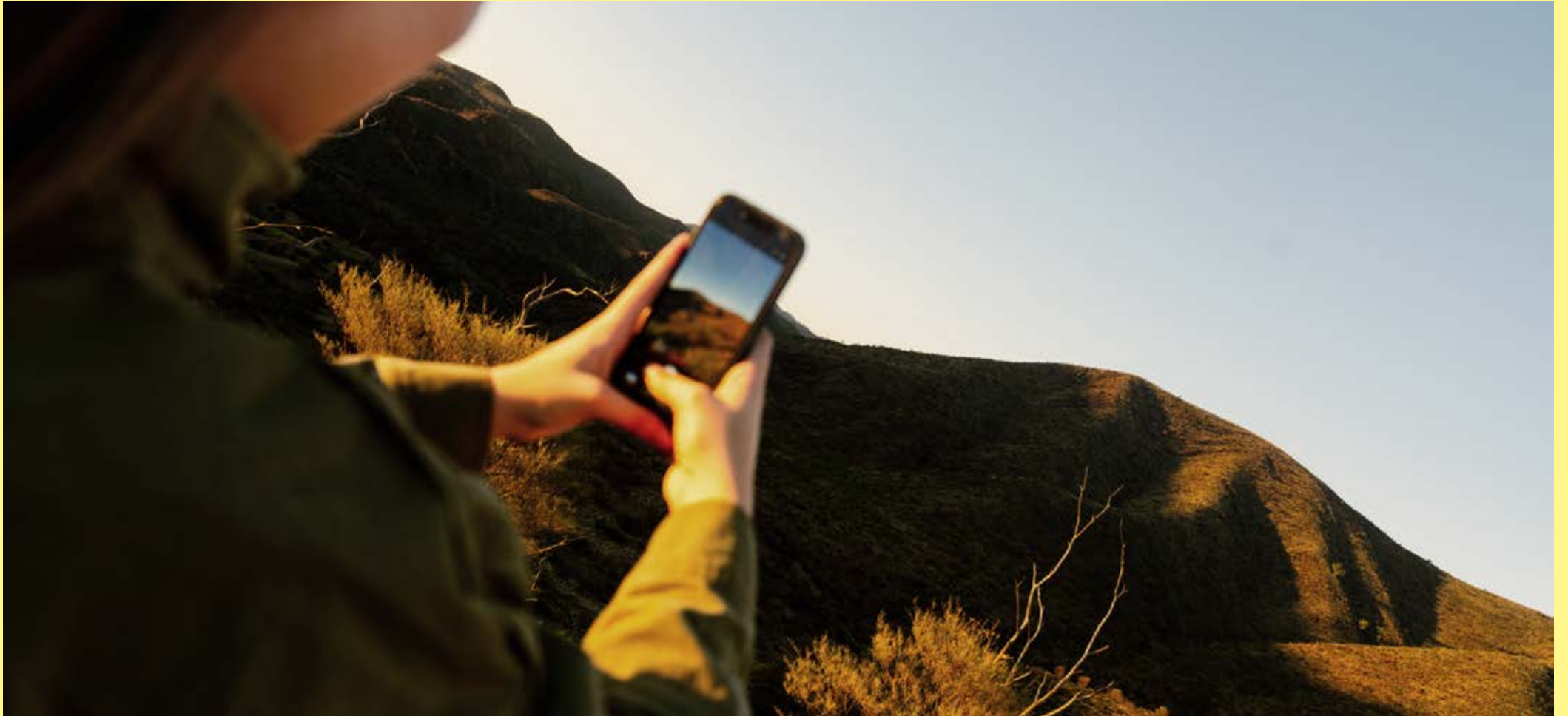


Social Media Guide



SOUTH AUSTRALIA™

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.

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 \(and grow it\).](#)

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 Instagram 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.](#)

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

A brand hashtag is a unique keyword or phrase preceded by a hash symbol (#) that is tied directly to your business, product, or campaign. A hashtag gives your content a clear identity, inspires user-generated content, and fosters a community of engaged followers who can explore and engage with related posts in one place.

At the SATC, our branded hashtag is **#SeeSouthAustralia**. We encourage you to use this hashtag in your post caption – 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: How do I know how many hashtags to use (and when)?

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

Level: Intermediate

Q: Does image resolution matter?

Social media image specifications matter because they impact content quality, account appeal, credibility, and post engagement. Think about it. How do you feel when you see a blurry or pixelated image appear on your Instagram feed? Or on an advert/in a magazine? It can undermine your perceived professionalism. Use the most appropriate file size and resolution for the post type and social media platform.

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

Instagram Reels are short-form, mostly vertical videos designed to be engaging, entertaining and easy to discover.

Reels can be up to 3 minutes long and support a variety of creative features, including music, voiceovers, effects, filters, text overlays and editing tools.

They are displayed in a vertical 9:16 format, optimised for mobile viewing, with a recommended resolution of 1080 × 1920 pixels. Reels appear on your profile grid and can be discovered by users through the dedicated Reels feed, Explore page or their Home feed.

Reels are currently Instagram's primary video format and are often favoured by the platform's algorithm, making them an effective tool for increasing reach, engagement and audience growth.

Q: What image sizes should be posted on Instagram?

Instagram offers a range of content formats, including feed posts, carousels, Reels, and Stories, each with its own recommended image dimensions. Using the correct size helps your content look its best and improves its chances of capturing attention and driving engagement.



[Instagram image sizes.](#)

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.

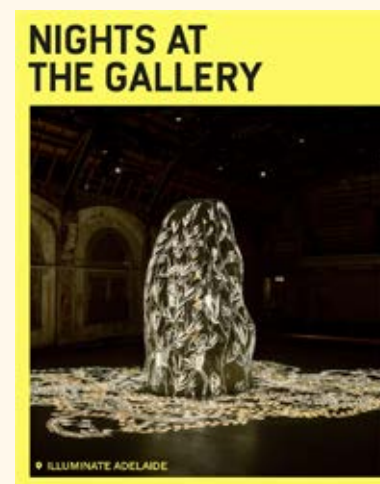


[Facebook image sizes.](#)

Types of image sizes include:



Square image (1:1)



Portrait image (4:5)



Story image (9:16)

Q: Does Facebook have video requirements?

Facebook supports a multitude of aspect ratios however different ratios will preview differently depending how they're posted.

[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 crop an image](#)

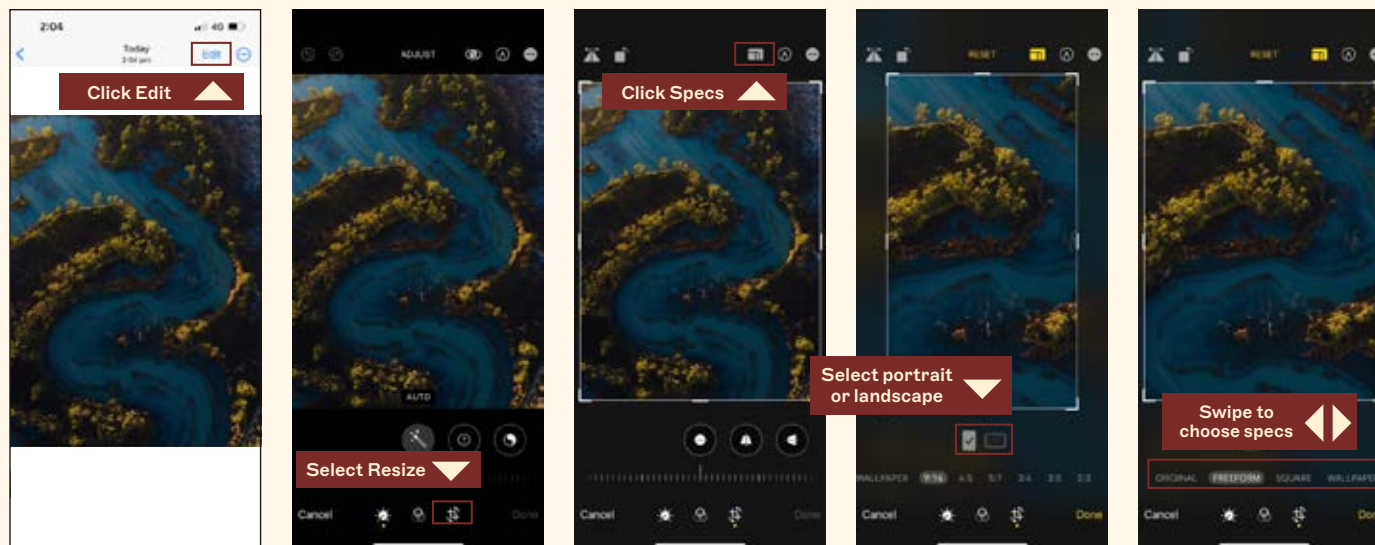
[How to create on brand content fast with templates.](#)

[How to create awesome branded content.](#)

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

Q: How to crop an image for aspect ratio?

The aspect ratio of an image is the proportional relationship between its width and its height. It is the image shape, not the file size. Here's how to crop an image using an iPhone.



Please note that while the layout example here is based upon an iPhone, the same steps apply to most Android phones but this process may look slightly different.

Level: Advanced

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

TikTok is a social media platform built around short-form, vertical video content. Videos are typically displayed in a 9:16 vertical format and can range from a few seconds to 10 minutes, although shorter videos often perform best.

The platform's algorithm prioritises content relevance and engagement, meaning businesses can reach large audiences even without a significant follower base. TikTok may be right for your business if your audience is active on the platform and you can create authentic, engaging video content.

It performs particularly well for brands that can educate, entertain, inspire or showcase behind-the-scenes stories. Businesses targeting younger audiences often see strong results, but TikTok's user base is increasingly diverse across age groups. Before investing in the platform, consider whether you have the resources to regularly produce video content that aligns with your brand and audience interests.

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

YouTube is the world's largest video-sharing platform, allowing businesses to publish content ranging from short-form videos to long-form tutorials, interviews, product demonstrations and stories.

Content can be uploaded as YouTube Shorts (vertical 9:16 videos up to 3 minutes) or traditional long-form videos, which are typically viewed in a 16:9 landscape format. Videos can be discovered through search, recommendations and subscriptions, giving content the potential to reach audiences long after it is published.

YouTube may be right for your business if you have valuable knowledge to share, products or services that benefit from visual explanation, or stories that can be told through video. It is particularly effective for building brand authority, increasing visibility in search results and creating evergreen content.

Businesses with the capacity to consistently produce high-quality video content often see the strongest results.

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.

Consider putting money behind posts that perform well organically (strong reach and high engagement).

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.



[Boost a Facebook post.](#)

[Boost an Instagram post.](#)

Tips



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



Use the recommended pixel sizes for the fastest load times.



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



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

Free apps

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

Video editing apps

- Edits
- Capcut
- Inshot

Photo editing apps

- VSCO
- Colourtone
- Snapseed
- Canva

The [Edits](#) app is the primary app for publication on Meta platforms (i.e. Instagram and Facebook).

Q: How do I organise my content?

Managing a social media account—or multiple—is no small feat. Between new posts, audience interactions, and collating content, 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.](#)

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

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 feeds!



[The 18 most important social media trends.](#)

[Trending audio download guide.](#)

Types of content that work for tourism:



Meet the team



Last minute booking, opening or deals



Day in the life/POV

Plan your posts in advance.

Industry Resources

(1) Lake MacDonnell,
Eyre Peninsula

It is important to keep up-to-date

Stay 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 newsletter subscribe.](#)

[Influencer marketing hub.](#)

[Instagram for business.](#)

[Sprout social insights subscribe.](#)

This guide is provided as general information only.

SATC does not endorse or guarantee the accuracy of third-party resources referenced in this guide. Businesses remain responsible for their own social media activity and compliance with applicable laws, platform requirements and third-party rights. SATC may update or withdraw this guide at any time.

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