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FOR IMMEDIATE RELEASE

Visit York County welcomes Brianna Francis as the Digital Communications Manager

Brianna Francis is the newest staff member at Visit York County. Francis joined the Visit York County team on August 20 as the digital communications manager. She brings knowledge and skills to York County from her previous work experience with WSPA-TV in Spartanburg, SC.

Francis's responsibilities as the digital communications manager include growing the Visit York County digital presence by engaging and retaining followers through social media, website, mobile app and converting them into potential visitors. She will work with the Visit York County staff and industry partners to develop engaging content that will appeal to potential visitors as well as local residents.

"There is so much going on in York County and we want to make sure that everyone knows about it," said Francis. From visitors to locals, we want to spread the good news about York County and we're going to get that done through social media and other online platforms."

Francis started her career as a multimedia journalist for WPDE-TV in Myrtle Beach, SC. After a year in Myrtle Beach, she relocated to Greenville, SC to work for WSPA-TV where she worked for the past five years in various roles including morning anchor and investigative reporter.

"We are excited to have Brianna join our team at Visit York County," said Billy Dunlap, President/CEO at Visit York County. "Her knowledge of digital marketing, social media, broadcast media and analytics makes her a perfect fit for the direction we are taking our organization."

Informing people through social media with a powerful story was one of her main job roles as a reporter. Francis was able to connect people to experiences through Facebook and Instagram, and she plans to do the same for York County.

For more information, please call (803) 329-5200.

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[Visit York County, SC](#) (also known as the Rock Hill/ York County CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB board as well as the York County Council and appropriate funding sources. In 2008, Rock Hill/ York County CVB became the first accredited destination marketing organization in South Carolina.