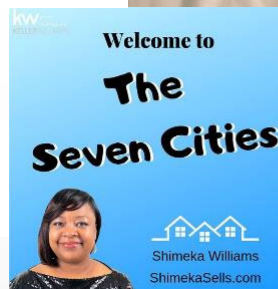
7Cities Prince (JayReckless) pulls up to Pharrell event to support the Unity in Something In The Water



Austin Bogues @AustinBogues · Apr 30

Replying to @amberfi @BrockVergakis

Anyone with military awareness recognizes the 7 cities names. Otherwise. It's Norfolk va beach or Coastal Va



64



64

Those who favor Coastal Virginia as the formal name of the region also favor COVA

Daniel Salmon #COVA would seem to be the most appropriate. There's a small push to make Coastal VA the new moniker. It also puts an image into people's minds even if they've never been to the state.

George @EinfachZeit · 9 Jul 2014
So are we going with coastal Virginia now? No more Hampton Roads? Competition with NoVA? I like it better than tidewater at least. #CoVA #hrva

Charlie Mohr Coastal Virginia (COVA)
Like Reply 28w

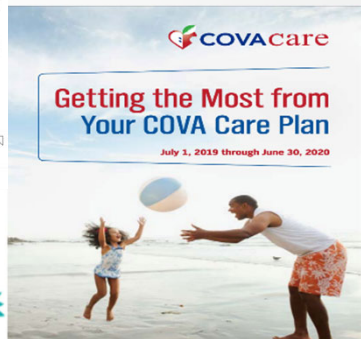
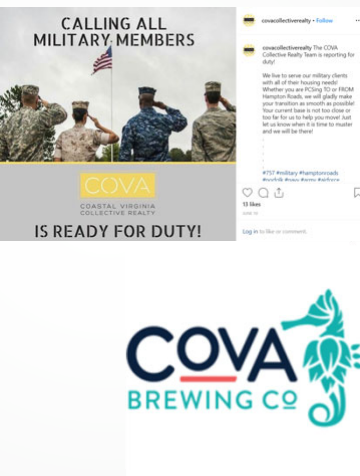
Frazier Godfrey CoVA / NoVA Nicel Gets my vote
Like Reply 28w

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Businesses in the region are using COVA as a brand and promoting this name



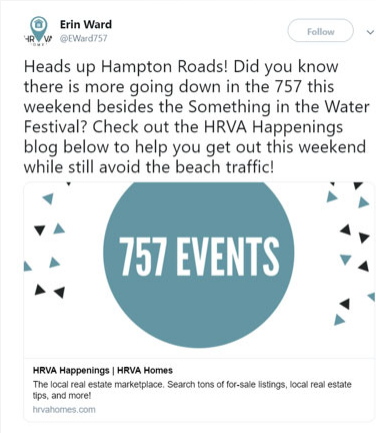
66



66

Envision 2020 National Social Media Sentiment Naming Report

HRVA is yet another informal name circulating for the region




Erin Ward
@EWard757

Heads up Hampton Roads! Did you know there is more going down in the 757 this weekend besides the Something in the Water Festival? Check out the HRVA Happenings blog below to help you get out this weekend while still avoid the beach traffic!


757 EVENTS

HRVA Happenings | HRVA Homes
The local real estate marketplace. Search tons of for-sale listings, local real estate tips, and more!
hrvahomes.com



Victoria Bourne
@VSource_YF

Very good news for HRVA.
#supportlocaljournalism




Bec Feldhaus Adams
@RFeldhausAdams

Y'all, I'm over the moon. I have the great honor of serving as @whrvfm/@WHRO's first news director. I'll leverage their strong legacy of education and community outreach to build a newsroom that uniquely serves the Hampton Roads community. Tips?...
Show this thread

8:30 AM - 25 Jun 2019

i'm from the village we call a city poquoson.




Keith Two17
@keithprivette

hrva for life.

@lets_float I think #hrva Norfolk Virginia Beach, Hampton Roads, VA might be viable location for this business. Are you open to any region opening up? Need help marketing it down here. We do @RVshare and understand the model very well!

11:46 AM - 8 Jul 2019


1 Like



67

IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative should consider both formal and informal names in formulating the region's marketing direction and naming architecture. Both leading (757) and emerging (HRVA) names should be tested in Envision 2020's upcoming primary research.




68

12

Some lesser-known informal names being studied – at the suggestion of the Task Force and Stakeholders – did not show up in this audit or are being used for other countries.*

*Applying the “Regional Naming Filter”

69




69

Envision 2020 National Social Media Sentiment Naming Report

Additional informal names – CSTLA, CVA, NVB, SEVA, and Bay VA – have little traction today

- This social media analysis attempted to capture and mine uses of several lesser-known informal names that may be used currently on social media when referring to the region – CSTLA, CVA, NVB, SEVA, and Bay VA
 - No references to CSTLA or NVB were found.
 - All “Bay VA” references were associated with the Chesapeake Bay.
 - SEVA is a term commonly used in India, which made it difficult to track and assess for the Hampton Roads region.
- There were only a couple of uses with each of these informal names in association with the Hampton Roads regional name. As these instances were so few, we did not include them in this report.

70



70

IMPLICATION FOR ENVISION 2020

When it comes to city/region place marketing, the best practice in seeding (supporting and advancing) informal names is to lean into the one name that is gaining the most “mass” traction. The planned Envision 2020 primary research will help us quantify which informal names hold this distinction.

71



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**Presence of
Social Media
Apostles**

72



72



13

No question, there are social media apostles shaping the region's reputation.*

*Applying the "Regional Naming Filter"

73



73


Envision 2020 National Social Media Sentiment Naming Report

Social Listening Overview

- In four months, more than **44,600 social media posts** were captured by the "Regional Naming Filter" and mined. These 44K+ posts were passed around and commented on multiple times for a total of **225 million impressions**.
- The vast majority of the posts are POSITIVE!


All posts	76%
757	83%
Hampton Roads	82%
HRVA	76%
Tidewater	73%
COVA	71%
Costal Virginia	62%

44,600
social media posts



225 million
impressions

74



74

IMPLICATION FOR ENVISION 2020

There are many potential regional apostles — those individuals who can help promote the region. The Envision 2020 Regional Branding Initiative’s final plan should include ways to connect with these current apostles.

75



75

14

However, resident apostles tend to be more focused on their specific localities and cities than the region overall.*

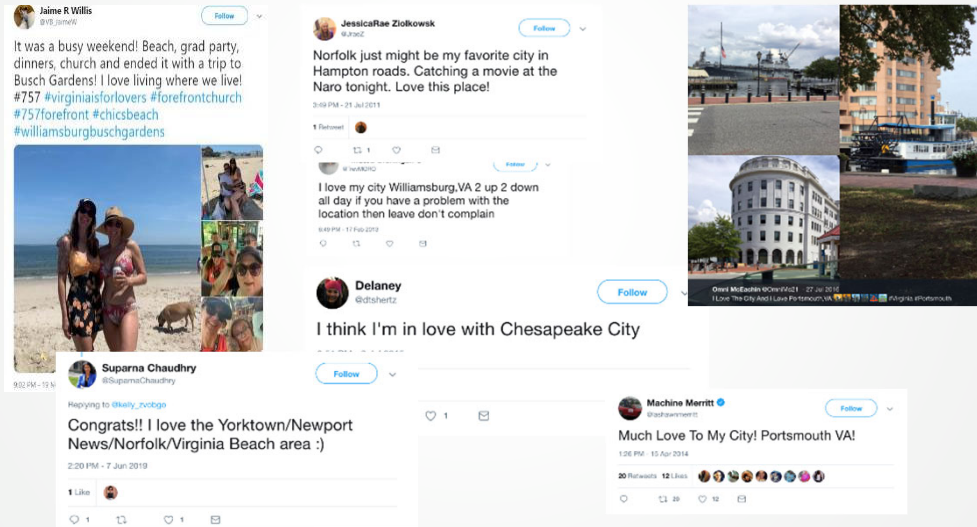
*Applying the “Regional Naming Filter”

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Many have a sincere love for their respective cities



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IMPLICATION FOR ENVISION 2020

The Envision 2020 Regional Branding Initiative's final recommended action plan should include ways to build regional pride, perhaps tapping into and helping local apostles share a broader story about the entire region.

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III. Recap of Findings and Implications for Envision 2020

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Envision 2020 National Social Media Sentiment Naming Report

Social Media Naming Sentiment Analysis Insights Recap

1. Most social media posts about the region originate from Hampton Roads and the Mid-Atlantic area, followed by areas with major military installations. The vast majority of social media sentiment surrounding the region is positive.
2. There is some confusion concerning the geographical boundaries of Hampton Roads.
3. Diversity, history, military support, and water are the major assets that make up Hampton Roads' DNA.
4. As the two major cities and travel destinations, Norfolk and Virginia Beach are major topics on social media.
5. "Something in the Water" festival generated an unprecedented level of social media activity.
6. There is an ongoing dialog concerning the regional name (or lack thereof) and the Hampton Roads naming issue.
7. Hampton Roads, Tidewater, and Coastal Virginia are the most frequently used formal names.

80



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Social Media Naming Sentiment Analysis Insights Recap (cont'd)

8. Some names seem to align with population segments.
9. Other infrequently used regional names are emerging.
10. "757" is the most popular informal name and hashtag associated with the region.
11. 7 Cities, COVA, and HRVA have also been circulating on social media as informal regional names.
12. Some lesser-known informal names being studied — at the suggestion of the Task Force and Stakeholders — did not show up in this audit or are being used for other countries.
13. No question, there are social media apostles shaping the region's reputation.
14. However, resident apostles tend to be more focused on their specific localities and cities than the region overall.

81



81

Social Media-Inspired Implications

Envision 2020 research should:

- Consider both formal and informal names in developing the region's marketing direction and naming architecture. Name testing in Envision 2020's upcoming primary research should include both leading and emerging formal and informal names.
- Explore the geographical boundaries issues. Name and tagline testing should include some geographic anchor names and references. Test Norfolk and Virginia Beach as alternative naming architecture conventions that provide geographic anchors.
- The name testing should also assess the level of positive brand equity in "Hampton Roads" as the regional name. This must be examined as an important goal of Envision 2020's research work and final recommendations.
- Verify and understand why there may be some alignment of naming preferences with various population segments.
- Further explore history, military, diversity, and water as the key attributes that make the region unique from other places. Understand the emotional benefits that each of these attributes deliver.

82



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Social Media-Inspired Implications (cont.)

Envision 2020 plan should:

- Share growing body of evidence of name confusion as the rationale pointing to the need for a consistent, shared naming architecture.
- Include ways to leverage social media and include the power of this region's military connections.
- Include the power of leveraging "Something in the Water" (including considering Pharrell Williams as a spokesperson), as well as other existing and possibly new regional events and festivals.
- Include ways to connect with the thousands of existing Hampton Roads apostles.
- Include ways to build regional pride, perhaps by tapping into and helping local apostles share a broader story about the entire region.

83



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For more information about this research study
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john.martin@sirhq.com

804-358-8981

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