SOCIAL MEDIA TIPS



MAKE SURE YOUR PROFILES ARE UP TO DATE WITH OPENING HOURS, WEBSITES AND ADDRESSES

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52% OF PEOPLE HAVE MADE SPECIFIC PLANS

IMAGE OR VIDEO THEY SAW FROM FRIENDS,

TO VISIT A DESTINATION BASED ON AN

FAMILY OR PEERS ON SOCIAL MEDIA

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Ballie Liked by jacquie_88 and others

where #Darwin has put on a romantic show just in time for

#ValentinesDay! With year round tropical vibes... more

Q

Share content between socials but don't cross post - this will risk your posts dropping out of your Facebook feed





Entertain- so long as relevant to your business &/or our destination

Broken Hill Visitor Information Centre 22 July - Q

A couple of locals at the Silverton Hotel! https://bit.lv/38XOTAQ



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Be Relevant - mention the day of week or the weather so it feels personal

huskdistillers

-lusk Distiller

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just your product



Liked by buncoffee and others huskdistillers Hope your weekend was full of smiles and cocktails 😄 🍹

Bring on Monday! We'll be busy harvesting cane in to make Husk Rum as well as hand bottling @ink_gin.

 \square ntaustralia 💗 We're coming to you from the Top End,

scoota.steve Just got back from a 6 day ride scoota.steve Just got back from a 6 day inde into the central west regions of NSW. Had a great time. Everyone in every town we stayed and place we visited, seemed really happy to have guests and tourists from Sydney. The region is truly beautiful and green currently. A good canola crop is clearly evident. Private dams are full and a good dump of rain mid last week, was great for the region to. Our next ride is already in the planning. Can't wait! 3d Reply

visitnsw © @scoota.steve Amazing to hear! We hope you can explore our other beautiful regional areas soon 💙 123 3d Reply

scoota.steve @visitnsw you can guarantee that! 3d Reply

Connect with your community- acknowledge & interact with every person who engages



 \heartsuit Q 🔝 Liked I visitnsw T vour outdo at @mayfi View all 50

Source throughout the document - Tourism e-school

macleay valley coast discover sowerking new

AMPLIFICATION

- Tag other businesses if they feature or the creator if you are reposting someone else's picture
- Tag @macleayvalleycoast @visitnsw @australia
- Add a location to the post
- Add relevant amplification hashtags are best used on Instagram #visitthemacleay #lovensw #seeaustralia

GROW QUALITY COMMUNITIES

- Community size not the most important metric
- Engagement by people who love your destination/town should be key focus
- Don't pay to grow likers (this includes competitions)
- Promote at all visitor touchpoints website, social, visitor guide.
- Encourage industry and locals to get involved

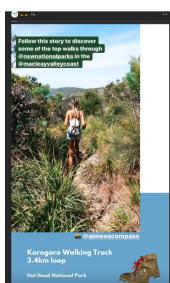
TIP: Instagram - regularly manually delete ghost followers (high following/few followers/dodgy profile or newsfeed)

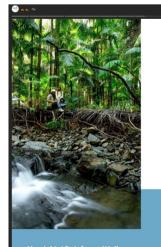
REGULARITY

- Choose a consistent schedule for posting & stick to it try 3 times a week!
- Schedule your Facebook posts
- Schedule your instagram posts by either pre-writing them on a specified day in the notes section of your phone and then posting up or buy a scheduling program
- Have a look at your analytics and schedule posts for when people are most engaged

STORIES

- Share stories when you are tagged
- Check out what other brands are doing have a look at how they craft their stories & get some ideas
- If you are creating a story make sure they are vertically oriented & add in location tags, hashtags and tag other businesses so you can be found in searches
- Utilise the emojis, GIFs & stickers to make it fun and interesting
- Send your Instagram stories to Facebook
- Set up highlights so they can sit at the top of your Instagram profile Canva is a great way to create a story cover!





Yarriabini Rainforest Walk 300m loop Yarriakiai Matianal Baak



