






Learn how to plan content for social media, optimise your Facebook and Instagram channels, use tools to manage your account(s), and measure your success each month.

Why invest in Social Media?

It is recommended that tourism businesses invest time each week to use social media to market their experiences. Here is why:

-  People tend to spend lots of time on social media, on average 1.5 hours a day (source Hootsuite 2021 Social Trends). It is the second most popular online activity after watching TV, and different channels are popular with different age groups. Some popular social media channels include – YouTube, Facebook, Instagram, TikTok, Twitter, and Pinterest.
-  Active social media accounts improve organic search visibility and website traffic.
-  It is a platform to influence, build trust and loyalty, convert business, and provide customer service.
-  Customers are marketing your experience for you on social media. They are sharing photos, videos, reviews, check ins and recommendations – which are all highly trusted, authentic, word of mouth marketing for your business.
-  People discover new destinations and businesses through social media search, discovery, hashtags (Instagram) and posts they see from family and friends.

What are the commonly used Social Media channels?

Managing social media channels that provide a positive return for your business takes time - and time is often in short supply for many tourism businesses. Consider focusing on the channels where your Ideal Customer(s) spend their time - this could be Facebook, Instagram, TikTok, Twitter or YouTube. For those targeting a Chinese audience, consider platforms such as WeChat.

How to grow your social media channels?

The quality of your social media communities is much more important than how many followers you have. It is beneficial to have a smaller, engaged community of Ideal Customers who are strong word of mouth advocates on your channels. Focus on growing your community organically over time through sharing quality organic content (see below), and by promoting your social media channels at other key customer touchpoints, including:

- The footer of your website
- Email auto-signature
- Visitor signage/maps/menus/guest books (depending on your experience type)
- Product packaging
- Commenting and engaging on relevant social media channels where your Ideal Customer may be

What should you post on Social Media?

Social media is about connecting with the hearts and minds of your Ideal Customer(s) and inspiring them to book or visit your experience. It is not about selling, but about engaging through storytelling and using photos and videos to inspire and help potential visitors to understand your experience/product offering.

Questions to help guide what to post are:

- What will inspire people to visit Canberra region and specifically my business?
- What information would people find helpful when visiting our region or business?
- What can I share to show the authentic people, places and products behind our experience?

Depending on your business type and what is relevant to your Ideal Customer(s), story ideas may include:



Inspiring social posts

Beautiful scenery and natural landscapes around where your experience is based

Sunrises/Sunsets

Cultural and historic attractions

Food or beverages with a sense of place or a view in the background

Native wildlife



Helpful social posts

'Best of' experiences around your destination

What's on

Where to eat

Events

How to partake in your experiences



Posts about your own people, places and products

Behind the scenes

Meet the owners/staff

Renovations

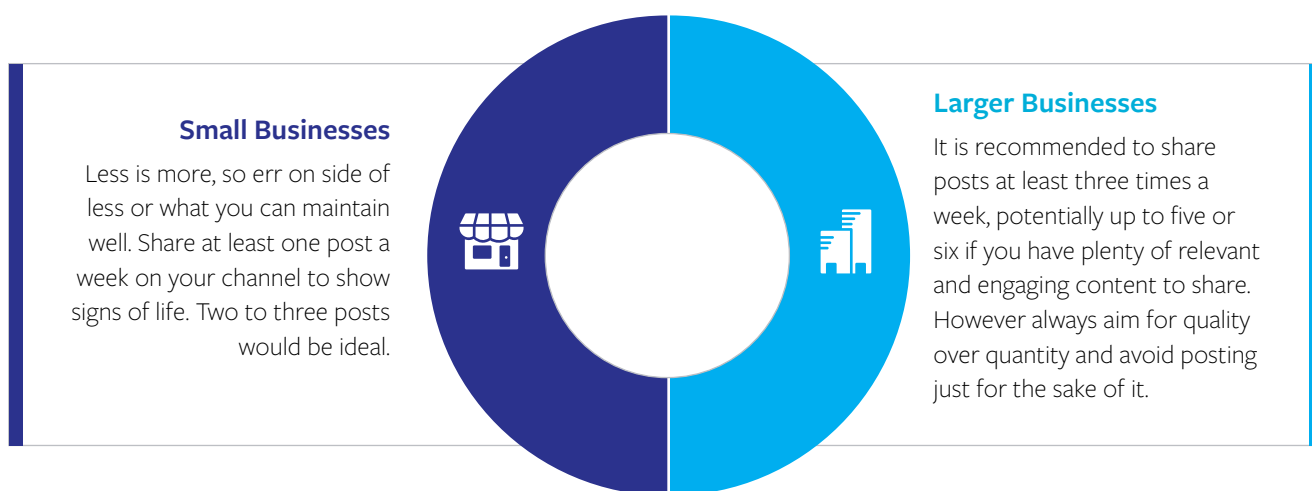
Historic photos and stories

Seasonal changes

New changes to your product

How often should I be posting on my business Social Media accounts?

Be realistic about the time you can devote to posting quality (rather than quantity) posts. There is no magic number, but if you can manage a post per week, you should continue to see growth in reach and engagement. Being consistent with the frequency with which you post is important. This allows you to manage the expectations of your audience and also aides the algorithm in promoting your content to your most engaged followers.



Can I share my visitors or local photographer photos or videos on my social media channels?

Yes! This is recommended and is known as User Generated Content (UGC). It is an important, third-party endorsement of your experience or destination and can offer better quality and a wider variety of photos and videos to share on your social media channels.

Promote a single business #hashtag, and encourage people to use this or tag your social media account when posting content to enable you to share it with permission.

Always ask for permission to share (with credit) via a direct message or comment. Once you have approval, download the image/video to your computer, and create your own engaging post, whilst tagging (crediting) the original content creator.

Do I need to promote a hashtag for my business?

- It is recommended you have a #hashtag that you promote and encourage your customers to use. It helps centralise the online advocacy for your business.
- Look around on Instagram for what is currently being used or not used – less used hashtags can be made more exclusive to your business.
- Keep it short, easy to remember, relevant to your business and also easy to spell!
- Promote it on your Instagram profile, and on signage in highly visible locations around your business including visitor maps/collateral and/or menus.

Tips to optimise your Facebook and Instagram profiles

It is recommended to treat Facebook and Instagram profiles as a mini website (but they do not replace your own website). Take full advantage of all their features and check they are up to date every six months.

Optimise Facebook:



- Cover image
- Profile image
- Call to action button
- Select a Page Template that is relevant to your business, allows recommendations, opening hours and maps.
- Check your page is up to date – especially with any changes to opening hours.
- If you run events add them to Facebook. This is great for customer advocacy.
- Shareable by Visitor Centres/VisitCanberra
- Set up Messenger if your resourcing permits - this is a key Customer Service Channel.
- Check and regulate your page Admins and staff permissions. Regularly review who has permission and ensure only trustworthy, reliable profiles are able to access your business account
- Set up Notifications – relevant and timely options should be switched on to allow quick responses.

Optimise Instagram:



- Profile image and name
- Update your bio - use the small space to articulate your what, where and why, as well as your contact details and official business hashtag. Perhaps consider a few emojis.
- Ensure the Business Profile is selected to allow you to access Instagram Analytics.
- Set up Instagram Shopping if you are selling physical products.
- Set up Story Highlights, and curate and categorise your best stories.
- Add Action Buttons: Call, Text, Email, Directions, Book Now
- URL: LinkTree is a useful way to make the most of Instagram's one 'link in profile' real estate. It enables you to make multiple buttons to link through to different pages on yours/others websites. Your LinkTree buttons could include: your website, a booking page, a relevant media article about your business, your other social media pages.

Account security

Avoid the risk of your account being hacked and losing the ability to reach your social media communities. Consider the following tips to help keep your account safe:

- Set up Two-Factor authentication to log any new devices into the accounts.
- Consider a password manager tool to generate and store secure passwords.
- On Facebook, only allow page access to the relevant people and review regularly with staff movement.
- If your account is hacked, follow the official support process to try and regain access to the account.

Social Media measurement

There are various social media metrics that identify how well your social media accounts are reaching, engaging and converting customers for your business. It is recommended you track certain metrics on a regular basis (monthly or quarterly) to monitor trends and improve your social media strategy.

How to measure?



- Use Facebook and Instagram Insights to track and measure each month.
- Adjust posting based on the results you see.
- Iconosquare (pro.iconosquare.com) is also a useful tool for more detailed social media Monthly tracking and measurement.
- Use bitly (bitly.com) to see which links are generating the most clicks.

Engagement



- **What it is:** of the people that saw your post on social media, how many people interacted with the post.
- **Metrics to track:** track the number of Likes, Reactions, Comments, Shares, Saves, Story Completions, Direct Messages, Link Clicks, Website Visits, Going to an Event.
- **Why it is important:** this is an indicator of building brand awareness, trust, what content appeals to your audience, and intent to visit/buy.

Reach



- **What it is:** how many people saw the post.
- **Metrics to track:** Post Views, Total Monthly Reach.
- **Why it is important:** this is an indicator of how many potentially new customers are finding out about your business.

Community demographic



- **What it is:** The age range, gender breakdown, and locations of your social media community.
- **Metrics to track:** Age Groups, Top five Cities, Males vs Females
- **Why it is important:** you want to see the community demographic metrics align to your Ideal Customer(s).

Community size



- **What it is:** how many people follow/like your social media channel
- **Why it is important:** a growing community is an indicator of growing brand awareness for your business.
- **Tip:** It is best to avoid paying to grow your community, as you risk attracting non-Ideal Customers.

Amplification



- **What it is:** how many people are talking about your business positively on social media
- **What are the metrics?** Business Hashtag Uses, Business Place Tagging, Shares by Amplifier Channels
- **Why it is important:** this indicates very important free and highly trusted third-party word of mouth endorsement for your business.



Social Media customer service

- **What it is:** people who comment or direct message with questions/queries about your business.
- **What are the metrics?** Facebook Messenger questions, Instagram Direct Messages, phone calls



Website engagement

- **What it is:** people who visit your website via social media referral.
- **What are the metrics:** Pages Visited, Time on Website, Bookings, Conversions
- **Why it is important:** this indicates people are visiting your website because of your investment in social media, and is a great indicator of trust, as well as the potential to convert your audience to bookings.



Quick Recap

- Try to invest one to two hours a week. Use scheduling to help get it done.
- Create relevant content that provides value to your Ideal Customer(s) and encourages conversations.
- Tell your stories really well – share authentic (but quality) colourful photos/videos
- Be authentic. Keep it real. Listen and respond.
- Use the features that are currently getting organic reach (e.g. Stories, Reels), but know they can change!
- Track key metrics to help guide small improvements each month.
- Learn more: [Social Media Tips Guide](#)