



Destination
NSW

Social Media

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DESTINATION NSW SOCIAL MEDIA CHANNELS

Destination NSW (DNSW) operate over 25 social media channels, promoting awareness of Sydney and Regional NSW destinations, attractions, experiences and key events to consumers in domestic and international markets. We aim to create communities of highly passionate and loyal followers who want to know and share information about our state.

DNSW CONSUMER SOCIAL MEDIA CHANNELS

| | |
|---|--|
| SYDNEY Sharing Sydney content. #ilovesydney |  facebook.com/seesydney  @sydney  @sydney_sider  +sydney  seesydney |
| REGIONAL NSW Sharing Regional NSW content (excluding Sydney). #NewSouthWales |  facebook.com/visitnsw  @visitnsw  @NewSouthWales  +visitnsw  visitnsw |
| YOUTH 'Work, Study, Play' content targeting youth travellers (18-35) e.g. backpackers, international students and working holiday makers. #ilovesydney #NewSouthWales |  facebook.com/sydneyfunaustralia  @sydneyfun  @sydneyfun |
| CHINA Sydney and Regional NSW content targeting the Chinese audience. #我爱悉尼# #新南威尔士州# |  visitsydney  visitsydney  visitsydney |
| VIVID SYDNEY Campaign channel only. Active between March and June. #vivid Sydney #vividideas #vividmusic |  facebook.com/vivid Sydney  @vivid Sydney  @vivid Sydney  vivid Sydney |

Note that these are different from the *corporate* Destination NSW social media channels for corporate and media news only; we do not use those corporate channels to reach consumers.

HOW TO GET INVOLVED

All content we share on our social media channels is designed to inspire and convert travellers around the world to choose Sydney and NSW as their next travel destination.

Step 1



Sydney.com and **visitnsw.com** are our official hubs to host all tourism product and event content: make sure yours is listed on our website in order for us to feature you on our social media channels.

Get Connected is DNSW's online membership program, register now for a free website listing:

www.destinationnsw.com.au/tourism/industry-opportunities/connect-your-tourism-product/get-connected

Step 2



Create quality social media content to post on your channels. Refer to the next page for content creation tips and guidelines.

Step 3

Include our official hashtags when posting on your channels — We monitor these hashtags daily and source featured materials from the content pool to share on our channels:

SYDNEY CONTENT:
#ilovesydney

REGIONAL NSW CONTENT:
#NewSouthWales

CHINESE CONTENT on Weibo and WeChat:
#我爱悉尼# for Sydney content
#新南威尔士州# for Regional NSW content

Step 4



Follow our channels and keep an eye out for relevant content that you can **engage** with — Leave a comment on relevant posts or share a post relating to your product/region/event.

CREATING QUALITY SOCIAL MEDIA CONTENT

Creating great engaging content doesn't have to be expensive or difficult. Below are some tips on materials that work great in social and are easy to create. Your content is more likely to be shared on our channels if they adhere to these guidelines.

IMAGES

| DO | DON'T |
|--|---|
| <ul style="list-style-type: none"> ✓ Non-commercial or editorial. ✓ Wider shots that give context and clearly represents the destination/event. ✓ Eye-catching imagery with vibrant colours. ✓ Taken on a camera instead of a phone for best quality. ✓ High resolution — 300dpi or more. ✓ Always seek permission and include credits for user-generated content. | <ul style="list-style-type: none"> ✗ Too zoomed in on a singular subject. ✗ Include logos and watermarks. ✗ Out of focus. ✗ Shoot during bad weather. ✗ Feature faces (unless it's an ambassador for your brand). ✗ Feature potentially dangerous activities e.g. people in the water at dawn/dusk, people standing too close to the edge of a cliff. ✗ Feature locations that are not open for public access. |

VIDEOS

| DO | DON'T |
|--|---|
| <ul style="list-style-type: none"> ✓ Non-commercial or editorial. ✓ Between 15-60 seconds. ✓ First 5 seconds should give context and clearly represents the destination/event. ✓ Can be understood without sound. ✓ Taken on a camera instead of a phone for best quality. ✓ Vertical videos (taken portrait mode) are better optimised for Facebook and Instagram. ✓ Try producing various video formats e.g. parallax, timelapse, cinemagraph and 360 (for Facebook and YouTube). ✓ Always seek permission and include credits for user-generated content. | <ul style="list-style-type: none"> ✗ Include logos and watermarks. ✗ Include front or end frames. ✗ Include call-to-action. ✗ Focus on a scene/subject without movement/development for more than 2 seconds. ✗ Shoot during bad weather. ✗ Feature recognisable faces (unless it's an ambassador for your brand). ✗ Feature potentially dangerous activities e.g. people in the water at dawn/dusk, people standing too close to the edge of a cliff. ✗ Feature locations that are not open for public access. ✗ Use unauthorised music or soundtrack. |

Refer to destinationnsw.com.au/socialmedia for examples.

WORKING WITH PHOTOGRAPHERS AND INFLUENCERS

Your business can benefit from working with photographers and social media influencers in many ways, including:

- Producing high quality content
- Reaching your target audience
- Providing a sense of credibility and trust to your brand

SOURCING A PHOTOGRAPHER

DNSW features one Sydney-based and one Regional NSW-based photographer each month on our websites and social media channels, you can find their work portfolio and contact information on:

sydney.com/sydney-life/author/featured-photographer

visitnsw.com/nsw-tales/author/featured-photographer

SOURCING A SOCIAL MEDIA INFLUENCER

DNSW's PR Team work with a wide range of social media influencers, hosting famils for them to visit various destinations - attending events and trialing tourism products. If you'd like to be part of the famil program or ask for a list of suggested influencers to work directly with your business, contact our PR Team via **media@dnsw.com.au**

You can also consult a talent agency to source social media influencers, which may incur additional fees.

KEY CONSIDERATION CRITERIA

- The influencer's following should align with your target audience so the content is relevant and can reach your ideal audience effectively.
- Find the right balance between the influencer promoting your brand/product and your business promoting the influencer.
- Content produced should adhere to guidelines in this document.
- Always use **#ilovesydney** when posting Sydney-related content and **#NewSouthWales** for Regional NSW-related content.

ORGANISING INSTAMEETS

Whether you work for a destination, operate a tour or venue, organising an Instameet is a great way to generate social content and show off your product. Below are some tips to organise an Instameet and how DNSW can provide support.

What is an Instameet?

An Instameet is an event where Instagram users gather and walk through a pre-determined route together while taking photos on the way and uploading them to Instagram.

Why host an Instameet?

Instagram users enjoy Instameets as they are a great opportunity to meet new people and share photography tips while experiencing a destination and/or an event. Hosting an Instameet is a great way to collate relevant user-generated content (images/gifs/videos) that you can re-share on your own channels.

KEY THINGS TO CONSIDER

1. Plan the meet-up location, time and walking route

Consider timing to avoid busy days and times of the day to allow Instagrammers to get the best shots.

2. Define a specific hashtag

In addition to using the official DNSW hashtag (e.g. #NewSouthWales), you can also ask attendees to use another specific hashtag so you can track all content that are generated from the Instameet. Include this hashtag in all your posts promoting the event to let everyone know.

3. Invite Instagrammers

Decide whether it is an invite-only event or open to the general public. For invite-only, email the Instagrammers you'd like to invite. Otherwise, do a post on your Instagram account at least one month in advance, and a post every week leading up to the event to build reach and attendance. Ask your community to share that info with their friends and followers. Instagram should be your primary channel to promote this as it is the platform your potential attendees are on.

4. Notify the Destination NSW Social Media Team

Share as much detail as possible with the team via email so we can monitor the event hashtag and engage with the user-generated content accordingly.

5. On the day

Make sure you have staff guiding everyone through the pre-determined walking route and reminding everyone to use the official DNSW hashtag and your specific Instameet hashtag when posting on Instagram throughout the event.

6. After the event

Feel free to share your Instameet content with the DNSW social media team via email.

CONTACT US

Feel free to contact the DNSW Social Media Team should you have any questions:

P: 02 9931 1160

E: social.sydney@dnsw.com.au