

prepared July 31st, 2020



OH THE PLACES YOU'LL GO! WIMMERA MALLEE

USING SOCIAL MEDIA FOR DESTINATION MARKETING



HOW TO CREATE CONTENT &
GROW ONLINE AUDIENCES FOR
REGIONAL TOURISM OPERATORS

OH THE
PLACES
You'll Go!

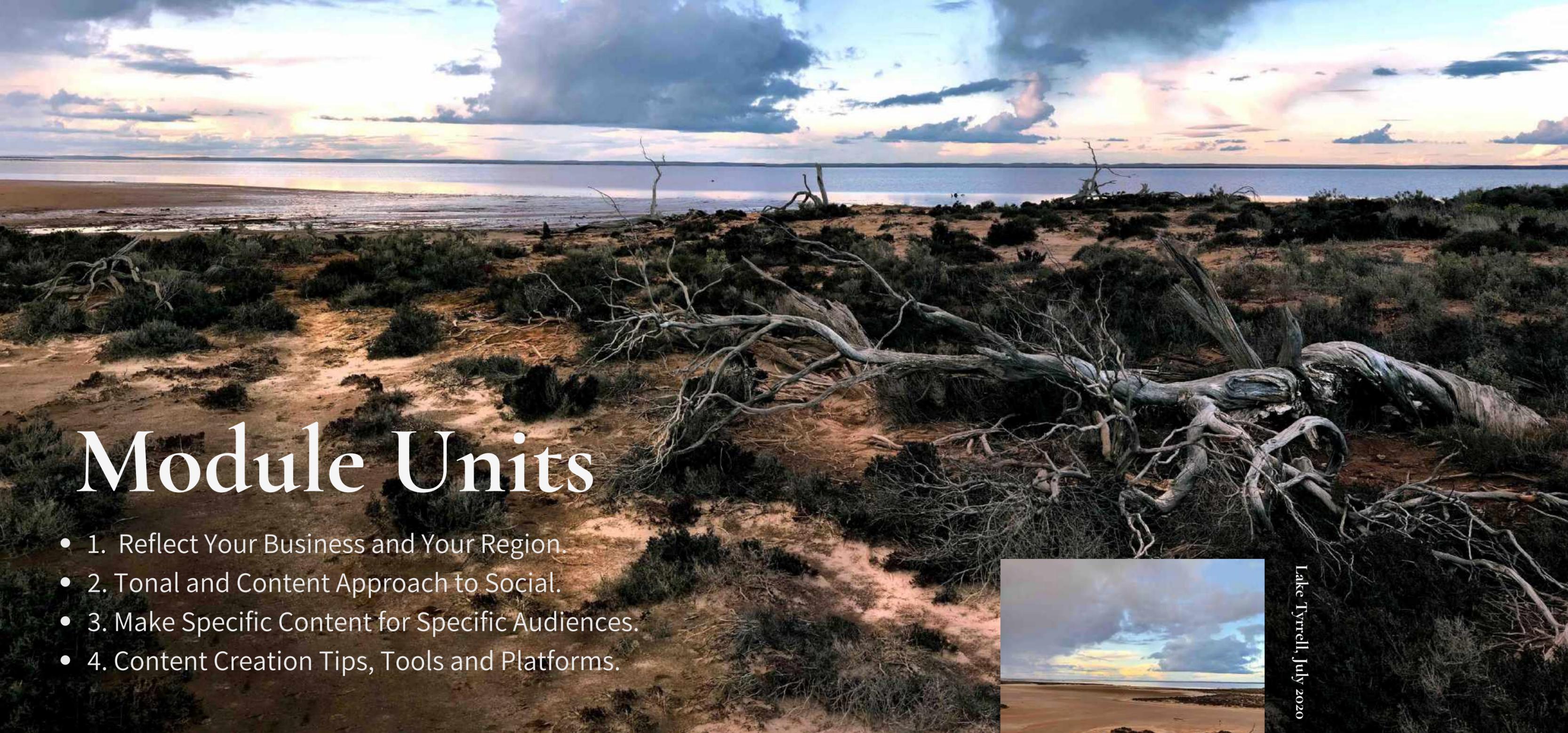
92% of people say they trust social media, word of mouth and friends and family recommendations over all other advertising.



The central reason the majority of businesses and brands are on social media is to build awareness, customer bases and make sales. For operators in tourism precincts and regions the intention should also be to build the regional brand and convince your audiences to stay and play.

‘Destination First’ thinking should be a central facet of any recreation, leisure or tourism brand and business social strategy.





Module Units

- 1. Reflect Your Business and Your Region.
- 2. Tonal and Content Approach to Social.
- 3. Make Specific Content for Specific Audiences.
- 4. Content Creation Tips, Tools and Platforms.

1. REFLECT YOUR BUSINESS & YOUR REGION

REFLECT YOUR BUSINESS AND YOUR REGION

Engaging social media content means incorporating different types of posts, relevant to each social site and the audiences on it, in a consistent tone that reflects your core brand values and reinforces the positioning of your business and the region you are in. This is executed most effectively in the form of a social media content and activity plan (a separate educational module). When developing your social media strategy the aim over time for any visitor economy based business, should be to secure a position for your brand or business AND REGION that sets it apart from others, clearly differentiating in various ways.

We can describe regional Australian tourism as a newly crowded market with great potential given the main focus of any travel in the near and medium term future (at least) for many Australians will be our very own Australian regions. While GDP and average disposable income will drop and has done so already, the spend that previously left the country via the international airport will likely be redirected to the Australian road.

The transfer of focus to domestic Australian travel by more Australians should be a key insight to all social media activity in 2020 and beyond.



REFLECT YOUR BUSINESS AND YOUR REGION

While every Australian region can differentiate itself well in 2020, it might not be so much the product that is the difference in determining what level of traveller you attract and how long they stay, but the long-term collective regional approach to communications and the combined personality of your business and region.



Sea Lake, July 2020

REGIONAL COLLABORATION IS KEY



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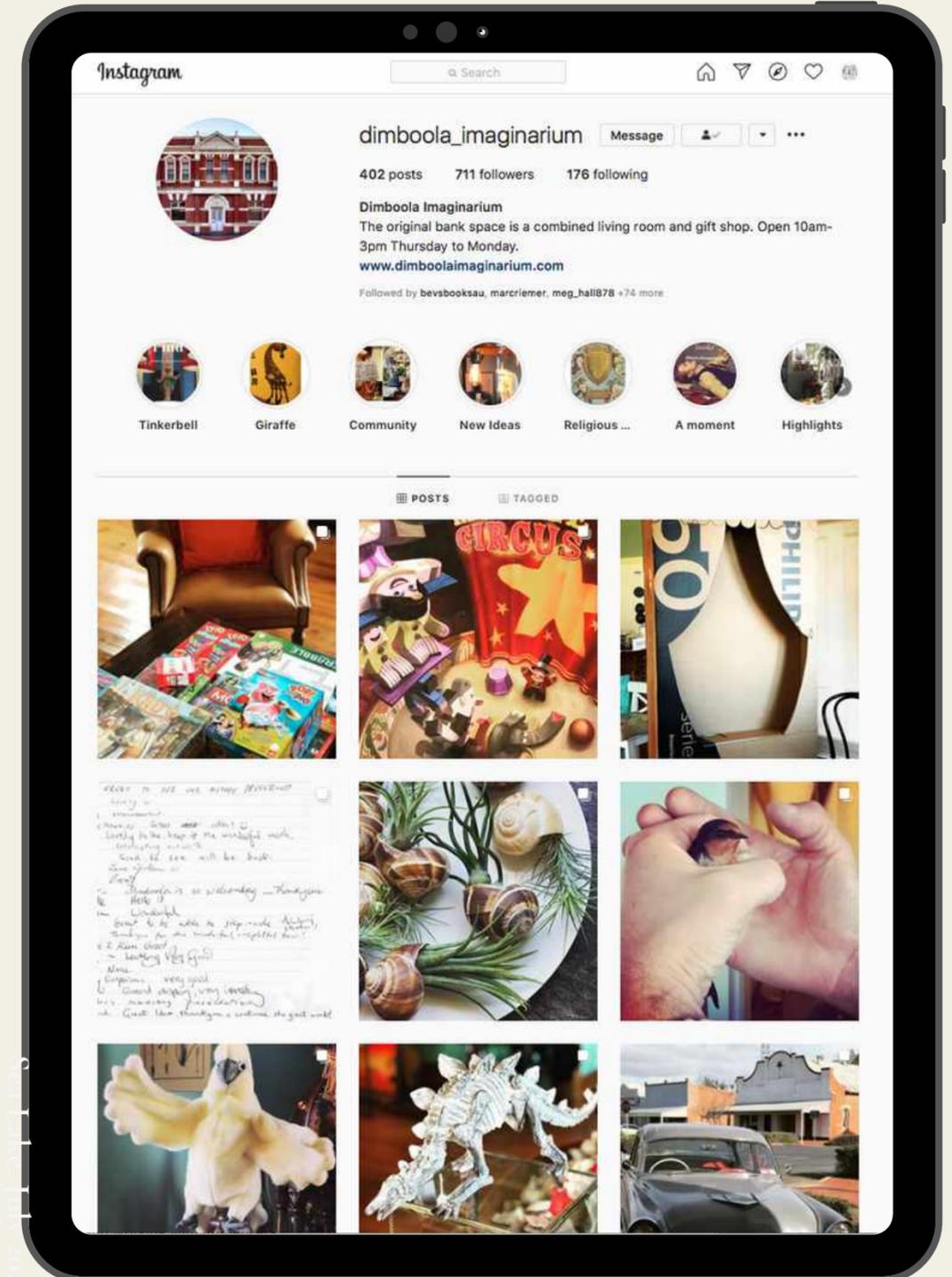
Where do you get most social engagement from?

If you are like a number of Dimboola businesses including the Victoria Hotel Dimboola, Dimboola Store and Dimboola Imaginarium, a significant chunk of your audience is locals.



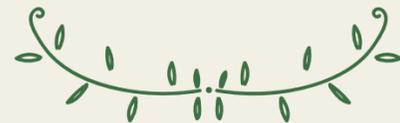
This 'local audience' component of social media followers is a largely under-utilised and underleveraged strength of many regionally based businesses. Because many of the relationships between a regional visitor economy business and its followers are actually personal, this leads to higher potential for engagement across these social accounts. And when the business social media account not only promotes its own offers, but the wider region, the LOCAL INCENTIVE to like, to share and support the business and its messages increases significantly.

When a large proportion of your followers interact relatively quickly to your social media post, it can have a positive effect on the social media algorithm that determines who else might see your content and thus, if the content is strong, lead to a positive feedback loop occurring as sharing continues.



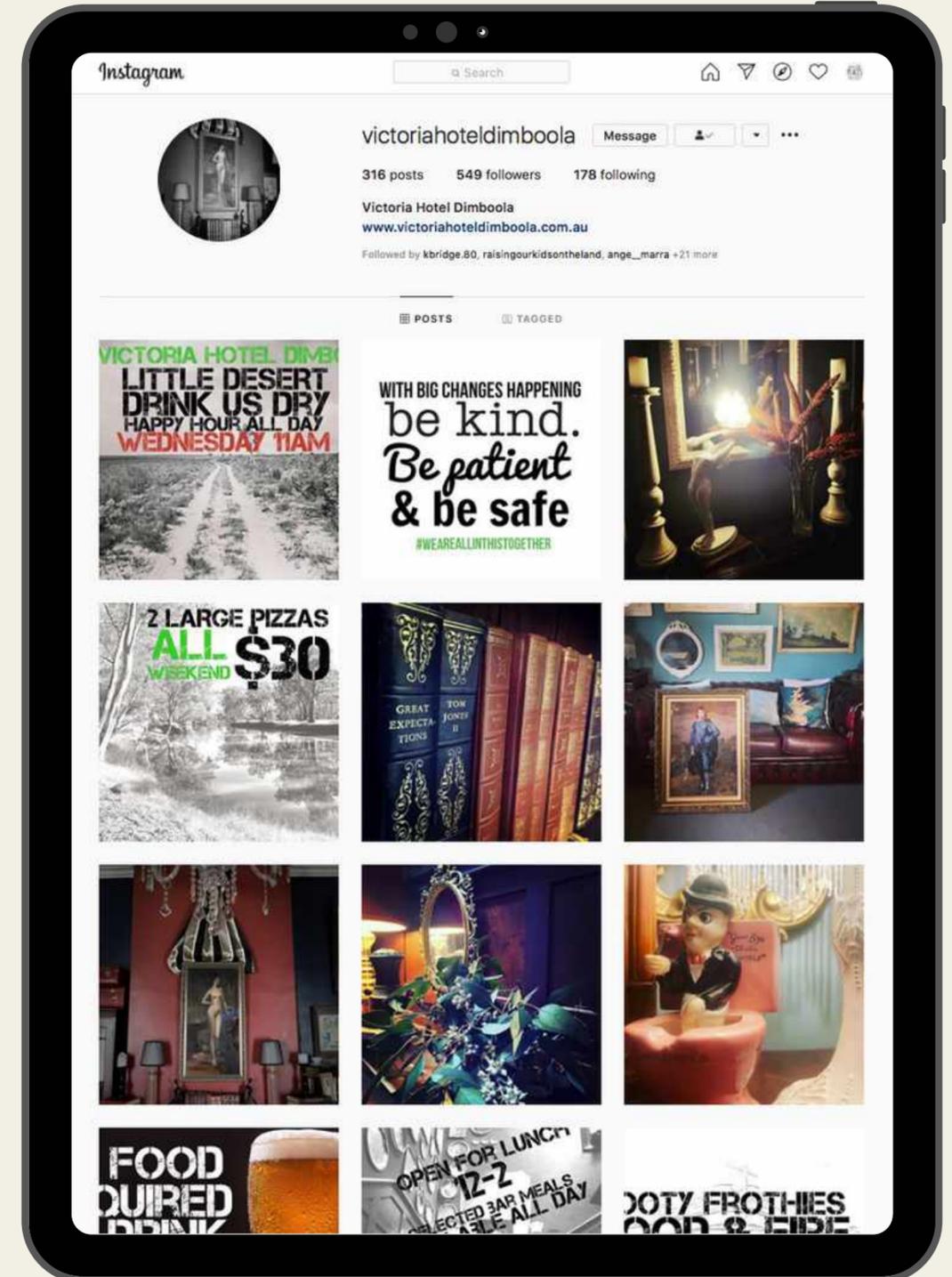
GAIN REGIONAL VALUE IN SOCIAL CONTENT BY WORKING TOGETHER

Personal familiarity with many regional people and other business owners directly as customers, friends, neighbours and community members is a benefit for the social engagement potential of all aforementioned Dimboola businesses. But this benefit is increased, when each of these operators and others in the Dimboola region work together with a Destination First mindset.



You know what an Influencer is – now think of the region itself as its own biggest influencer, and use it that way.

In a regional context, the social media advantage that all local visitor economy businesses and all locally associated entities have over many other businesses on social sites, is a collective incentive and intent to drive awareness and visitation to the region. Almost all other businesses in all sectors, do not have the potential social media allies as those in the regional visitor economy and virtually none of them have allies in the same region who are also driven to promote the region itself.

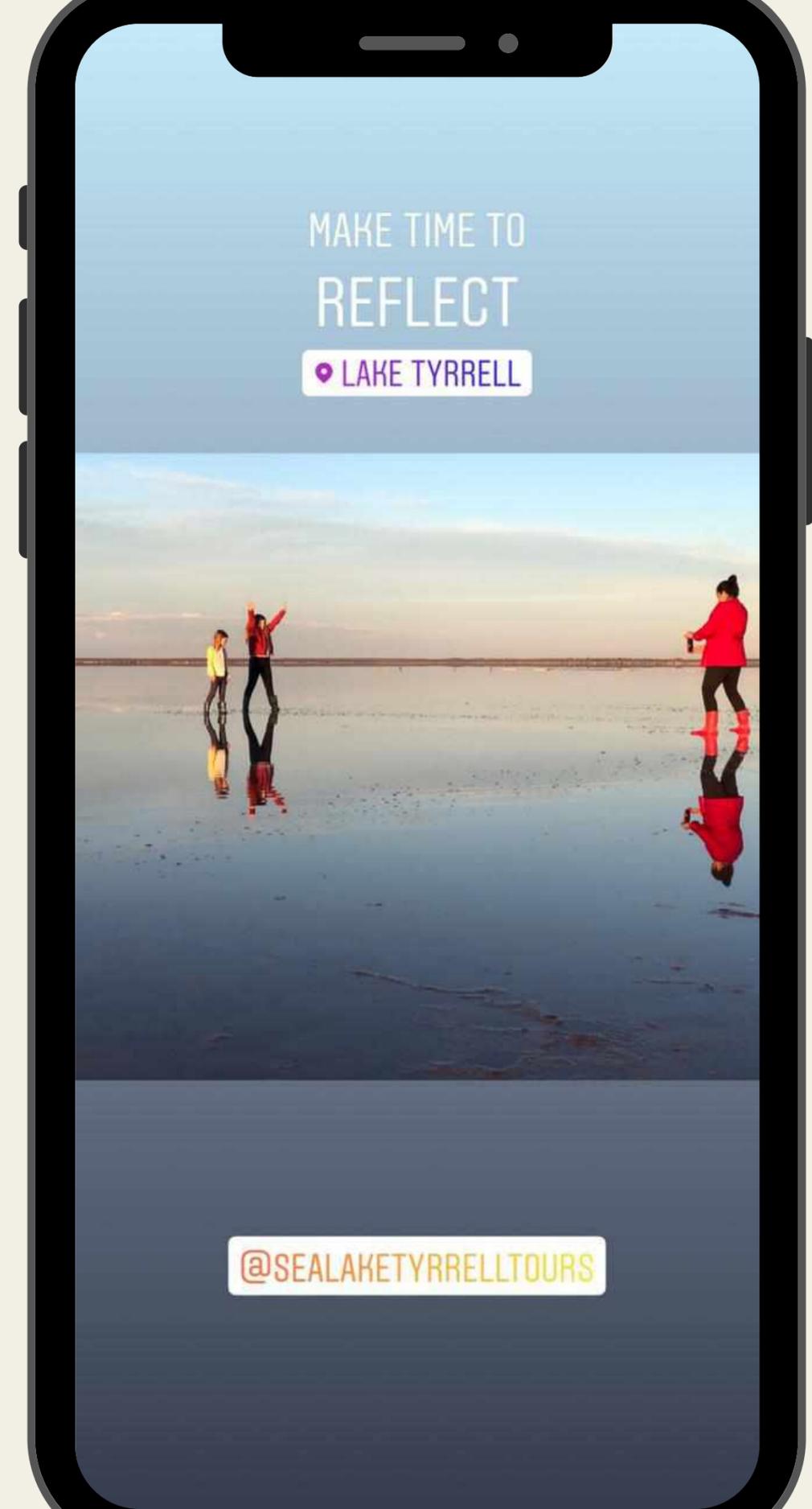
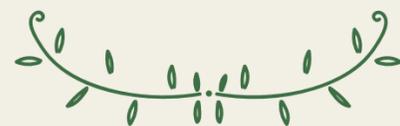


GAIN REGIONAL VALUE IN SOCIAL CONTENT BY WORKING TOGETHER

You have a social media marketing army at your disposal.

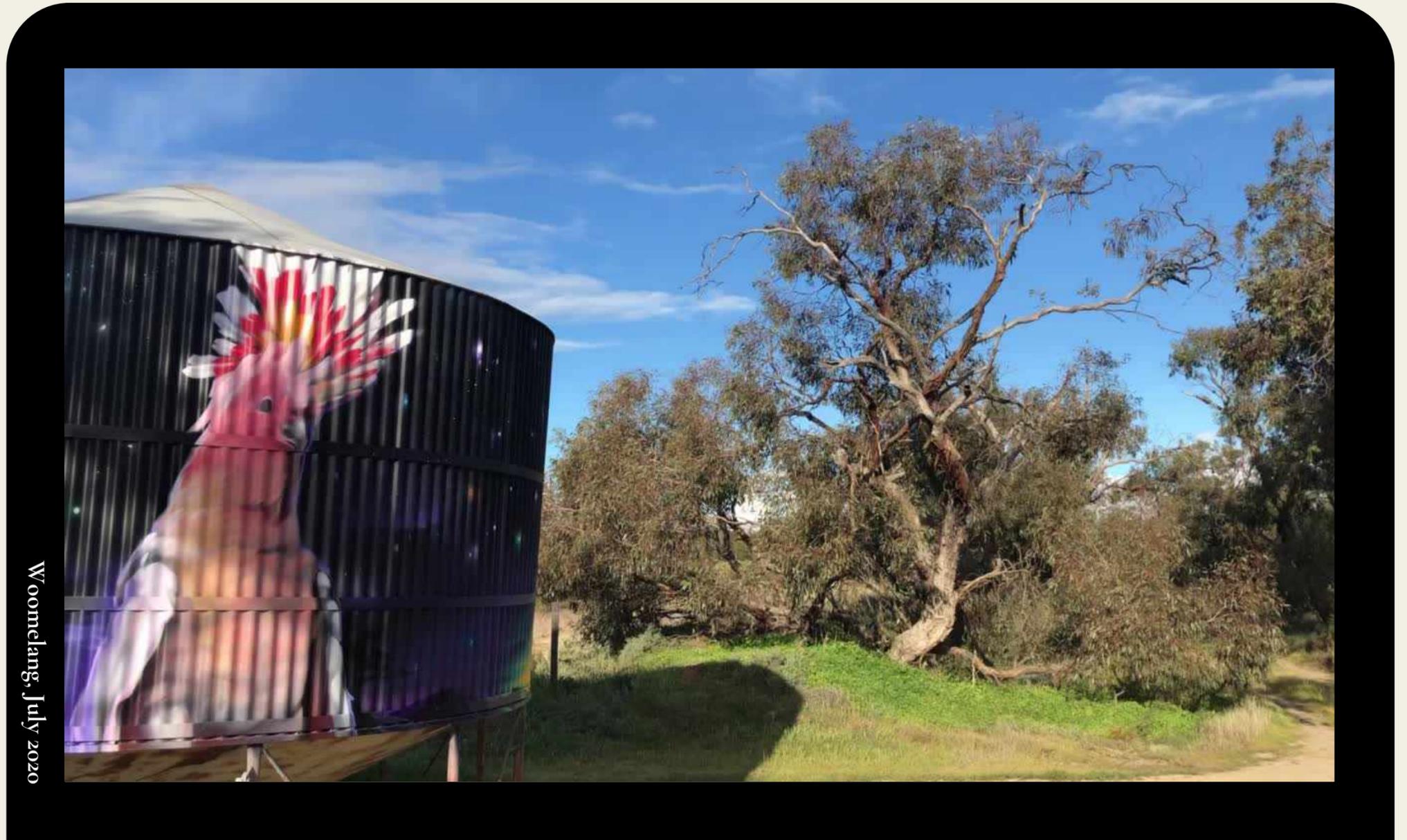
You can use the troops to target and amplify your messages if you know how to use their collective power and if you can put aside any local politics for the good of your destination and its community as a whole.

The Council, the regional tourism board, the local tourism association, the visitor information centre and all other local area entities and businesses on social media should ideally be co-ordinating activity. This coordination can be at a very basic level or it can be highly strategic and scheduled to specific times over a long period. It depends on the extent you'd like to go to, to make the strategy as strong and effective as it can be.



REMEMBER:

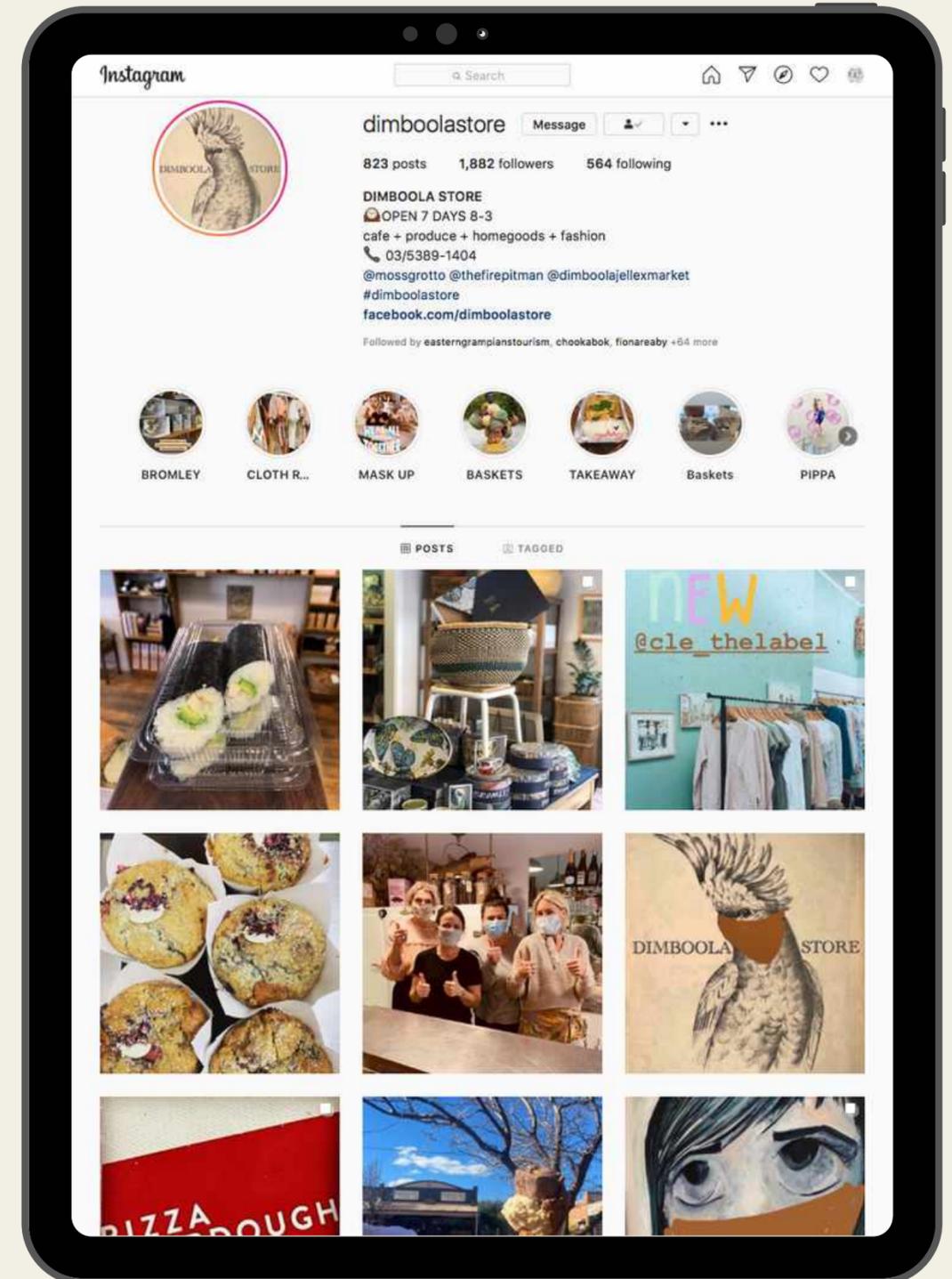
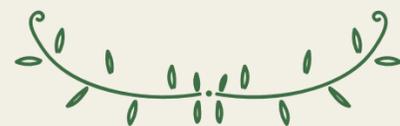
**VISITOR
ECONOMY
SOCIAL MEDIA
SHOULD
ACTIVATE &
INVOLVE THE
COMMUNITY**



GAIN REGIONAL VALUE IN SOCIAL CONTENT BY AMPLIFYING THE REGION

If a regionally based retail / food business like Dimboola Store with a consistent presence on social media, not only posts well considered and designed content about the store and its offers, but also reiterates positive attributes DUALY RELATED TO THE WIDER DIMBOOLA AND WIMMERA MALLEE REGION such as positivity, healthy lifestyle, outdoors, nature and wellbeing to specifically identified audiences, is more likely to cultivate a larger following highly relevant to the region.

Dimboola Store can develop a bigger follower group that feels they're understood and who associate the brand with regional strengths and its key visitation drivers. When your social media content promotes both your brand or business and the positive aspects of the region it will help propel your followers to get up and GO - visitors are the ultimate aim.

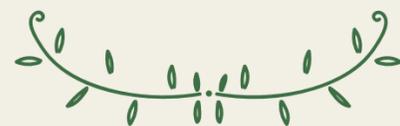


GAIN DIRECT AND REGIONAL VALUE BY WORKING TOGETHER

You can most effectively amplify your business and your region with your social media activity and content when you work together as a region with equally incentivised regional allies.

Using methods such as those outlined, you will build your audience and you will build awareness of your region increasing the chances of regional visitation.

An aspirational target that will lead to consistent positive regional awareness outcomes would be 100 pieces of co-ordinated regional content each day. 'Co-ordinated' means posts that are scheduled to be delivered at the same or similar times of day and which consistently use the same core hashtags but which come from separate social media accounts within the regional catchment.



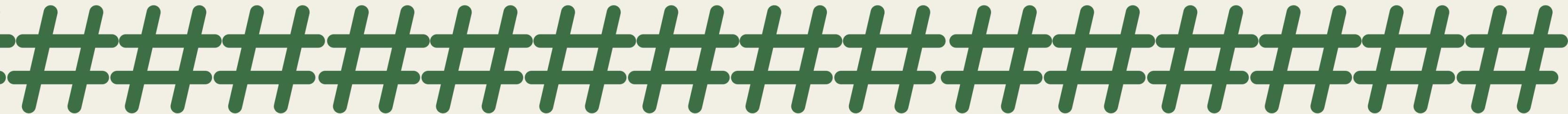
ASPIRATION

100

USE HASHTAGS COLLECTIVELY IN REAL TIME, AT THE SAME TIME.

When single hashtags (eg. #VisitHorsham) or one or more campaign hashtags (eg. #UnearthAmazing and #VisitWimmeraMallee) are used and published at the same or approximately the same time, it can cause the hashtag to trend as the social media algorithm determines the hashtag (conversation identifier) to be relevant to numerous people and therefore important enough to distribute to a **WIDER AUDIENCE THAN IT MIGHT HAVE BEEN IF NOT USED OR DISTRIBUTED AS WIDELY AND AS QUICKLY.**

Think about how you can work with as many local area businesses and entities to coordinate the timing and use of your hashtags in posts related to your business or posts related to the region as a whole.



IMAGINE...

Imagine if just 20 social media accounts related to or from Horsham all coordinated their activity to post something great about the region at 8.30PM on a Friday night across Instagram and Facebook, and all included the hashtags #VisitHorsham and #UnearthAmazing. If the number of businesses is closer to 100 and support comes from the wider region (not just Horsham) the campaign effectiveness increases substantially.

The sudden influx of content published at the same time will give the hashtags a better chance of being 'noticed' by the algorithm and further distributed due to perceived relevance. This idea becomes even more powerful when the hashtag is also naturally used **by the followers** of these accounts.

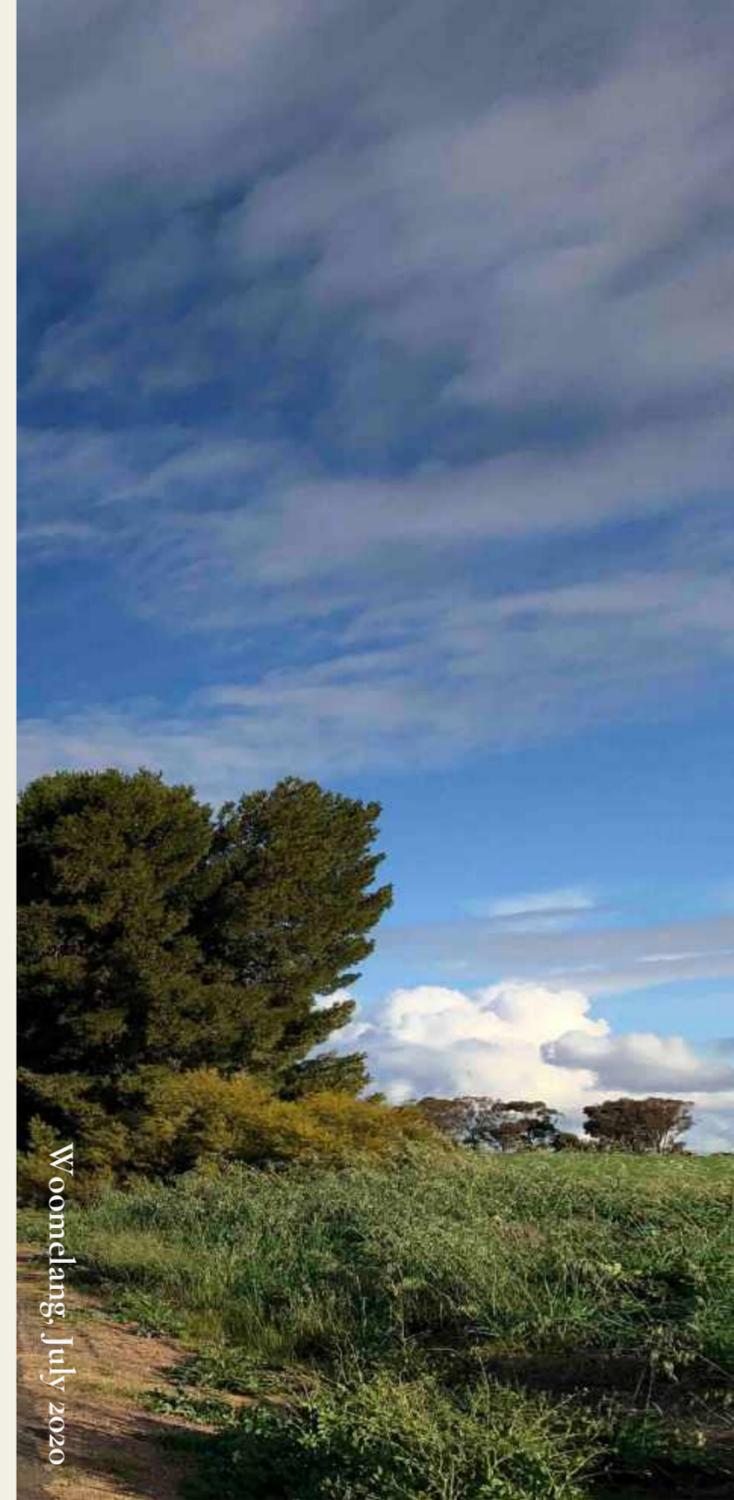
If the followers of each of the 20 Horsham (and other) accounts have been alerted to the strategy ahead of Friday 8.30PM, they can also assist on the night and afterwards by using the hashtag in their own posts or adding the hashtag to all comments on any social accounts from Horsham and the region.

CREATE AN INCENTIVE TO INCREASE ENGAGEMENT

DEVELOP A SOCIAL MEDIA #COMPETITION

There is further potential to run a competition to fully incentivise people to use the hashtag.

A competition might encourage followers to use #UnearthAmazing and tag a friend in comments to UNEARTH and WIN an AMAZING travel experience in the #WimmeraMallee. Using paid social media promotional methods would hugely boost the message and increase the chances of larger numbers of entrants. Note: **Social media competitions is a separate educational module.**



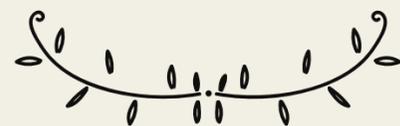
Woomelang, July 2020

2. TONAL & CONTENT APPROACH TO SOCIAL

Lake Tyrrell, July 2020

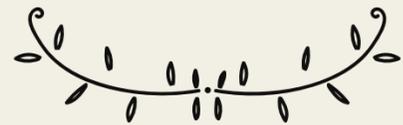
TONAL & CONTENT APPROACH TO SOCIAL

Everything you communicate within your physical business and on social, from all in-house messaging to posting content commenting, sharing and liking is a means of promoting, supporting and ultimately selling your product or service. The creative ways in which you apply tone to your content reflects your brand personality. It's the development of this personality that contributes to a strong and effective social resonance and it's the stuff that makes customers out of followers and followers out of customers.



TONAL & CONTENT APPROACH TO SOCIAL

Quality social media content is a soft sell so don't scream. It is worth remembering the word 'social' and its meaning related to personal conversations, and social interaction. Most people are way too cynical and marketing savvy to buy into the old-school style of selling, especially when it's being done on their own turf, which is how you need to look at social media sites. Social is someone else's playing ground, **a playground that emerged for people to interact with people, not businesses.**



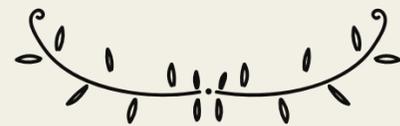
With social media, each business needs to be sensitive to the fact that they are 'guests at the party'. You do need to promote your offer and you can do it successfully by following the cultural and tonal norms of the site. But for any business it is never the best approach to make EVERY post specifically about your offer directly (don't just talk all about yourself at the party) and for a business in a region it's even more important since an easy value add is to provide interesting insights into the region itself.



ENGAGEMENT IS THE FIRST AIM

Above all else, your content and all your social activity needs to be engaging and valuable enough in some way (whether educational, entertaining, informative, interesting or unique) to keep your audience consistently engaged enough to encourage a visit to your destination.

Are you keeping it that way?

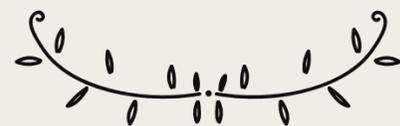


MOVEMENT DRAWS THE MOST ATTENTION

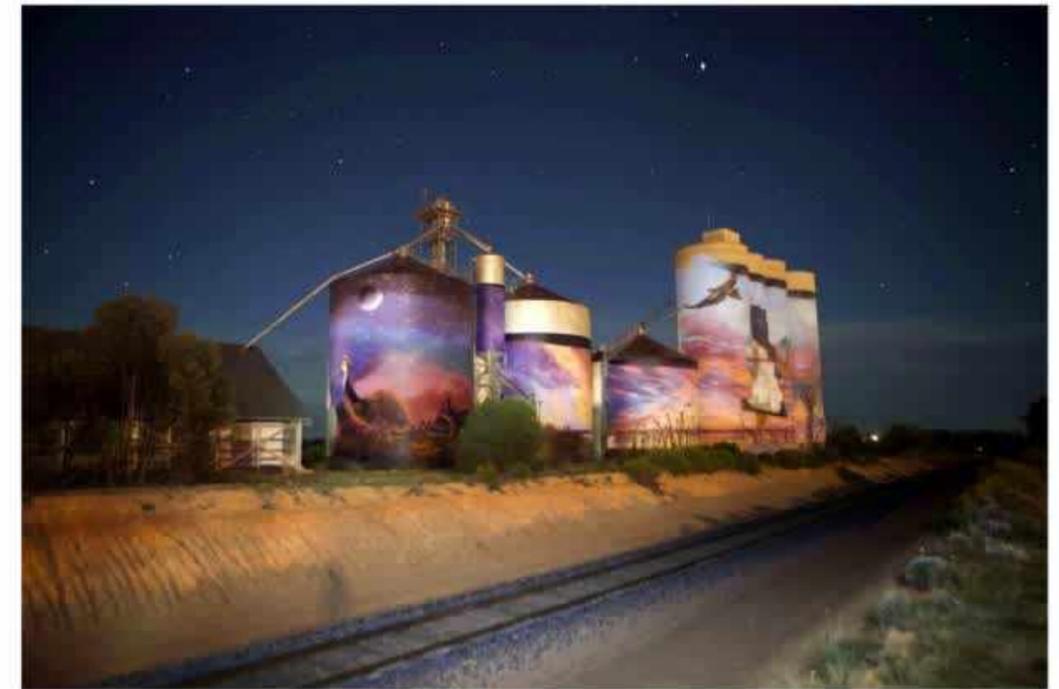
Animated posts and video content are the most highly effective social media types. Your marketing plan should not only centre very squarely on social media but it should rely heavily on visual mediums such as film and animated photographic posts.

A wealth of data and statistics shows the clear effectiveness and high engagement levels of video, especially in travel, tourism and destination marketing.

[You can check out some of the AMAZING stats here.](#)



**MOST GALLERIES ARE CLOSED
OURS IS OPEN 24/7**



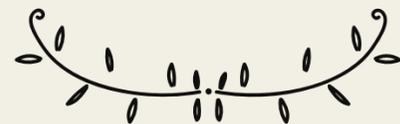
#WimmeraMallee  #UnearthAmazing

DONT TURN YOUR BACK ON THE AUDIENCE

Highlight the conversations and comments of your followers and add them to your overall conversation. In some respects, this action is a reward by you to the follower who gains the spotlight in front of the crowd for a moment, while it also serves to show that you are not simply interested in the sound of your own voice!

We can share the spotlight, and we love to! We also like to reward loyalty.

Being active across all platforms and connecting with your own audiences who are your naturally interested and related parties, will keep you at the forefront of the conversation allowing you to direct the flow of information.

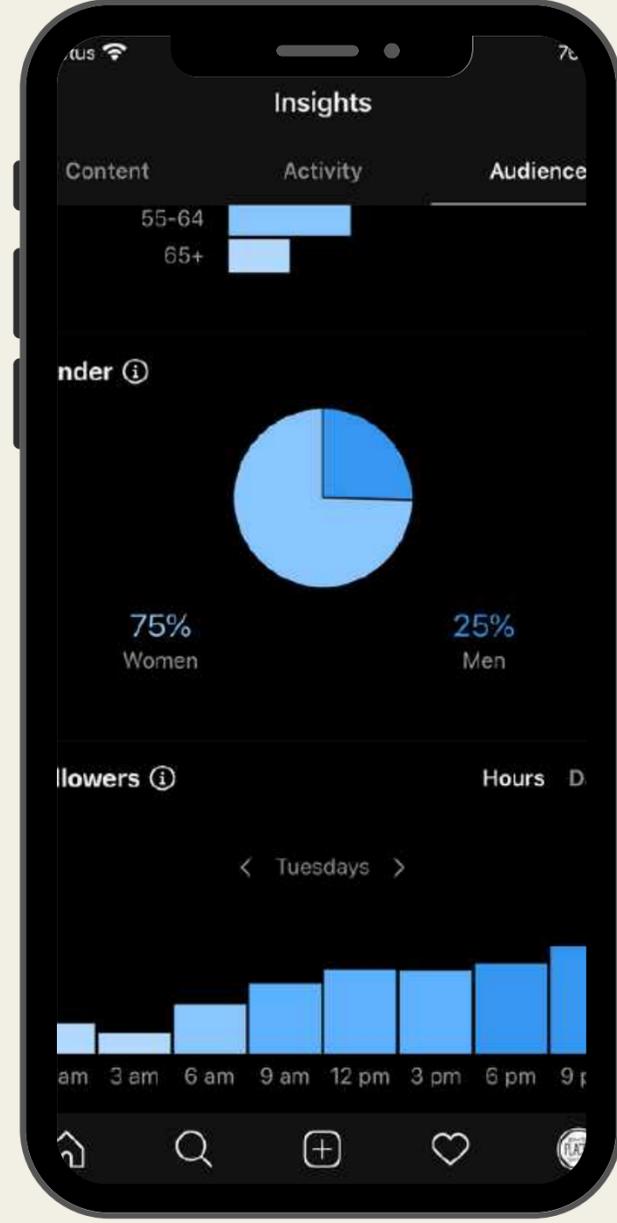


POST QUALITY CONTENT. CONSISTENTLY.

Your aim is to consistently develop unique content matched with a personal tone that people can identify with; something that goes beyond the product or service you offer while speaking a language relevant to your customer profiles or any subset of your target markets.

CHECK INSIGHTS.

While posting more content increases engagement, you can increase potential for maximum engagement by assessing your audience with Instagram or Facebook Insights and refining content to suit.



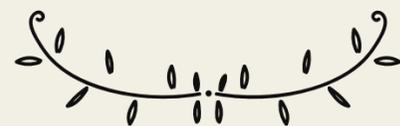
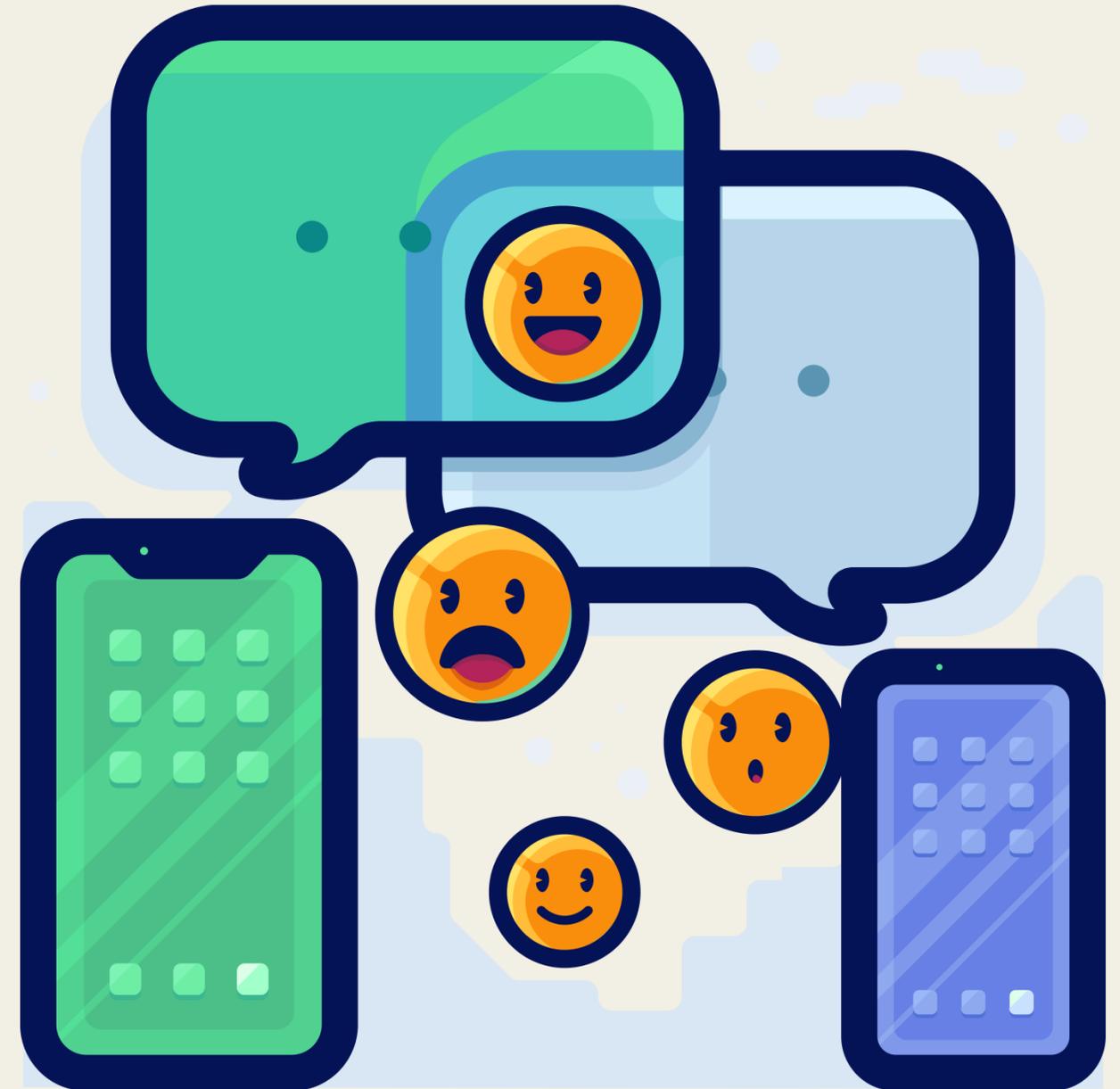
INSIGHTS HELP INCREASE ENGAGEMENT



BUILD CONVERSATIONS

How you interact with your followers amounts to the effectiveness of your customer service. Whether you're a hotel operator, a café or a tour guide, you will connect with your audiences and meet social media consumer expectations being responsive with a distinctive and consistent voice that stands out and makes you 'you'.

Actively and appropriately respond to those talking to and about your business – whether positively or negatively - across all social sites. It speaks volumes about your values, displaying accessibility, gratitude, honesty and accountability, all personality traits that build trust and reputation. Your social fans will feel heard, celebrated or consoled, and more likely to continue to be invested in you while new followers will see that you care about the needs of your customers and will wish to be a part of the group.



BUILD CONVERSATIONS

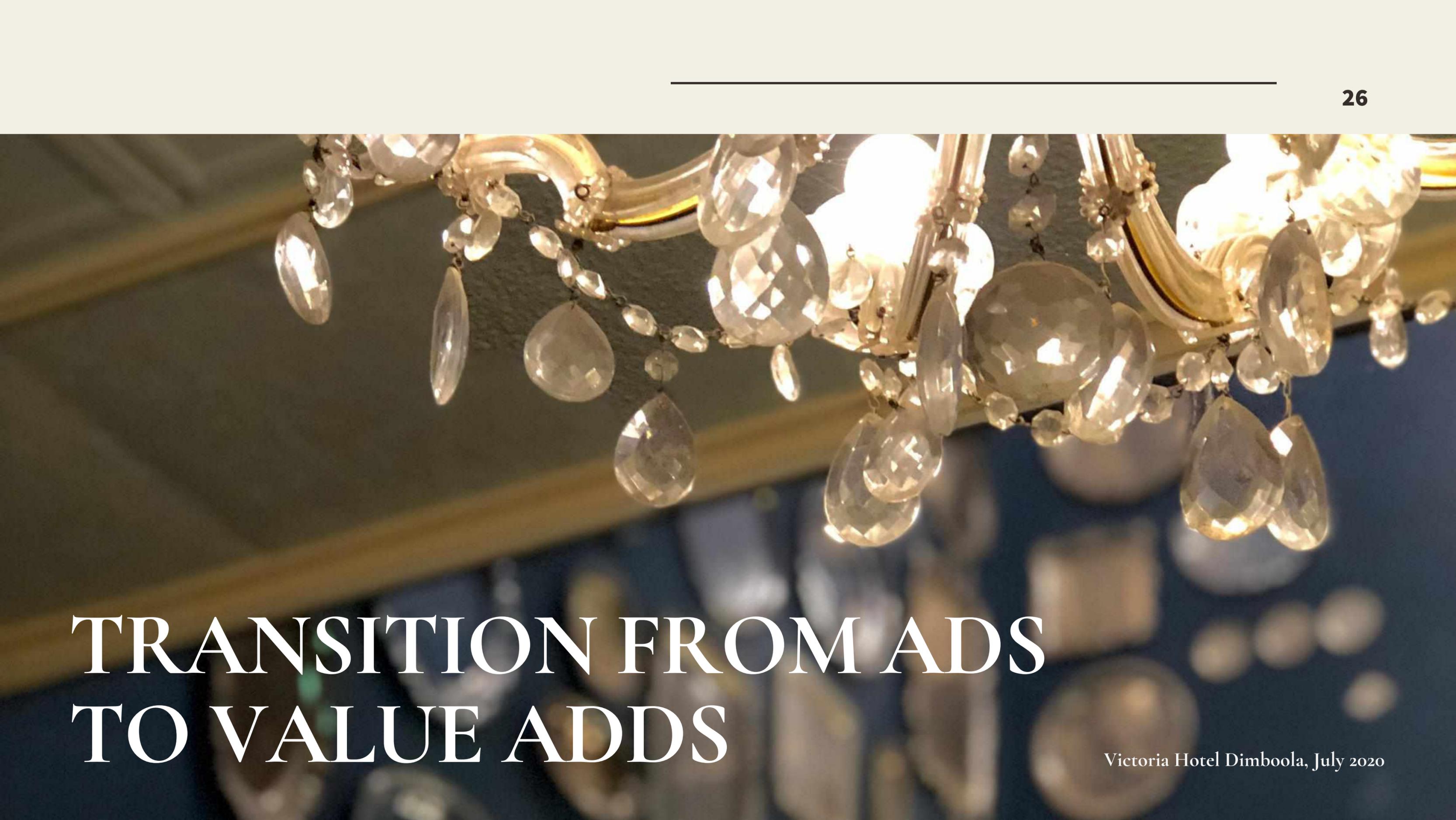
Taking a fully participatory approach to social media will also allow all your followers to feel more comfortable engaging with you. They will learn about your business and get to know you better through these interactions and, should your tone be penetrable and relative, they'll ultimately warm to you as they would a friend. Showing love, celebrating your fans through shout-outs and injecting humour into your posts, comments and responses are some ways that your business can personify itself through tone.

Integrating local strengths into your tone and content helps personify the entire region.

As all your social accounts should be coordinated as part of a supported network, it's important to uphold these same standards of interaction across all platforms. Although each site shapes a different style of approach, such as Instagram being more visual and instantaneous than the more professionally aligned and wordy LinkedIn, you can still maintain presence across differing platforms and communicate with your followers and the wider online community in your own way.

If you're highly visual and playful with a quirky tone like Dimboola Imaginarium, then Instagram is a great match. But equally, a LinkedIn Company profile that reflects all that personality and quirk, would be immediately interesting among all the black suits and corner office types who also love to take a break and hit the road at times. On Linked In, a business like the Dimboola Imaginarium will stand out and get noticed.





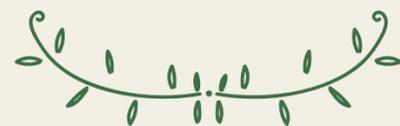
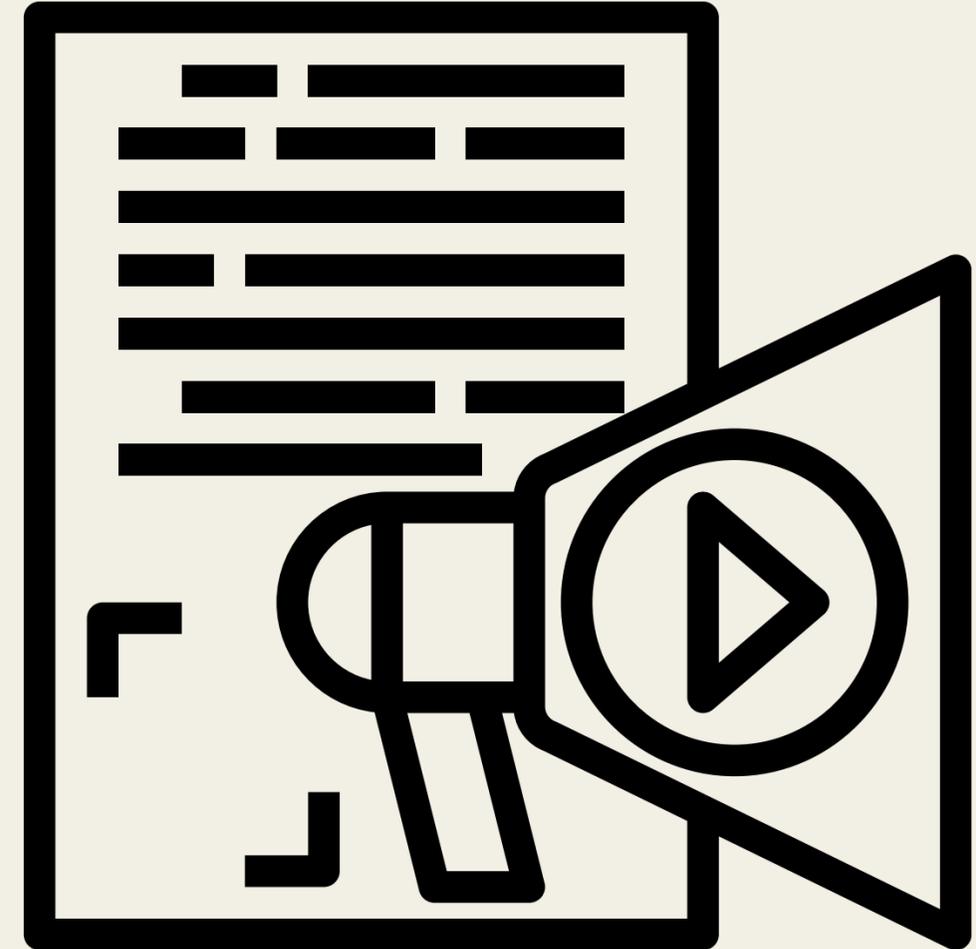
TRANSITION FROM ADS TO VALUE ADDS

Victoria Hotel Dimboola, July 2020

WHAT'S ALL THIS ABOUT CONTENT MARKETING?

You may have heard the term 'content marketing'. This refers to content that you create as the expert in your domain or business that is in some way valuable to your target audience/s. Whether you work in or own a retail outlet, gallery, restaurant, accommodation, adventure park or any other visitor economy businesses you will do best at social media and digital marketing if you can develop regular content for your market that provides them with value and relevance. When you do this, you will be executing your content marketing strategy. Most of the time content marketing will be educationally based but it does not always have to be. Sometimes, it can be simple entertainment or pure escapism for your audience.

So content marketing can refer to any unique content or activity you give your audience that has some kind of relevant value for them including anything from a free course to apps, quizzes or games.



YOU ARE THE EXPERT



Dimboola Architecture, July 2020

You need to ask – what am I (or my business) the expert in? What do I know most about? And what is my audience interested in? How can I create content that creates value for my audience or the *profiles that I want to attract?

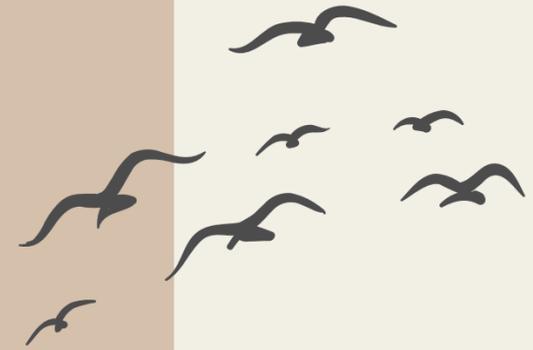
If you are a baker, what type of content might be interesting and VALUABLE to your audience? Can you upload a new video of a special recipe once a week? Can you include ‘behind the scenes’ video of baker's tips? If you are a retailer, you might know particular facts around products that make them more special and interesting which provides a reason for your followers to check back on your content regularly.

Don't think you are an expert or knowledgable enough?

If you can't Immediately think of any area in which you may be able to offer value in content, then for any regionally based business, the unique area you are likely to be expert in, is the region itself. The area of destination marketing on social media is a little unique as, in an ideal set up, each business is selling a PLACE that is bigger than its own operation. You are selling you plus the region. The concept of Content Marketing as it relates to Destination Marketing needs to be seen through this prism.

*Profiles are a defined ‘target person’ with attributes that represent a key target market.





A BIRD IN THE — — HAND..

Little Desert Nature Lodge is known worldwide in birdwatching groups and in scientific circles for the birdlife that surrounds the lodge and which lives in the region. While content marketing for Little Desert Nature Lodge might be seen as a challenge by the owners, an example of content that might be valuable and relevant to a large audience is regular imagery (photo or video content) of the local birdlife with related stories behind each image and facts about the bird, attached.



CAN YOUR CUSTOMERS CREATE YOUR CONTENT?

The social content marketing strategy might begin with a picture or video of a bird in the region sourced via the customers of the lodge itself. This is important to the strategy as it means Little Desert Nature Lodge does not need to always create its own content directly. Correctly communicating an interesting and relevant content strategy at the ground level of your business, ie. within the business itself: at the shop, the accommodation rooms, the entry point etc, means customers will find out about your content strategy and then propose their own content to you. If they know Little Desert Nature Lodge would love a good bird image and story, they'll happily provide it. This method of content collection is called "crowd sourcing" and all visitor economy businesses can benefit from taking this strategy and thinking about how this can be activated as a part of their own social media and content marketing efforts.



YOUR CUSTOMERS WILL CREATE & SHARE CONTENT WITH YOU

People travelling in your region and to your business all have phones and cameras and none of them need an excuse to record something and to then receive feelgood social kudos and credit when it's published by a business.

Your customers will get a kick out of you promoting their pics, videos and words so ALWAYS remember to credit them. You will create a connection with the bonus that their followers can also become yours. This is not to say that crowd sourcing will always be a component of a content marketing strategy but in the case of Little Desert Nature Lodge it makes sense: a significant proportion of their customers come for the birds and they photograph and film those birds. The Lodge then promotes the imagery and stories and the cycle continues.

#GEORGETHEEMU #EMUSOFINSTA



LET'S MENTION HASHTAGS AGAIN

#WHATTHEHECKISAHASHTAG

Staying with the Little Desert Nature Lodge content marketing regional birdlife, it is important to mention the use of #hashtags. Don't be scared. Hashtags are simple to use and extremely useful as they help users of social media search for and identify all manner of conversations and topics of interest. [Note: hashtags can be discussed in detail in a separate module.](#)

#BIRDLIFE 

In each social media post, particularly Instagram and Twitter, hashtags allow for discovery of your content by people who may NOT be following you yet, but who ARE interested in a topic...such as #birdwatching or #BirdwatchingAustralia.

Hitting the explore page on Instagram or Twitter you can find trending hashtags about any subject.

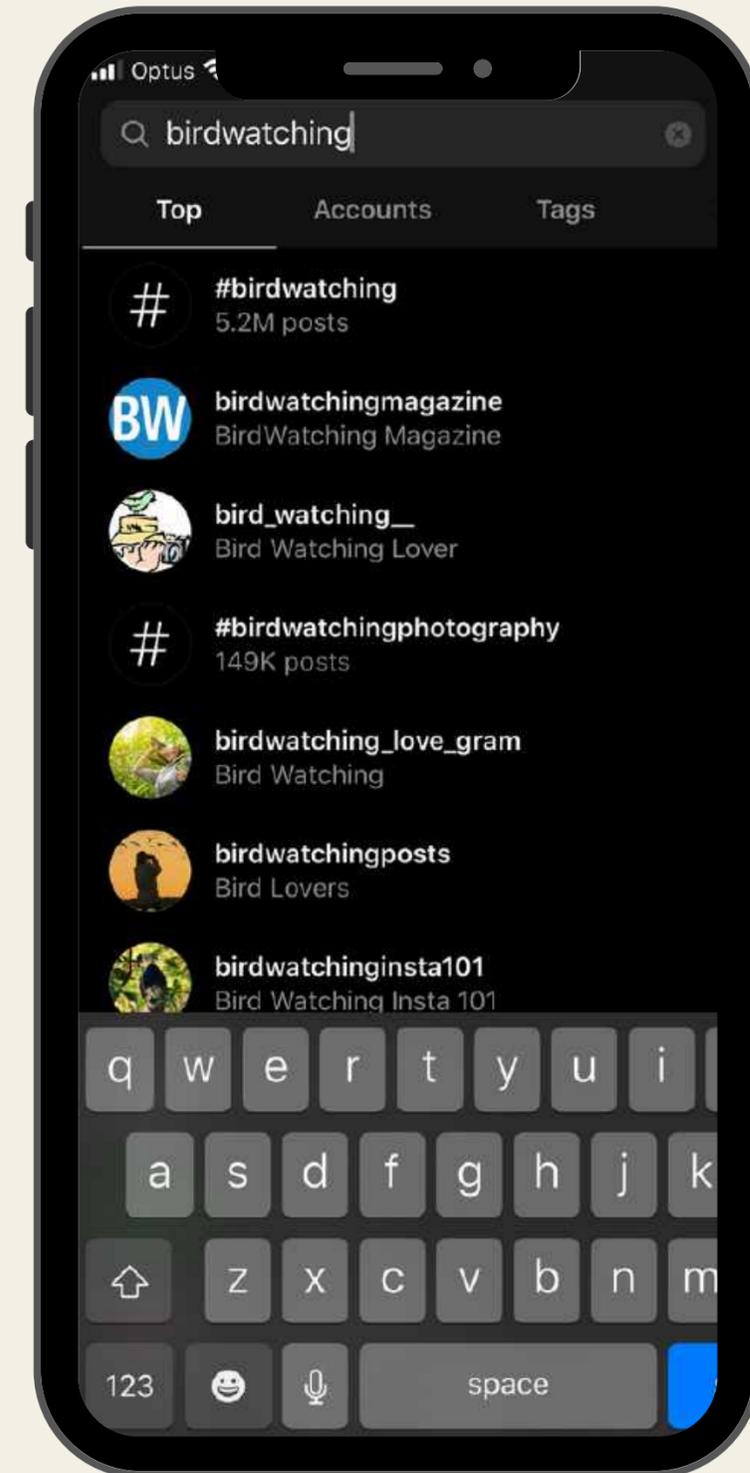
THE INSTAGRAM EXPLORE PAGE



#WHATTHEHECKISAHASHTAG

On the Instagram explore page, you can find trending hashtags (the most popular content) and the most used hashtags about any subject and all variations on the hashtag theme. Instagram also shows you accounts related to the searched hashtag which has a huge bonus. In this case, a list of accounts related to #birdwatching gives Little Desert Nature Lodge an excellent resource as they can then specifically follow people who follow accounts related to birdwatching in order to ‘introduce themselves’ to a potentially relevant market. Adding comments to posts by these same accounts also serves to put the Little Desert Nature Lodge account front and centre with the followers of the account and the account owner.

NOTE: The Little Desert Nature Lodge content marketing example is fairly close to what we call a social ‘Narrative Stream’ which is a consistent and ongoing theme that is part of your long-term social media strategy. This content marketing strategy is similar to a narrative stream in that it is a dedicated content theme (Birds of Little Desert) but constitutes Content Marketing because it HAS SPECIFIC VALUE, AND RELEVANCE TO, AND IS DIRECTED AT, A VERY SPECIFIC MARKET. A narrative stream is a broader ongoing content theme that does not necessarily target and offer a particular value to any particular or specific audience. Narrative Streams can be discussed in a separate module 'Developing a 12 month social media strategy'.



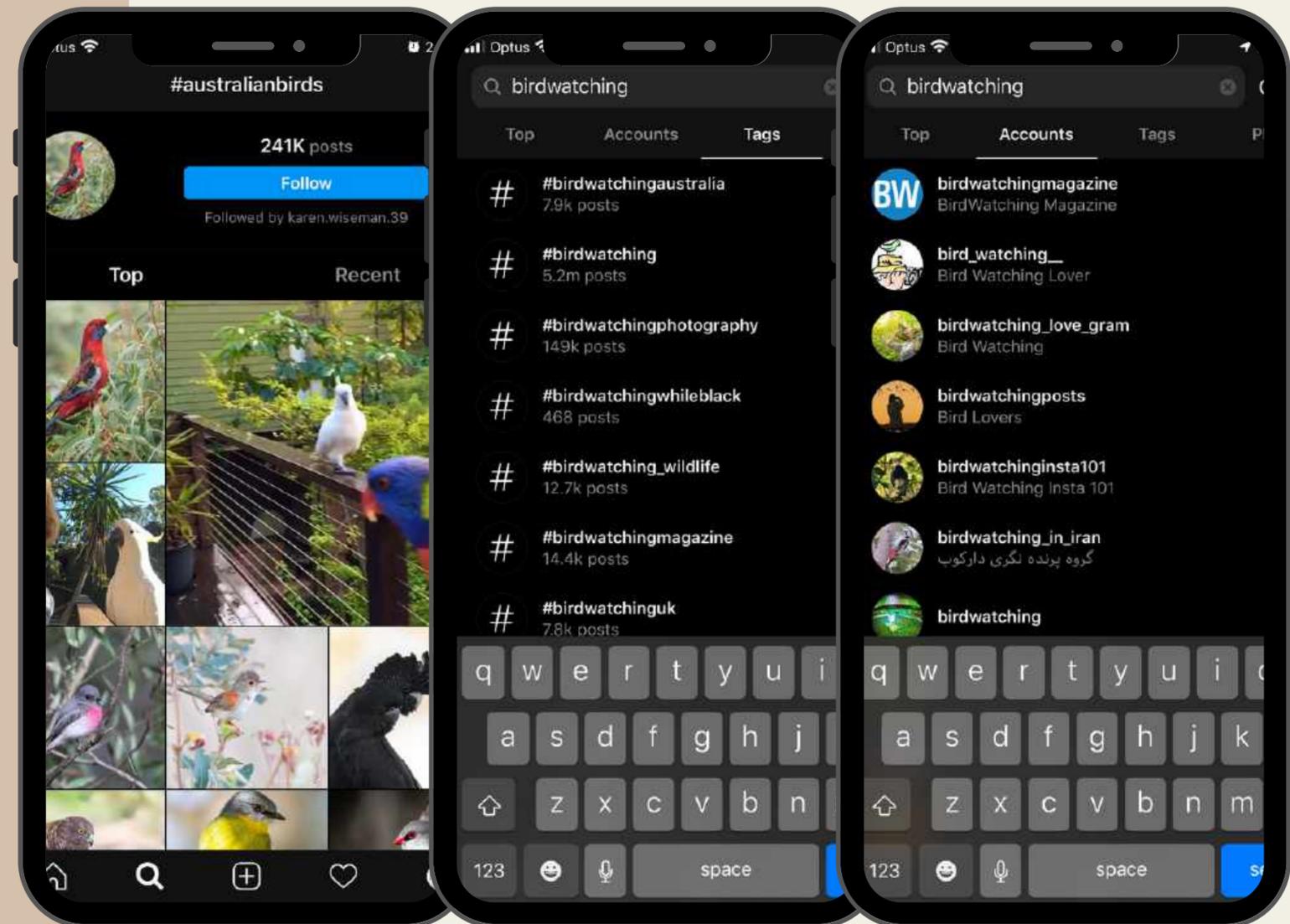
In all their bird related posts, Little Desert Nature Lodge would consistently use a number of hashtags which might include their own particular hashtags and some that are widely used and trending in the 'bird' space.

Unique brand hashtags examples

- #BirdsOfLittleDesert
- #LittleDesertBigBirds
- #LittleDesertLittleBirds

Trending hashtags examples

- #BirdwatchingAustralia
- #AustralianBirds



BUT IT'S NOT ALL ABOUT YOU :)

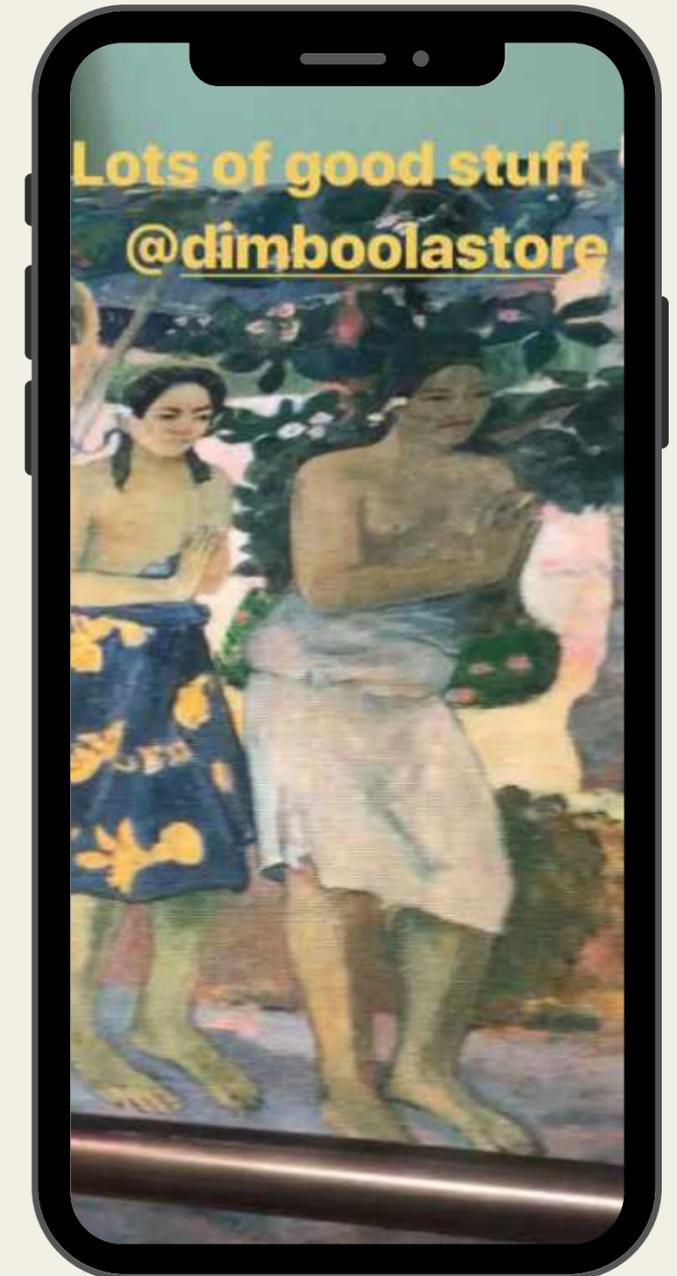
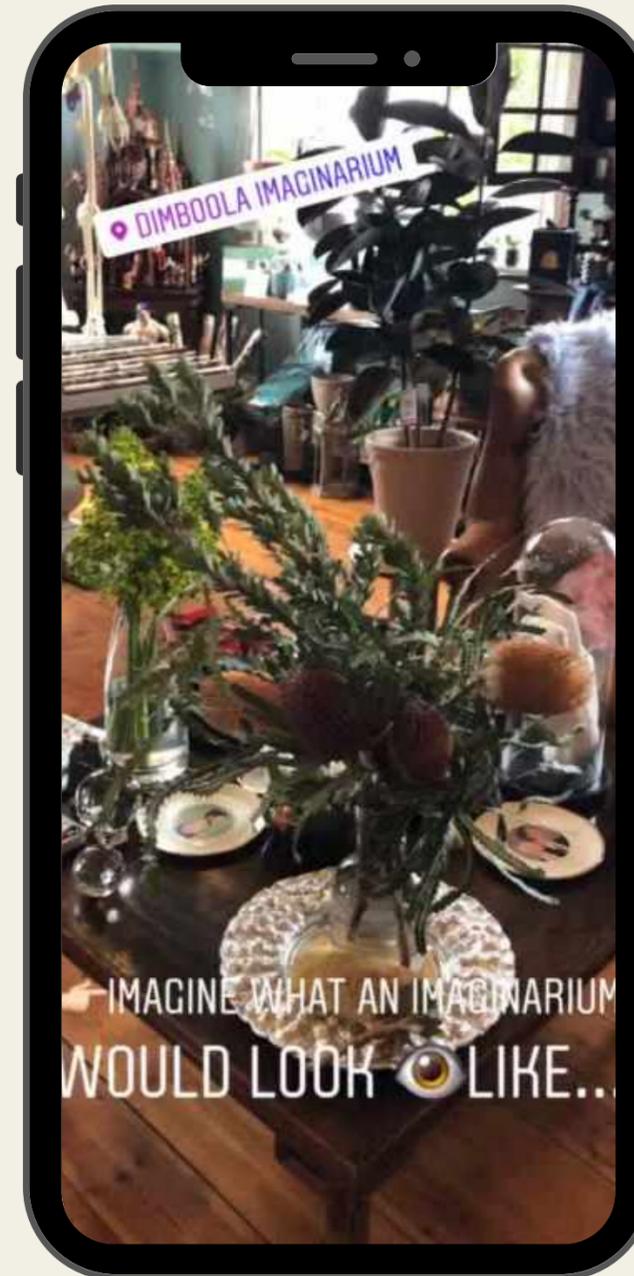
Why would you post about another business on your own social media account? There are lots of reasons if you are in a visitor economy region and business.

Understanding that you may not want to promote your most direct competition, you should consider how you can collaborate with a number of regional businesses in a social collective that regularly and formally posts content about other members of the collective. The following pages give some simple examples for how you can promote others in your region.



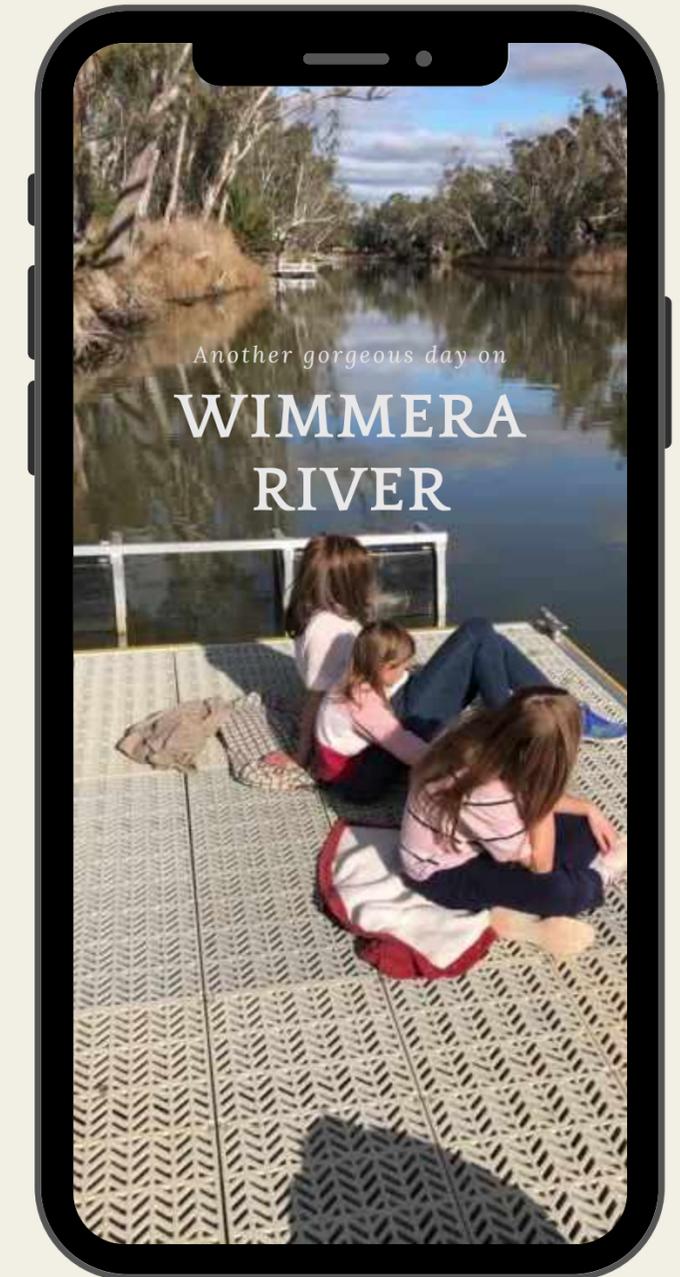
FOLLOW ALL LOCAL ACCOUNTS

At the most basic level you can follow all other businesses in your region on social sites and comment and like their content regularly. Commenting is a form of cross promoting your own business while also showing public support for others in your community and the region as a whole.



CROSS-POST VIDEOS

Facebook allows 'cross-posting' of video content from one page to another, with the benefit of each page receiving its own organic views of the content, not just the original publisher, who also gets the benefit of added views from other pages. You can use the 'premiere' feature on Facebook and Youtube to schedule the publication and timing of your video content too. Cross-posting video content is a great way to use the most powerful engaging content type (video) to introduce the audiences of others to your social pages and content.



SHARE STORIES AND POSTS

On Instagram you can now share *stories to any one or more social accounts, allowing them to post your story content to their stories. You can also (with permission and credit to content creators) republish posts from businesses and personal accounts.

*Stories are discussed in more detail in a later section of this module.



RETWEET 'WITH COMMENT'

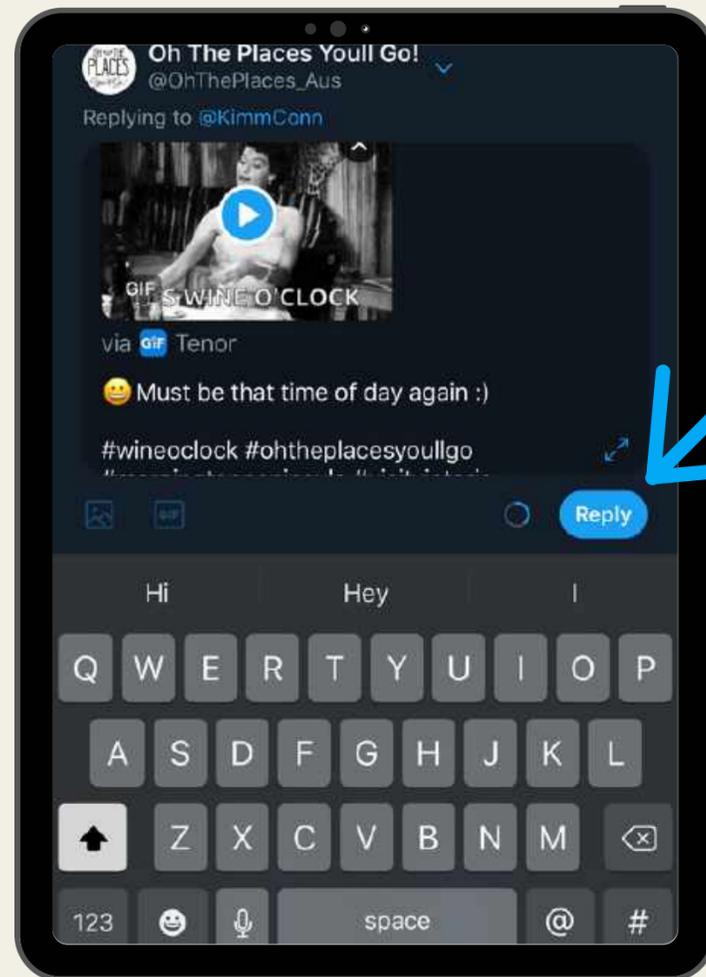


If you use Twitter as part of your social media strategy (you should) then a simple effective method to show your support for another regional Twitter account while gaining attention for yours and redistributing interesting content to your own followers is to 'Retweet with comment'☐. You can add power to this method, by actually commenting TWICE.

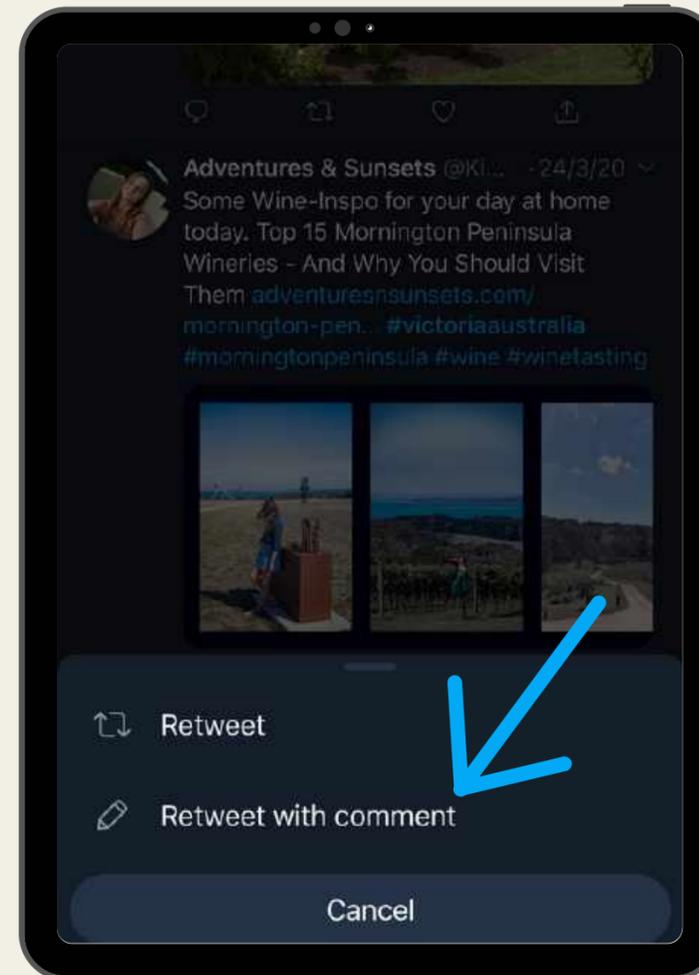


Step 1: Find a tweet you like and hit the comment icon to reveal this input field.

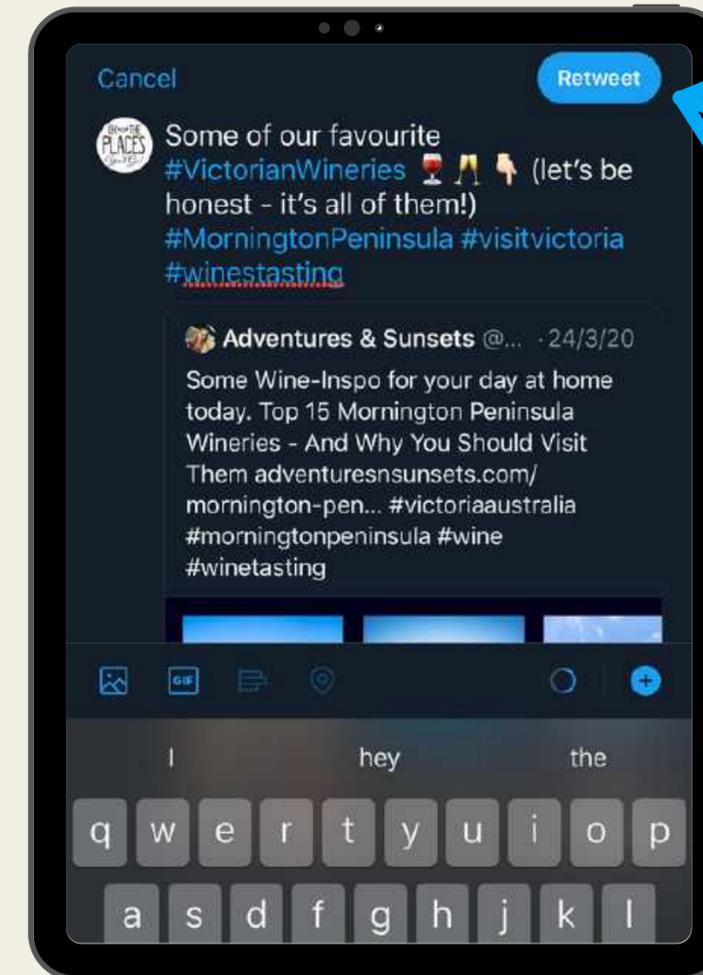
RETWEET 'WITH COMMENT'



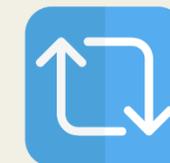
Step 2: Leave your first comment in the 'tweet your reply' input field and hit Reply.



Step 3: Now hit the Retweet icon and select the option 'Retweet With Comment'



Step 4: Make A SEPARATE OR SUPPORTING COMMENT TO YOUR FIRST and hit Retweet.



PROMOTE PACKAGES

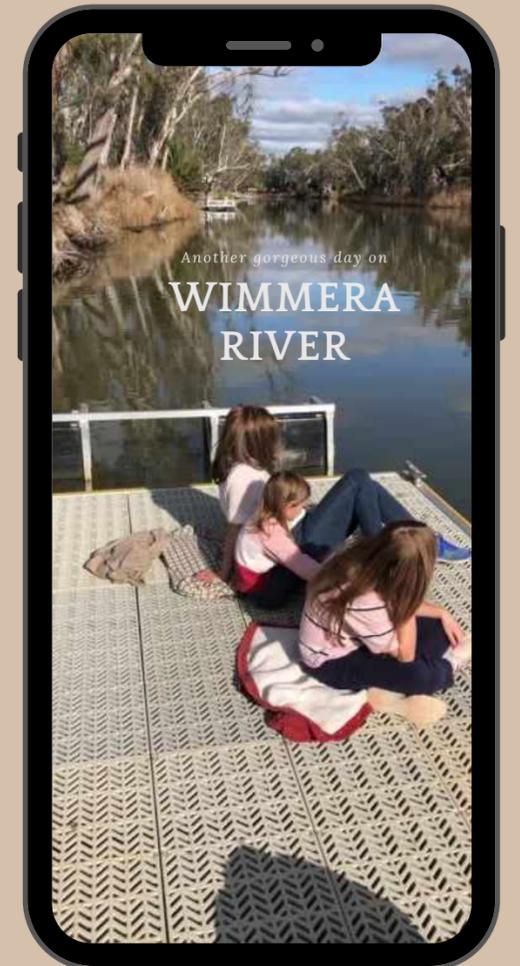
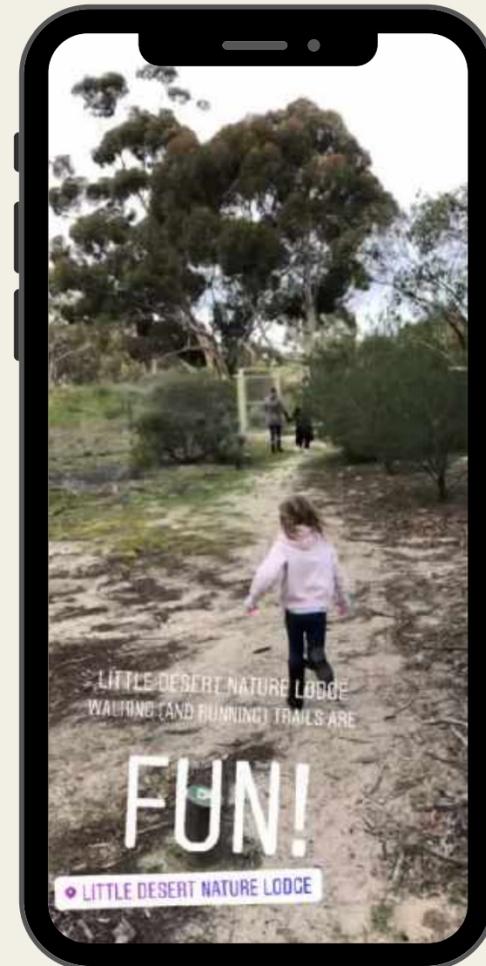
If you are consistently working together for the good of your own business and the wider region you may want to consider the concept of promoting packages as a group of collaborating businesses.

In one example, a food outlet, an accommodation provider, a hotel, a tour guide and a local attraction might band together to develop a visitor experience package and then share the relatively low costs of promoting it across their social sites. Again, this is an idea to be determined at the ground level and circumstances will change according to the region and personalities involved, but the concept remains as a strong potential strategy to grow each audience of each participating business, to increase regional awareness, to drive visitation and make sales. On Instagram and Facebook you can create calls to action and add buttons to posts and pages that encourage purchases.

This point about promoting Packages naturally leads to a discussion about paid social media promotions. Paid promotions are particularly important to your overall strategy for building audiences and making sales on social media and are covered in the following pages.



3. MAKE SPECIFIC CONTENT FOR YOUR SPECIFIC AUDIENCES



Determine audiences & profiles

Some businesses which are well established and have significant followings on social media and access to other databases (such as phone or email) or which have undertaken data-based market research will have an excellent idea of their main target profiles / personas. However, if your business is new or you do not have a solid idea of your audiences and the profile or profiles of your customers then the best approach might be to target profiles and types identified in a local destination marketing strategy.

As you know, each region of Australia has its own regional tourism strategy and the majority (if not all) local councils also have their own strategy as part of the council plan. Each of these documents will normally refer to the main audience types identified by the regional tourism board, the state tourism office, and / or Tourism Research Australia (TRA) as being target markets. Large areas of Wimmera Mallee for example attract Lifestyle Leaders (and the four subsets of these) but equally the region attracts Grey Nomads and Families. These are initial broad categorisations of people but they give you a starting point for more specific targeting.

Determine audiences & profiles

You can also look at major visitation drivers to work out the types of audience who are predisposed to visiting and the types of message and visual stimulus your audience might respond best to.

The main visitation drivers in Wimmera Mallee are nature itself and nature-based activities (eg. camping and bushwalking) and attractions such as the salt lakes and national parks, with sports (especially water sports) and recreation such as mountain and trail biking as the second biggest driver.

Along with the above, there is the fast growing creative and artistic theme catalysed by the fame of the Silo Art trail and emerging strengths in agritourism and indigenous tourism. Once you understand the motivations for people to travel and stay in your region and the types of people they are, you are in a much better position to target them with a highly targeted sniper image and message on social media.

Example audiences & profiles

**MOST GALLERIES ARE CLOSED
OURS IS OPEN 24/7**



#WimmeraMallee  #UnearthAmazing

Target: 'Creative Opinion Leaders'

Example audiences & profiles



Target: 'Food and Wine Lifestylers'

Example audiences & profiles



Target: 'Enriched Wellbeing'

Example audiences & profiles



Target: 'Inspired by nature'

YOUR AMAZING POWER TO TARGET PROFILES AT VERY LOW COST

If you have never used Facebook or Instagram which now have coordinated advertising platforms so you can post across both if it suits you, you will be astounded at the level of specificity you can reach in targeting an audience. You can target according to a person's locality, profession, interests, travel habits, relationship status, religion, media consumption, shopping habits and more. For a budget between just \$10.00 and \$50.00 you can specifically target thousands of people who are entirely predisposed to considering and visiting your region. When you execute a targeted social media campaign properly, the cost and time benefit is undeniable.



THE IMPORTANCE OF PAID SOCIAL MEDIA

Little Desert, July 2020

Lake Tyrrell July 2020

FACEBOOK AND INSTAGRAM AUDIENCES

If you are a business with an existing Facebook or Instagram account you can immediately refer to your 'Page insights' which include data about who interacts with your content and when, which content is most engaging and more. This will give you clues as to who you might target. Adding to this, Facebook Audience Insights gives you plenty of ideas for how you can target a specific new audience with a promotion or campaign.



[Watch this video to get an idea about Facebook Audience Insights and how you can use them.](#)





You must run paid social promotions if you want to build audiences in 2020 and beyond.

Think about the sheer volume of content that could run through the feeds of your own social accounts if you saw everything that was posted every day by all the accounts you follow. The content volume would be way too large for you to view, absorb, comment upon or just enjoy. It is the same for everyone and that includes your followers. So while it is also a method used by the large social platforms to force business users to pay for content distribution, paid social media is also a HISTORICALLY LOW COST way of ensuring your content is prioritised into feeds and stories when other competing content is filtered out automatically.



Again: run paid social promotions to build audiences in 2020 and beyond.

It is not enough to simply post and hope anymore and your engagement will stagnate or drop over time if that's all you do. You need to be building and promoting yourself to remain relevant and present in the feeds of relevant audiences – both those who follow you now and those who don't.

But before you run your paid promotion, it is most important that you **LOOK CAREFULLY AT THE AUDIENCES YOU WANT TO ATTRACT**. Remember - you will need to create specific content with specific messages for your specific audiences.

Woomelang, July 2020

4. CONTENT CREATION TIPS, TOOLS & PLATFORMS





YOU CAN LEARN TO CREATE GREAT CONTENT

We know it is a real challenge to develop social media content and run a business at the same time, especially if you feel that you are not a natural in the social media environment. When it comes to social media, the two main issues of many visitor economy businesses (and indeed many others) are resourcing (time and people) and social media education.

Many tourism operators give the role of social media manager to a 'young person' they know, but this is rarely a great answer and could even be detrimental to the business. It is important you as a business owner learn how to use social media in the same way it was important that you learned to drive a car. In both cases the prospect could seem daunting, but in both cases you can become a great driver with a little time devoted to learning and gaining confidence.

The large social sites have fantastic functions and numerous other apps and content creation platforms have been developed in order to assist you with social media content development. Note: This is a simple introduction. A separate education module can review a wide array of content development tools in detail.



DESIGN IS NOW DEMOCRATISED

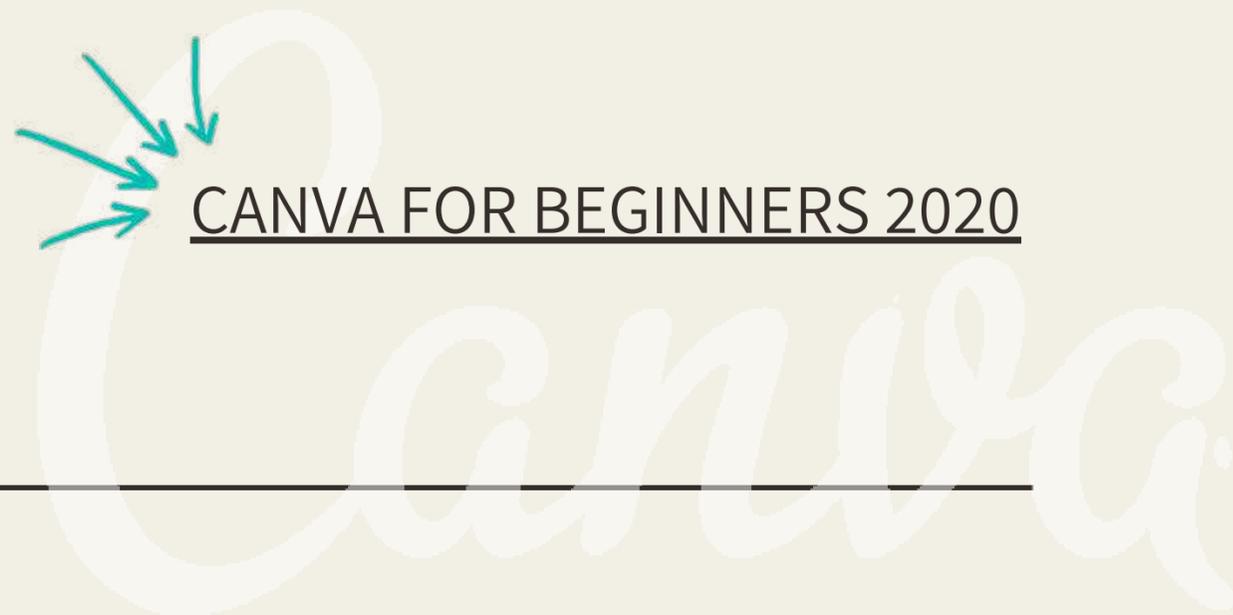
Do not think you need to be a photographer or designer to develop great social media content. You don't. Specific functions within Instagram and Facebook and the many other content creation platforms exist for this reason: to help you make something that looks great and to assist you in other ways such as scheduling or even improving your writing.

The following list is not intended to be exhaustive in any way, but simply an introduction to the types of features, platforms and tools you might work with and the types of content you can create to keep your social media consistent, creative, engaging and at a great overall standard. This section includes reference links to various 'How To' videos that will help you create more interesting social content and get an excellent understanding of features and functions available to you on these platforms.



CANVA.COM

Canva helps you design all kinds of documents and business marketing material. Even if you don't have a designer you will be empowered to design anything. Canva has many benefits including pre-defined social media post templates, all manner of other document template types, animated elements, simple video tools, a huge music and image bank (of millions) and more. If you only use one tool to assist your social media, then Canva is the one. The model is both free and paid and you can make the choice around which model makes sense for you.



INSTAGRAM AND FACEBOOK STORIES

When you were a kid you knew what a story was, but now we have another use of the word. ‘Stories’ are animated content pieces that you can publish via your Instagram and Facebook social accounts (and Linked In!). The original concept for Stories actually came from Snapchat but was subsequently ‘borrowed’ by Instagram and Facebook when they saw the ways it was being used by Snapchat users and that Snapchat was potentially eroding their own user base, especially with younger people. For the purpose of clarity and simplicity we will focus on Instagram Stories here, which, if you link your Facebook account, will also publish to your Facebook page too.



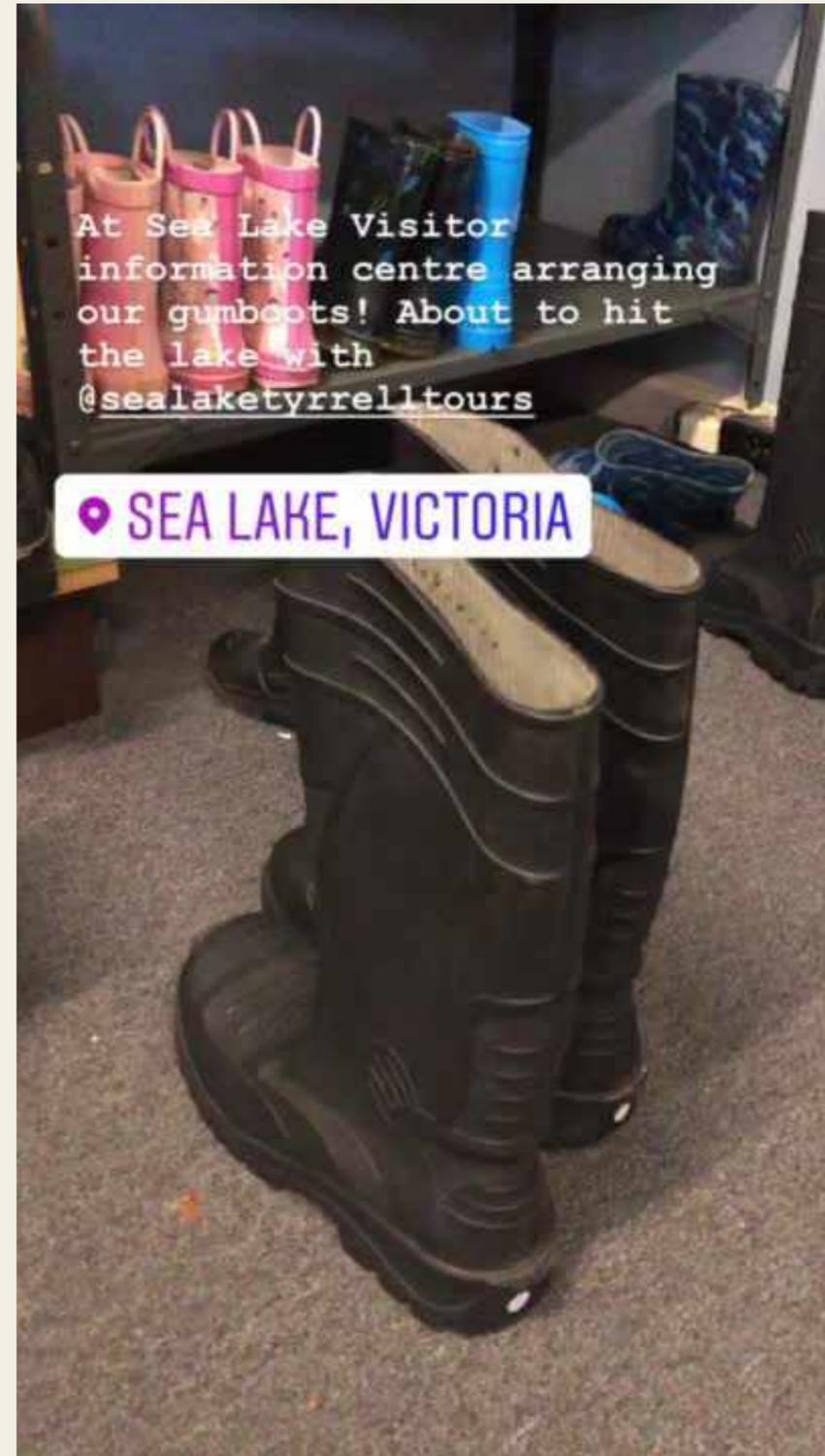
HOW TO USE INSTAGRAM STORIES

CREATE STORIES ON CANVA

Instagram



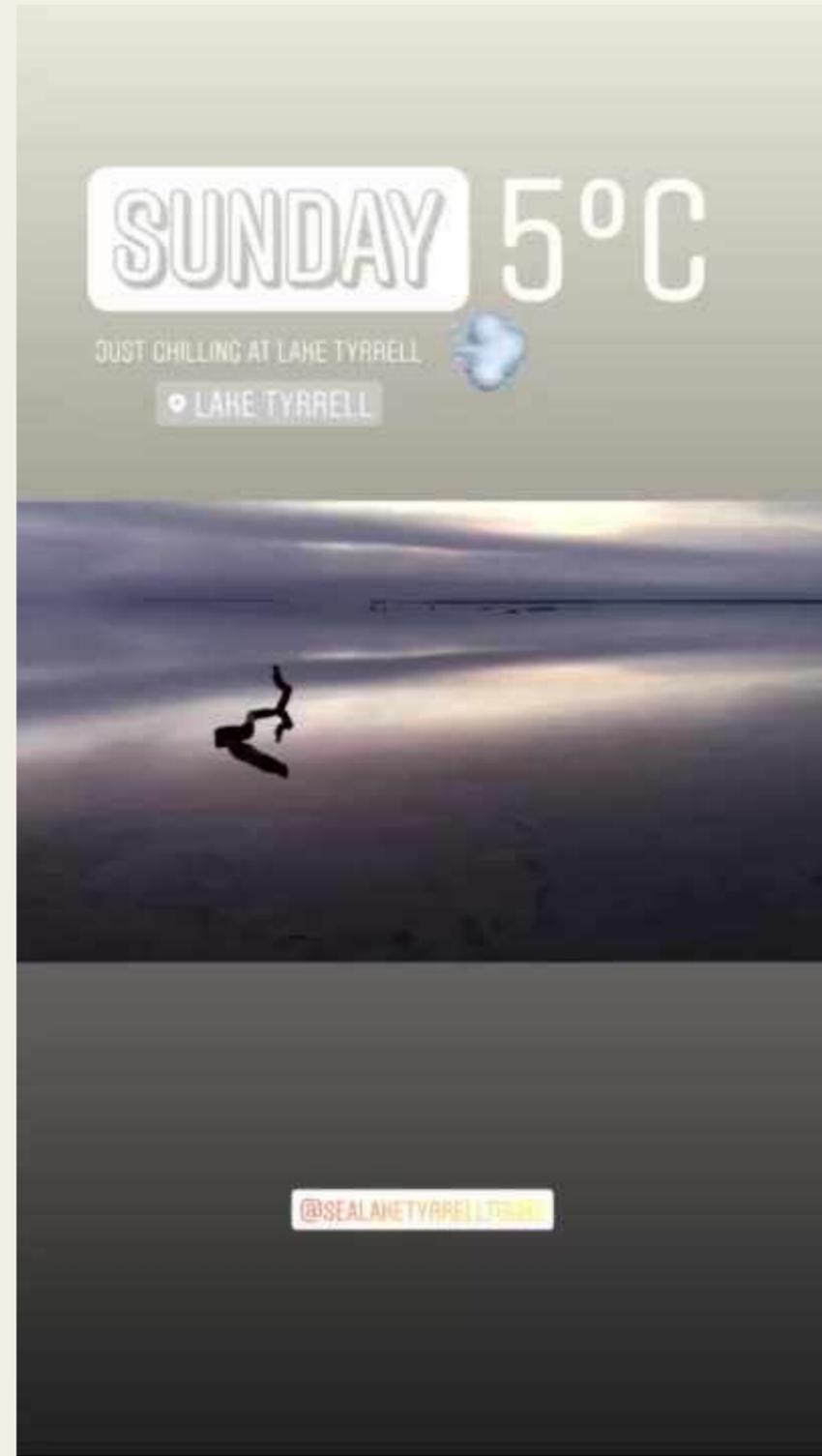
Story
Examples
Lake
Tyrrell
gumboots



Story Examples Lake Tyrrell morning



60



Story
Examples
'Whimpey's
Waterhole'
Little
Desert



iMOVIE FOR MOBILE

With all the statistics showing unequivocally that video is the most powerful medium for audience engagement and making sales, it is entirely worth spending a little time to refine your skills and to uncover hidden benefits to content creation that may already exist in your pocket.



BASIC VIDEO EDITING WITH IMOVIE ON MOBILE



There are certain tips and tricks to shooting great content on your mobile device. For many business owners in the visitor economy, their mobile device is their go-to content creation tool and is always there to capture all manner of activity and moments that might make for fantastic social content. The trick is in knowing how to get the best out of your mobile device and then using it daily to create your content.

SHOOT BETTER PHONE VIDEOS



GRAMMARLY

When words aren't your thing and even when they are :)



Better writing is a fantastic aspiration for anyone who regularly communicates using social media and who has a reputation to uphold and grow. Grammarly is available as both free and paid versions and offers a range of valuable functions including spell checker, descriptive word replacement and general grammar corrections for use with any text. It also integrates with web browsers, Facebook, Messenger and Gmail.

GOOD

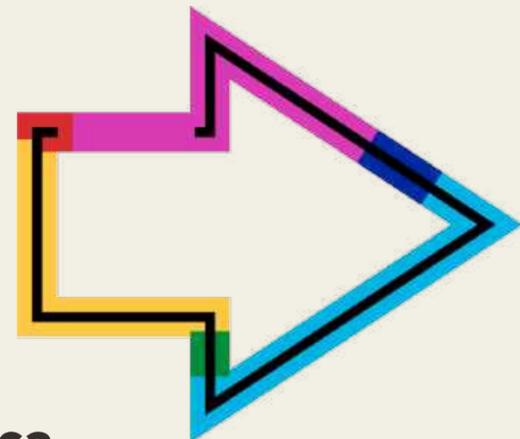


YEAH!



AWESOME!

OMG



GRAMMARLY TUTORIAL OVERVIEW

WANT TO KNOW MORE?

WOULD YOU LIKE FURTHER SOCIAL MEDIA EDUCATIONAL MODULES? WE CAN PRODUCE THE FOLLOWING AND OTHERS BASED ON DEMAND FROM THE REGIONAL VISITOR ECONOMY SECTOR.

LET US KNOW WHAT YOU'D LIKE TO KNOW.

- Introduction to Major Social Platforms
- Developing a 12 month social media strategy
- Online Brand Reputation Management
- Developing Online Promotions and Competitions
- Effective use of Hashtags in Social Media
- Developing Social Media Databases
- Identifying and Working with Influencers

OH  THE
PLACES
You'll Go!

OH THE PLACES WE'LL GO!

this is the start, not the end



Contact

DO NOT WAIT AT THE WAITING PLACE.

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Chris Gillard | Creative Director

Oh The Places You'll Go! is a regional destination marketing agency inspired by Australia's wonderful and diverse regions and people, and the timeless wisdom of Dr Seuss.

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 [@OhThePlacesYoullGoAustralia](https://www.facebook.com/OhThePlacesYoullGoAustralia)

 [@OhThePlaces_Aus](https://twitter.com/OhThePlaces_Aus)

PLACE: Penola old railway siding, Penola

