


Twitter for beginners: the tourism industry

<p>What's Twitter all about?</p> <p>Twitter is a social network where you can keep up with breaking news; follow any interest you're passionate about; keep up with your industry trends; have some fun and laughs; and make new friends.</p> <p>Like any social network, you can use Twitter to suit you. You can be on Twitter as often as you like. You follow who you like. There's no pressure to 'read through and catch up'.</p> <p>Twitter works well for media research; most outlets and journalists have a Twitter account which shares their interests and coming stories. Occasionally Twitter is used for media call-outs.</p>	<p>For tourism businesses</p> <p>You can follow travel media, business partners and suppliers and competitors; politicians and other decision makers to help you keep abreast of what's happening in the industry. You can gain ideas for your business and build relationships. You can search for tourists sharing tweets about your region.</p> <p>Some tourism accounts: https://twitter.com/southaustralia https://twitter.com/australia https://twitter.com/MyBarossa https://twitter.com/FleurieuP https://twitter.com/eyre_peninsula</p>
<p>Twitter help https://support.twitter.com/</p> <p>Twitter rules https://support.twitter.com/articles/18311</p> <p>About Twitter hashtags https://support.twitter.com/articles/49309</p>	<p>Recommendations</p> <p>Make sure your Twitter profile (including thumbnail image and cover image) looks attractive and fits your brand. The same goes for your Twitter bio.</p> <p>Learn about tourism hashtags like #seeaustralia and #southaustralia. They help Twitter users (who follow those topics) to find you, when they might not otherwise know you exist.</p>
<p>Examples of tweeting tools</p> <p>www.twitter.com</p> <p>Hootsuite, social media dashboard which allows you to schedule tweets, save columns (lists) of interest and much more www.hootsuite.com</p> <p>Smartphone apps Tweetbot, iPhone and iPad app https://tapbots.com/tweetbot/</p> <p>Echofon, iPhone and iPad app www.echofon.com</p>	

Information sheet developed for the SATC by 