

# SOCIAL MEDIA 101

## TIPS & TRICKS



# CONTENTS

WHY IS SOCIAL MEDIA IMPORTANT?	3
HOW TO GET STARTED	3
CHOOSING THE BEST PLATFORM FOR YOUR BUSINESS	4
USER GENERATED CONTENT	5
SOCIAL MEDIA BEST PRACTICES	7



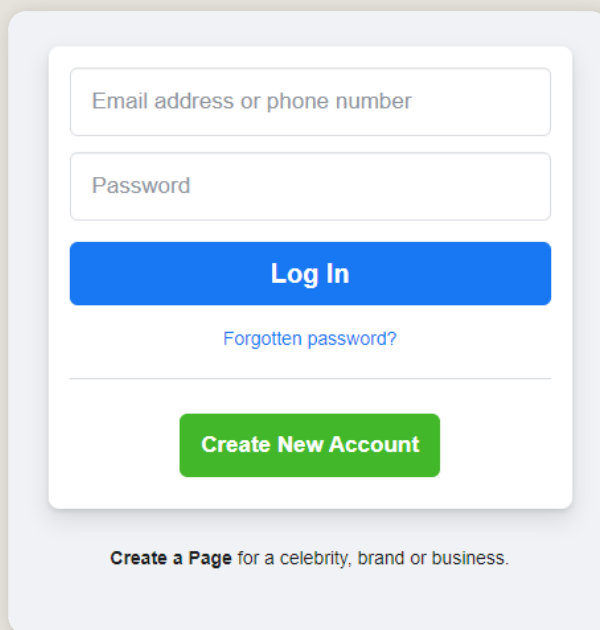
## WHY IS SOCIAL MEDIA IMPORTANT?

Social media is important because it allows you to reach and engage with your target audience online. You can develop and nurture relationships with these consumers that can lead to increased sales/revenue and brand awareness.

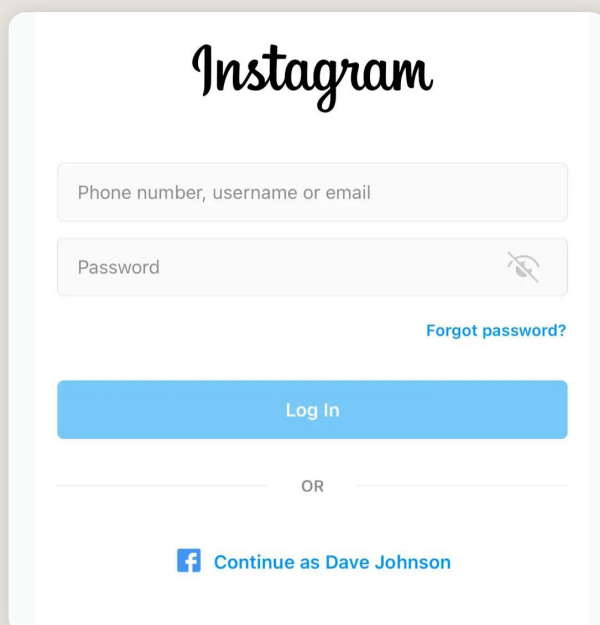
## HOW TO GET STARTED

Social media is immensely valuable to businesses because it's largely free to set up and start using - all you need is a smartphone with an internet connection.

We recommend starting an Instagram and Facebook account to begin with as these are two of the most popular platforms for sharing photo and video content in the tourism space.

A mockup of the Facebook login page. It features a light blue background. In the center, there is a white rounded rectangle containing two input fields: 'Email address or phone number' and 'Password'. Below these fields is a prominent blue 'Log In' button. Underneath the button is a link for 'Forgotten password?'. At the bottom of the white box is a green 'Create New Account' button. Below the white box, on the light blue background, is the text 'Create a Page for a celebrity, brand or business.'

Facebook login page

A mockup of the Instagram login page. It has a white background. At the top is the 'Instagram' logo in its signature script. Below the logo are two input fields: 'Phone number, username or email' and 'Password'. The password field includes an eye icon to toggle visibility. A link for 'Forgot password?' is positioned to the right of the password field. A blue 'Log In' button is centered below the input fields. Below the button is a horizontal line with the word 'OR' in the center. At the bottom, there is a Facebook 'f' icon followed by the text 'Continue as Dave Johnson'.

Instagram login page

## CHOOSING THE BEST PLATFORM FOR YOUR BUSINESS

---

There is no one-size-fits-all approach to social media and you'll find that tinkering with different platforms and strategies will often yield the best results. Below is a list of popular social media platforms and the key demographics that frequent them:



### Facebook

Over the years Facebook has begun to cater more to an older demographic, with 84% of users on the platform aged between 30 and 65+. It's common for people to use the platform as a news source along with photo and video sharing.



### Instagram

18-34-year-olds are the most active age group on Instagram. It is a great all-round platform for sharing photos and videos with an audience that has higher disposable income/less life responsibilities and is looking to spend their money on interesting experiences and products.



### TikTok

Two-thirds of TikTok's users are below the age of 30. TikTok is very much focused on appealing to a younger demographic and is heavily trend focused. Videos on the platform typically run for 7-12 seconds, so it's important that content for TikTok is snappy, attention-grabbing and humorous.



### Youtube

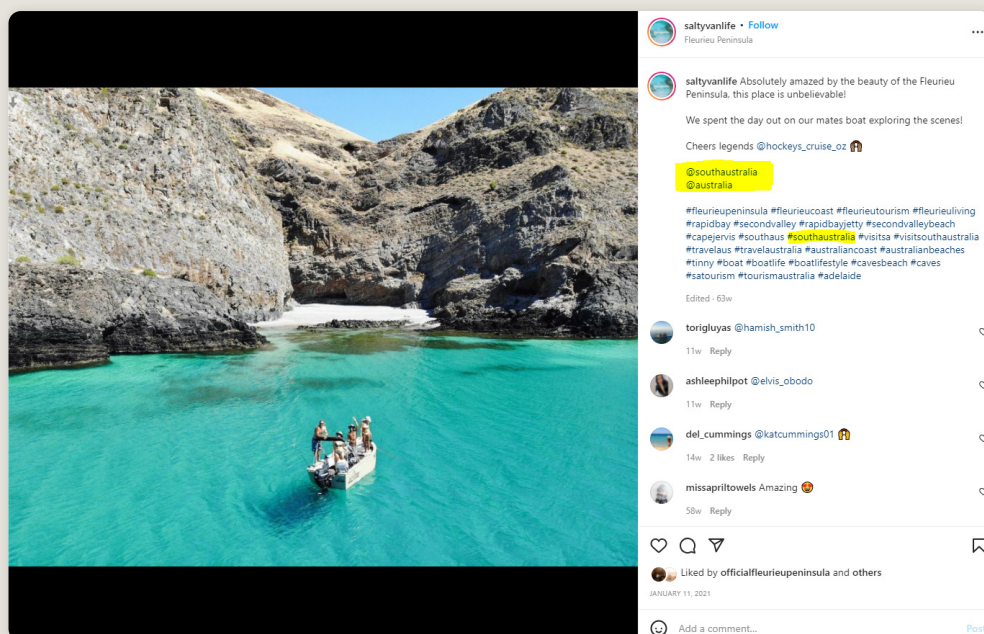
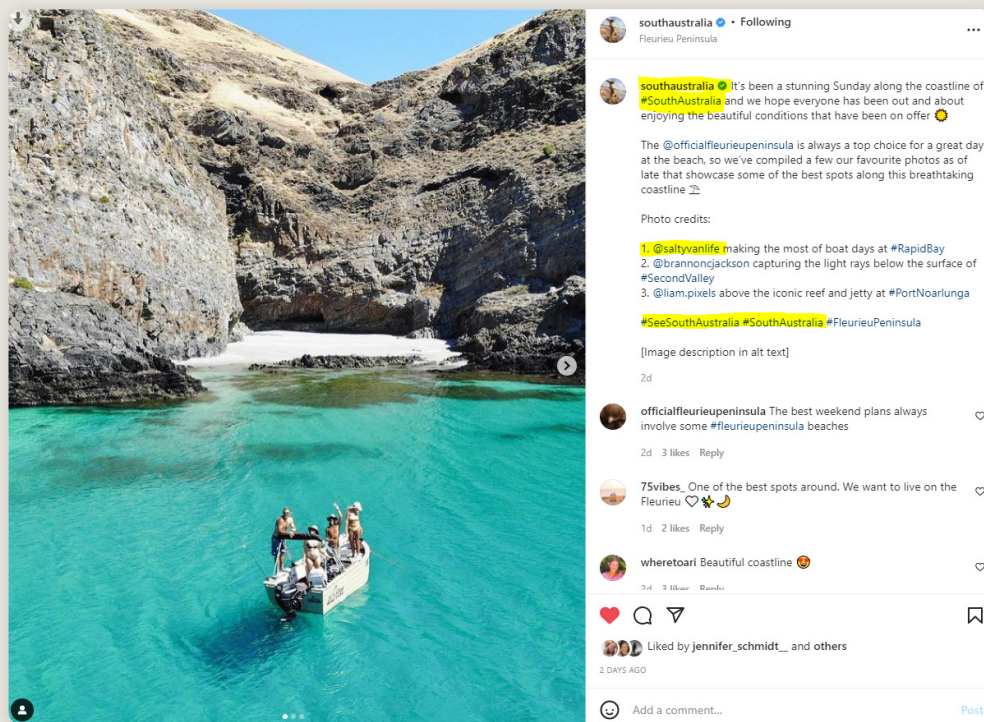
The premier long-form video content platform. YouTube is the world's second largest search engine behind Google and is an incredibly powerful tool for sharing videos on niche subjects for all ages. Does your tourism business offer a product that is completely unique? YouTube might be the best platform to share that message. YouTube videos can also be seamlessly integrated into your website to serve as marketing/promotional material.

Once you've found a strategy that is generating good engagement (likes, comments, shares, accounts reached) or potential leads for your business, don't be afraid to stick with it for a couple of months. Once you see results start to slow down, it's time to refresh your strategy. Try posting at different times, sharing new content or engaging with other tourism operators to see if there is room for collaboration.

## USER-GENERATED CONTENT (UGC)

You may have seen the acronym “UGC” appear on a blog before and wondered what it means.

User-generated content refers to original and brand-specific content that has been created/generated by your consumers and published on their social media channels. By contacting the author and requesting permission to reshare this content on your social media channels, you can leverage the power of digital word-of-mouth and build authenticity around your brand.



An example of utilising UGC would be as follows:

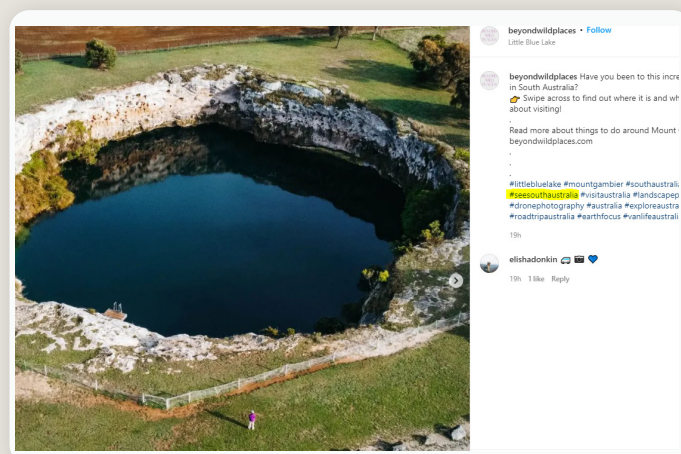
- 1 You manage a winery in McLaren Vale. A young couple visit for a wine tasting on a beautiful Saturday afternoon and post a photograph on Instagram of them enjoying a bottle of wine on the lawn with a caption that is highly complementary of your wine/winery.
- 2 As they have tagged your winery in the photograph, you contact them by commenting on the photograph or direct messaging them to request permission to reshare the photo on your winery's social media.
- 3 If they approve this request, you obtain the image from them through direct message, email or by using an Instagram photo downloader app.
- 4 You reshare this photograph on your winery's social media, crediting the couple who took the image and aligning your caption with what they have written about the wine/winery.

In an age of Photoshop and filters, consumers value authenticity online and UGC is one of the best ways for you to authentically market your brand through the lens of your audience. This helps to build trust and brand loyalty amongst consumers as people may not be interested in reading what you write about your brand, but they will trust the opinion of another consumer.

Most social media platforms make it easy to search for user-generated content. These will be posts by consumers that you've been tagged in or posts that have included a brand-specific hashtag. For the SATC, user-generated content that we reshare must have tagged our account or used the hashtag #SeeSouthAustralia.



South Australia's official Instagram account. In our bio, you can see that we make a call out for UGC by welcoming people to use the #SeeSouthAustralia.



An example of an image we could repost from the hashtag.



## SOCIAL MEDIA BEST PRACTISES

Social media is constantly changing and evolving. One day you might feel like you're starting to get the hang of it and then Facebook and Instagram will completely overhaul the algorithm and you'll wonder why you've got half as many comments compared to last week.

With that being said, there are some golden rules that we recommend following in order to optimise your photo and video content for social media.

These resources can be downloaded from the ATDW Support & Marketing Hub or check out our top tools below.



## CONTACT US

### ATDW & DIGITAL MARKETING TEAM

[onlineservices@sa.gov.au](mailto:onlineservices@sa.gov.au)

### WEBSITES

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au/support/atdw](http://tourism.sa.gov.au/support/atdw)

