

Instameets in Queensland

The wonderful world of Instagram allows us to promote Queensland's destinations to the platform's 300 million active users. Instameets are a great way to connect with local instagrammers and use their audiences to showcase your location and / or event.

If you're interested in hosting an Instameet (which is super easy to do!), here's a few steps to consider.

The Basics

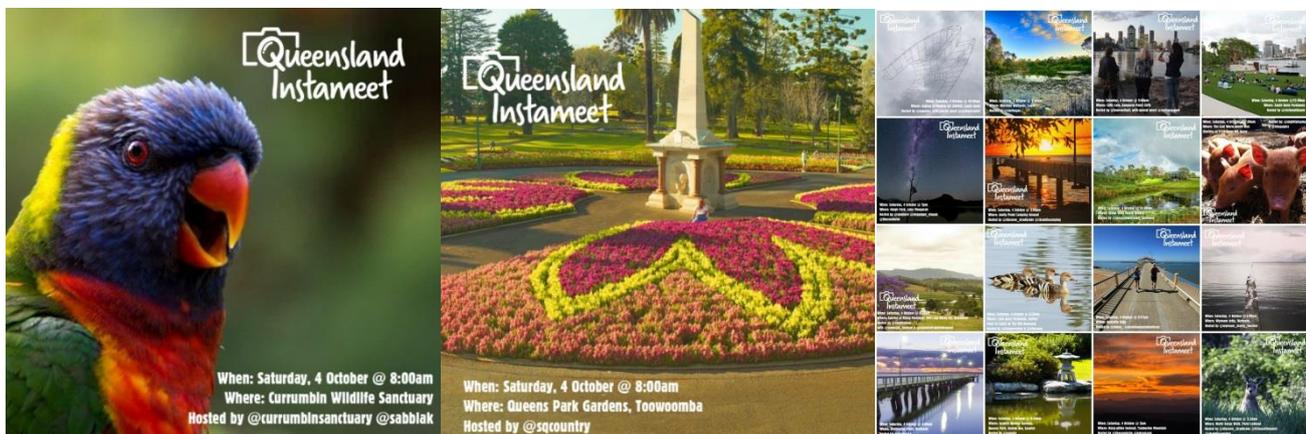
An Instameet is where people gather in a pre-determined place, at a set time, to take photos then upload them to Instagram. That's it really. You get to meet your favourite Instagrammers that you've been Insta-stalking forever and they are all super nice! We promise.

1) THE INVITE

As the Instagrammer who is hosting the Instameet you will need to send out an invitation on your Instagram account. The photo needs to include all the details of the event over the top of the image, letting people know when and where to meet for the Instameet, who is hosting (that's you) and if there is an Instameet hashtag (so you can see everyone's pics afterwards). This 'invite image' can then be used to promote the Instameet in other social posts i.e. Twitter and Facebook, on your website or email.

How do you create the invite images with overlaid text?

- Photoshop > 640 pixels x 640 pixels
- Canva > free online tool: <https://www.canva.com/>
- Phone apps like > Word Swag, Afterlight, Over & Little Moments



2) PROMOTE

So that you're not taking photos by yourself, it's important to promote the Instameet. Here's a few ideas to get you started:

- Post the invite image on Instagram. Tag local instagrammers in the post. You can also do a Direct Message in Instagram and message your local instagrammers as well.
- Ask your community for help! Encourage local instagrammers to share the image in their social channels as well.
- Talk to your local Instagram account (i.e. @igersbrisbane, @igersgoldcoast) and your [Regional Tourism Organisation](#) to see if they are able to promote your Instameet.
- Create a Meet-Up listing. This opens up the communication of your Instameet to wider photography groups. Create a Meet-up group here: www.meetup.com

- [@queensland](#) has a Meet-Up page where we list Instameet events to our keen Instagram Meet-Up community. If you'd like us to create an event on your behalf, please complete the Meet-Up Registration form details below and email to thisis@queensland.com. Please note, it may take 3 to 5 working days to upload the information to the meet-up site.
- Create a free event listing in the **Australian Tourism Data Warehouse (ATDW)**. If you're not currently in the ATDW, you'll need to [register](#). Then you can create your listing in [myATDW](#) (our online portal). You can create more free Instameet events using the ATDW to get your Instameet on to Queensland.com and your RTO website. If you have any probs, please speak with one of the friendly ATDW team: atdw@queensland.com
 - NB. If you'd like to appear on this page: <http://queensland.com/instameets> you just need to make sure you've used the word 'Instameet' in the title of your event and your description.
- Talk to your local newspaper, radio station about the Instameet. Do they have any keen Instagrammers that might like to join?
- Create a Facebook event.



3) THE INSTAMEET DAY

The day is finally here. As the host you need to make sure you arrive 20 – 30 minutes early so you can set up signs (so people know where to meet) and greet the early birds. Here's a rundown of how Instameets using run on the day:

- **INSTAGRAMMERS ASSEMBLE:** When you turn up to the Instameet, be on the look-out for a group of people standing around looking at their smartphones and carrying photography gear. These are your peeps.
- **MEET AND GREET AND WHAT'S YOUR HANDLE?** While you wait a few minutes to make sure the whole group has arrived, meet and talk trash with your fellow Instagrammers. This is the time to get any tips about apps, photography and anything else Instagram related.

INSTAMEET TIP: Introduce yourself by letting people know what your Instagram handle is (no one will know your actual name but may recognise your username).

- **THE WELCOME:** As the Instagrammer host, you will let the group know the plans for the next hour or so. It's also the hosts duty to let people know the hashtags for the Instameet and to answer any questions.

Instameets can work a few ways:

1. You all disperse to set up your position to catch the sunset, sunrise, or whatever is at the location worth photographing.
2. Or you do a photo walk from point A to point B and take photos along the way.

Either way, your host will let you know what the deal is and what hashtags to use.

- **RUN AWAY AND TAKE PHOTOS:** This is where everyone does their thing. If you need some Instagram photography tips, here are some we prepared earlier: [7 ways to take better photos with your iPhone](#) & [5 quick tips for capturing scenic travel photos](#).

INSTAMEET TIP: As the host, it is good to have a think about bringing along props or something fun for the group to photograph. It will mix up the Instagram feed and help you stand out!

- **REGROUP AND POST PHOTOS TO INSTAGRAM:** The regroup after the Instameet tends to be a bit anti-social with everyone on their phones uploading photos to Instagram. Don't fear the silence, once everyone gets a photo up they return to their chatty selves and often wander to the nearest bar or coffee shop.

INSTAMEET TIP: Encourage people to get a good-looking post up on Instagram using the right hashtag ASAP! As the host it would be good to feature a photo from the Instameet within a few hours with a credit to the person's account and thank the group for coming.

INSTAMEET TIP: After the Instameet keep the conversations going by checking the hashtag and liking and commenting on everyone's photos.

INSTAMEET TIP: Keep a list of the attendees handles so if you have another Instameet you can invite your previous group along. Encourage them to bring a friend the next time.

And that's pretty much it.



FAQ: What is an Instameet?

Please feel free to use the links below to help you answer this frequently asked question if it comes up. And it will!

- Blog post: <http://blog.queensland.com/2014/09/15/what-is-an-instameet/>
- Video: <https://www.youtube.com/watch?v=aC0dESsMquk>



FAQ: How to use Instagram 101

For all the tips and tricks on how to use Instagram, please feel free to share this presentation:

<http://www.slideshare.net/Sosarina/instagram-101-how-to-use-instagram-for-business>

Promotion forms and information

Meet-Up Instameet Event Form

To create a Meet-up group www.meetup.com you will need the following information handy:

- Name of Instameet:
- Start time:
- Rough end time:
- Exact street location:
- Instameet Invite Image:
- Description:
- Hashtag:
- Instagram account running the Instameet:

Australian Tourism Data Warehouse (ATDW) Listing

To list your Queensland Instameet event locations on www.queensland.com/instameet and other travel websites, please provide the following information. There is no cost to list events.

Product Details

Event Name Queensland Instameet at {meeting location}	Instameet at (location) at (time)		
Physical Address of the Event (meeting point of the Instameet)	Street:		Postal Address <input type="checkbox"/> Same as Physical Address
	Suburb:		
	City:		
	Postcode:		
Date of the event			
Time of the event			
Frequency of the event	<input checked="" type="checkbox"/> Once Only	<input type="checkbox"/> Daily	<input type="checkbox"/> Weekly
	<input type="checkbox"/> Fortnightly	<input type="checkbox"/> Monthly	<input type="checkbox"/> Quarterly
	<input type="checkbox"/> Biannual (twice yearly)	<input type="checkbox"/> Annual	<input type="checkbox"/> Biennial (every 2 years)
	<input type="checkbox"/> Other (please give details)		

Contact Information

Information to be displayed on website		Sales and Marketing Contact for correspondence from Tourism and Events Queensland	
Telephone		Name	
Facsimile		Position	
Tollfree		Telephone	
Email	thisis@queensland.com	Facsimile	
Website	http://queensland.com/instameet	Mobile	
		Email	

Description

A 50 to 150 word promotional description is required for your event listing in the ATDW. This should include an overview of what the consumer will enjoy about the event, who is likely to attend (e.g. the event attracts families with young children) and anything else quirky worth mentioning.

Please include specific details on the meeting location, the host on the day (that's you!) and tips about the best spots to take photos around the meet-up location. Please also leave the last paragraph as is below.

Be sure to include the **name of the event** in the description!

For example descriptions and tips on how to write descriptions for online environments, please visit www.tq.com.au/atdw, click on Helpful Information and view/download the "Writing for the Web" PDF document.

Type of Event

(Please choose all types that relate to your event.)

- Classes Lessons and or Workshop
- Exhibition and or Show
- Festival and or Celebration
- Market
- Performance
- Sporting Event

Event Facilities

(Please select facilities that are located in the public areas of your business and available to all consumers. Ticking at least one is mandatory).

- | | | |
|---|---|---|
| <input type="checkbox"/> Access With Assistance for the Disabled | <input checked="" type="checkbox"/> Car park | <input type="checkbox"/> Medical Facilities |
| <input type="checkbox"/> Access Without Assistance for the Disabled | <input type="checkbox"/> Child Activities | <input type="checkbox"/> Parking for the Disabled |
| <input type="checkbox"/> Airport | <input type="checkbox"/> Child Minding | <input type="checkbox"/> Public Telephone |
| <input type="checkbox"/> Alcohol | <input type="checkbox"/> Coach Parking | <input type="checkbox"/> Shaded Area |
| <input type="checkbox"/> Ambulance | <input type="checkbox"/> Courtesy transfer | <input checked="" type="checkbox"/> Sheltered Area |
| <input type="checkbox"/> Bar | <input type="checkbox"/> Entertainment | <input type="checkbox"/> Toilet facilities for the Disabled |
| <input type="checkbox"/> BBQ Facilities | <input type="checkbox"/> First aid equipment | <input type="checkbox"/> Wi-Fi Internet Access |
| | <input type="checkbox"/> Free Wi-Fi Internet Access | |
| | <input type="checkbox"/> Kiosk | |

Social Media Links

Please provide your social networking URL for your business. NOTE: Tourism business focused social networking accounts only.

Facebook:

Twitter:

YouTube Channel:

Google+:

Instagram:

Trip Advisor:

Blog:

Special Requirements

Children Are Welcome Yes No

Please provide details of specific facilities for children:

(E.g. if kids club is available, outline hours operation or indicate whether private baby sitting is available)

Disabled Facilities Are Available Yes No

Please provide details of disabled facilities:

Pets Are Allowed Yes No

Please provide details of any conditions:

Directions to get to the event

(Up to 100 words.)

Other general comments about the event

(Up to 100 words.)

Admission Costs

(Please select those that are applicable to your event.)

Admission is free of charge

Images

To list your event in ATDW you **must provide** one photo/image supplied in a digital format.

TIP: Show off the Queensland Instameet location and what people attending might be able to take photos of. Do you already have photos of the location you can use? Make them big! Use all 4 spots!

Multimedia Type	Requirement	Accepted File Types	Preferred	Maximum File Restrictions
Image	1 (max 4)	.jpg	Landscape or Portrait	2MB each
Logo	Optional	.jpg .gif	Landscape or Portrait	2MB

Image/s:

Image/File Name <i>(e.g. Festival Performance.jpg)</i>	Caption (maximum 100 characters including spaces) <i>(e.g.)</i>

Form Checklist

I have:

- Completed the registration form and **saved a copy** to email as an attachment
- Listed the image/s and captions in the table above
- Read and understand the terms and conditions outlined in the agreement on the following page
- The authorisation to legally commit the business to the ATDW Registration Agreement on the following page

Please return your completed form and digital image/s to Tourism Queensland:

Email: thisis@queensland.com