

# SOCIAL MEDIA FACT SHEET



## SOCIAL MEDIA PLATFORMS

Depending on whether you want to build awareness for your business, drive sales or just share experiences, there is a social media platform that can tick the box.



**Facebook** – the main organic and paid social media channel. It's the biggest social media network on the internet, which makes it one of the best ways to connect with potential customers. Facebook has easy-to-use tools to advertise your business. For tourism operators, Facebook is a content-rich platform where you can share images, videos, and destination and product related articles. Facebook appeals to an audience looking for entertainment and value. Aim to spark emotions and interest with captions and headlines. Active users on Facebook: 2 billion.



**Instagram** – a global opportunity for advertising. This is a visual social media platform that's particularly popular for travel and tourism as well as food, fashion and art. Instagram allows you to create 'stories', upload up to 10 images or videos at a time and apply filters to crop and enhance images. Almost 95% of Instagram users are on Facebook. Instagram appeals to an audience looking for stunning visuals. Active users: 700 million.



**YouTube** – the largest and most popular video-based social media website. Second most popular search engine after Google. Visitors: 1 billion per month.



**Twitter** – a real-time and paid media channel. Tourism businesses can use twitter to interact with customers, answer questions and release latest news and holiday deals, all in 140 characters or less! Twitter appeals to an audience looking for news, tips, how-to's, interesting articles and what's trending. Quick, witty and eye-catching updates are the best options. Active users: 320 million.



**LinkedIn** – is the most popular social media site for professional networking. Registered users: 400 million.



**Google+** – being active on Google+ helps with your business's SEO (search engine optimisation). Registered users: 418 million.



**Pinterest** – this platform consists of digital bulletin boards where you can pin content, particularly images. Users: 100 million.

## SOCIAL MEDIA STRATEGY

Every action on social networks should be part of a larger social media marketing strategy. That means that every post, reply, like and comment should be guided by a plan that is driving towards business goals.

A social media marketing plan is the summary of everything you plan to do and hope to achieve for your business using social networks. The plan should include an audit of where your accounts are today, the goals you want to achieve and the tools you are going to use to get there.

### 1. Create goals

Make your goals S.M.A.R.T (specific, measurable, attainable, relevant and timely). Keep it simple, specific and measurable so you can track your progress and you know what success looks like.

### 2. Conduct an audit

This means assessing all your current accounts: who owns them, who is connecting with your business, are your accounts on brand, how often are they being updated.

### 3. Hone your online presence

Choose which networks best meet your social media goals then improve your existing accounts or create new ones bearing your goals and audience in mind.

### 4. Get inspired

Look to industry leaders for inspiration and to see what content and information gets the most engagement.

### 5. Content plan

Engaging content is essential for a successful social media strategy. Create a calendar with times and dates all your intended content will be published. This includes blog posts, Instagram and Facebook posts and Tweets.

### 6. Evaluate

Constantly test and evaluate your strategy using tools available through the platforms you are using, such as Google Analytics, Facebook Insights and HootSuite analytics. Adjustments are a necessary part of your strategy as you review your results and new networks or changes emerge.

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## TOP FIVE TIPS FOR SOCIAL MEDIA

### Know your audience

Understanding your customers, who they are and their interests will help you develop relevant and engaging content.

### Relevance

Don't make the mistake of trying to be everywhere online all the time. Think carefully about the relevance of each social media platform to your business. Consider how each individual account fits into your business's objectives.

### Consistency

It can be difficult to find time to create content and make meaningful posts across several social media platforms, but the key is consistency. Whether you post multiple times per day, once a day or once a week, building your brand on social media will take time and, more importantly, consistency to get traction. Use tools to help you make and schedule posts in advance to save time.

### Go thirds

If you're unsure on how to allocate your resources, a general rule is:

- one-third of content promotes your business to create conversions and generate profit
- one-third of content should share ideas, thoughts, stories from your business, like-minded businesses or industry leaders
- one-third of content should be personal interactions with your audience.

### Social media management tools

Juggling multiple social media channels can be challenging. You may want to look into a management tool or software that can help you manage all your accounts from one place. Paid programs such as HootSuite and Buffer have easy-to-use interfaces that allow you to manage all your activity—scheduling, content creation and analysis—from a central dashboard.

## HANDLES VS HASHTAGS

Your handle is your name, preceded by an @ sign. Use handles to message someone directly or acknowledge them in a post. Hashtags are letters, numbers, words or groups of words without spaces preceded by a # sign. This turns the term into a searchable item that people can use to share an interest or topic.

## ENGAGING WITH TOURISM NT

By sharing great images and videos from your business with Tourism NT, you can capitalise on a greater reach and increase your business's exposure with potentially thousands of followers. The most popular content is animals, waterfalls, sunsets and foodie shots!

### Facebook

More than 400 000 people like and follow Tourism NT's Facebook page, Northern Territory – Australia's Outback. Share photos or videos directly to our Facebook page [www.facebook.com/northernterritoryaustralia/](http://www.facebook.com/northernterritoryaustralia/)

### Instagram

Tourism NT has more than 180 000 followers on our Instagram account, [ausoutbacknt](https://www.instagram.com/ausoutbacknt). Tag photos and videos on Instagram using Tourism NT's handle [@AusOutbackNT](https://www.instagram.com/ausoutbacknt) and hashtag [#NTAustralia](https://www.instagram.com/ausoutbacknt)

### Twitter

Tweet photos and tag Tourism NT with our handle [@AusOutbackNT](https://twitter.com/AusOutbackNT) and hashtag [#NTAustralia](https://twitter.com/AusOutbackNT)

### Direct

Send compelling photos and videos you would like to share directly to social media by emailing [Media.TourismNT@nt.gov.au](mailto:Media.TourismNT@nt.gov.au)

### Need more help?

Email: [Media.TourismNT@nt.gov.au](mailto:Media.TourismNT@nt.gov.au)