

SOCIAL MEDIA TIPS

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

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



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



Share the love - show beautiful scenery, not just your product



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



52% OF PEOPLE HAVE MADE SPECIFIC PLANS TO VISIT A DESTINATION BASED ON AN IMAGE OR VIDEO THEY SAW FROM FRIENDS, FAMILY OR PEERS ON SOCIAL MEDIA

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!

