

KREATIVE SOCIAL MEDIA

CREATING AWESOME SOCIAL MEDIA CONTENT

A GUIDE FOR TOURISM BUSINESSES



INSIDE

Preparation • Planning • Facebook Content Producer • Instagram
Content Producer • Publish

1

PREPARATION

Before we can start creating any content we need to review what you are doing now and then we can work out how we can take it to the next level. This is just a review so the we have something to build your visual content strategy from.

1. What size are the images that you are currently using?

Note any images sizes from your website/blog, individual social media platforms that you use. Are they mostly square, landscape or portrait style or a combination of each?

2. Which social media platforms do you currently post on, what is the order of importance for your business and what results are you getting for your business?

Include all platforms that you are using regardless of how actively you post to them. Also record your followers, average shares/likes/comments per day.

3. What type of content are you currently creating, if any?

For example: images, videos, infographics, blog posts

4. Which tourism social media pages do you and your ideal customers enjoy posting and engaging on most?

Your favourites:

Your ideal customers:

1

PREPARATION

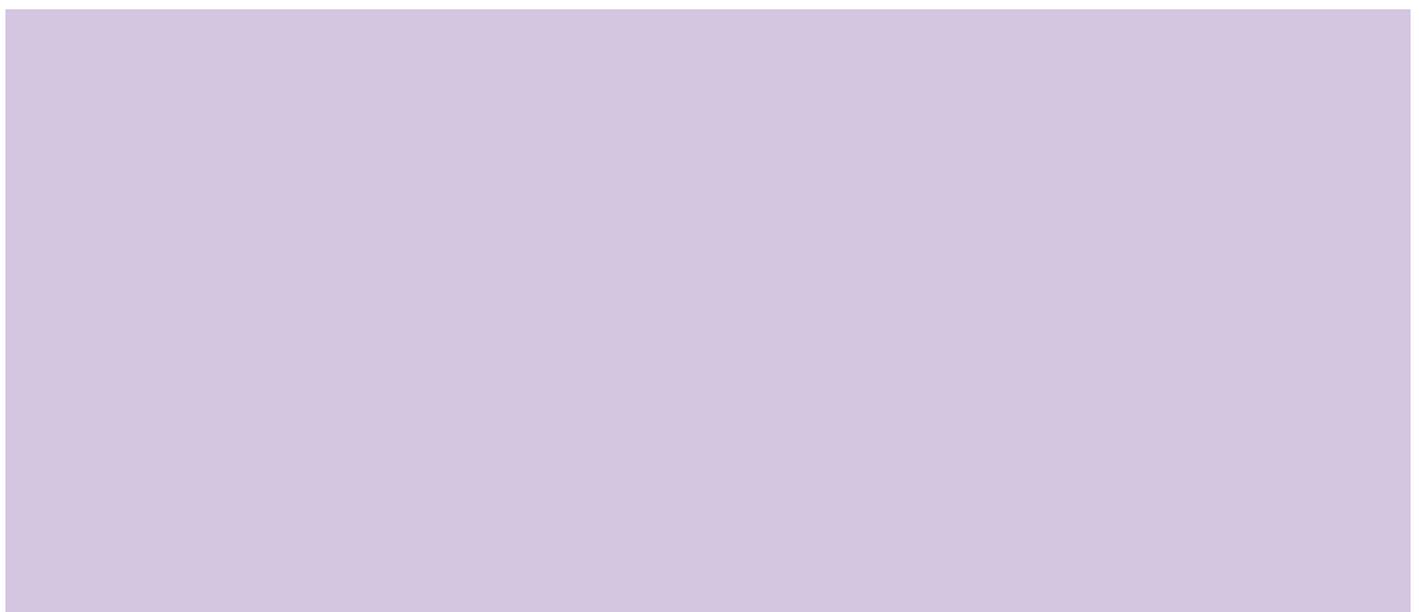
5. Take some time exploring your favourite 1 or 2 tourism platforms. Think like a raving fan and take note of what is being posted, talked about, liked and shared?

If you get stuck with this just focus on 2 or 3 fans that you know regularly engage with the content and check out what they are posting and sharing on their own profiles. For example what they post, like, share and comment on in Instagram.



6. What captures your attention?

What do you see as working really well? Does it give you any ideas that you could use on your platforms? Write it all down as you brainstorm to start thinking about your content creation and all the opportunities available.



2

PLANNING

It is time to go back to the future and think about what has worked on the past on your social media platforms before we launch into the going forward strategy. Review them and record them down below under the relevant headings. By doing this it will help your start to plan your new content strategy.

1. What types of posts have you been creating on social media throughout the last 12 months? (include if they were videos, images, photos, types of images and whether you created them or they were shared content or a combination of both).

[Empty space for writing answers to question 1]

2. What types of posts were most popular? Consider the number of shares, likes, comments and reach for each platform, you will have a general idea of what worked, so write it all down. Don't forget that for Facebook you can use Facebook Insights to help you out with more information.

[Empty space for writing answers to question 2]



3

PRODUCE

What tools are you currently using to create your awesome visuals? (eg. Canva, WordSwag, Adobe Spark, Relay, PicMonkey or Designfeed.io or any other ones that you love). Also write down the best pages, profiles or websites that you use for sharing content from.

Visual content creation tools:

Best pages, profiles or websites for sharing content from :

3

FACEBOOK Content Producer

Use this page to brainstorm ideas for your Facebook posts – write them all down. Record the ones that have worked for you before and ideas for your new strategy (images or videos).

Content types for tourism Facebook posts:

- Great Imagery

Hotels and accommodation places are incredibly dynamic, so there's always something to take a photo of! Don't forget that mother nature can put on a mighty display so sunrises and sunsets are always a hit.

- Questions

Ask questions, it could be about a new menu item or what they'd love to see most at your hotel, their favourite place to visit in your region or a general thought-provoking question.

- Videos

Native video on Facebook (video uploaded directly to Facebook as opposed to using a third party host such as YouTube or Vimeo) is rocking the newsfeed.

Another way to look at it is that Facebook's algorithm favours native video. With a reported 8 billion average daily video views on Facebook, it is safe to say that Facebook is going to ensure that native videos are shown more often than those from competitor sites.

- Events, Specials and Packages

This is a no brainer. If you've got something coming up then you want to let everyone know about it! And then don't forget to follow up afterwards with photos and/or videos showing how amazing the event was.

Also you want to get the word out about the great deals you've got on offer but don't flood your social media with them. A good rule of thumb is the 80/20 rule or four engaging posts to one sales post.

- Competitions

Who doesn't love the opportunity to win something? Whilst some have been scared off by rules and regulations, you don't need to be.

Shortstack is our favourite tool for Facebook comps – they make it incredibly easy to set one up and you can also include it on your website if you want to.

- Celebrate the wins

Don't be afraid to let everyone know about how amazing you are. Celebrate the successes publicly and it will not only generate interest with your customers but it also is a way to fuel motivation within your team.

- Meet the team/behind the scenes

Don't forget to showcase the awesome team that sets your business apart from others. Such things as team building activities, workshops and featuring a member of the month can be included. And just remember that being a bit quirky is always a plus.

Do you have a resident pet that doubles as a mascot and is well known to your guests? You could write some posts from their perspective!

People love the inside scoop. So if you are doing some renovations take a photo a day and post them to let everyone know what is happening and then create a time lapse video at the end.

- Community involvement

Are you involved with a local charity, people love to hear how you're helping out your community.

- What's on in your region

Don't be a stand-alone page you want to work with and support other complementary businesses and events. Because you want to increase the overall tourism awareness of your entire region.



3

FACEBOOK Content Producer

Ideas for your awesome Facebook content posts:



Then, try these tools to create awesome content:



designfeed.io



RELAY



3

INSTAGRAM Content Producer

Whether you are just starting out with Instagram or are a seasoned user this planner can help guide you through growing your Instagram following and engagement. Review what has worked previously and then break the content in your Instagram suitcase down into “packing cells” so that you can mix it up by choosing content from different cells or by having different themes all together. For example your packing cells may consist of imagery, questions, quotes, videos, tips, reviews and behind the scenes.

Ideas for your awesome Instagram content posts

Record your packing cell categories below:

Monday/PC 1:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Tuesday/PC 2:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Wednesday/PC 3:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Thursday/PC 4:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Friday/PC 5:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Saturday/PC 6:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Sunday/PC 7:	<div style="background-color: #d8bfd8; height: 30px;"></div>
Extra Packing Cell:	<div style="background-color: #d8bfd8; height: 30px;"></div>



4

PUBLISH

There are a range of tools that you can use to share your awesome content once you have created it.

1. Facebook

Some sharing tools for Facebook:

- Facebook Scheduler
- PostPlanner
- Hootsuite
- MeetEdgar
- Buffer

2. Instagram

When Instagram was developed it was designed to be primarily a mobile platform where they want users to capture events as they happen. Whilst real-time posting is the best-case scenario this isn't always an option.

If you're using the native version of Instagram on a desktop, you can view Instagram content and interact with people you're following, but you can't upload anything.

There are options available to allow you to upload photos and videos to Instagram from a computer and also schedule posts to certain degree. Some are mobile-only, others are computer-only and some do both.

Some sharing tools for Instagram:

- ScheduGram
- Latergramme
- Hootsuite
- Grum
- Onlypult
- TakeOff
- Buffer

Instagram hashtag master chart - you may also like to create a document that records all the relevant hashtags for inclusion in your Instagram posts so that you can just cut and paste them in rather than typing them each time.