

Social media has become a very powerful and inexpensive medium to promote your business. Everyone with a smartphone is a content creator - make them part of your plan. Ensure your content is relevant and visual.



FACEBOOK

Find the South Australian Tourism Commission (SATC) here:
www.facebook.com/SeeSouthAustralia

Find Tourism Australia here:
www.facebook.com/SeeAustralia

- Ensure the content that you post to your followers is visually strong, useful and relevant; fans can see straight through any attempt at blatant advertising
- Be timely and plan your posts around what is happening in your region ie: Events, weather or news
- Ask questions to encourage debate and conversation, and remember to reply! (Be prepared for positive and negative comments, just don't take them personally)
- Be wary of the frequency of posts on your page - one well-planned post per day is enough
- Think about the time you are posting – morning posts catch people on their way to work, lunch time posts catch people when they're on a break and late afternoon catches people on their commute home.
- Tag other pages on your Facebook post if you want it to be seen and shared by other accounts.
- To reference (tag) another page, type the @ symbol before you begin typing the Page name. Facebook will then serve a selection of options for you to tag in your post.
- Hashtags don't work as well on Facebook, so don't over-use them (maximum of one to two).

FOLLOW SOUTH AUSTRALIA

Facebook: South Australia

Instagram: @southaustralia

Twitter: @southaustralia (consumer)
@tourismsa (corporate)

Hashtag posts with
#southaustralia

FOLLOW TOURISM AUSTRALIA

Facebook: Australia.com

Instagram: @australia

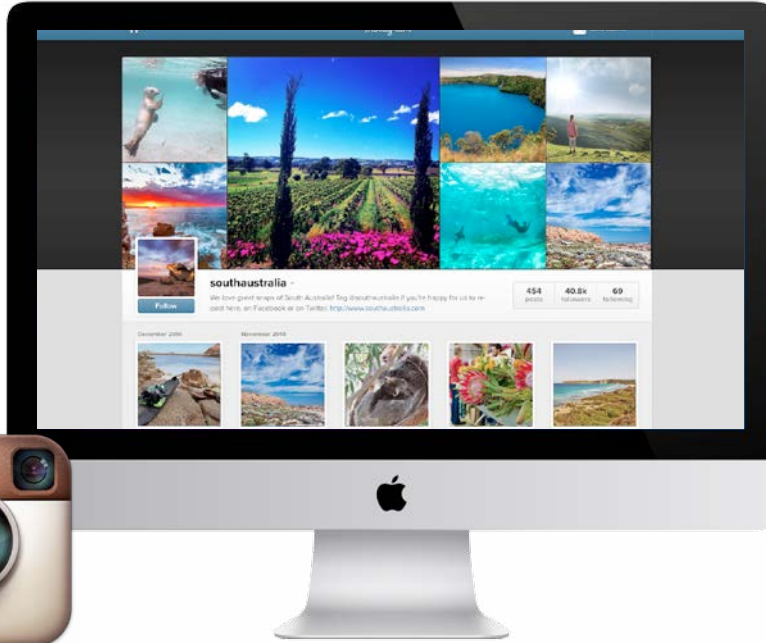
Twitter: @Australia (consumer),
@TourismAus (corporate)

Hashtag posts with
#SeeAustralia, #RestaurantAustralia

SATC IS ALWAYS LOOKING FOR AUTHENTIC IMAGES THAT:

- Are a little bit different
- Capture or generate an emotion
- Feature people having real experiences in regions

Post a photo on our page wall to be eligible for reposting on our Facebook, Twitter or Instagram.



SATC ON INSTAGRAM:

@southaustralia posts great photos of South Australian regions, with a focus on experience and 'action' shots

Tag @southaustralia, or hashtag #southaustralia to be eligible for sharing on SATC's social channels.

Tag @australia or hashtag #seeaustralia and #restraurantaustralia to be eligible for sharing on Tourism Australia's social channels.

INSTAGRAM

Find the SATC here:
www.instagram.com/southaustralia

Find Tourism Australia here:
www.instagram.com/australia

Instagram is a digital photo board, so great photos are imperative.

- Use images that tell a story and have personality
- Instagram is a very fast platform, so images need to have a 'wow' factor for your fans to pay attention
- Make sure to credit (tag if possible) the original owner of a photograph

Top Tips:

Add a maximum of 2-5 hashtags in your main image caption, such as: Location hashtag (eg. #moontabay), Regional tourism hashtag (eg. #yorkepeninsula), State tourism hashtag (#southaustralia), Country tourism hashtag (#seeaustralia), and operator-specific and/or campaign/drive route hashtag (if applicable). Add any additional hashtags as a separate comment underneath. This makes the post look cleaner, but still findable in search.

You can add up to 30 hashtags to photos - but keep them relevant. Consider using specific feature account hashtags and image-specific hashtags to further extend your reach.

Google the top hashtags relevant to your experience, and save them in your phone for copy and pasting later.

Develop your own style, and post only your best images.

Use mobile editing apps like Snapseed to enhance images before posting.

Show personality in captions - keep them short and witty or tell the story behind the image.

Respond to comments, and thank users for genuine compliments.

Find accounts that post similar material to you. Tag them, or use their hashtag in your photos - they may feature you!

USING #HASHTAGS

Remember to Hashtag keywords in your Twitter and Instagram posts to find new customers and extend your content's reach.

Destination:

#southaustralia, #kangarooisland #seeaustralia

Campaigns:

#restaurationtaustralia

Events:

#TDU #tastingaus #cupageant

Experiences:

#food, #wine, #nature, #wildlife, #adventure

Regions:

#adelaide #adelaidehills #barossa #clarevalley #eyrepeninsula #fleuriepeninsula #flindersranges #kangarooisland #limestonecoast #murrayriver #outback #riverland #yorkepeninsula #southaustralia

Drive Routes:

#epicureanway, #explorersway, #seafoodfrontier, #southernoceandrive, #mightymurrayway



TWITTER

Find the SATC here:

Consumer: www.twitter.com/southaustralia

Corporate: www.twitter.com/tourismsa

Find Tourism Australia here:

Main handle:
www.twitter.com/Australia

Corporate handle:
www.twitter.com/TourismAus

- There is a little more flexibility with content for Twitter; you can post things that are funny, quirky and eye-catching instead of standard 'pretty' pictures
- Images also do well on Twitter – they stand out more than simple text posts
- Twitter is a very 'fast' platform, so posts must be interesting and useful or they will get lost in the newsfeed
- Ask questions and encourage users to use #southaustralia or #(region) in their posts
- Engage in conversation with your fans – social media is a two way conversation.
- Share links from other social media platforms to boost engagement
- Be timely with posts and offer interesting photos and information about what is happening in real time
- When posting an image, consider tagging other Twitter accounts that are both relevant to the content and likely to respond and/or retweet you
- Posts are limited to only 140 characters so it is recommended to use a maximum of 1-3 relevant hashtags such as your region, state or national hashtag.

SATC ON TWITTER

@southaustralia promotes South Australian photos, events and latest news

Tag @southaustralia, or hashtag #southaustralia to be eligible for sharing on SATC's social channels.

Tag @australia or hashtag #seeaustralia and #restraurantaustralia to be eligible for sharing on Tourism Australia's social channels.

USING #HASHTAGS

Remember to Hashtag keywords in your Twitter and Instagram posts to find new customers and extend your content's reach.

Destination:

#southaustralia, #kangarooisland #seeaustralia,

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Drive Routes

#epicureanway, #explorersway, #seafoodfrontier, #southernoceandrive, #mightymurrayway



YOUTUBE

Find the South Australian Tourism Commission here:
www.youtube.com/user/southaustraliatravel

Find Tourism Australia here:
www.youtube.com/user/australia

- You can create your own YouTube Channel to promote your business.
- Make sure you keep the consumers' needs at the heart of any videos you create – rather than just what you want them to know. Find creative ways to communicate your messages.
- Embed your YouTube videos on your website and send the link to other stakeholders who may also have an interest in embedding your video on theirs.
- Promote the video through your social media channels, emails to customers as well as including the link in your press releases and communications where appropriate.
- Respond to comments in YouTube in a professional manner.

TOP TIPS

- Social media is a two way conversation, not a selling platform
- Pick the right platform/s and do it well. Don't try and do everything at once
- Interact with your fans and followers and encourage feedback and conversation
- Negative feedback is not necessarily a bad thing – it's about how you handle it. Don't censor everything at first glance, think about how you can use their feedback and learn from it
- Be human – have a laugh, have a joke and be willing to admit a mistake if you've made one
- Be timely and plan posts around what is happening in real time
- Ensure your content is useful and interesting – followers and fans can tell when they're being advertised to
- Be consistent. Be aligned to your brand.
- Find key social influencers and partner with them – create programs where they can share their visual content – recruit the right ones
- Make it as easy as possible for visitors to advocate. People are never more likely to share than when they are 'in the moment'. No free wifi = no sharing.
- Focus on community engagement over likes. It's all about quality – not quantity of followers.
- Focus on the people who LOVE your destination/product – they'll do the legwork for you

For more information please contact the South Australian Tourism Commission on email onlinesatc@tourism.sa.com

For further information on how to leverage social media better for your tourism business, visit Tourism Tribe at www.tourismtribe.com to access their handy members-only e-kits.



SOCIAL MEDIA

Hints and Tips for the Tourism Industry



FACEBOOK

Global SATC <https://www.facebook.com/SeeSouthAustralia>

Santos Tour Down Under <https://www.facebook.com/tourdownunder>

Credit Union Christmas Pageant <https://www.facebook.com/cupageant>

Tasting Australia <https://www.facebook.com/TastingAus>

Adelaide Fashion Festival <https://www.facebook.com/AdlFashionFest>



TWITTER

Head Office - Consumer <http://twitter.com/southaustralia>

Head Office - Corporate <http://twitter.com/tourismsa>

Santos Tour Down Under <http://twitter.com/tourdownunder>

Santos Tour Down Under – live race updates & info
http://twitter.com/SantosTDU_Live

Credit Union Christmas Pageant <http://twitter.com/CUPageant>

Tasting Australia <http://twitter.com/tastingaus>

Adelaide Fashion Festival <http://www.twitter.com/AdlFashionFest>



INSTAGRAM

Head Office - <http://instagram.com/southaustralia>

Tasting Australia <http://instagram.com/tastingaustralia>

Adelaide Fashion Festival <http://www.instagram.com/adlfashionfest>



Australia <http://www.youtube.com/southaustraliatravel>

Santos Tour Down Under <http://www.youtube.com/tourdownunder>

Credit Union Christmas Pageant <http://www.youtube.com/cupageant>

CHINESE SOCIAL MEDIA CHANNELS



Wechat

Alternative Text: 南澳大利亚旅游局, or QR code



SinaWeibo microblog

Alternative Text: “南澳大利亚旅游局官方新浪微博”, or similar
URL: <http://weibo.com/southaustralia>



Tencent Weibo microblog

Alternative Text: “南澳大利亚旅游局官方腾讯微博”, or similar
URL: <http://t.qq.com/southaustralia>



Douban Site

Alternative Text: “南澳大利亚旅游局”, or similar
URL: <http://site.douban.com/SouthAustralia/>



Youku Video

Alternative Text: “南澳大利亚旅游局SATC”, or similar
URL: <http://i.youku.com/u/UNTUzMzg5OTky>



Tencent Video

Alternative Text: “南澳大利亚旅游局”, or similar
URL: <http://v.qq.com/vplus/cff1f291852ec10bdef1e7c7ee68744c>