

Level Up Your Social Media Game

FREQUENTLY ASKED QUESTIONS, GUIDES, TUTORIALS AND INDUSTRY RESOURCES

Wanting to take the next step in your social media marketing? This document is designed to help anyone in the tourism industry – whether you are a beginner, intermediate or advanced user – connect with the relevant resources that already exist online to learn the skills you need. There are millions of articles, websites, guides and tutorials available on the internet to help you learn about social media and its power in the marketing landscape. But it can be hard to know what to look for or where to even start. So we have compiled some of the best industry resources available right now to answer some of the most frequently asked questions of the SATC Social and Content Team.

This booklet of resources is designed to be used in conjunction with the resources available on the [SATC Content and Social Media Industry Resources Hub](#), especially our '[Social Media 101: Tips and Tricks](#)' Guide.

LEVEL: BEGINNER

Q: How do I create an Instagram or Facebook account for my business?



[Getting started on Instagram for business](#)



[How to create a Facebook business page \(and grow it\) in 2023](#)

Q: What should I include in my Instagram bio?

[How to create the perfect Instagram bio](#)

[5 Instagram bio ideas for business and examples](#)

Q: How do I add a link in bio?

[How do I add a website to my Instagram profile?](#)

Q: How do I include the location of my business in my IG bio?

[Get down to Business: how to add an address to your Instagram bio](#)

Q: What info do I need to include on my Facebook Business Page?

[How to build a Facebook business page](#)



Q: How do I include my business hours on Facebook?

[Add or change business hours on your Facebook page](#)

Q: How do I write a social media bio for my business?

[How to write your best social media bio and 28 free templates](#)

Q: What are the types of content can I post on Facebook?

[41 Facebook post ideas for businesses](#)

Q: What are the types of content can I post on Instagram?

[What to post on Instagram: 20 great content ideas \(2023\)](#)

Q: What is a branded hashtag and why do I need one?

Brands can create a hashtag to use to promote themselves. At the SATC, our branded hashtag is **#SeeSouthAustralia**. We encourage you to use this hashtag in your post captions – by doing so it will allow us to reshare your content to our social channels and contribute to your brand awareness.

Q: What's the best practice for tagging people in captions and photos?

[Tagging and mentions](#)

Q: What is a hashtag, and what is too much?

[Instagram hashtags: ultimate guide and 101 hashtags for 2023](#)

LEVEL: INTERMEDIATE

Q: What is an Instagram Reel and how do I create one?

Instagram Reels are full-screen vertical videos that can feature text, trending audio, videos and are packaged up with a caption like any other standard post. Reels can be up to 90 seconds long (if you record them in the app) or 15 minutes long (if you upload an existing video from your camera roll). The reel functionality in the Instagram app has many unique editing tools and an extensive library of audio tracks.

Reels are different from Instagram Stories. Unlike Stories, Reels don't disappear after 24 hours. Once you post a Reel, it's available on your Instagram profile grid for your followers or for the public to see (unless you delete it or opt to not have it appear in your feed).

The best part? Reels are currently favoured by the Instagram algorithm. This means this type of content is more likely to appear on the feed than any other kind of content (static images, video posts that are not made specifically as Reels) for the people who don't follow you. This equals more brand exposure!



[How to make Instagram reels \(Film & edit - full beginner's tutorial!\)](#)

[Instagram reels in 2023: A simple guide for businesses](#)

Q: What image sizes should be posted on Instagram?

Every social media image needs to have the proper file size and resolution for the post type and platform. As marketers, social media image specs matter because they impact content quality, account appeal, credibility, and post engagement. Think about how you feel when you see a blurry or pixelated image appear on your Instagram? Or on an advert/in a magazine? It can undermine your perceived professionalism.

Types of images sizes include:

Square Images

Aspect ratio 1:1
Ideal image size 1080px x 1080px

** If you want your images to look their best on Instagram, aim to upload an image that is 1080 pixels wide.*

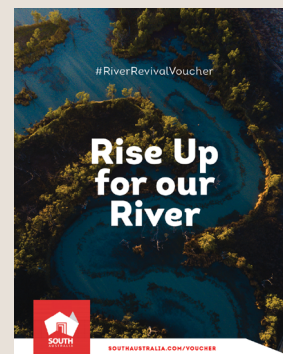


1080 px

1080 px

Portrait

Aspect ratio 4:5
Ideal image size 1080px x 1350px



1350 px

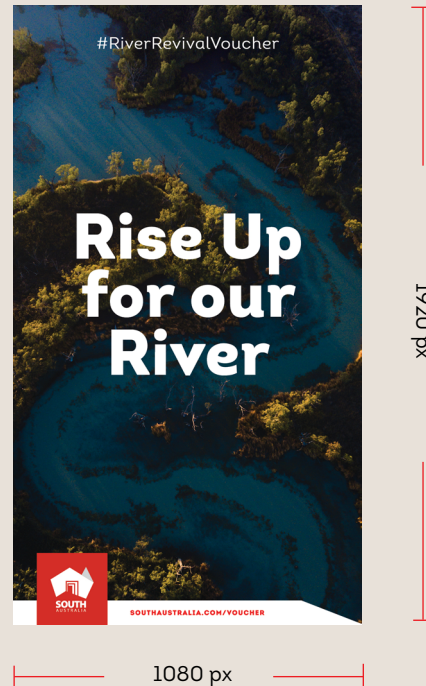
1080 px



Stories

The ideal Instagram Story image size is 1080px by 1920px and the aspect ratio should be 9:16. However, Instagram Stories allows you to add any image between 1.91:1 to 9:16. You can simply crop the image to fit the Story or it will automatically add a black border to fill the remaining space.

** If you don't use this ideal image size and ratio, the Story might show with strange cropping, zooming, or leave large sections of the screen blank. Just because Instagram will let you upload any image within the range, doesn't mean they all look the same!*



[Your complete guide to Instagram image sizes for 2023](#)

[How to upload high quality images on Instagram](#)

Q: What size video should I be posting on Facebook?

[5 things you need to know about facebook video specs](#)

Q: What is UGC and how can I use it to benefit my social media marketing?

User Generated Content (also known as UGC or consumer-generated content) is original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including: images, videos, reviews, a testimonial, or even a podcast.

[What is user-generated content? And why is it important?](#)

Q: How do I use Instagram Stories to drive visits to my website?

[9 Ways to Drive Traffic with Instagram Stories](#)

Q: How do I create branded content using Canva?

[How to create on brand content fast with templates](#)

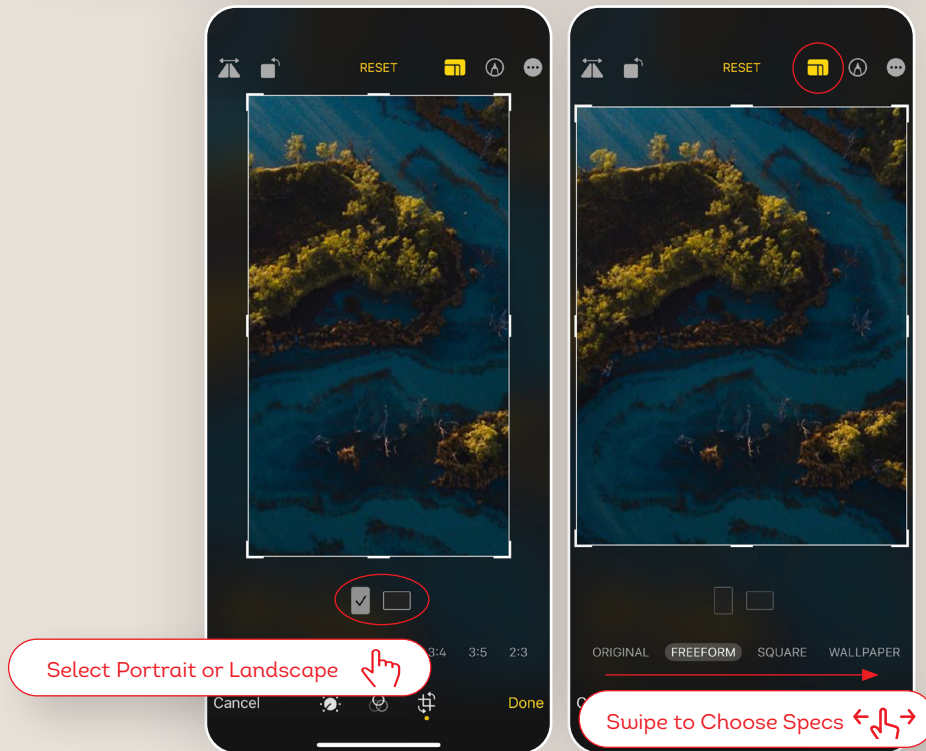
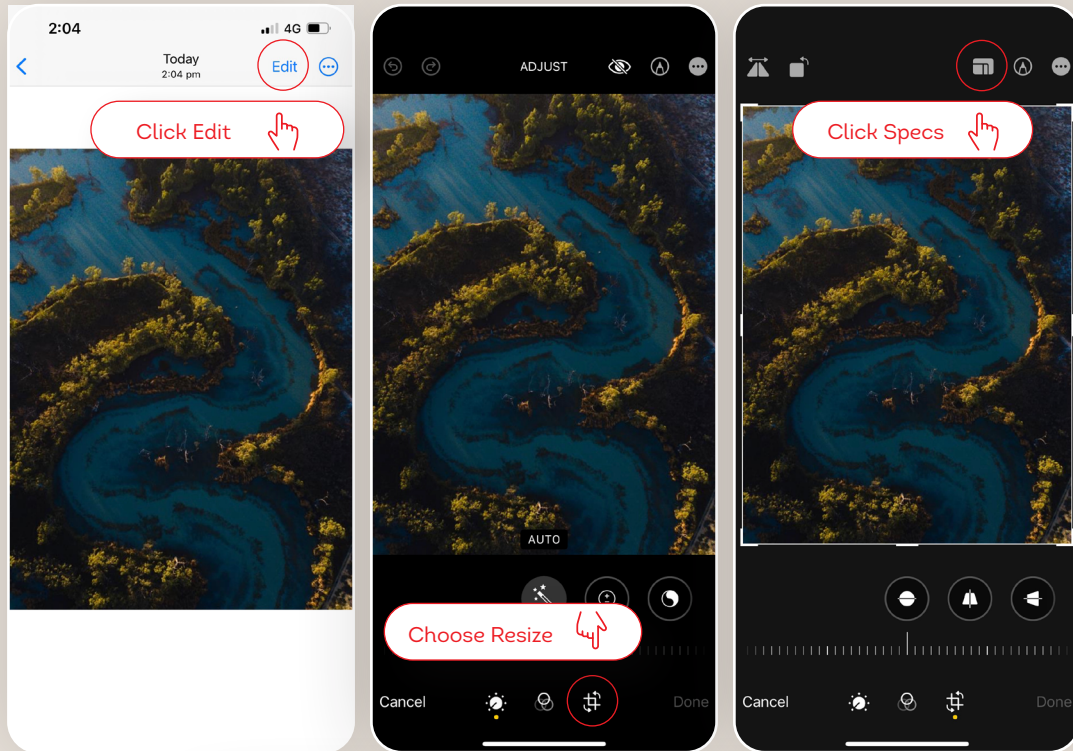
[How to create awesome branded content](#)

[How to create branded graphics using Canva](#)



Q: How to crop an image for aspect ratio?

iPhone



Desktop

You can use Canva to easily crop your images on your desktop computer.

[How to crop an image](#)

Q: What types of images should I be posting on Facebook?

Facebook updates its design and image dimensions constantly. The best strategy to future-proof your brand's content is to always upload the highest-quality image you can. Stick to Facebook's recommended file formats for the best results.

Tips



To avoid any compression or distortion, upload a JPG or PNG file.



Use the recommended pixel sizes for the fastest load times.



Profile pictures and cover photos with logos or text work best when uploaded as a PNG file.



Don't drag to reposition once you've uploaded your cover photo.



[Facebook image sizes](#)

Q: What free apps can I download to help create content?

Photo editing apps

- VSCO
- Colourtone
- Snapseed
- Canva

Video apps

- Inshot
- Capcut



[The best influencer apps Every content creator needs](#)

Q: How can I keep up with, and engage with, trends on social media?

The social media landscape is always changing. If you're wondering what's hot, what's not and how to fit new social media trends into your strategy then check out the below blog feed!



[The 11 most important social media trends for 2023](#)

Q: How do I organise my content?

Managing a social media account—or multiple—is no small feat. Between new posts, audience interactions, collecting and filing content and internal company amplification, it is easy to get overwhelmed.

Think of a social media content calendar as a cheat sheet. With it, you can plan posts in advance, so you're maintaining a seemingly effortless stream of high-quality content.



[Create a social media content calendar with examples](#)

[How to create a social media calendar \(2023 guide\)](#)

[How to create a social media calendar to plan your content](#)

LEVEL UP: ADVANCED

Q: What is TikTok and how do I know if it's right for my business?

TikTok is an app used mainly by Generation Z and millennials. It gained popularity at the very beginning of its creation because of its ability to make creative videos with attractive transitions, good music and subtitles. TikTok is undeniably one of the most beloved entertainment apps of 2022. It invaded teenagers' mobile devices back in 2016 as Musical.ly and has been causing a buzz around the world ever since. Reach here is much cheaper than on Instagram or Facebook and often proves more profitable – but it depends on the specific target audience. Make sure you consider the much younger demographic that dominates that platform and if that aligns with your consumer base. Also, consider the time commitment required to keep populating this platform with original videos.



[Should your small business start using Tiktok in 2023?](#)

Q: What is YouTube and how do I know if it's right for my business?

YouTube is the second-largest search engine in the world and the second-most visited site after Google. It's also the second-largest social network, with 17,500,000 Unique Australian Visitors per month.

You first want to use YouTube to position your company as an authority in your industry. Whether you have an e-commerce store, a software business, or a service-based business - you want to become known in your industry as the go-to reference.

One thing that most YouTube users have in common is that they're young. The most popular YouTube channels aren't too technical (unless that was your specific audience). They are interesting, fun, sometimes shocking and always engaging. Keep that in mind when you create content for your channel.



[Should my business have A Youtube channel](#)

Q: What does it mean to 'boost' my organic posts on Instagram and Facebook?

Boosted posts are paid ads made from the posts that you have already shared to your account. We suggest putting money behind a post that has already proven to perform well organically (strong reach and better engagement than normal). Boosting a high performing post can help you get more messages, video views, leads or calls. You may also reach new people who are likely interested in what you have to offer, but don't currently follow you.



[About boosting facebook posts](#)

[About boosting instagram posts](#)

INDUSTRY RESOURCES

It is important to keep up-to-date with the latest on algorithms, new content features, viral videos, trends, new apps and more. Feel like you always find a social media trend two weeks after it went viral? Then we recommend keeping up to date with trusted industry platforms/news outlets. Signing up to a mailing list is a great way to get bite sized updates weekly and keep ahead of the curve.



[Meta newsroom](#)

[Later newslater subscribe](#)

[Influencer marketing hub](#)

[Hootsuite 2023 social media trend](#)

[Instagram for business](#)

[Sprout social insights subscribe](#)

[Friday fourteen *](#)

** Not platform specific, but a great read. They digest digital news weekly, summarising trends, pop culture and digital happenings for you - while telling you what they mean. This also gives you a great insight into how people all over the world are consuming digital content.*

EXAMPLES THAT WORKS IN THE TOURISM INDUSTRY

General



Meet the team



Last minute booking opening and or deals



Day in the life / POV

Accommodation

- [A static image post on FB or IG](#)
- [An IG reel](#)
- [A TikTok](#)

Tours

- [A static image post on FB or IG](#)
- [An IG reel](#)
- [A TikTok](#)

