

GOLDEN RULES OF  
**S O C I A L**  
**M E D I A**  
2022



**ENGAGE IMMEDIATELY**

(You've got 0.5 seconds to make an impression)



**VERTICAL FORMAT**

(Use an aspect ratio of 4:5, 2:3, 9:16 or 1:1 for all photo and video content)



**TRIGGERS ACTION**

(Encourages social media users to comment, tag or share)



**UNIQUE CONTENT**

(Search for and share content that people have never seen before)



**ENTERTAINING WITH NO SOUND**

(98% viewers watch without sound)



**RELEVANT TO TOURISM**

(How can this content entice a traveller to visit SA?)



**ADELAIDE**  
SOUTH AUSTRALIA