GET SOCIAL AND IMPROVE YOUR EVENT

Social media toolkit

Navigate your way through your own crash course in social media, using our 8 Steps to Success. You’ll also find tips and tricks, step-by-step guides, downloadable templates and checklists to help put your event on people’s calendars.

8 STEPS TO SUCCESS pg 4 - 10
- Step 1: Define your claim to fame
- Step 2: Identify your target audience
- Step 3: Create your own media channels
- Step 4: Identify free event guide channels
- Step 5: Understand the phases of event communication
- Step 6: Create great content
- Step 7: Explore ways to measure your success
- Step 8: Complete your communication plans

NOW THE NORM
Social media is now a part of everyday life.
*Yellow (Sensis) Social Media Report May 2013

65% of Australians use social media*
95% of those use Facebook*
67% of those access sites on a smart phone*
GET SOCIAL AND IMPROVE YOUR EVENT!

Social media is a major marketing tool for every event: it’s effective, low cost and after you’re finished with this kit, it will be easier too.

HOW SUCCESSFUL EVENTS USE SOCIAL MEDIA:

- To create communications that reach and engage their audience in a cheap and effective way.
- To build relationships with their community.
- To monitor the effects of their communications and learn how to improve over time.

Click here to find out more about social media and event marketing.

SOCIAL MEDIA IS A MULTIPLIER MEDIUM

There are many communication channels to consider, but only social media can multiply your reach. Through your event followers ‘liking’, ‘sharing’ and commenting on your content, you can grow your audience at a low cost.

LATEST RESEARCH

Nearly 80% of people that attended a regional event used social media. 30% used social media to engage with the event before, during and after.

Click here to find the results shown above as well as other findings on regional events in Australia in “Events: Drivers of Regional Tourism”.

3
8 STEPS TO SUCCESS

Click on any of the boxes below to jump to a desired section.

STEP 1: DEFINE YOUR CLAIM TO FAME

What makes your event stand apart from others in the area? When you decide on your unique selling point, you can better focus your online communication.

WHAT MAKES YOUR EVENT STAND OUT FROM THE REST? COULD IT BE...

THE TYPE OF EVENT?
Eg. Mt. Isa Rodeo: The largest rodeo in Queensland

THE UNIQUE ARTISTS/EXHIBITORS THAT ATTEND?
Eg. The Australian Wooden Boat Festival: is also the second largest wooden boat festival in the world

WHERE THE EVENT IS HELD?
Eg. The Castlemaine State Festival: was chosen because of its unique and beautiful surroundings

THE TYPES OF ACTIVITIES ON OFFER?
Eg. MONA FOMA: A diversity of Modern Art and artists across all genres

TRY IT OUT: WORKSHEET: DEFINE YOUR CLAIM TO FAME

St Kilda Festival 2012 main stage. Image courtesy of Greg Elms/Tourism Victoria.
STEP 2: IDENTIFY YOUR TARGET AUDIENCE

Who are you talking to? Telling the wrong people about your event is a waste of time, so identify the people likely to be interested in your event and tailor your message accordingly. It might help to put yourself in their shoes.

Here is a description of the key potential event audiences:

HARDCORE ENTHUSIASTS (INTERNATIONAL AND AUSTRALIAN VISITORS)
I’m driven by my hobbies. My social life is all about my hobbies and my friends and I love spending weekends at events. We’ll even travel interstate or overseas for the ones we are most passionate about. We are always hungry for event information and follow lots of Facebook pages and Twitter accounts to stay in the know.

ADVENTURE TRAVELLERS (INTERSTATE AND REGIONAL VISITORS)
I love to travel and I’m always trying to get the most out of my holiday. Often I’ll make the effort to travel for a particular event like Splendour in the Grass or Bathurst, but whenever I’m travelling I also keep my ear to the ground for opportunities to attend an authentic local event.

LOCALS (HOME GROWN VISITORS)
Events are great for our community. They bring new people and a real sense of excitement to our town. Sometimes I like to get involved as a volunteer or participant, but I also like to attend with family and friends to see the community at its best!

OPPORTUNITY SEEKERS (DAY AND OVERNIGHT VISITORS)
I love nothing more than to get away from everyday life and experience a new destination. I love a weekend away with my friends to attend an event and enjoy life. Whether I travel for an event or find it when I get there, I’m always up for suggestions!

Click here to find more information on target audiences and best practice examples.

STEP 3: CREATE YOUR OWN MEDIA CHANNELS

The online world gives you the opportunity to create your own media channels like websites, electronic direct mail and social media. These are all vital low cost communication channels for regional events.

CREATE YOUR WEBSITE AND KEEP IT FRESH
A website is the go-to place for information about your event, so creating a quality one is worth it.

What makes a great website and how do you make sure people see it? Click here to find out.

Never created a website before? Go to ATDW’s Tourism eKit Tutorials and register as a member to log in and learn how.

The website above works because it:
• Captures the spirit and uniqueness of the event through visuals
• Houses the Event Programme and exhibitor information
• Integrates news content, visuals, social media and newsletter signup links to make ongoing communication seamless.

USE EMAIL MARKETING
Sending out entertaining newsletters is an easy, low cost way of staying in touch with people interested in your event. The best way to build this database of people is by having a signup link on your website.

Click here for more information.
You can also access ATDW Tutorial No. 25 Email marketing.
STEP 3 CONTINUED

SOCIAL MEDIA: WHICH DOES WHAT?

It can be easy to group all social media together, but there are some key differences between each that’ll help you decide which channel(s) will work for your event.

### FACEBOOK: CREATE A COMMUNITY

Why should you use Facebook? [Click here](#) to find out more.

The example on the right shows how an event can use ‘newsworthy’ content like a celebrity chef to build interest, profile and reputation in the lead up to the event.

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<table>
<thead>
<tr>
<th>Number of Users</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>YouTube</th>
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<tr>
<td>15,200,000</td>
<td></td>
<td>2,500,000</td>
<td>1,600,000</td>
<td>12,700,000</td>
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</table>

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<tr>
<th>PHOTO</th>
<th>VIDEO</th>
<th>ARTICLE</th>
<th>TEXT</th>
<th>STORYTELLING</th>
<th>VISUAL INSPIRATION</th>
<th>HASHTAG SEARCHABLE</th>
<th>INSTANT NEWS &amp; UPDATES</th>
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<tr>
<td>⬤</td>
<td>⬤</td>
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### TWITTER: KEEP PEOPLE UP-TO-DATE WITH YOUR NEWS

Why should you use Twitter? [Click here](#) to find out more.

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**TRY IT OUT:** [DOWNLOAD THE CHECKLIST FOR BUILDING YOUR TWITTER FOLLOWING.](#)

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### INSTAGRAM: CREATE BUZZ AND EXCITEMENT WITH GREAT IMAGES

Why should you use Instagram? [Click here](#) to find out more.

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**TRY IT OUT:** [DOWNLOAD THE CHECKLIST FOR BUILDING YOUR INSTAGRAM PROFILE.](#)

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### STEP 4: IDENTIFY FREE EVENT GUIDE CHANNELS

Once your own media channels are in place with quality content, it’s important to drive people to discover them.

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**TRY IT OUT:** [DOWNLOAD THE CHECKLIST FOR BUILDING YOUR FACEBOOK COMMUNITY.](#)

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**MUST DO!**

Listing your event with Australian Tourism Data Warehouse will automatically link your events to national and state tourism organisations’ websites. For more information on listings and help that ATDW can provide [click here.](#)

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**GET FREEBIES**

There are lots of other places you can access free event advertising space online like Everguide in Sydney. All you need to do is upload your information and an image.
STEP 5: UNDERSTAND THE PHASES OF EVENT COMMUNICATION

There are three key phases in event communication planning: pre-event, during-event and post-event. Each phase has a different role and potentially different communication channels depending on the target audiences identified.

LONG TERM PRE-EVENT: All about awareness and building the community

MEDIUM TERM PRE-EVENT: Event announcement, leading attractions, ticket information

SHORT TERM PRE-EVENT: All about excitement, building a broader audience, important information, lots of posts, highlights and event photos

DURING EVENT: All about hype, sharing the buzz, news, highlights, replays, repost attendees’ experiences, be in the moment

IMMEDIATE POST-EVENT: Build reputation, seek feedback, report successes, survey feedback

The pre–event phase can be further broken into long, medium and short term depending on resourcing and timing.

Communication works best as a cycle that builds momentum toward the event opening. Typically, social media activity peaks immediately before and during the event, winding down in the event’s aftermath. Creating momentum over time helps build excitement at relevant times and ensures people are not bombarded with messages causing them to ‘switch off’. 

Click here to read about each of these phases in detail.
STEP 6: CREATE GREAT CONTENT

It’s vital to create great content, not just ‘buy’ Likes. Likes are not a measure of engagement, but sharing and interacting with content is.

CONTENT MUST ADD VALUE TO YOUR ONLINE COMMUNITY’S LIFE

Engage your community; don’t ‘advertise to them’. Keep your content short, snappy, entertaining, newsworthy and involving. You can always link to more information on your website. And finally, keep it visual, as pictures are between 30% and 150% more engaging than text alone.

Click here to find out more about creating content.

USING HASHTAGS TO ORGANISE YOUR CONTENT

Hashtags make messages easier to organise and find. They work like a virtual filing cabinet for key words and phrases created by different people.

EXAMPLES:

Identify places or brands or events: #Queensland #Rodeo #Cairnsironman

Connect with like-minded individuals: #dogoftheday #fitspo #bluesmusic #mountainbiking

Express emotions: #happy #hot #excited

Check Twitter and Instagram to find the most commonly used hashtags.

Images 1 and 2 above show how an Instagram check on hashtags relating to mountain bikes found that #mountainbiking is one of the most popular hashtags with over 200,000 images shared. This would be an ideal hashtag for a mountain biking event to use.

Images 3 and 4 show a key influencer with a lot of followers. Following and commenting on this account would be a great way to start a profile within this particular community.

TRY IT OUT: WORKSHEET: CREATE GREAT CONTENT
STEP 7: EXPLORE WAYS TO MEASURE YOUR SUCCESS

Currently, there is no way to track if social media and other low cost channels directly influence the growth in event attendance numbers, however most event marketers view it as a vital communication approach.

SOCIAL MEDIA AND DIGITAL/ONLINE MEASUREMENT

It is possible to measure the effect of each type of social media and most organisers are interested in community reach, awareness and engagement. Take a look at the table below to better understand each area.

Engagement is the measure most often used and valued by event marketers, because it is proof their content is reaching their audience and is valued emotionally.

For more information Click here.

You can also access ATDW Tutorial No. 36 Tracking and reporting.

<table>
<thead>
<tr>
<th>KEY MEASURES &amp; SOURCES</th>
<th>REACH MEASURE</th>
<th>AWARENESS MEASURE</th>
<th>ENGAGEMENT MEASURE</th>
<th>MORE INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK INSIGHTS</td>
<td>Number of page Likes</td>
<td>• Page views</td>
<td>Post shares, post likes, post comments, tagging and clickthroughs to websites</td>
<td>See ATDW Tutorial 43 - Facebook for tourism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Post views</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TWITTER ANALYTICS</td>
<td>Number of followers</td>
<td>• Tweet views</td>
<td>Favoured tweets, retweets, direct tweets and clickthroughs to website</td>
<td>See ATDW Tutorial 44 - Twitter for tourism</td>
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<tr>
<td>INSTAGRAM ACCOUNT</td>
<td>Number of followers</td>
<td>• Difficult to measure</td>
<td>Likes, reposts, post comments, tagging friends and clickthroughs to website</td>
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There are dashboards which assist in measuring success of your social media efforts with the most popular ones being Tweetdeck, Hootsuite, Simply Measured and Seesmic. For more information see ADTW Tutorial 40A - Managing Multiple Social Media Accounts.
### COMMUNICATION BY KEY TARGET AUDIENCE

<table>
<thead>
<tr>
<th>PHASE AND TIME FRAME</th>
<th>HARDCORE ENTHUSIASTS, PARTICIPANTS AND INFLUENCERS</th>
<th>LOCALS</th>
<th>ADVENTURE TRAVellers</th>
<th>OPPORTUNITY SEEKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TASK</td>
<td>What phase are you planning? Pre-long term; Pre-medium term; Pre-short term; During; Post. What is the time frame for this phase? What specific calendar periods do you intend to communicate to each target?</td>
<td>Here you identify what your overall task is and what the role of communication is for each during this time frame. Examples include: Maximise ticket sales and event attendance, create excitement, energy and buzz around the event, provide practical event information: getting here, enjoying the experience, gates open etc.</td>
<td>How often should you be posting to Social Media? How many press releases should you be sending out daily? If you are unsure check the phases outlined earlier. For ‘other’ candidate channels: What are the deadlines involved?</td>
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</tr>
<tr>
<td>MEASUREMENT</td>
<td>How will you measure your success? Examples include: Ticket sales/event registrations, growth in relevant social media followers and website hits.</td>
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<tr>
<td>CANDIDATE CHANNELS: OWNED, EARNED AND/OR LOW COST</td>
<td>Which owned and earned (low cost channels) are likely to deliver against your task by target? Examples include: Facebook posts plus Facebook advertising and Facebook paid ‘Boosts’, Twitter, Instagram, STO sites, FREE event calendars, Website EDMs, YouTube</td>
<td>Which other channels are likely to help you deliver against your task by target? Which ones can you afford to do? Which ones do you have the time to do? Examples include: ‘What’s on’ sections in paper, local/metro media and paid advertising including posters, radio, inflight magazines and television.</td>
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<tr>
<td>FREQUENCY</td>
<td></td>
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<tr>
<td>CONTENT TYPES</td>
<td>What types of content should you develop for this phase? What’s important to help achieve this task? What inspiration or information does each target need to receive to help achieve your objectives? Examples include: Artist’s stories, competitions to win free tickets, programme changes, media crosses, community activities and event preparations.</td>
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<tr>
<td>SOURCE OF CONTENT</td>
<td>Where will the content come from? What do you need to create? What can you find elsewhere? Examples include: Own, artists, exhibitors, celebrities, sponsors, local, interstate, and international news stories (like/share/retweets).</td>
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It takes the decisions made through Step 1 through 7 and organises them into a simple spreadsheet you can follow for each phase. Click here to learn about each phase in more detail.
 HAVE A SOCIAL MEDIA AND EDITORIAL POLICY, WHICH COVERS KEY THINGS LIKE:

- Nominated Administrators of the sites, who can post and comment.
- How decisions are made about content.
- How much content is planned vs. spontaneous.
- Your 'tone of voice'. Do you say 'hi'? Or is it 'G'day, hey, good morning, hello'?
- How much content do you source vs. create yourself?

 USE AS MUCH ORIGINAL AND AUTHENTIC CONTENT AS POSSIBLE. NEVER USE STOCK SHOTS. IT MAKES THE EVENT LOOK “FAKE”.

 INVEST IN A PUBLICIST, EVEN PART TIME. IT WILL PAY OFF IN MEDIA CONTACTS AND COVERAGE, AND HELP PROVIDE BOTH CONTENT AND THE ABILITY TO INTEGRATE CONTENT ACROSS ALL SOCIAL MEDIA PLATFORMS.

 EXPERIMENT WITH SOCIAL MEDIA. YOU’LL LEARN BEST BY EXPERIMENTING AND PLAYING WITH IT.

 INVOLVE YOUR FOLLOWERS BY SHARING AND COMMENTING ON THEIR POSTS AND IMPORTANTLY BY LISTENING AND RESPONDING TO THEIR FEEDBACK.

 USE VOLUNTEERS. THEY WILL HELP YOU STAY IN CONTROL OF SOCIAL MEDIA AND HELP YOU GENERATE IMPORTANT CONTENT ESPECIALLY DURING THE EVENT.

 MAKE ALL YOUR CONTENT MOBILE FRIENDLY.

 ADD VALUE TO YOUR LOCAL COMMUNITY. CONSIDER SCHOOL PROGRAMMES, OPEN WORKSHOPS OR AN EVENT LAUNCH.
MORE INFORMATION

Results from a regional events social media marketing study have informed the development of this toolkit. Both the desktop research and full report from this study are available on request from tourism.research@tra.gov.au.

TO ALL THE EVENTS WHO SO GENEROUSLY DONATED THEIR TIME TO THE PROJECT THROUGH INTERVIEWS.

ACT: Canberra Show, NSW: Bowl-A-Rama, NT: Barunga Festival

Tourism Australia: National Social Media & Advocacy Department.

THANK YOU!
OUTCOMES:
1. Define your point of difference and ‘claim to fame’.
2. Capture your Claim to Fame in a motivating pitch.
3. Identify all areas to reinforce your claim to fame through marketing communication.

CHECKLIST & WORKSHEET:

1. How do you classify your event? Choose the most appropriate.
   - Food and wine
   - Cultural
   - Arts
   - Sporting
   - Special interest/niche
   - Historical
   - Music
   - Other: Define ________________________________

2. Isolate your CLAIM TO FAME. Here’s an example of the types of things that create a point of difference. Choose what you think you are closest to delivering:
   - SIZE OF EVENT: The largest event of its kind, a reputation as a world class event
   - NOVELTY VALUE: An unusual topic or novelty
   - COMBINATION: A unique combination of exhibits, performers or features
   - CELEBRITY: Celebrity appearances
   - LOCATION: The uniqueness or novelty of the location
   - CACHE: The favourite/most attended event by ‘those in the know’
   - CULTURALLY SIGNIFICANT: A tradition or ritual authentic to the area
   - A UNIQUE CHALLENGE: A sporting or fitness event that provides a unique experience

3. REALITY CHECK: Check your CLAIM TO FAME against your competition.
Which events would you consider your closest competitors, if any? What is special or different about them? Profile your competition as follows and then decide how your event is different.
1. Event 1:
   What’s their point of difference?______________________________
   What’s our point of difference?______________________________

2. Event 2:
   What’s their point of difference?______________________________
   What’s our point of difference?______________________________

4. CAPTURE YOUR CLAIM TO FAME AND POINT OF DIFFERENCE IN A SENTENCE
We are different because we are the (most/largest/novel (insert relevant claim) __________
because we (insert the evidence/proof of this claim to fame) __________________________
____________________________________________________________________________

5. NOW YOU HAVE ARTICULATED YOUR CLAIM TO FAME & POINT OF DIFFERENCE, ENSURE you communicate it. Your checklist:
   - Ensure all your communication reinforces this offer.
   - All press releases reinforce this point of difference.
   - Your website clearly communicates this on your home page.
   - You have at least 3 hero visuals/images that capture the experience.
   - You create social media guidelines that ensure that this claim to fame is reinforced through all posts, visuals and content on websites, blogs and videos.
OUTCOMES:
1. Identify your key target markets.
2. Understand how to find out more about them.
3. Know how to tailor your communication plans to meet their needs.

CHECKLIST & WORKSHEET:
1. IDENTIFY AND DOCUMENT YOUR KEY TARGET AUDIENCES.

Hardcore enthusiasts and participants: Who are the group of hardcore fans that would be MOST interested in what your event has to offer and/or want to participate?

____________________________________________________________________________
____________________________________________________________________________

Adventure travellers: Who else is likely to travel specifically for your event?
• Note: Be honest here – unless your event has a significant point of difference it may not attract anyone from this market.

• Hint: Check your local tourism authority for data on where International and Interstate Visitors to your region are coming from. This will help you identify key areas, websites and magazines to include in your communication plans.

Locals: Who are the people within your local community who are likely to be interested in your event, volunteer or could become part of your event as an artist, stall holder or competitor etc?

____________________________________________________________________________

Opportunity seekers: Who are the opportunists living within a day’s drive that would consider coming to your region and attend your event as part of their trip experience?

• Hint: Check your local tourism authority for information and statistics about day and overnight visitors to your region. Determine where they come from and their life stage – so you know the types of people you should be targeting.

2. DEFINE YOUR TARGET AUDIENCE WORKSHEET

2. GET TO KNOW THEM: ENSURE YOUR MESSAGING AND COMMUNICATION CHANNEL SELECTION IS RELEVANT AND COST EFFECTIVE.

TARGET MARKETS

FINDING OUT ABOUT YOUR TARGET MARKETS GIVES YOU AN EDGE.

HARDCORE PARTICIPANTS & ENTHUSIASTS

Talk to them personally. Attend a club night, read their newsletters, interview their key influencers and opinion leaders, read their websites and review their Facebook pages and other social media accounts.

ADVENTURE TRAVELLERS

Review information provided by your State Tourism Authority and Tourism Australia on different target audience segments.

LOCALS

Talk to them personally. Attend club nights, read newsletters, talk to key community leaders, councils and stakeholders. Review their websites and social media accounts.

OPPORTUNITY SEEKERS

Review information provided by your State Tourism Authority and Tourism Australia on different target audience segments. Talk to other Event Marketers in your region and ask them about their experiences.
3. DOCUMENT WHAT YOU KNOW ABOUT YOUR TARGETS TO INFORM CONTENT (MESSAGING) & CHANNEL SELECTION. Use this sheet to document the important things about your target audience.

<table>
<thead>
<tr>
<th>Q &amp; A</th>
<th>Hardcore participants &amp; enthusiasts</th>
<th>Adventure travellers</th>
<th>Locals</th>
<th>Opportunity seekers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where does this target go for more information about what they're interested in? SPECIFY BY NAME: Magazines, newspapers, TV shows, websites, apps, radio shows, social media.</td>
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<tr>
<td>Who do they look to for information and news? Who are their key influencers, heroes and opinion leaders?</td>
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<td>What types of information and entertainment do they look for most? (What content do they engage with?)</td>
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**SUMMARISE: TOP 5 COMMUNICATION CHANNELS.**

**SUMMARISE: TOP 5 CONTENT AREAS OF INTEREST.**

**LIST KEY HASHTAGS USED FOR SEARCHING (IF RELEVANT).**
OUTCOMES:

1. Understand the most important ways to build your Facebook community.
2. Provide guidance on resources to help you develop Facebook content.

- Research into Best Practice marketing for regional events has identified Facebook as an effective way to grow target audience engagement and drive repeat attendance at events.
- Developing Facebook as a media channel is not as simple as getting more ‘likes’. Likes don’t automatically mean people are engaged with your event.
- For more information on Facebook, go to ADTW Tutorial 43: Facebook for Tourism www.tourismekit.adtw.com.au.
- The following Tips provide guidance on how to develop your Facebook audience successfully.

TOP TIPS FOR BUILDING AN ENGAGED FACEBOOK COMMUNITY

1. Keep it newsy and viewsy: Think of your Facebook Page like a magazine: you need to keep it current, interesting and pictorial. Visual posts get more engagement.
2. Ask yourself: Will people want to talk about your content or share it with their friends? (For more information on engaging content development see Worksheet 6.)
3. Get emotional to promote sharing: The content most shared by Facebook communities tends to be that which engages the emotions. Like anything worth passing on, the content should be breaking news, surprising events, facts or ‘did you know’s, opportunities to win or earn something, celebrity stories, amazing achievements or simply something humorous.
4. Give people their 15 megs of Fame: Tag photos with names, respond to their posts, thank them for following you. When you do this people love you back and are more likely to share or like the content you have posted about them.
5. Create Strategic Social Media Links: Link your Facebook page to your other Social media accounts. Facebook offers the opportunity for you to link your posts directly through to Twitter while Instagram, Linked In and Pinterest all allow you to share your content to Twitter; meaning, where appropriate you can cross-pollinate a single piece of content across many platforms.

6. BUT TAKE CARE LINKING CONTENT!: Only the most entertaining, newsworthy and visual content should be shared across platforms or your social media efforts won’t be appreciated. Where you can, it’s advisable to tailor your content by platform and use it to its best effect. For more information see ATDW Tutorial 40A: Managing Multiple Social Media Accounts.

7. Invite people in your network to ‘Like’ your page: Facebook business pages automatically request that you invite people in your personal network to Like your business page. If your personal network is relevant to and interested in your event, this is a good place to start.

8. Grow your audience by connecting with THEIR most liked Facebook pages: In other words ‘like’ pages identified as important community pages (this would have been identified in research from Step 2).

For instance your community might like the Pages of other top events, celebrities, writers, bloggers and opinion leaders. It makes sense to follow these pages too and make your presence felt by liking, commenting on or sharing their posts with your Followers.

9. Use Facebook Advertising to recruit page Likes with their highly targeted Facebook advertising product. When you create a page, Facebook will automatically promote Facebook advertising to you. Just follow the prompts.

10. Ensure your posts get seen with Post ‘Boosts’: Facebook now suggests “Boosts” which is the equivalent of paid advertising for each of your posts. Reserve ‘Boosts’ for your best content, most important announcements or humorous posts.

11. Track your Facebook Performance: Facebook Insights which can be accessed directly from a tab on your Page will give you feedback on the growth of page likes, page views, likes and shares so you can understand the best type of content and create more effective strategies over time.
OUTCOMES:

1. Understand the most important ways to build your Twitter community.

2. Provide guidance on resources to help you understand more about Twitter’s potential.

- Research into Best Practice marketing for regional events has identified Twitter as an effective but relatively under-utilised way to connect with the target audience AND speak directly to key media outlets and influencers.
- Twitter is a more immediate channel and great for updating followers on news, current events and the progress of sporting events. It’s easy to use and a great way to spread your message by creating links back to blogs and websites.
- For more information on Twitter go to ADTW Tutorial 44: Twitter for Tourism www.tourismekit.adtw.com.au
- Top Tips for using Twitter to build awareness, buzz and publicity.

BUILD A FOLLOWING

1. Create a Twitter account in under 10 minutes by downloading the app from the App Store. Twitter will guide you through all you need to know regarding setting yourself up and getting your first tweets out there.

2. Follow people to get followed back: Remember you can follow anyone on Twitter. Follow as many people from your Social Media community, your target audience or your identified key influencers as you can (as identified through Step 2: Know your Target Audience). Often simply following someone will create a reciprocal follow.

3. Promote your Twitter presence through linking to your website, Facebook page and blog.

4. Utilise hashtag marketing (See ADTW Tutorial 44: Twitter for Tourism)
   - Search the hashtags (#) associated with your event, category or area of interest.
   - For instance, if you are a mountain biking event you would search terms like #mountainbiking #mountainbikes #mountainbikers and see which hashtags have the most posts associated to them. Then you would choose to use one or all of these hashtags to ensure your content reaches your audience and vice-versa. When others search the same hashtag your content will then be featured too.

5. Create your own hashtag. To ensure all consumer and media generated content gets organised under your name, it’s important to create and market your own hashtag.

With an event like the South Australian Sand Dunes Classic, you would create a unique hashtag along the lines of #SAsanddunesclassic and market that hashtag through all your communication touchpoints: Posters, brochures, website, programmes, signage banners and all social media. In that way any photos, tweets or stories created by others can be aggregated under that hashtag as a content bank for your event.

Remember – if you don’t create the hashtag, someone else will.

6. Drive publicity by connecting with journalists:
   - Tweet Direct: By tweeting directly to journalists, influencers and bloggers – you are able to send them a direct message inviting them to your event or providing them with the story, image and content they need to write their story about your event. This is a simple, efficient and cost effective way of creating press releases. Remember to link your tweet to the full content so journalists and bloggers can pick it up easily and run with it.

7. Keep your content short and snappy: You only have 140 characters to play with so tweets need to prick interest with people through an announcement, an intriguing headline or a fast fact. Twitter is also very useful for providing last minute and timely event updates, programme changes, weather forecasts or news about parking, road closures and relevant practical event information. It’s a timely way to share the action of the event as if you are creating your own media coverage.

8. Tweet your summaries: Whenever you add new content to a blog or website, it’s always a good idea to tweet a summary of the content and include a URL link.

9. Retweet: When you come across interesting, entertaining and relevant content to your followers it’s important to retweet that content. Retweeting shows you’re not just an event in marketing mode, it shows you are part of a community and interested in sharing genuinely valuable content about a topic. It also helps you get new followers.

10. Monitoring your Twitter account: Twitter will provide you with a weekly analysis of followers and your top performing tweets. If you are running a number of Twitter feeds or would like to integrate other accounts such as Facebook and want to keep track of things, a number of third party platforms like Tweet Deck and Hoot Suite are available to help you do this.

For more information on these topics see:
- www.tourismekit.adtw.com.au
- ADTW Tutorials 44: Twitter for Tourism
- 40A Managing Multiple Social Media Accounts.
OUTCOMES:
1. Understand the most important ways to build your Instagram profile and following. Provide guidance on resources to help you understand more about Instagram’s potential.

   - Research into Best Practice marketing for regional events has identified Instagram as an emerging but relatively under-utilised platform.
   - Instagram is in growth mode and especially popular with those under 25 years of age.
   - Think of it like a series of postcard or Polaroid-like images that provide a visual narrative of an individual’s life, an event or an area of interest.
   - Its appeal is in several key features: The simplicity of the visual format, the ease of taking and sharing good quality photos and the fact that you can check out what other people you follow have ‘liked’, which helps find more ‘like-minded’ people.
   - Top tips for using Instagram to build awareness, buzz and reputation

BUILD A FOLLOWING
1. Create an Instagram account in under 10 minutes by downloading the app from the App Store. Instagram will guide you through all you need to know regarding setting yourself up and getting your first pics out there.

2. Follow people to get followed back: Remember you can try to follow anyone on Instagram but some people choose to keep their accounts private and so you can ‘request to follow’. Like Twitter, follow as many people from your social media community, target audience or your identified key influencers as you can. Often simply following someone will create a reciprocal follow.

3. Promote your Instagram presence through linking to your website, Facebook page, Twitter account and /or Blog.

4. Utilise hashtag marketing:
   - Search the hashtags (#) associated with your event, category or area of interest.
   - For instance, if you are a mountain biking event you would search terms like #mountainbiking #mountainbikes #mountainbikers and see which hashtags have the most posts associated them. Then you would choose to use one or all of these hashtags to ensure your content reaches your audience and vice-versa. When others search the same hashtag, your content will then be featured too.

5. Create your own hashtag: To ensure all consumer and media generated content gets organised under your name, it’s important to create and market your own hashtag. Remember: if you don’t create the hashtag, someone else will.

6. Use these Hashtag Tricks:
   - #TBT: One of the most popular and well-known hashtags on Instagram is #tbt, or, ‘Throwback Thursday’. People use Thursdays as a day to post old pictures of themselves, their holidays, take the time to reminisce about fashions or events of the past. An event can use Thursdays as a way to showcase great pics of previous events held. In addition, you can use other popular hashtags like #love, #photooftheday #instagood so your pic is featured when people search these labels.

7. Get your followers to help and reward them!
   Involve your community by suggesting they post their own images with your hashtag. They can also tag their friends with an @ (insert name) to share their content with their networks which helps broaden your reach and ideally gain more followers. Every now and again reward people with a comment, a like or even a surprise ‘gift’ for their efforts.
### 6. CREATING GREAT CONTENT

**CONTENT DEVELOPMENT WORKSHEET**

Work through each type of story below to develop ideas for your event's social media calendar. Fill it in yourself or brainstorm with team members. Once complete you can use the ideas in this spreadsheet to help complete your Communications Plan for the different Communication Phases on Worksheet 7.

<table>
<thead>
<tr>
<th>SOURCE OF STORY / TYPE OF STORY</th>
<th>Identify your specific content options within each Type of Story</th>
<th>Identify specific sources of interesting / entertaining content. i.e. Other Facebook pages/blogs/media.</th>
<th>Which Phase would this type of story work best? Long /Medium or Short term</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Who or what are your Featured artists/key exhibits and/or programme highlights. For example: Names of bands playing or chefs cooking at your event.</td>
<td>List: Story 1: Where the band is currently playing or the chef is currently working.</td>
<td>My possible sources are: Band's /Chefs website, Facebook page and Instagram site. Reviews shared on Facebook.</td>
<td>Medium &amp; Short term pre-event phase.</td>
</tr>
<tr>
<td>2. Food &amp; wine on offer: Stories about the local producers, special products, celebrity menus and serving suggestions.</td>
<td>List:</td>
<td>My possible sources are:</td>
<td></td>
</tr>
<tr>
<td>3. Fun things: Funny photos, quizzes, interesting facts and novelty posts like e-cards, quotes fitting with your event's Claim to Fame.</td>
<td>List/brainstorm ideas and examples.</td>
<td>My possible sources are:</td>
<td></td>
</tr>
</tbody>
</table>

**4. Competitions & giveaways: Photo shares / story shares. Identify types of photos you would like to curate and what types of stories best fit with your Brand's Claim To Fame.**

**Brainstorm ideas**

<table>
<thead>
<tr>
<th>My possible sources are:</th>
</tr>
</thead>
<tbody>
<tr>
<td>This is a storyline you will develop yourself; it's important to set key dates and deadlines for these types of posts in your Pre-event Communications Plan.</td>
</tr>
</tbody>
</table>

**5. Announce Ticket Sales or Event Launch information:**

- Key dates
- Special offers: i.e. Early-bird, deals.
- Seasonal offers i.e. Christmas
- "Tickets selling fast" updates

**List:**

**6. Inviting creative & artistic contributions:**

- What type of visuals would you like other people to post?
- Do you need a poster designed? Or Short stories about your event for your blog?

**List ideas:**

**This is a storyline you will need to develop yourself. It tends to work best as a promotion or competition.**

**7. "Behind the scenes" insights: preparations, rehearsals, celebrity or athlete "backstage/locker room stories".**

**List ideas:**

**My possible sources are:**
## SOURCE OF STORY/TYPE OF STORY

| 8. Staff updates (who is doing what), staff profiles. Community news: are you visiting schools or creating workshops for the community? | Identify your specific content options within each Type of Story. | Identify specific sources of interesting / entertaining content. i.e. Other Facebook pages/blogs/media. | Which Phase would this type of story work best? Long/Medium or Short term |

| 9. Event Previews or Event reviews: Posts which preview and review specific acts or review acts/entertainment/entertainers at your event. | List ideas: | This is a storyline you will need to develop yourself. It tends to work best as a promotion or competition. |

## DURING AND POST EVENT CONTENT

| List ideas: | My possible sources are: |

| 10. Event ‘results’: What results do I have to share? Competitors? Event success? Winner’s profiles? | List ideas: | This is a storyline you will need to develop yourself. |

This content will be developed Pre-event Short term, During and Post event.
This worksheet brings together all the key elements for creating a Communication Plan integrating low cost and social media. Each area in the worksheet below relates to the work you have done through each of the previous Steps and Worksheets. Just add your specific requirements by phase including timing, target markets, communication channels and storylines to produce a comprehensive communication plan. For greater detail regarding specific phase requirements and examples click here:

### WHICH PHASE IS THIS PLAN FOR? (INSERT PHASE NAME)

<table>
<thead>
<tr>
<th>COMMUNICATION BY KEY Target Audience</th>
<th>Hardcore participants &amp; enthusiasts</th>
<th>Adventure Travellers</th>
<th>Locals</th>
<th>Opportunity Seekers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TIME FRAME:</strong></td>
<td>Insert Dates: WHAT ARE THE SPECIFIC DATES FOR THIS PHASE?</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TASK:</strong> Defined in Step 5: Role of Communication by Phase</td>
<td>WHAT IS THE TASK FOR COMMUNICATION: (SEE ROLE FOR COMMUNICATION)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MEASUREMENT OPTIONS:</strong> defined in Step 7: Measurement</td>
<td>Decide HOW you want to measure success:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candidate Channels: Owned/Earned and/ or Low cost defined in Step 2: Summary</td>
<td>Decide WHICH LOW COST and SOCIAL MEDIA CHANNELS ARE: RELEVANT BY TARGETS, AFFORDABLE WITHIN BUDGET AND YOU HAVE RESOURCE TO MANAGE WELL. LIST:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Candidate Channels: Other defined in Step 2: Summary</td>
<td>DECIDE WITH ‘OTHER’ CHANNELS ARE RELEVANT &amp; AFFORDABLE BY TARGETS ACCORDING TO PHASE. LIST:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### COMMUNICATION PLAN

<table>
<thead>
<tr>
<th>COMMUNICATION BY KEY Target Audience</th>
<th>Hardcore participants &amp; enthusiasts</th>
<th>Adventure Travellers</th>
<th>Locals</th>
<th>Opportunity Seekers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency Defined in Step 5: Role of Communication by Phase</strong></td>
<td>Decide how often should you be posting in social media (SEE STEP 5: PHASE OF COMMUNICATION) Check deadlines of ‘Other Channels’ and insert critical dates:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Content &amp; Storylines and Sources.</strong></td>
<td>DOCUMENT RELEVANT STORY LINES: Add as many Storylines as you have identified.</td>
<td>DECIDE WHERE CONTENT WILL COME FROM – OWN CONTENT OR SOURCED CONTENT?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Defined in Step 6: Creating Great Content.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>