

# Social media toolkit

Use the social media platform/s relevant to your business.



## Where to engage with Tourism NT and Tourism Australia.



### Facebook

More than 600,000 people like and follow Tourism NT's consumer Facebook page.

[www.facebook.com/northernterritoryaustralia](http://www.facebook.com/northernterritoryaustralia)

**Tourism Australia:**  
[facebook.com/SeeAustralia](https://www.facebook.com/SeeAustralia)



### Instagram

Tourism NT has more than 350,000 followers on our consumer Instagram account. Tag photos and videos using Tourism NT's handle.

**@NTAustralia** and **#NTAustralia**

**Tourism Australia:**  
**@australia**



### Twitter

Tweet photos and tag Tourism NT with our handle:

**@NT\_Australia** and **#NTAustralia**

**Tourism Australia:**  
**@Australia**

### Direct

For more information and to share engaging photos and videos, email:

[media.tourismNT@nt.gov.au](mailto:media.tourismNT@nt.gov.au)

Social media is an important tool that offers an inexpensive way to increase brand exposure. Social media platforms provide an opportunity to share your product with a global audience and reach people who might not otherwise be exposed to content from the NT.

## Top five tips for social media

### 1. Know your audience

Understanding your customers, who they are and their interests will help you develop relevant and interesting content – your posts can both inspire and inform new and existing customers, and be used to create engagement with this audience.

### 2. 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 platform fits into your business' objectives.

### 3. 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.

### 4. Community

Encourage customers and visitors to check out your social media accounts - be sure to include your account details on marketing material and online. If capturing content isn't your thing, try to promote sharing and tagging of images from your product or experience, and then you can re-post these images and credit the photographer.

### 5. Engage with Tourism NT

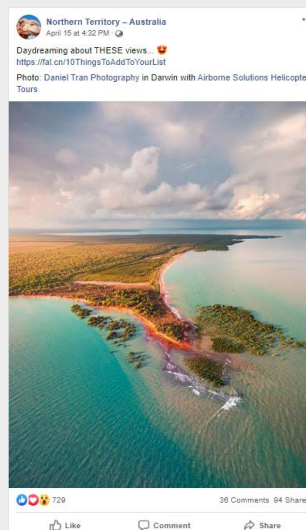
Tourism NT is always looking for inspiring user generated content from our visitors, operators and locals.

By sharing relevant content, including imagery and videos from your business with Tourism NT, you can capitalise on a greater reach and increase your business' exposure with hundreds of thousands of followers worldwide. The most popular style of content is typically landscapes, sunrises/sunsets, animals and events.

**Engage with us by using the hashtag #NTAustralia on your posts.**

## Top photo tips

- You don't need a fancy camera – these days, smartphones take great photos! Be sure to capture content in **portrait**, as opposed to landscape. Vertical images perform better on social media as they take up more of the screen!
- Don't go too heavy on the filters – your audience wants to see what your product really looks like! Natural lighting is best.
- Ensure your photos are focused, and taken from the best angle. No one wants to look at a fuzzy lop-sided image!



For more information contact the Department of Industry, Tourism and Trade on 08 8999 3900 or visit [tourismnt.com.au](http://tourismnt.com.au)

