

# SOCIALLY SAVVY



TWEET, LIKE, POST, SNAP, TAG, SHARE, REVIEW, PIN, BLOG... WHAT THE???

Social media is not just a tool used for people to boast about how fabulous their life is or how amazing the meal they just ate was. It is now an extremely powerful marketing tool for your business whose potential reach can be enormous.

Social media platforms allow you to distribute your content much further than can be reached via your website, and to target audiences who would never have thought of searching for you.

It's also a great way to provide customer service, answering queries and dealing with complaints or compliments. Whether or not you have a social media presence, your business may be being discussed on platforms such as Facebook, or reviewed on TripAdvisor.

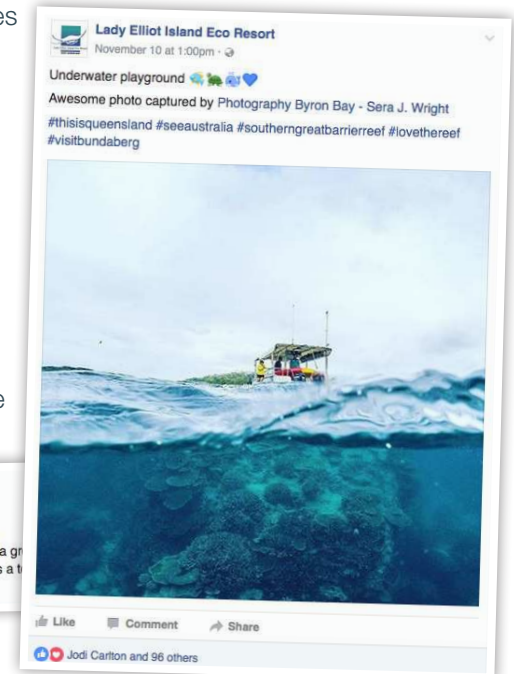
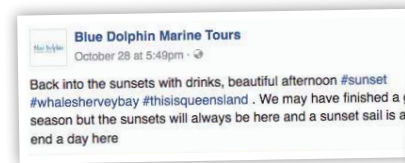
**NOTE: Studies show that 80–90% of potential customers believe online reviews and are influenced by them when researching a trip, whether or not they know the reviewer. So it's a good idea to get across the basics of social media even if you don't intend to start using it yourself.**

The key to using social media successfully for your business is to create engaging, real content that captures the imagination of your potential customer. It is also vital that your guests tell your story through their social media channels so make sure you are giving them an experience that they will want to tell all their 'friends' about!

In a nutshell, people are looking for the most inspiring, engaging, spectacular, funny or eye-catching content to like and share with their friends and family. Give them the WOW factor!



- Facebook is one of the most popular social networking sites, with over 1.5 billion active users worldwide
- Use it to provide updates on your product as well as interact with clients and obtain feedback
- Set up a dedicated business Facebook Page that represents your business - this is a place to house all the pertinent information about your company, as well as the more fun, daily updates. You can update information regularly and easily, and the fresher your content, the more you will engage people
- Ensure the content that you post to is visually appealing, useful and relevant
- Be timely and plan your posts around what is happening in your region ie: events, weather or news
- Encourage conversation with your fans by asking questions. Remember to reply!!
- Use the @ symbol to Tag other pages or people in your post if you want it to be seen and shared by other accounts
- Add a location to your post so people can clearly see where the post was made
- If a post receives good interaction (eg, likes, shares and comments) consider 'boosting' the post with a small amount of budget to reach a larger and more targeted audience





## Instagram

- Instagram is an app based photo and video sharing social networking site
- It's a fun and quirky way to communicate your business offering through a series of pictures and 30 second videos
- Use images and videos that tell a story and have a 'wow' factor for your fans to pay attention
- Hashtags are a vital tool that users use to search relevant content on Instagram
- Create a hashtag that is specific for your product
- Use other hashtags that are relevant to your product and location (check what your RTO or competitors are using and Google the top hashtags that may be relevant to your experience)
- Develop and be consistent in your own style
- Show personality in captions - keep them short and witty or tell the story behind the image
- Only post your best images (enhance / edit your images using filters – don't go overboard!)
- Respond to comments, and thank users for genuine compliments
- Make sure to credit (tag if possible) the original owner of a photograph
- Repost other accounts' photos of your product (don't forget to credit them!)
- Find accounts that post similar material to you. Tag them, or use their hashtag in your photos - they may feature you!




## Twitter

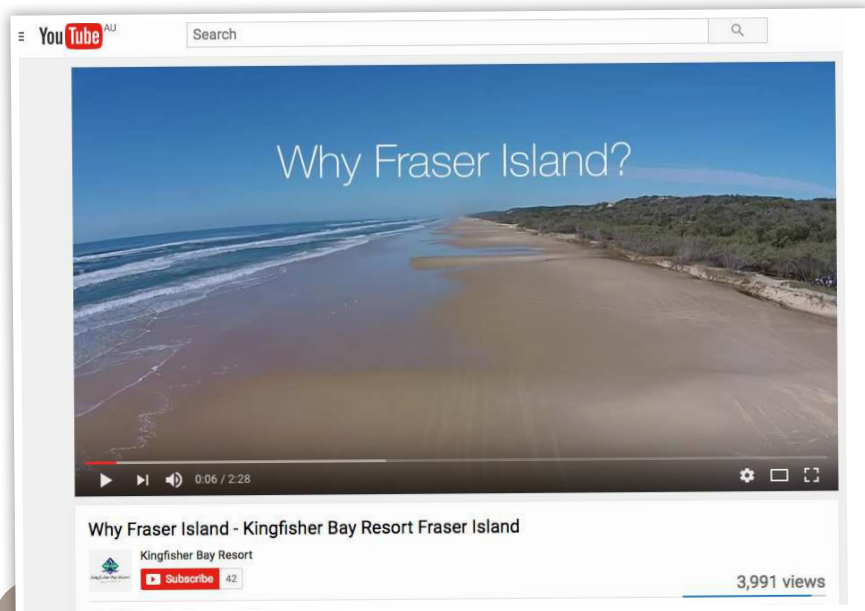
- Twitter is a popular social networking and interactive micro-blogging service
- Posts are limited to short 140 character messages (tweets) using your computer, tablet or phone
- If people are interested in your tweets they may decide to follow you and retweet your message so that their followers can see and follow you
- As a tourism business you can use Twitter to keep up with industry news, build industry contacts, monitor your online reputation and easily share quirky facts and updates about your business in real time
- 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
- 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
- Retweet other people's post (if relevant) to boost your engagement
- You should use a maximum of 1-3 relevant hashtags such as your region, state or national hashtag (remember these are included in your character count!)





## YouTube

- Youtube is a video-sharing site with over 1 billion active monthly users and is the second largest search engine in the world after Google
- Create quality short videos that showcase your experience
- The best videos are ones that highlight your product in a quirky captivating and visual way
- Use keywords in your video title to help people find your videos through search
- Create your own YouTube Channel to promote your business
- Embed your YouTube videos on your website
- Promote the videos through your other social media channels
- Respond to comments in YouTube in a professional and timely manner




## TripAdvisor

- One of the largest travel review websites in the world
- Contains advice and reviews for destinations and tourism related businesses
- Allows for strong reputation management
- Gives your business exposure to one of the world's largest tourism audiences
- Is free to use – unless you upgrade to a paid listing
- Claim or set up your free listing - upload photos, videos and a clear description of the product or service
- Integrate TripAdvisor with your Facebook Page
- Encourage guests to write reviews
- Monitoring feedback and responding to user reviews, whether positive or negative, is most crucial as it demonstrates to customers that management values customer opinions
- Every review should be responded to
- Responses to negative reviews should be polite, informative, and be within the TripAdvisor customer relations policy
- Display your TripAdvisor ratings, reviews and awards on your website

**Remember – to avoid negative reviews ensure you provide each guest with fantastic experience and allow them the opportunity to address any concerns immediately.**

### *"Whale watching day"*

★★★★★ Reviewed 1 week ago

A fantastic and truly memorable day, and a highlight of our two week holiday in QLD. Lovely to be on a small vessel with all that brings-plenty of space for viewing and lounging about, and a personalised service. Peter and his small team are passionate and knowledgeable and keen to share that with their guests. Seeing the whales up close...

More ▾

Helpful?  Thank Kirsten103

Report



- Make a commitment and incorporate Social Media posting into your daily activities
- Be selective in which platform you engage with based on research
- Share your customers' images and posts (with permission) anywhere you can!
- Encourage your guests to tag you in their posts and use your hashtags
- Respond to your audiences' questions, comments and reviews



- Leave your online presence unattended
- Entrust your online reputation to just anyone, unless they understand your messaging guidelines and brand
- Assume that just because a staff member understands the technology, it means they understand your business or the legal implications
- Engage in a war of words over negative comments - respond logically and unemotionally or delete and block where necessary

Finally, before you post anything online, think about it, if you have any doubt about the content, don't post, trust your own judgement!

## APPROACH TO SOCIAL MEDIA AND CONTENT

	Frequency	Why should I use this channel?	Moderation of audience or community	Content Type and Style
<b>Facebook</b>	Once daily Max. 3 times a day Min 2 hours apart	Connect with your visitors and potential visitors  Build up a story with your Facebook fans with inspiring images, helpful planning tips and deals with links to relevant areas to book on your website	Daily moderation is recommended. Consumers on Facebook always want to know the location of images	Images Video Blog and website links
<b>Instagram</b>	Once daily Allow at least 3 hours between posts	Connect with people who have experienced your product Remember to share your Instagram account name and hashtag A great way to source images to use in social media (if a hashtag is used)	Daily moderation is recommended 'Instagrammers' always want to know the location of images	Images and videos including Flipagrams  (don't forget to keep an eye on user-generated content, i.e. people tagging your business or using your hashtag)
<b>Twitter</b>	Ideally multiple times a day  NOTE: Tweets with images are much more engaging!	Engage with Twitter community (and your potential visitors)  Share inspiring content and deals  Retweet your visitors' experiences	Important to review mentions and people using your hashtag for engagement or feedback purposes	Images Video Blog and website links
<b>TripAdvisor</b>	2-3 times per week	See what consumers are saying about you and get involved in conversations with potential and existing customers	Responding to people's reviews (whether positive or negative) is very important	Written feedback Images of your business (provided by you and your visitors)
<b>YouTube</b>	As videos are available – ideally weekly	YouTube is the second biggest search engine in the world  Video content is important for destination selection and accommodation and things to see and do	Check on video comments	Video content (don't forget about writing a strong title and video description that will help people find your video in YouTube)

Source: Tourism & Events QLD

