

An aerial photograph of a beach with turquoise water. Several surfers are visible, some standing on their boards and others in the water. The water transitions from a deep turquoise to a lighter, sandy color near the shore where waves are breaking. The overall scene is vibrant and captures a popular beach activity.

# Queensland's Content Framework

Best practices for social content



# Overview

Queensland is just the place to experience everything the world loves about Australia. Warm and welcoming, unpretentious and real, and heart-stoppingly, take-your-breath-away beautiful. Queensland is not just a place to visit. It is a place to discover unexpected experiences. It is the best address on earth and we are here to inspire the world to experience it for themselves.

This document is designed with that very goal in mind. By sharing authentic quality content, we can connect travellers with unique experiences and inspiring stories, the soul and spirit of the state which sets us apart from other destinations. Working collaboratively, we can improve our collective digital skillsets in content generation, social media and customer service and keep up with tomorrow's travel consumer.

Delivering outstanding, world-class experiences and fostering a state-wide approach to content will increase the appeal of Queensland as a holiday destination and lead to increased visitation. By embracing consumer advocacy and word-of-mouth, we can grow the volume of user-generated content created about Queensland and

reach travellers across the entire holiday planning process. By sharing consumer-led, experience-focussed content we can better connect with our target audiences and show them a destination that aligns perfectly with their interests.

This framework will navigate key research, best-practice tactics and the tools and tips needed to ensure we coordinate our efforts in sourcing, creating and promoting authentic and memorable content across our owned channels. With a shared understanding of *why* content matters to Queensland, we can all help shine a light on the places and experiences we know and love.



Maleny, Sunshine Coast

## Tourism and Events Queensland Content Framework

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This guide has been prepared by Destination Think! for Tourism and Events Queensland with permission to distribute within Queensland. The contents are subject to copywrite.

This guide has been developed from insights and trends identified in 2017. As trends in digital marketing shift quickly readers should satisfy themselves that the advice provided is still relevant at their time of reading.



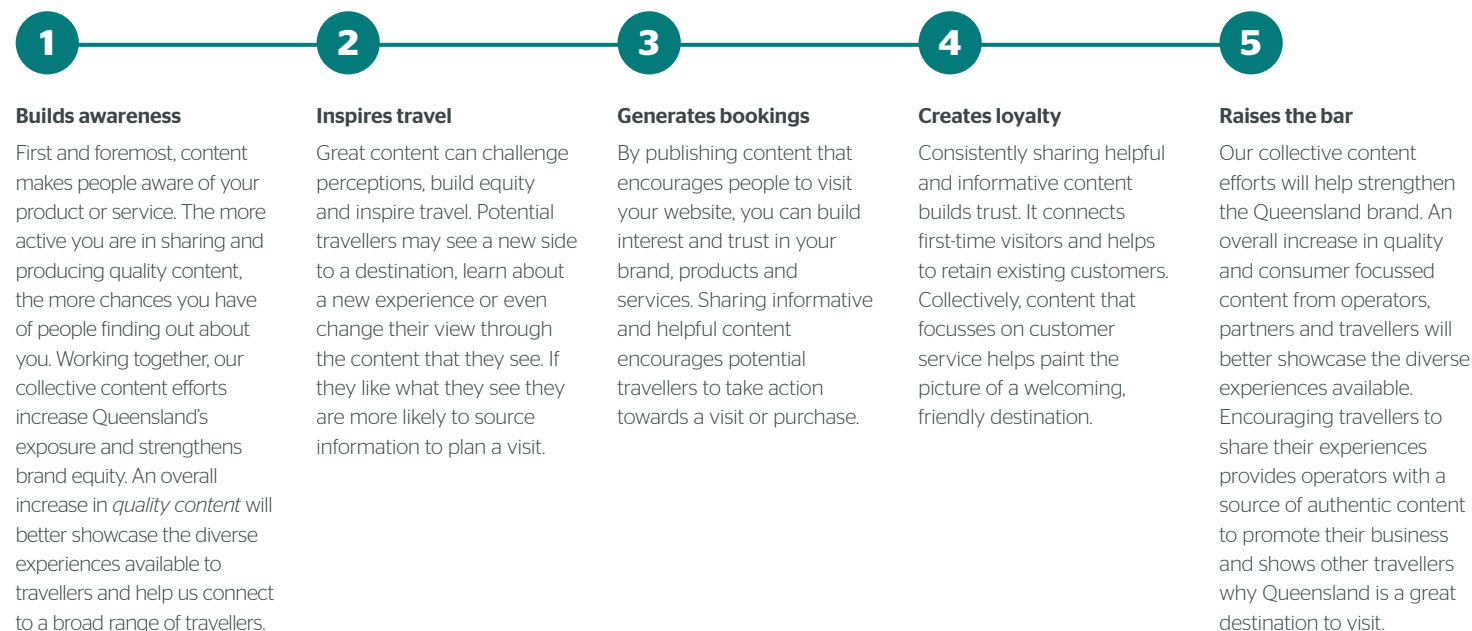
# Content vision

## Why is content important to Queensland as a travel destination?

**Our vision is to inspire the world to visit the best address on earth. Through our combined stories and interactions, we can help raise awareness about Queensland as a desirable destination and drive people to plan and book their holidays with us.**

Social media and digital marketing have significantly changed consumer behaviour across the holiday planning process, making valuable and effective content more important than ever. A 2017 whitepaper released by Hootsuite reveals that 71% of consumers make purchasing decisions based upon what they discover on social media, while 56% of users prefer to engage with businesses on social rather than phone\*. It also indicates that Australian hotels, bars, and restaurants are tagged on Instagram every 28 seconds. These findings highlight the true potential of content to help tell the story of our destination.

## Consider the five ways in which content helps Queensland as a travel destination:



\* <https://hootsuite.com/resources/white-paper/anz-tourism-hospitality-whitepaper>

## What is great content?

**Content that performs the strongest, in tourism marketing, shares one or more of the following:**

### 1 It adds value

It is first and foremost relevant to the traveller. It informs, entertains, solves a problem or shifts the perceptions of a traveller about a destination or experience. Valuable, coherent content helps you become a trusted resource.

### 2 It is authentic

Great content is about real places, people and experiences. It encourages a connection between the destination and the audience. Authentic content connects in real-time by showing travellers an experience that is current, achievable and accessible.

### 3 It is adaptable

Great content marketing delivers each piece of content in the best format to the most appropriate channel, based on audience insights. Multi-dimensional content can be adapted and repurposed easily.

### 4 It is shareable

Great content is shared with friends and helps us reach, engage and attract more travellers. Tapping into a person's emotions is the best way to encourage sharing. Think about the last couple of things you shared on your own social networks. You will most likely encounter something funny, inspiring, or heart-warming.

## Creating and curating effective content

For content to be effective, always keep your audience top of mind. This is important whether you are finding and sharing content created by someone in your community or creating your own content. By thinking about your audience, you will have a better chance of sharing content that is engaging and relevant. Always ask the following question before publishing content:

*What makes this content valuable?*

### In order to be effective, content should tick one or more of these boxes:

- ☒ Inspires interest/intrigue, motivates action and travel; video/photo albums.
- ☒ Is helpful; maps, how-to guides and instructional videos, itineraries.
- ☒ Entertains; remarkable weather events, wildlife and nature videos/photos.
- ☒ Informs; FAQs, event dates, travel tips, time of year to visit, suggested itineraries.
- ☒ Adds value; exclusive offers or deals / demonstrates value in terms of money and time.

We recommend keeping these five areas in mind whether you are creating your own content or curating content from your community to share on your channels. The value of sourcing and sharing user-generated content (UGC) is detailed in section four of this document.


Also consider that content should support your business objectives. Before curating or creating content, consider how it will connect travellers to your website, improve customer service or build brand awareness. Knowing how to measure the effectiveness of content will also help you understand what resonates best with your audience. Focus on engagement statistics for each piece of content you share and set clear goals for each channel. This will motivate you to keep producing and sharing fresh and relevant content that boosts your overall business objectives.



## Examples of effective content:

**Visit Queensland, Australia**  
9 July · 🌐

✨ Take the road less travelled and you never know what you may find... 🌋 Venture to the **Visit Whitsundays, Queensland, Australia** to plot your own sailing adventure and you'll be treated to pure white silica sand beaches, crystalline waters and lesser-known wonders dotted throughout the Whitsundays. Who else is ready to pack their 🧳 and set sail for paradise?




**INSPIRES INTEREST**

Shot from above, this short video sparks interest in a sailing adventure. Even the call-to-action inspires people to find out more about the experience.

**Visit Queensland, Australia** 🌐  
Published by Falcon.io [?] · April 21 · 🌐

Is the Great Barrier Reef Marine Park on your bucket list? Fly one stop to Cairns with [Philippine Airlines](#) from only £601 and tick off one of the natural wonders of the world! <http://fal.cn/uTHL>



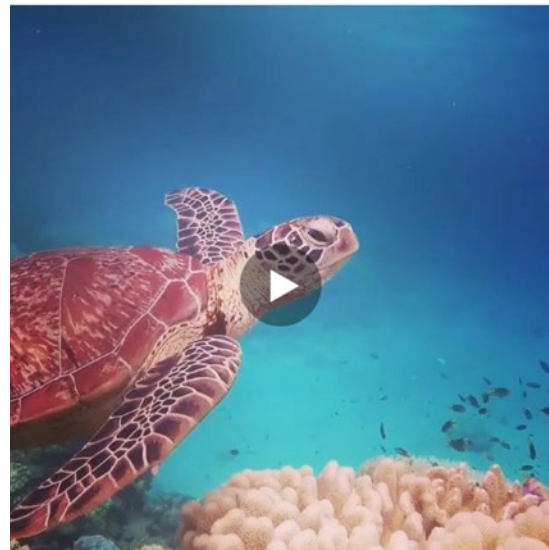
**VALUE**

Like this example, deals or offers should be targeted to a specific audience to demonstrate the most benefit. Notice how the image is in line with the Queensland brand and the copy is to the point.

**Australia.com**  
27 May · 🌐

Chill out, you're on Great Barrier Reef Time 😎

Video: **Ocean Safari in Explore Tropical North Queensland**

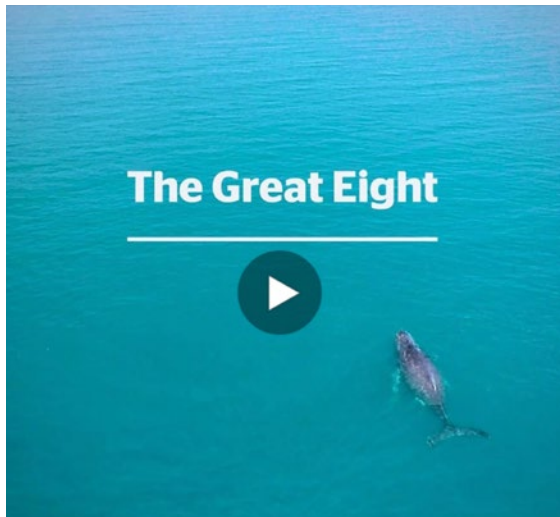


**ENTERTAINING**

Visually appealing videos like this cause people to stop and look. The turtle gliding through the clear blue water provides a quick "time out" for people during their day. The relaxing nature of the video is also reinforced through the copy.



The Great Barrier Reef is home to a myriad of incredible marine creatures, but a select group stands out as the most captivating and awe-inspiring of them all – The Great 8. How many of our Great 8 have you ticked off your bucket list?



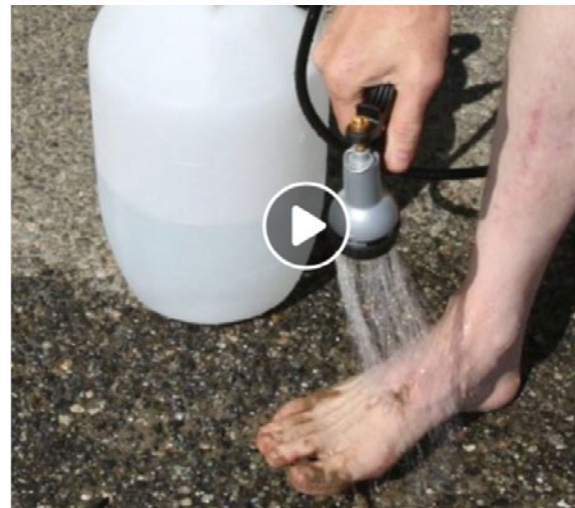
2.6K 220 comments 558 shares 213K views

## ENTERTAINING, INFORMATIVE

A post featuring awe-inspiring footage of marine life is hard to scroll past. The video is an effective way to educate the audience about the "Great Eight" iconic creatures of the Great Barrier Reef.



This portable outdoor shower is perfect for camping, beach days, and rinsing muddy paws! 🐾



18M Views

72k

303,912 shares

## SOLVES A PROBLEM

Instructional videos can be great engagement drivers. Think about what type of instructional video might be relevant to your product or service and will connect with your audience. Look at sharing existing videos or recreate your own. Keep in mind that the content needs to align with your brand and business objectives too.

## Thinking exercise:



Why do people share content on social media?

**Take a step back and think about the content you share with friends and family.**

This will help put you in the shoes of a traveller and help you understand why they engage with and share certain pieces of content with their networks.

To understand what motivates people to share content on social media, *think about why you personally share content:*

- ☒ Does it make you look fun/cool/interesting/intelligent?
- ☒ Do you think of someone who would enjoy the content?
- ☒ Is there someone who could benefit from seeing the content?
- ☒ Does it reflect activities you enjoy?
- ☒ Does it represent the community that you are a part of?



## Emotive content: Great content makes people *feel* something

Consider the emotional triggers for sharing content such as awe, excitement, joy, nostalgia and surprise.

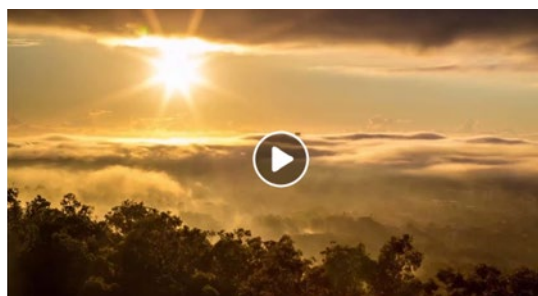


When customers turn up before open. There's always one (or four in this case)!  
Explore Tropical North Queensland Visit Port Douglas & Daintree  
Destination Daintree Tourism Port Douglas Australia.com Visit  
Queensland, Australia



### EMOTIONAL TRIGGER FOR SHARING: Joy / Surprise

This candid photo is likely to make someone smile. The caption makes it relevant to the business and adds an element of humour.

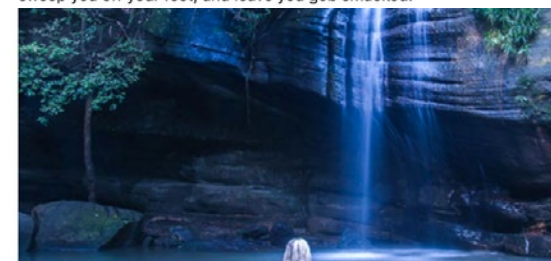


### EMOTIONAL TRIGGER FOR SHARING: Awe / Surprise

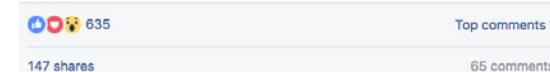
Remarkable weather events tend to receive high engagement as they are something that everyone can relate to. Time-lapse videos like this one can be filmed on your phone, making it an easy and cost-effective way to share timely events with your followers.



Nine epic spots that will take your breath away, stop you in your tracks, sweep you off your feet, and leave you gob smacked.



9 spots to take your breath away on the Sunshine Coast  
Feel like being wowed this weekend?  
VISITSUNSHINECOAST.COM



### EMOTIONAL TRIGGER FOR SHARING: Awe / Excitement / Nostalgia

A great list article can both excite travellers planning a visit and trigger nostalgia in past travellers. Future travellers are likely to share or tag a friend in the post, while past travellers tend to discuss their experiences in the comments. Remember to reply to people who leave quality comments. It acknowledges their contribution and encourages further engagement and advocacy.

## Creating and curating engaging content

Effective content engages the audience. Remember these four tips to maximise engagement across your different channels:

### 1 Have conversations

Engaging with people in real-time builds trust and shows that you are “open for business”. Go out and find people instead of waiting for them to come to you. Participate in discussions on Facebook, Instagram, Twitter and online forums such as TripAdvisor, where potential travellers are talking.

### 2 Use a call-to-action

For example: “Have you visited this spot? Share your photos in the comments below!”

### 3 Ask questions

People are more likely to respond if you pose a question. For example: “Who would you climb a mountain for? Tag them below”. You will also reach new audiences this way.

### 4 Create value

Provide informative and helpful commentary to questions regarding your destination, products and services to build trust and show value by being there to help. The comments section of Facebook is a great area to add extra information to posts and drive people to your website for information that explains how they can do the experience themselves.

## Examples of engaging content



Asking users to share their best or most memorable experience is an effective way to get people talking. The copy in this example goes one step further by directing people to “leave their comments below”. Emojis, as shown here, have also been shown to boost engagement\*.



## Examples of engaging content cont.



As shown in this example, Tourism Australia encourages more interaction on their posts by sharing relevant, useful information in the comments section.



This is an example of a quality interaction with a fan. The personal response acknowledges the traveller's experience and provides information that is helpful to other travellers too.



Posts like this are great engagement drivers as they invite fans to share your content. By having someone tag their friend in the comments, you open up your content to new audiences.

Recap on creating effective, engaging content:

- ☒ Focus on sharing content that adds value to the audience.
- ☒ Use emotional triggers to get people to share content on social media.
- ☒ Include a call-to-action to encourage engagement.
- ☒ Keep your content connected to your overall business objectives.

<i>All content should be</i>	<i>To meet business objectives it needs to</i>	<i>In order to be seen it should trigger</i>	<i>In order to encourage action, it needs to</i>
Valuable	Inspire	Joy	Create conversations
Authentic	Be helpful	Surprise	Have call-to-actions
Adaptable	Entertain	Awe	Ask questions
Shareable	Inform	Excitement	Add value
	Add value	Nostalgia	
Markers of great content	Effective content	Emotive content	Engaging content





# Our message to consumers

## What is our story and who are we talking to?

Always have an audience in mind when creating content. Think about the guests you host in your business – are they backpackers, families, older travellers? Focus on creating content that will resonate with each different guest and aligns with your business objectives. In this section, we will look at the stories we want to share about Queensland and the consumers we want to target. In order to set Queensland apart from other destinations, content should align with Queensland's Experience Framework.

## Creating content around Queensland's Experience Framework

### Identifying the best of the best tourism experiences in Queensland will deliver on our promise of being the best address on earth.

Queensland's Experience Framework identifies five key Experience Pillars and supporting Hero Experiences that reflect the heart and soul of the Queensland story and represents where we have a competitive advantage.

The framework will guide TEQ's marketing activities by focusing on Hero Experiences that have the best potential to drive visitation and expenditure.

The framework will also identify operators who deliver exceptional tourism experiences. These operators will be the first point of call when developing content across TEQ.

### ESSENCE STATEMENTS

Essence statements are succinct statements which help us define how we communicate each Hero Experience.

They will provide guidance to ensure consistency in messaging and highlight Queensland's competitive advantage against other relative domestic and international destinations for each Hero Experience.

Essence statements are a key consideration developed under each experience. As an example, the essence statement for islands is: 'Island Escapes: Barefoot Luxury. 4WD Beach Adventures. Eco experiences in Nature. Reef-fringed paradise.'

Other essence statements for each experience will be made available at: <http://teq.queensland.com/experiences>.

# Our message to customers

## Queensland's Experience Framework

Queensland's Experience Framework identifies five key Experience Pillars and supporting Hero Experiences that reflect the heart and soul of the Queensland story and represents where we have a competitive advantage.

The framework will guide TEQ's marketing activities by focusing on Hero Experiences that have the best potential to drive visitation and expenditure. The framework will also identify Queensland's best of the best tourism operators and guide the future development of quality and innovative experiences.

### EXPERIENCE PILLARS

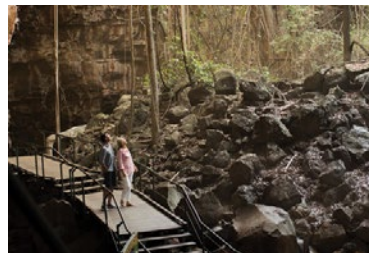
These five experience pillars have been identified through consumer research as categories that set Queensland apart. They form the backbone of Tourism and Events Queensland's creative strategy and define how messaging is delivered to consumers.



Reef, Islands and Beaches



Natural Encounters



Adventure and Discovery



Lifestyle, Culture and People



Events

### HERO EXPERIENCES

Each Experience Pillar has a suite of Hero Experiences that reflect the heart and soul of the Queensland story and represent where we have a competitive advantage.

- Great Barrier Reef
- Islands
- Beaches
- Diving and Snorkeling
- Sailing

- Natural Landscapes
- Wildlife Experiences
- Marine Life Experiences

- Adventure Experiences
- Dinosaurs and Fossicking
- Theme Parks
- Journeys

- Food and Beverage
- Outback and Country Life
- Local Characters
- City Experiences
- Indigenous Experiences

- Endurance Events
- Food and Beverage Events
- Country Music Events
- Music and Entertainment Events
- Brisbane's Cultural and Creative Precincts
- Blockbuster Sport
- Outback Events
- Indigenous Events



## Themes and story starters

### Mike Ball Dive Expeditions 23 March · 🌐

Absolutely stunning conditions out on the reef this week! Check out this image taken at Pixie Pinnacle. Have you dived it yet?



### Explore Tropical North Queensland 21 May · 🌐

I spy with my little eye, something beginning with N 🐡  
Mackay Reef in Cape Tribulation with Ocean Safari



### REEF, ISLANDS, BEACHES Great Barrier Reef

List article explaining the different types of reefs, Instagram Story: “day out on the reef”, “did you know” content about size of reef and distance from Cairns/ Port Douglas.

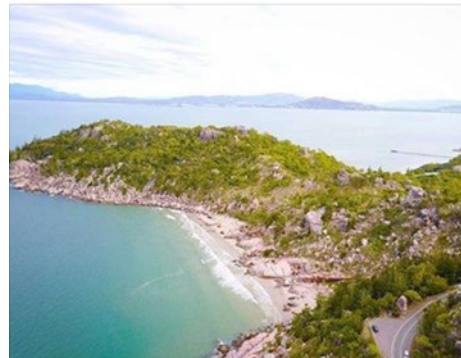
### Tangalooma Island Resort 26 May · 🌐

26 degrees and sunshine ☀️ for the next 4 days!! Time to get away to Tangalooma! @kristiefogarassy loving some island 🌴 time 🍹 Visit <http://www.tangalooma.com/> to book!



### Visit Townsville, Australia 29 May · 🌐

A magical Monday on Magnetic Island 🌴🍹 Thanks for sharing @alexmattei #townsvilleshines #thisisqueensland #seeaustralia



### REEF, ISLANDS, BEACHES Islands

How-to video on what to pack for a ‘4WD Island Adventure’, list article about luxury island escapes, *infographic* showing the islands of the Great Barrier Reef, expert tips from boat operators/guides/dive instructors, photo album or video showing how to island-hop through the Whitsundays, Instagram Stories, Facebook Live video, and photos which show the island experience in real-time.



# Our message to customers

## Themes and story starters



### Visit Townsville, Australia

3 June · 🌐

Rise and shine the weekend is here! Another postcard perfect morning from where you'd rather be.

📷 @maryholmes\_xo via IG

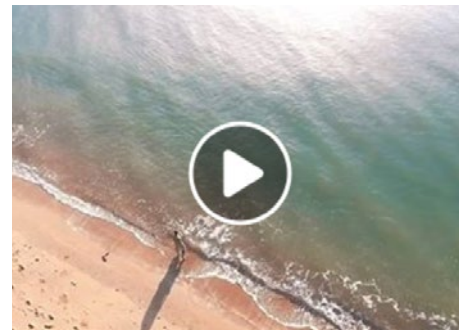


### Explore Tropical North Queensland

17 May · 🌐

Sunrise on Visit Palm Cove to warm you up this morning 🌞🌴  
Current temperature 21°C

🎥 Beautiful video by Julian In Paradise



## REEF, ISLANDS, BEACHES Beaches

Authentic photos which reflect the real beach experience, list article of best beaches near major towns and cities, time-lapse video of sunrise and sunset, how-to pack a beach picnic, list article of wildlife encounters near or on the beach.



### Visit Port Douglas & Daintree

24 May · 🌐

Do you dream of sailing into the sunset? 🌅 It's hard to imagine a better end to the day than enjoying a luxury twilight sail in #portdouglasdaintree.

Pic by Andrew Watson Photography | Explore Tropical North Queensland. Visit Queensland, Australia Australia.com



### Visit Whitsundays, Queensland, Australia

3 May · 🌐

Jessica Watson visited The Whitsundays. We had an awesome time with her and didn't want it to end. In a way, it didn't because she has written all about her experience. You can read about it here: <http://www.tourismwhitsundays.com.au/.../the-whitsun...>

📷 Jessica Watson (Official)

#lovewhitsundays #thisisqueensland #seeaustralia



## REEF, ISLANDS, BEACHES Sailing

Instagram Story of a day out sailing, specific details on different vessels, experiences and packages, FAQs answered via Live Instagram Stories or Facebook Live.



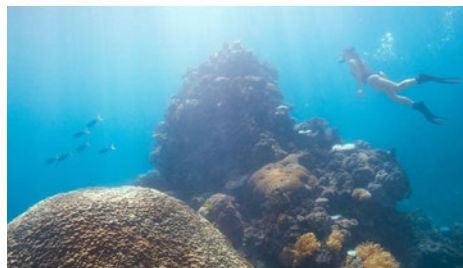
## Our message to customers

**Southern Great Barrier Reef** is at **Great Keppel Islands**.  
10 February · 🌐

Snorkel right off the beach at Great Keppel Island. Can you spot Nemo? 🐠: @rebeccasvrs on Instagram #VisitCapricorn #SouthernGreatBarrierReef #ThisIsQueensland #SeeAustralia



**tropicalnorthqueensland**  
Norman Reef · 🌐



Liked by **pipppy**, **life.with.three** and **1,468** others

**tropicalnorthqueensland** Hanging out on #NormanReef with @deepseadiversden 🌊 Who would you take on a liveaboard trip to the @gbrmarinepark? 🐠  
Photo by @travelsophie #exploreTNQ

### REEF, ISLANDS, BEACHES Snorkelling and diving

Specific details on different areas for different skill levels, information on different reefs, list article on best dive spots, questions answered by operators/diving instructors via Live Instagram Stories or Facebook Live.

**Visit Port Douglas & Daintree**  
26 May · 🌐

Introducing our next ambassador Jack Jenkins, a nature enthusiast and young wildlife warrior. Explore the rainforest and beaches of Jack's "backyard" and see why he loves living in #portdouglasdaintree.

Catseye Productions - Photography & Video Explore Tropical North Queensland Visit Queensland, Australia Australia.com



**Visit Mackay, Queensland, Australia**  
4 April · 🌐

The wallabies and kangaroos didn't have much beach to play on this morning due to the high tide, so Bridget decided to dip her toes in the water instead. It's great to see them returning to the beach after rough weather last week. 🌊 🦘 🦘

Stay at Cape Hillsborough Nature Resort for the full experience... beach front sites, plenty of room and space for the kids to play and explore. #meetmackayregion #thisisqueensland #seeaustralia



### NATURAL ENCOUNTERS Wildlife experiences

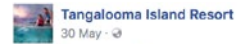
Specific information on where to see what wildlife and when, quality footage of animal encounters, photos which show the wildlife and surrounding landscape. Instagram videos and Facebook Live videos with guides and experts.





## Our message to customers

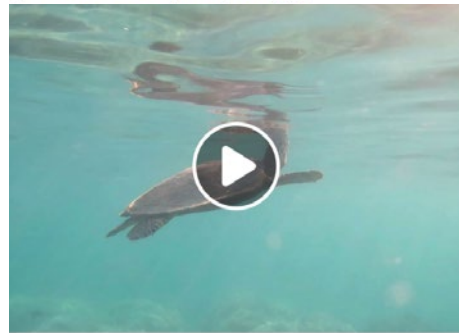
### Themes and story starters



Not long to go now! 🐋 Introducing Tangalooma Eco Ranger Tessa who will be giving her expert commentary while sailing through Moreton Bay on our Premier Whale 🐋 Watching Cruises this year! 🐋 Who wants to join her? 🐋 #whalewatching For more information and to book visit: <http://bit.ly/2qQgLMc>



Turtle Fact 🐢 Female marine turtles return to the same nesting grounds where they were born when it's time for them to lay their own eggs 🐢 Happy #WorldTurtleDay everyone 🐢  
📸 shot at Green Island by Islandjems Imagery



#### NATURAL ENCOUNTERS Marine life experiences

FAQs about marine life in Queensland, quality footage of marine life encounters, photos which show the marine life, for example turtles and whales, *and* the surrounding reef/bay/beach, specific information on encounters that are unique to Queensland, scientific facts about marine life. Instagram videos and Facebook Live videos with guides and experts.



Just a little bit of lush green Barron Gorge-ousness from above! 🌿🌿  
Have you seen the Barron Gorge from above before?  
Explore Tropical North Queensland | Australia.com



Incredible landscapes are the essence of Tropical North Queensland 🌿  
📸 Have you visited any of these iconic locations?  
Epic drone video by Aerial Pro / UAV Solutions | Visit Queensland, Australia | Australia.com



#### NATURAL ENCOUNTERS Natural landscapes

Best hikes near major cities and towns, top 10 swimming holes to visit over summer, highest peaks in Queensland, rainforest history and facts, aerial views.



## Our message to customers



travisbridle

Follow

travisbridle Not everyday you get to help in finding dinosaurs 🦕 #aaod #australianageofdinosaur #winton #outback #dinosaur #digadino #paleo #paleontology lisavandedonk My son thinks you have the best job in the world!! We'll have to come visit!!



155 likes

JUNE 1

Add a comment...



### ADVENTURE AND DISCOVERY Dinosaurs and fossicking

FAQs about dinosaur history in Australia, quality footage of fossicking and dinosaur experiences, photos which show the experience and surrounding landscape, Flashback Friday and Throwback Thursday themed content on Twitter and Instagram.



reddirttours

Follow

reddirttours Sunset (Tour) at the Australian Age of Dinosaurs this evening. A fabulous afternoon, fabulous sunset and fabulous company!

-----  
#reddirttours #experiencewinton #outbackqueensland #thisisqueensland #australianageofdinosaur #sunsetshots #sunset @australianageofdinosaur #sunsettour



65 likes

MAY 24

Add a comment...



### ADVENTURE AND DISCOVERY Journeys

Itineraries, road-trip tips, time-lapse video from point A to B, Instagram Stories showing the complete journey, live tweets from the road/tour or bus/train.



## Our message to customers

### Themes and story starters



#### Visit Townsville, Australia

28 May · 🌐

A kayak along our beloved Ross River is the perfect way to get your heart rate up while enjoying the beautiful Townsville surrounds. Thanks for sharing @ailanthus\_! #townsvilleshines #thisisqueensland #seeaustralia



#### Explore Tropical North Queensland

4 May · 🌐

Tell the boss you're off to catch some giant barra, grab your best mates and book yourself in for this ultimate blokes' weekend away in Cairns! 🐟👉



#### 4-day blokes' fishing and adventure weekend in Cairns

blog.queensland.com

### ADVENTURE AND DISCOVERY Adventure experiences

List articles or photo albums showing the best weekend adventures, best activities in each region, best adventures for families/couples/dare-devils/groups, first person video features using GoPro footage.



#### Wet'n'Wild Gold Coast

8 April · 🌐

Churro. Ice Cream. Churro. Pic shared by @naofdn. #wetnwildgc



#### Warner Bros. Movie World - Gold Coast, Australia

2 October at 11:00 am · 🌐

Who's ready to drop into the week? Pic shared by @jackhiltonphotography. #movieworldaus



### ADVENTURE AND DISCOVERY Theme parks

Best theme park experiences, family-friendly adventures, photos which show theme parks *and* the surrounding destination, aerial view of theme parks.



# Our message to customers

**Tjapukai Aboriginal Cultural Park - Cairns Day & Night Tours**  
1 June · 🌐

Australian Geographic has rated Tjapukai the best Aboriginal experience in Tropical North Queensland. Woo #townsvilleshines #thisisqueensland #seeaustralia

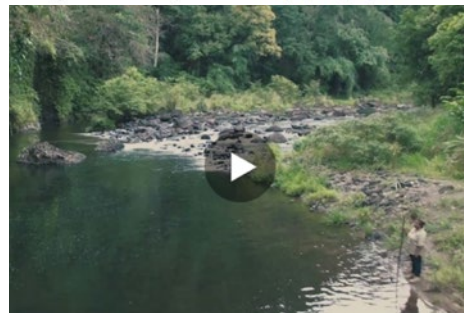


5 of the best Aboriginal experiences in Tropical North Queensland

[australiangeographic.com.au](http://australiangeographic.com.au)

**Visit Queensland, Australia**  
8 December 2016 · 🌐

🌞👣 Do you know a place where you can walk in the footsteps of Jabanbarra Jirrbal ancestors and unearth the spirit of Explore Tropical North Queensland? 🌿  
Let Ingan Tours take you there... <http://bit.ly/2g30ITr>



## LIFESTYLE, CULTURE AND PEOPLE Indigenous experiences

Instagram videos and Facebook Live videos with guides and experts, local video profiles, "did you know" and fact-based informative posts, infographics.

**DGC destinationgoldcoast**



3,026 likes

**destinationgoldcoast** Experience the Gold Coast like a local. When visiting Burleigh Heads, you'll be sure to see a number of locals gathered around a tiny fruit shop... [more](#)

**visitsunshinecoast**  
Maleny, Queensland >



**visitsunshinecoast** 🍷 Picnicking at #Maleny in the @hinterlandtourism with your own plush teepee, delicious treats from @vanillafood and cows grazing peacefully nearby - can you think of a more inviting set-up? The magic behind this creation is @getawaypantry, and they can cater to your tastes wherever in the #VisitSunshineCoast you desire to lay your blanket. Don't forget your 🍷, those goodies don't last long! Thanks for sharing your gorgeous moment with us! #thisisqueensland #restaurantaustralia #hinterlandtourism

## LIFESTYLE, CULTURE AND PEOPLE Food and beverage

Showcase new trends and dishes through blogs, photos, photos of food and drink in front of the destination background and short how-to videos, celebrate themed holidays: [www.nationaldaycalendar.com](http://www.nationaldaycalendar.com)

**Tip:** Consider #eataustralia to highlight your foodie content to Tourism Australia.





# Our message to customers

## Themes and story starters



### LIFESTYLE, CULTURE AND PEOPLE

#### City experiences

Best new eateries, best spots to catch sunsets, how to see street art, helpful walking itineraries, showcase upcoming events, Instagram Stories and blogs profiling particular streets and neighbourhoods.



### LIFESTYLE, CULTURE AND PEOPLE

#### Local characters

Facebook and Instagram Stories with select local businesses and characters, Facebook and Instagram posts about local characters.



## Our message to customers



Outback Queensland, Australia is 😊 feeling excited in 📍 Cloncurry, Queensland.

28 May · 🌐

We are so excited to be celebrating the 150th year of Cloncurry! 🐾

For those heading to **The Cloncurry Stockman's Challenge & Campdraft**, be sure to check out the top 5 things to do while you're visiting! See you there! 📌



Top 5 things to do in Cloncurry during the Curry Challenge! | #Eventures of Outback Queensland  
[currychallenge.com.au](http://currychallenge.com.au)

### LIFESTYLE, CULTURE AND PEOPLE

#### Outback and country lifestyle

Quality photos of historic pubs and buildings, antique store guides. Seasonal produce guides, "How to relax like a local" articles and tips, details on local community events and celebrations. Photos of farm stays (especially baby animal pics and videos), farmers markets.



# Our message to customers

## Creating content around the Five Stages of Travel

In 2013, Google redefined the pathway to purchase for tourism with five stages of travel from an online perspective. Looking at the descriptions below, think about how you could create and share content around these stages.





## Path to purchase

Great content has the ability to influence all stages of the purchase cycle. Understanding travel-related decisions can help you connect to your audience and add value to their travel experience.

For context, Google commissioned a study to better understand the role of the Internet in making travel related decisions. Called **The 2014 Traveller's Road to Decision**<sup>\*</sup>, the takeaways are:

**Digital is the primary source of travel inspiration:**

65% of leisure travellers are inspired by online sources, most notably through social/video sites and search.

**At the onset of planning, travellers increasingly turn to search first:** The most notable year-on-year increases in travellers starting with search were exhibited with car rentals and accommodations. Travellers use a variety of search terms throughout the research process.

**The research phase is a clear branding opportunity:**

A majority of leisure and business bookers consider multiple brands when researching (regardless of category).

**Mobile is critical at all stages and influences booking decisions:** Smartphones are used throughout the travel process, including for inspiration. Nearly half of those who use their smartphone for leisure travel inspiration ultimately book through another method/device. Only 23% of those who encounter a non-mobile-optimised site actually push through to complete their activity.

The below path to purchase model is a model that focuses on the consumer mindset. It speaks to how we can influence the consumer mindset with content to achieve the actions across the five stages of travel.



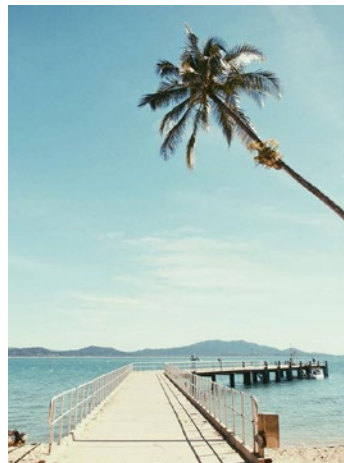
\* [https://storage.googleapis.com/think/docs/2014-travelers-road-to-decision\\_research\\_studies.pdf](https://storage.googleapis.com/think/docs/2014-travelers-road-to-decision_research_studies.pdf)

# Content best practices

In this section we look at how to create effective content, amplify it and make sure it is seen and shared by the right audience.

Regardless of the platform, it takes less than a second for someone to connect with your content or keep scrolling. With this in mind, we will start by looking at what makes a great photo. The following elements tend to result in higher than average levels of engagement.

## Elements of a great photo



tropicalnorthqueensland  
Dunk Island

Follow

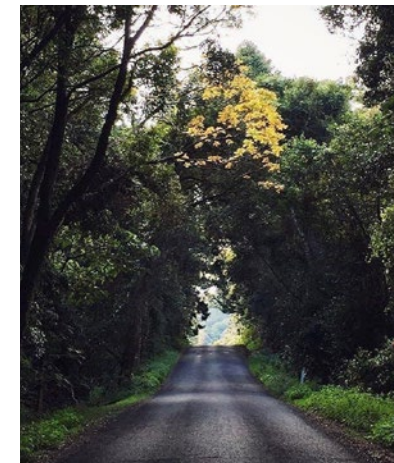
tropicalnorthqueensland The resort might not be open anymore, but the beach is! Days on #DunkIsland with @matymackay 🌴🌊  
#exploreTNQ

tropicalnorthqueensland #thisisqueensland #queensland #seesaustralia #australia #tropicalnorthqueensland #dunk #missionbeach #tropicalcoastqueensland #tropicalcoast #cassowarycoast

gypsiesamira 🌴🌊🌴  
mellamojanine @marcelmengerink92 vakantiebestemming?  
lottymack Paradise 🌴🌊  
succulent\_fusion 🌴🌊  
jinule @shimiq  
derek\_m\_ @komierd  
severinwernli Cool

2,335 likes

JUNE 16



sqcountry  
Bunya Mountains, Qld, ...

Follow

sqcountry Take a drive to The Bunyas this weekend.  
Image by @suesaphenie  
sqcountry #sqcountry #thisisqueensland #thebunyas #seesaustralia #countryroad

peterthornton91 Need to ride up to here one day. Its a good ride from Dalby @benturner\_23 @maunder1991 @andrewbassett

jllh78 @lyndall\_fletcher  
lyndall\_fletcher @jllh78 beautiful  
tlimaontour Yes please @sqcountry 🌴  
c\_o\_photo Love that drive 🌴🌴

233 likes

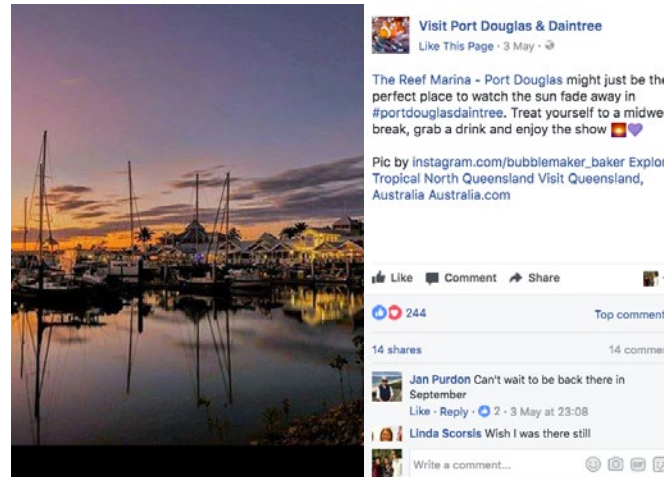
OCTOBER 7, 2016

Add a comment...

### Vanishing points

Vanishing points draw the viewer in and are aesthetically pleasing. Photo ideas include; endless coastlines, rivers flowing out of the picture and roads and paths leading into the distance.





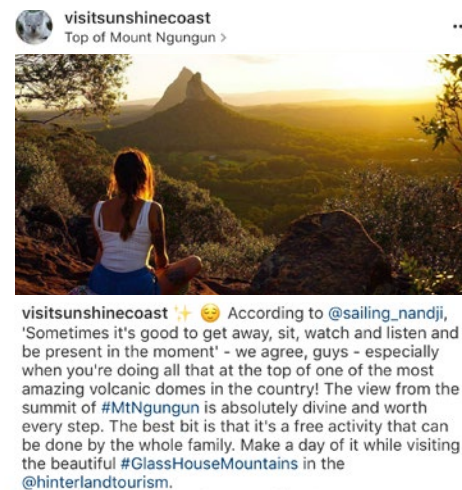
## Reflections

Reflections grab the attention of a person scrolling through their Facebook or Instagram feed. Think about running a photo competition on your channels and ask your community to submit their best reflection photos.



## Show people

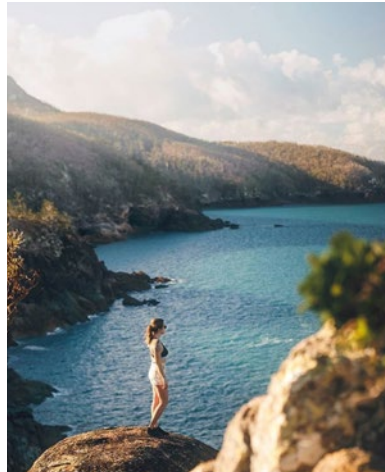
A great photo needs people actively engaged in an experience. By including people in your photos, consumers can picture themselves taking part in the same experience. Avoid empty venues or landscapes.



## Leads the eye

When people are used as models in photos, it is best for them to be looking at the destination. Viewers tend to look at where the subject in the photo is looking. If the person in the photo is looking at another human or directly at the camera, engagement will be lower than if the person is looking out towards a landscape or feature.

# Content best practices

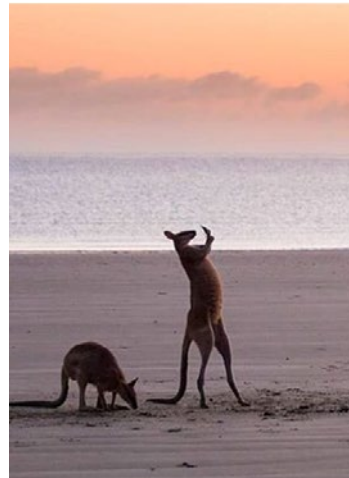


**queensland** Hamilton Island, Australia [Follow](#)

queensland 🌿🌞 Looking to uncover the beauty of @hamiltonisland's lesser-known wonders? Exploring #Hamiltonisland on is the perfect way to lose yourself in the island's natural beauty, discover secluded, sandy coves & climb to the top of the island for stunning views of the #WhitsundayIslands. Pictured here is #SouthEastHead. From the #PalmValley entrance - a stone's throw from the resort - you'll find dense bush gives way to exposed rocky features and sharp cliffs. Here you'll be greeted by an abundance of native grasses and stunning views of the Lindeman group of islands. #thisisqueensland by @caltensphoto #lovewhitsundays

[View all 21 comments](#)

blakkeee3 🙌🙌  
fitbackpacker @caltensphoto so beautiful 🙌  
emilvknatterenn @kivle a mitchell



**australia** [Follow](#)

australia "Look, no hands!" - There's always one who stands out from the crowd, right? This wallaby wasn't content to just hop along the beach at #CapeHillsborough looking for seed pods for breakfast; it seemed to want to put on a show for the camera instead. Wallabies and kangaroos on the beach are a common sight in this part of the @visitmackay region in @queensland, and the best time to spot them is early morning. The sunrise backdrop is a bonus! Photo: @hike\_and\_sea #meetmackayregion #mackay

**68,151 likes**

FEBRUARY 21

[Add a comment...](#) [...](#)

## Authenticity

People connect to photos that appear to be taken in the moment or show a realistic scene. Avoid over-staged and over-edited images and over-used scenes. Authenticity is always best.



**queensland** Mount Isa [Follow](#)

queensland There's road trips... and then there's kicking #vanlife goals in Mount Isa when you sleep beneath star-studded skies and wake up to the untamed wilderness that surrounds @outbackqueensland. #thisisqueensland by @hazelandherb #outbackqueensland

[Load more comments](#)

kirstieireland @aliceherbert  
gutter\_vac 🙌🙌  
evalea @evalea12

**7,219 likes**

JUNE 6

[Add a comment...](#) [...](#)



**sqcountry** Top Of The Pyramid, Gir... [Follow](#)

sqcountry \*\* That view... #amazing! If the climb up The Pyramid in Girraween National Park doesn't take your breathe away, the views certainly will! The walk is 3.6km return and takes about 2 hours (or longer if you soak in the view from the top). Don't forget to reward yourself when you are finished with a slice of apple pie from @outonsfarm or a treat from @jamworksgourmetfoods you won't regret it. credit @geoff.r.king

sqcountry #cldparks @qldparks @queensland #thisisqueensland @australia #seaaustralia #travel #weekendaway #hike #outside #outdoors #nature #exercise #winter #sqcountry #girraween #southerndowns #grnrbelt #stanthorpe

bfresh\_ Worth a look? @britt  
bfresh\_ Worth a look? @britt  
brittzzr\_ For sure 🙌 @bfresh\_

**246 likes**

JUNE 6

## Originality

Photos which show iconic scenes from a different perspective are well received. Think about ways to encourage the community to share varying views of the same landmark or location. These examples also include framing elements which are aesthetically pleasing.





## Patterns and repetition

Patterns are visually pleasing and grab the attention of a person scrolling through their Facebook or Instagram feed. Images that capture the interruption of a pattern also perform well. For example, a road cutting through a field or brightly coloured fish against blue coral.



## Content best practices



australia

Follow

Welcome to #BaliHai Island - and before you ask, yep, it's in Australia! Also known as Black Island, this glorious piece of paradise is one of the most popular snorkelling spots in the @whitsundaysqld due to its fringing coral reef, shallow waters and a vast array of resident marine life. If scuba diving's your thing, you're in luck; the diving here is excellent. Keep an eye out for green sea turtles, giant clams and exotic tropical fish. Photo: @\_markfitz #queensland #thisisqueensland #whitsundays #island #greatbarrierreef

Load more comments

fl\_leslie @henri.fritze

juli.107 @seifertius

Queensland's Content Framework



queensland  
Heron Island, Queenslan...

Follow

We'll never tire of dreamy days spent exploring the wonder that surrounds @heronisland - isn't she a beauty? While most recognisable for its vibrant fringing reef and myriad of marine life, Shark Bay, Heron Island serves up some seriously phenomenal sunrises too! #thisisqueensland by @\_markfitz #gladstoneregion

Load more comments

mermstagram Wow

wanderlusttheworldandi Beautiful colours 🌈

rebecca\_riley heron island is amazing

zeleekah My hometown #gladstoneregion 🌈

em.liylou Wow 😍


### One dominant colour


Photos with one dominant colour, vivid blues and greens or soft oranges and pinks, perform particularly well on social media.



## Elements of a great video

Online video consumption continues to rise with no sign of stopping. In fact, video is consumed more than any other medium\*. Understanding the elements of a great video can help ensure that you are investing time and resources into creating and sharing the most engaging and effective video content.


australia
...




**156,178 views**


**australia** Did you know that the waters surrounding @ladyelliotslandecoresort have an average visibility of 20+ metres all year round? Great news for keen snorkellers and divers! Encounters with green, hawksbill and loggerhead turtles, giant manta rays and an abundance of incredible marine life are a daily occurrence in the southernmost coral cay of the @gbrmarinepark in @queensland. Video: @\_markfitz #wildlife #turtle #thisisqueensland #travelgram #wildlifephotography #SouthernGreatBarrierReef

### Keep it short

The shorter the video, the more watches to completion it will receive. The ideal runtime for YouTube is under 90 seconds, for Facebook it is under 30 seconds and for Instagram between 15 to 30 seconds. For owned content, always review video retention statistics to see where your audience stops watching. This will help you adjust the length of your videos according to how your audience consumes them.


Visit Queensland, Australia
17 June · 🌐

👉💖 Besides stealing ❤️s... did you know that Macadamia here is one of the first brave joeys to venture out of his mum's pouch to say hello and explore the 🌐 that lies beyond?




👍❤️😱 8.4K 555 comments 1.5K shares 246K views

### Authentic and emotive

Compelling video triggers an emotional reaction. Content that is informative, funny, inspirational, joyful or heartfelt will be watched and shared much more than a video without a strong emotional pull. Sharing authentic stories and real moments is always best.

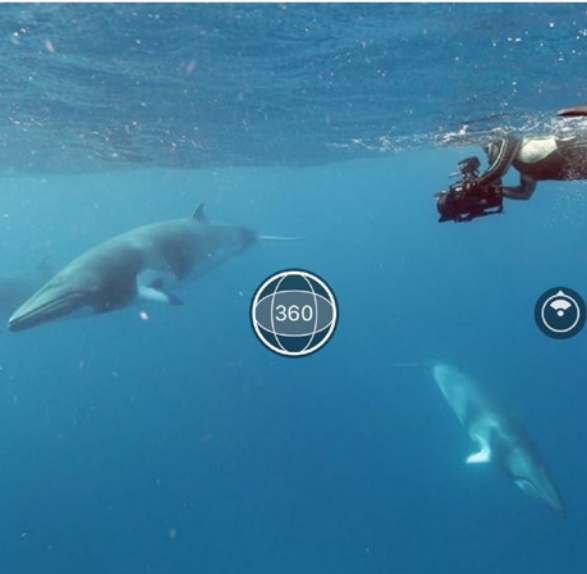
\* <http://www.kpcb.com/internet-trends>

# Content best practices

**Visit Queensland, Australia**  
10 July · 🌐



Have you ever wondered what it's like to swim with Minke Whales? Spoiler Alert: It's incredible.


by Dr. Dean Miller 📍 Ribbon Reefs, Great Barrier Reef Marine Park, Explore Tropical North Queensland



## Originality

Videos which show scenes from a different perspective are well received. Underwater and aerial footage in particular can help grab the attention of the audience in the important first few seconds of a video.

**queensland**   
Whitsundays



queensland ✨ Take the road less travelled and you never know what you may find... 🏖️ Venture to the @whitsundaysqld to plot your own sailing adventure and you'll be treated to pure white silica sand beaches, crystalline waters and lesser-known wonders dotted through the Whitsundays. Who else is ready to pack their 🧳 and set sail for paradise? 📍by @only\_the\_ocean\_and\_me #lovewhitsundays



Load more comments

thorstenvandijk @ingeborgkool Omg ja laten we dat doen!!! Alleen zijn we allebei niet rijk genoeg

victoria\_oliv Miss sailing this paradise with u guys @camillekwlsk

mark\_oliver87 I need to go here! Looks amazing!

tohave\_and\_totravel Incredible! 🤩🤩



**15,628 views**

JULY 7

## Compelling with or without sound

A great video should grab the attention of the audience with or without sound. Assume people are not listening for the sound. If there is talking, add subtitles.



## Queensland's key imagery principles

In addition to the elements of a great photo and video, take into consideration our key imagery principles. This will help ensure that we showcase our range of experiences in the best light.



### Real moments

Capture people interacting with each other and the environment in an authentic and candid way.

**Tip:** Avoid sharing images of people looking excessively joyful or looking directly at the camera.



### Genuine locals

Show that Queenslanders have unique local knowledge and to shoot them in a way that reflects their genuine personality.

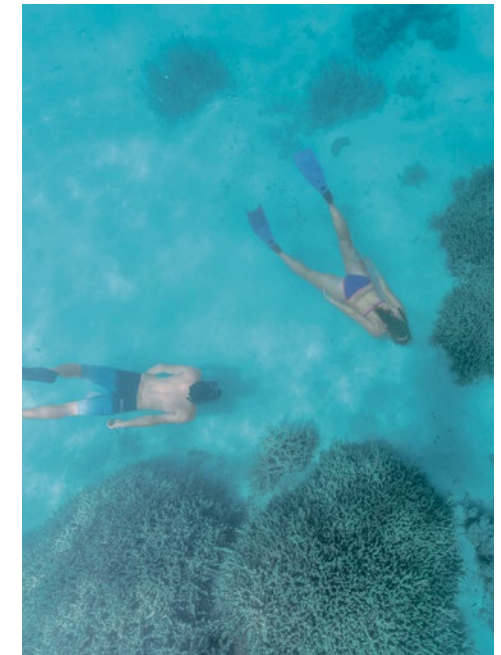
**Tip:** Avoid staged or posed images of local people.



### Unexpected places

Reframe people's view of Queensland by showing surprising places or an unexpected side to a familiar place.

**Tip:** Avoid clichéd images and look for new perspectives on heavily photographed places.



### Engaged travellers

Images should convey a sense of an experience.








**Tip:** Show travellers engaging with the place and avoid empty landscapes or close-ups of people with no context.

## Content types

**The message you want to share, the audience you want to reach and your resources are all factors that shape which type of content will work best for you.**



















There is no shortage of content types you can use to share your message. These include:

### Content Types

-  Photos
-  Videos
-  Live video/Instagram Stories
-  Blog posts
-  Newsletters
-  eBooks
-  Infographics

It is important to remember that not every piece of content is built for every platform. Here are the top content matches based on engagement per platform.

### Platform + content matches:

-  +  Facebook + Photos
-  +  Facebook + Uploaded Videos
-  +  Facebook + Live Videos
-  +  Facebook + Links
-  +  Instagram + Instagram Stories
-  +  Instagram + Video
-  +  Instagram + Photos
-  +  Twitter + Links
-  +  Twitter + Photos

### Tip:

Constantly review which content type performs best on each of your channels. Adjust how often you post that type of content based on these findings.






## The right content type for your message


When planning content, it is a good idea to think about what content type is best suited to your message. Do you have a lot of information to share? Swap images and copy for a short video. Is the message time sensitive? Consider Instagram Stories or Facebook Live over regular posts.

Here is one example of successfully matching content to the message:

**Explore Tropical North Queensland** ✓  
13 May · 🌐

Who's getting ready to escape to **Visit Port Douglas & Daintree?** 🌴 Here's some great ideas to add to the itinerary if it wasn't full already! 📅 ✓

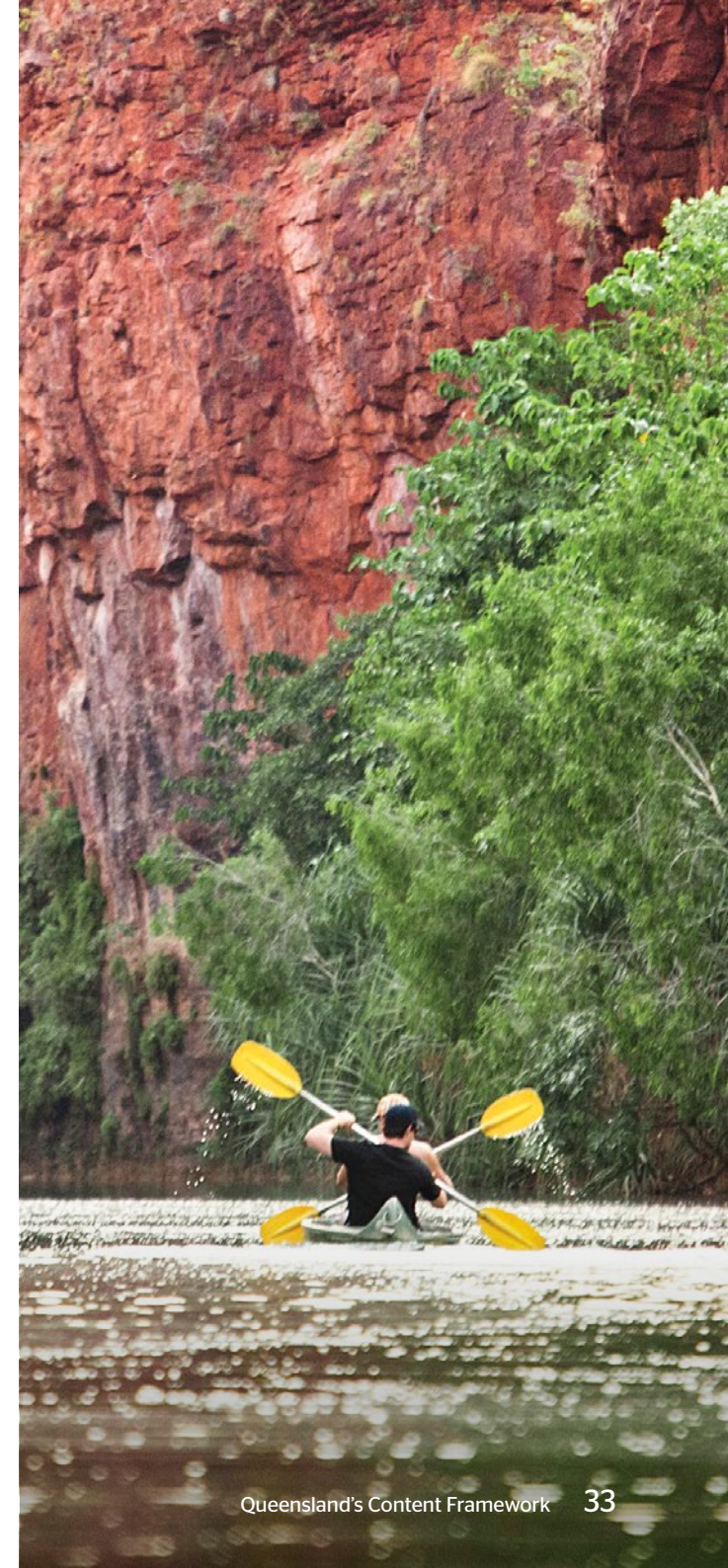
Video by PhilipVids



This is essentially a list article in video form, providing the audience tips on where to go during a visit to Port Douglas and the Daintree. Videos that help people plan for an upcoming or dream holiday tend to receive a higher than average number of shares.

Tip:

Know which type of content will provide your audience with the best value possible and maximise the features of the chosen channel.



## Creating and sharing content with limited resources

**When it comes to creating great content, it is important to make decisions based on the resources available to you.**

If you do not have the skills or budget for a high-quality production, do not set out to create one. The good news is that quality photos and video can be captured and produced on our mobile phones and digital devices.

### Remember the following tips to capture the best quality video and photos:

- ✓ When filming, hold the camera steady and do not zoom in and out.
- ✓ Time-lapse video is a great way to showcase weather events, sunrises and sunsets. Just lean the camera or phone against something stable and hit record.
- ✓ Unless it is a candid moment, always try to shoot in natural light. Golden Hour (typically sunset or sunrise) makes every colour look radiant.

New social functions and platforms pop up all the time and can be overwhelming. Before spending time trying out the latest tool, consider if your target audience will be using it. Starting a Snapchat account when your customers are mainly Empty Nesters is not an efficient use of time.

## Efficiency tips

**Regardless of team size and structure, finding the time to create and share quality content is a concern for many businesses and organisations. Keep the following efficiency tips in mind in order to maximise your efforts across various channels.**

### Create once, publish everywhere

Consider how the content you create can be repurposed and published on various channels. For example, content from an eBook can be used to create short blog posts, Facebook posts and tweets. Similarly, video should be produced in a way that makes it easy to slice and dice. Raw footage, with no soundtrack or graphics is easier to repurpose.

### Keep a narrow focus

You cannot be all things to all people. As mentioned earlier, always have an audience in mind when creating content and make sure it speaks to them. Remember that you are more likely to engage with a smaller segment than appeal to everyone. By understanding what questions and information your audience needs, you create content that *adds value*.

### Measure results

Set aside time to measure results. Looking at insights is the best way to determine the value of your content efforts. Stop producing content that performs poorly and focus time on content that performs well. Look at what content is getting a reaction and figure out how to get more of that.

### Test and learn

Do not be afraid to try new ideas. In the constantly changing digital landscape, trial and error is necessary to work out exactly what type of content is best for you at a certain period in time.

### Build your network

Developing relationships with people in your industry and community will save you time and energy in the long run. This includes partners, stakeholders, operators and influencers. Make time for proper introductions, engage on their channels and share any relevant content on your own channels. This will make it much easier when you ask for something in return.

### Encourage and share user-generated content

You do not always have to be the creator of content. Encourage content sharing in your online messaging, through your brand hashtag and provide clear signage in physical locations which shows travellers the best ways to share content with you. These steps will help you grow a bank of user-generated content which you can then share with permission from the original creator.



## Story starters

When planning what to publish, half the battle is knowing where to start. These five themes can be tapped into to help you create relevant and engaging content.

### Local stories

Local influencers with a particular passion are perfect to interview. Share their stories through photos, tips, quotes and short video features. This gives travellers an authentic view of your destination, product and experience.

### Visitor stories

Quotes and tips shared by fans can be re-purposed into photo captions or used in blog posts. Asking permission is best practice and helps create a positive association.

### Current content

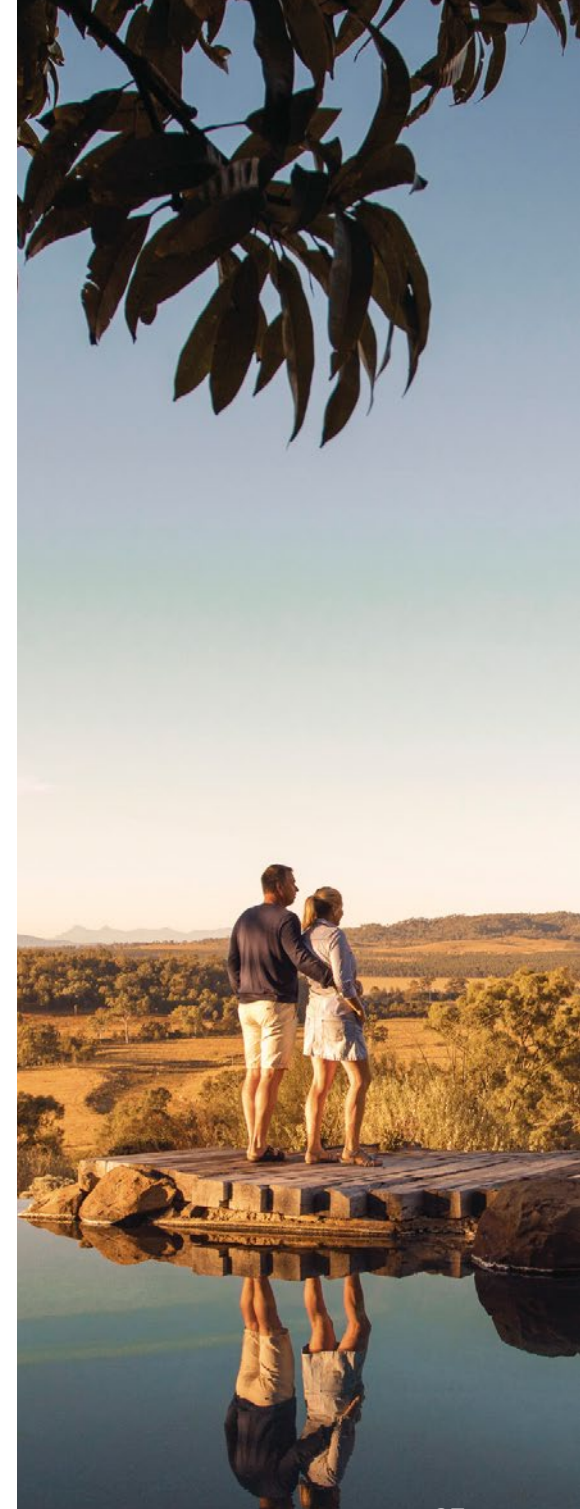
Show people what your part of the world looks like right now. This is more achievable than ever thanks to Facebook Live, Instagram Stories and Snapchat. Show people what they are missing by not being where you are.

### Trivia

Share facts to showcase the unique appeal or an unknown aspect to your product or destination. These could be historical facts or the size and scale of the natural environment.

### Seasonal content

Posts which mention the seasons and remarkable weather events are well received on social media. Post about the best snorkelling spots on warm weather days or cozy cabins and hot drinks on cold, rainy days.



## Social channel recommendations

Each social network is different regarding audience, optimal posting times, engagement and tone which makes it important to structure posts for maximum impact. When creating content for your channels it is important to keep these requirements in mind.

### Tip:

Continually review the performance of your posts through insights in order to determine best types of content, best times and what to post more or less of.



## Types of content to share on Facebook

### Image posts



Powerful images improve post visibility threefold. For consistency, ensure that photo captions follow the same format from post to post. This helps people better connect with your brand.

### Facebook Live



Facebook users spend three times longer watching live videos than traditional videos\*. Use this feature to make announcements, share special offers and events or simply show off your surroundings on a perfect day. Facebook Live is also a great platform to conduct interviews with relevant experts or influencers.



### Video posts



Facebook users watch 8 billion videos per day\*\* and video posts directly uploaded into the newsfeed generate higher reach and views than those shared from another platform.

#### Tip: what makes a video succeed:

- ✓ **Upload directly onto Facebook.** Use Facebook's native uploader, as opposed to sharing YouTube links. This boosts the reach of your posts and provides insightful analytics to total views, length of views and audience retention. Learn from these insights to constantly improve your video offerings.
- ✓ **Make it brief.** No matter how amazing your video is, most Facebook users will only watch 10-15 seconds of it. Videos that receive the most engagement and views are short, to the point and easy to consume. Check out the post details on each video you share to see the retention rate. Adjust accordingly depending on the average.
- ✓ **Make it visual.** 85% of videos on Facebook are watched without sound\*\*\*. Grab the attention of fans with a visually stunning video instead. Use video as an opportunity to show off your destination, not talk about it. If your video has voiceover, be sure to add subtitles so people can understand it with their sound off.
- ✓ **Maximise the mobile screen:** Vertical or square cut video works best on Facebook.

\* <https://newsroom.fb.com/news/2016/03/news-feed-fyi-taking-into-account-live-video-when-ranking-feed/>

\*\* <https://www.theverge.com/2015/11/4/9671708/facebook-videos-8-billion-views-per-day>

\*\*\* <https://digiday.com/media/silent-world-facebook-video/>



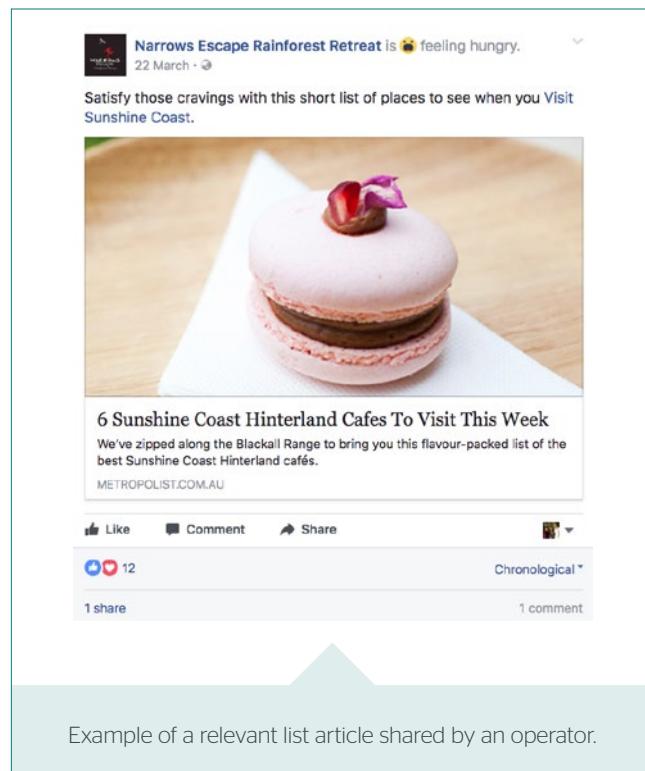
## Link posts



Posting links onto Facebook drives an above-average amount of organic reach and engagement. Facebook weighs a link click into its newsfeed algorithm and rewards high-traffic links by showing them to more users. Try a quick Google search to find relevant articles from online publications or share blogs from [blog.queensland.com](http://blog.queensland.com).

### Tip: what makes link content succeed

- ✓ **Post a short, appealing caption.** The link is the focus of a link post. Do not take attention away from it with a lengthy caption. The more intriguing the headline, the more likely a user is to click on it. Headlines which include numbers, such as "Top 5" or "6 Best", perform particularly well in the travel space.



Example of a relevant list article shared by an operator.

## Facebook content best practices



- ✓ **Make it valuable.** Always consider the value of what you are posting. Create content that resonates best with your Facebook audience.
- ✓ **Be consistent.** Try to post around a regular schedule so your followers know what to expect. The goal is to ensure your content is seen and engaged with.
- ✓ **Share stories and conversation pieces,** not sales pitches.
- ✓ **Be human.** Use a friendly, conversational tone.
- ✓ **Respond** as soon as you can and be helpful.
- ✓ **Share unique, diverse content** as you can choose exactly who sees it through targeting.
- ✓ **Share user-generated content** as it encourages fans to share their own stories.
- ✓ Unless you own the content, **always credit photos and videos.**

## Types of content to share on Instagram

### Image posts



Like Facebook, Instagram runs on an algorithm, so always consider the value of what you are posting. Create content that resonates best with your audience and adjust your efforts based on what has performed well in the past. The better your content, the more likely people are to follow you. Poor quality content, inconsistent content and content that is just not interesting provides no incentive for someone to follow you.

### Video posts



Post polished video content (like Facebook keep it short between 15-30 seconds) on your feed and use Instagram Stories for more rough and ready moments that are only available to view for a 24-hour period.

### Instagram Stories



Instagram Stories are the perfect avenue to show your personality and share time-sensitive information. Post behind-the-scenes content, make announcements, share special offers or events or show off your surroundings on a perfect day. The Live Video feature in Stories is also a great tool to conduct interviews and Q&As with staff, guides, experts and influencers.

## Instagram best practices



- ✓ **Post your very best content.** Sharing quality posts and having a curated, cohesive looking feed can be the difference between someone choosing to follow you or not. Stick to key themes and a visual style and do not post content which looks out of place.
- ✓ **Follow a consistent style.** You can plan out the look and feel of your Instagram feed using scheduling tools such as Later and Schedugram. It is also a good idea to format captions in a consistent way.
- ✓ **Make it valuable.** Always consider the value of what you are posting. Create content that resonates best with your Instagram audience.
- ✓ **Engage with others.** Like, comment, and follow other accounts that are posting photos and talking about similar experiences in order to grow your network. Sometimes a simple like or comment is enough to gain a follower.
- ✓ **Be consistent.** Try to post around a regular schedule so your followers know what to expect. The goal is to ensure your content is seen and engaged with. Test how your posts perform at different times of the day to work out your best times for posting.
- ✓ **Branding.** Choose an identifiable profile picture and provide a clear description in the bio with your business address, your hashtag and website link. If you are a business, switch to a business account as it will make it easier for customers to get in touch with you.
- ✓ **Use hashtags wisely.** Only use hashtags that are related to your product or destination. For a more impactful caption, save the majority of hashtags for the first comment.
- ✓ **Mentions and photo tags.** Posts that mention users in the caption average 37% higher engagement\*. You can also photo tag users for added visibility.
- ✓ **Tag your geo-location.** Operating from a physical location provides a great opportunity to engage with customers. Always include the geo-location of where your photo was taken and encourage users to tag their location too.
- ✓ **Maximise the mobile screen:** Instagram is only accessible for posting content via mobile, so make the most of the screen by posting vertical video and photos, especially for Instagram Stories.



Give people what they expect from you through consistent content and formats. Notice how @Queensland's captions follow a consistent format. Emoji first, followed by copy, finishing with photo credits and key hashtags.



## Types of content to share on Twitter

### Images and video.



Tweets with images receive 150% more retweets than tweets without images\*. Follow the same image guidelines as Facebook and post photos that are attention grabbing. Otherwise, your tweet will not stop a user from scrolling past.

## Twitter content best practices



- ☒ **Use hashtags,** search hashtags and keywords. Hashtags are an important aspect of Twitter communications. Instead of just including relevant hashtags in your messages, take the time to explore the conversation and interact with other users. Identify keywords associated with your business and tap into them through listening.
- ☒ **Keep Twitter content original.** Twitter is naturally different to Facebook and linking the two together (i.e. posting the same content on both channels by connecting them) does more harm than good. If you have content that you want to share across multiple platforms, create and write separate posts.
- ☒ **Post frequently.** Share one or two tweets per weekday (along with a couple of retweets and as many replies as needed). Get in the habit of scheduling a chunk of posts per month. This can be helpful in keeping up frequency when paired with live posts.
- ☒ **Think of your Twitter account as a visitor centre.** Frequently check mentions and respond to any sort of interaction. If someone retweets a post, take time to thank them. When followers see you interact with other users, it leaves a great impression.
- ☒ **Use Twitter in real-time.** Despite developments on other channels, Twitter is still the most relevant tool for real-time information and conversation. Spend extra time on the platform during major events especially sports.
- ☒ **Know your audience.** Leverage Twitter's audience insights to understand the demographic profile and passion points of your followers. Use insights to inform content themes and ideas.

\* <https://blog.bufferapp.com/the-power-of-twitters-new-expanded-images-and-how-to-make-the-most-of-it>



## Content best practices

### Listening on Instagram and Twitter

As mentioned earlier, finding and engaging with travellers on Instagram and Twitter shows good customer service and can lead to new followers and fans.

#### Recap on how to engage with travellers:

- ☒ Look for ways to help them during the five stages of travel.
- ☒ Ask if you can share photos and video.
- ☒ Look for "Surprise and Delight" opportunities.

#### The top listening tools are:

- ☒ Iconosquare
- ☒ Hootsuite
- ☒ Crowdriff



## Eight takeaways for great destination content

### 1 Make it valuable

Useful content like how-to guides, list articles and non-campaign specific video can be revisited again and again. While topical content serves a purpose, evergreen content is worth the effort to create as it is more likely to be shared over time.

**Examples:** Top 10 waterfalls near the Gold Coast, 6 essentials for an Outback Adventure, How to pack for the tropics, sunrise and sunset videos, aerial footage.

### 2 Make it easy to share

Put simply, content that is difficult to share will not be shared. This includes off-brand content, heavily branded content, low-quality content and uncommon formats.

### 3 Speak like a human

Emotive, overly descriptive or marketing copy tends to fall flat on social media. Look to add humour, ask questions and include “you” and “I” where possible. This will make it feel like you’re actually having a conversation with your audience.

### 4 Be clear about details

Always provide people with relevant information to help them plan their experiences and holidays. Make sure links take people to the correct pages and contain useful information and only post content that you know for certain was taken in an exact location. Provide context to help people understand the scale of your destination or Queensland as a state, explain where things are located and the distance required to travel from a to b.

### 5 Share other people’s stories

Sharing real stories from real people helps build engagement and trust in your brand. People want to feel reassured that people like them have been to your destination and had a great experience. User-generated content (UGC) can come from travellers, influencers and locals.

### 6 Be original

When taking photos or shooting video, look for new angles. Think about the stories that are unique to your business and location and how you can align them with Queensland’s Experience Framework.

### 7 Be consistent

People are not likely to come back to your channels if your content is vastly different from day-to-day/week-to-week. To achieve consistency, follow established branding and style guides and use similar filters on photos. Post captions per channel and you should also follow a consistent format and consistent posting schedule (e.g. one post per day on Facebook and two photos per day on Instagram).

### 8 Promote your content

While this may seem self-explanatory, it is a step that is often missed. Actively asking people to share your content can help it reach people well beyond your own networks. One tip is to create a list of influencers in your space and reach out to them with relevant content. Example message: “Hi @beachinfluencer, we know you write about family-friendly beach getaways and thought this may be relevant to you. Feel free to mention if it fits :)”. Also remember to include hashtags and handles to help capture people’s attention such as #thisisqueensland or @Queensland and #seeaustralia or @Australia.



# Creating a network of supporters

## Identifying and engaging members of your community

Identifying people who will like, share and even create content for you is one of the most effective ways to build awareness. You should approach people in your community in different ways. We have separated members into four distinct groups:

### 1 Industry

This group includes destination partners, businesses and operators, industry groups and industry media. Developing strong relationships with industry allows you to tap into a wider pool of content which supports your own efforts. We will touch on the best ways to share content with industry partners later in this section.

### 2 Travellers

This group is made up of people across the five stages of travel (Dreaming, Planning, Booking, Experiencing, Sharing). You can find travellers across the various stages on your own social channels and partner social channels. Hootsuite is also a great tool to help you listen into conversations from potential, current and past travellers. In terms of engaging this group, think about which content pieces might be helpful to them (website pages, booking info, maps, blog articles, videos, photos). You can also encourage travellers to share their own stories and content with you by using your hashtag.

### 3 Influencers

Put simply, this group of people can influence a normal traveller's decision making. Remember that influencers do not have to have huge follower numbers to have credibility amongst a target segment. It is much more important that they align with your brand and have engaged followers. In terms of working with this group, influencers create content about your destination or product and share it with their community. This is in exchange for exposure, experiences and/or a fee. Below, we have listed the benefits of working with micro-influencers, these are influencers who have between 1,000 and 100,000 followers and are considered experts in their respective fields.

### 4 Locals

The people that call your destination home are some of the best members to engage with. Locals know the hidden gems or best experiences within a destination and are often out exploring and sharing content – a great group to connect with.



## Benefits of collaborating with micro-influencers:

- ✓ Micro-influencers are able to generate higher engagement than top influencers.
- ✓ Micro-influencers are known for their ability to influence people's purchase decisions and opinions.
- ✓ Micro-influencers represent different niches, from hiking to family travel. This means that the content they create will be better aligned to your specific brand and experience.
- ✓ Micro influencers can reach niche audiences and talk to them in a way that macro-influencers cannot.
- ✓ Micro-influencers are more prevalent and less expensive and may even be locals.

## Tips for finding micro-influencers

### Find the right match

- Before you begin the search process, think about the type of influencer who will align to your experience, brand and marketing objectives. For example, this could be a blogger with a focus on camping holidays or an Instagrammer with a focus on hiking.

### Search process

- With a clear understanding of which type of influencer aligns to your business, start searching combinations of keywords in search engines and social networks. For example, "camping bloggers", "Australian outdoor and camping bloggers", "top 20 outdoor and camping Instagrammers".
- From here, you will start to connect with the right kinds of bloggers and Instagrammers. Start following the "trail" by looking at their own networks and people they follow. This will open up even more possibilities.
- Keep a living spreadsheet to track all conversations and leads.

### Get to know the influencer's audience

- Review audience demographics and read the comments. High-quality, detailed comments from fans are an indication of an engaged community. Also, look at how the influencer engages with their own followers. Do they take the time to craft personal, friendly responses? Do they provide useful information?

## Recommended support tools for finding influencers

- [pro.iconosquare.com/features/influencer](https://pro.iconosquare.com/features/influencer): Highly recommended paid tool. Search influencers based on followers, hashtags and words that appear in the Instagram Bio.
- BuzzSumo: A content discovery and influencer marketing platform. Searches the web for content based on search queries.

## The value of user-generated content

Content created and shared by influencers and travellers can be reused with permission to promote your destination or products and add authenticity to your story. In fact, effective user-generated content (UGC) has been shown to generate almost seven times higher engagement than brand content\*. There are two steps to sourcing UGC which we have listed below.

### 1 Encourage your community to share content

After identifying the members of your community, set aside time to reach out and encourage them to share relevant content with you. Ask your network of industry, travellers and influencers to post content to your social channels or share content using your official brand hashtag. For industry in particular, work out a system where you can easily share content with each other, this could be via email, a content management system or hosting service like Dropbox. As an example, Tourism Australia has set up a content submission page\*\* which allows stakeholders to access templates, guides and send content by email.

### 2 Find content to re-share

Through the process of outreach, you can find content from audiences you are not currently connected to. We suggest outreaching regularly as it helps to grow your community. To understand how it works, we have shared the following process for Instagram.

#### Outreach process for Instagram

1. Use the search bar on Instagram to input a relevant term. Check out the results under Places and Tags. Places will show you all of the content geo-tagged from a certain location while Tags gives you a list of relevant hashtags around your search term. Think of all the combinations that people might use beyond official hashtags. To tap into certain communities, think of certain keyword combinations. For example, #brisbanecoffee, brings up 67,155 posts while #brisbanetea brings up 263 posts. This is also a great way to gauge community interest in certain experiences and activities.
2. Keep a list of commonly used location tags and hashtags and check these regularly.
3. When searching on the mobile app, use the save function which appears as a flag at the bottom right of posts and organise content into collections.
4. Message people in a friendly tone, asking permission to share their content with credit. This is also a good way to gain engaged followers as you are personally introducing them to your account.
5. On the mobile app, keep checking saved posts for replies and permissions.
6. Once permission has been granted, ask users to send you a high-resolution copy of the photo/video or use a mobile or desktop application to save and download content:

#### Mobile applications

- InstaSaver
- QuickSave

#### Desktop applications

- Crowdriff: organise content into folders and save/download user content.
- Iconosquare: search using more than hashtag and save/download user content.

#### Tip:

As quick and easy as it seems, do not screenshot content and share it onto your channels. The high-resolution version reflects the effort taken by the original owner to post great content and will always receive more engagement.



\* <https://www.scribd.com/document/349976485/mary-meeker-s2017-internet-trends-report>

\*\* <http://www.australia.com/en/content-submissions.html>



## Additional tools for outreach and finding content

Use these tools to uncover the genuine stories being told about your product and destination.



### GOOGLE IMAGE SEARCH

Locate information published about your topic, in time frames you can customise. Want to see all the pictures posted in the last week that mention Townsville? Type 'Townsville' in the search field and click "search tools" followed by "time".



### REDDIT, IMGUR AND FLICKR

See what people are sharing and talking about in your area. Photos with the most comments will likely perform well on your own channels. Ask permission before sharing.



### HOOTSUITE: HOOTSUITE.COM

One of the best tools to monitor for updates, comments, and conversations. The platform can monitor Twitter and Instagram users, keywords and hashtags in real-time allowing you to identify customer service opportunities and curate content. Hootsuite can also capture tweets emanating from tourism hotspots. Follow these instructions on how to listen to tweets within 25km of a set area: [blog.hootsuite.com/hoottip-geo-located-search](https://blog.hootsuite.com/hoottip-geo-located-search)



### PICODASH: WWW.PICODASH.COM

Search for Instagram photos taken within a certain radius on a map. In the "search" feature, type in your desired location in the "search photos posted around any location on map" portion. You'll see photos that were uploaded within that radius.

# Creating a network of supporters

## Connecting with Queensland and Australia

In this section, we will look at how operators can align their social efforts to increase exposure on Queensland and Australia's social channels.

### Align content to Hero Experiences

You have a better chance of having content shared if it is aligned to a Hero Experience. This makes it easy for Tourism and Events Queensland to see how it fits within their overarching content plan.

### Provide specific clear information

Partners are more inclined to share content if the information they require about your product or service is specific and clear. Keep your captions simple and provide basic information people need to know across your social channels (who, what, where, when). Make sure all links go to the correct pages and are working.

### Include relevant hashtags and account tags

Always include #thisisqueensland and #seeaustralia to increase the chances of your content being seen and picked up by partners. By including these hashtags, you give that account permission to share your content. On Instagram and Twitter, you can also photo tag @Queensland and @Australia for extra visibility.

### Post high-quality video and photos

Partners will not share poor-quality content, no matter how great it is. Branded content is also less likely to be shared so make sure your content is free from graphics and logos.

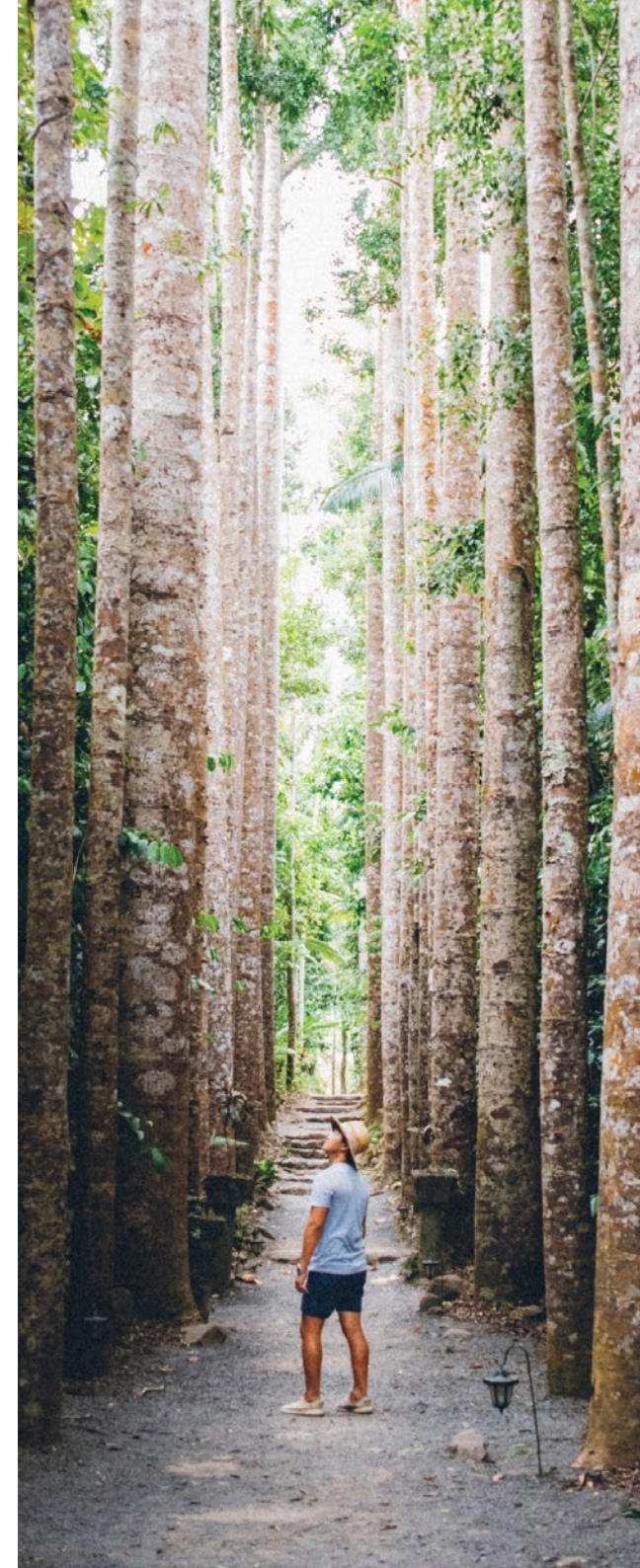
### Communicating with partners and industry

Becoming an active member of the travel industry is one of the most important steps. Keep partners and relevant organisations and media up-to-date with your latest news and product offerings. Create a fact sheet with short bullet points about your business and offerings and a folder of clearly-labelled, high-resolution images and video that people can use with credit.

### Become a Best of Queensland Experience

The Best of Queensland Experiences bring the Queensland story to life and wow our visitors with quality, engaging and memorable visitor experiences. These experiences are identified by an assessment process against criteria which corresponds with the expectations of today's guests and best practice industry standards.

The Best of Queensland Experiences will be prioritised in TEQ's promotional activity to drive increased visitation and expenditure to Queensland. Find out more by visiting [teq.queensland.com/bestofqldexperiences](http://teq.queensland.com/bestofqldexperiences)





# Conclusion

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Ready to create and share great content? Keep the following key points in mind as you go forward. We want to inspire travellers to visit Queensland.

This can be achieved by creating relevant content that your audiences will enjoy and share with their friends. By sharing authentic and quintessentially Queensland experiences, we can show the rest of the world why this is the best address on earth.







Queensland  
AUSTRALIA