

SOCIAL MEDIA FOR EVENTS





ABOUT TILMA GROUP

Tilma Group is a tourism and events agency focused exclusively on regional and rural Australia.

Operating out of the Darling Downs region of Queensland, Tilma Group can provide you as a local tourism organisation, government area or event committee, with custom designed strategies, advice and tools to grow your regional tourism industry. With ten years of experience in events, tourism and marketing, team Tilma pride themselves on their understanding and awareness of the needs of regional destinations and events, working passionately to grow and develop sustainable events that will drive regional tourism prosperity.

TILMA EVENT SERVICES

From idea conception to post event evaluation, your event is in expert hands with Tilma Group. Tilma Group has organised events of every description, from smaller regional events to major national conferences, such as Felton Food Festival, Canowindra Balloon Challenge, Griffith La Festa, Junee Rhythm 'n' Rail Festival, National Rural Women's Conference, International Millinery Forum, Jackie Howe Festival of the Golden Shears, Taste Riverina and Coolamon NYE Street Party.

COMPREHENSIVE EVENT MANAGEMENT: Leave the hard work to us! Our experienced team has the skills to manage your event from initial concept through to evaluation.

EVENT CONCEPTION & DEVELOPMENT: Are you looking to build community pride and increased visitation for your town? Tilma Group can effectively work with you to develop a new flagship festival or event that allows you to achieve this.

MARKETING YOUR EVENT: The best marketing plans incorporate an integrated approach to all media. Our strategies will show you how to us both traditional and digital channels to raise awareness of your event and encourage strong participation.

SECURING SPONSORSHIP: Obtaining funds for your event requires finding opportunities for sponsors, developing packages and benefits, and successfully pitching the event to potential partners.

EVENT MANUAL FOR LOCAL COUNCILS: Local Government Areas are often overwhelmed with the number of requests for support from community groups and event coordinators. An event manual helps direct community groups and event coordinators within the shire, and can help reduce the requests for support.

EVENT STRATEGY: For an event to succeed it is important that it is backed with the necessary resources and the strategic direction. It also helps when a funding or award submission needs to be prepared. Tilma Group can prepare your event strategy and action plan.

EVENT MENTORING & TRAINING: Sustainability of events in regional and rural Australia is vital. Tilma work with event committees and Local Councils to support them in the development and implementation of systems, strategies and procedures that will make their event more sustainable and more efficient to manage. From mentoring programs to more intensive support, this service is tailored to the client.

“ *The Felton Food Festival is a unique one-day event which celebrates and showcases the agriculture of the Felton Valley, with a strong emphasis on education, local produce, farming and cooking. From humble beginnings in 2012 the festival grew quickly to attract over 8000 people in 2015, and our committee agreed we needed to engage Tilma Group to assist with event support, sponsorships and marketing.*

It was an excellent decision, as Linda and Tilma Group helped us grow the 2016 event by 50% to 12,000 attendees. Linda's event management plan, three-year strategic plan and marketing plan have helped take the Felton Food Festival to a whole new level. Linda is very approachable, has a wealth of knowledge and is always open for discussion. It's an absolute pleasure working with Tilma Group.

— Debbie House, Festival Coordinator, Felton Food Festival



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THINGS TO DO BEFORE YOU START USING SOCIAL MEDIA!

TILMA CHECKLIST:

TO DO	HOW & WHY?	COMPLETE
Understand why you are using social media, and love it!	Consider how social media fits into the events overall marketing plan and budget. It should be treated no different to TV advertising or distribution of printed programs – It is one of your marketing tactics.	
Understand the festivals key messages, major selling points and milestones	Before you start any marketing you should understand your key messages and the audience. It is recommended that you spend an hour at a committee meeting brainstorming this. Refer to the table on page 10 of the handbook.	
Review what stakeholders and partners are on social media and how they are using it	It is worthwhile spending some time doing an audit on Facebook and Instagram and following necessary stakeholders such as your regional tourism organisation, your council, performers, stallholders, sponsors, local businesses and other local events. The more you engage with these stakeholders, the more opportunity you have for them to engage back. Tip: schedule a weekly reminder to spend 1 hour engaging with stakeholders on social media.	
Ensure your event website is up to date	Your social media activity will be driving traffic to your website, so before you commence you need to ensure that the event website is up to date. Check with your web developer that it is mobile friendly!	
Set up a blog on your website	A blog is a great 'home' for loads of great articles and event content, and provides an opportunity to link social content back to your website. It is also good for Search Engine Optimisation. You become a publisher of your own content.	
Integrate an email marketing program into your website and start building your database	This should be your number 1 priority. If you can capture potential event attendees into a database, you have a fantastic marketing asset. You should have a sign up section on your website and your Facebook. The recommended platform is Mailchimp, as it is easy to use and free (refer to the resources section at the back of this handbook)	
Determine who will coordinate your social media	It is important that you have 1 person responsible for making sure this gets done. This may be your marketing committee member or an external paid position. There is opportunity for local events to share a resource, possibly a competent school student.	

CONTENT MARKETING

WHAT IS CONTENT?

- Content is anything your event creates and shares to tell its story.
- Create content that is designed to help your visitors, not sell to them. Educate first and sell second!
- Content comes in many forms:

WEBSITE

This is the hub of all of your marketing!

It is important that all content you share encourages visitors back to the website to take action, with an aim to create email subscriptions, sell tickets or RSVP for your event (or whatever your conversion objective may be).

Immediately post event you should remove old content from your website and add the save the date for next year to all pages.

You should then follow the suggested milestones and timings on page 10 to ensure you are regularly updating your website.

Some event sites that are doing it well, without big budgets:

Felton Food Festival www.feltonfoodfestival.org.au

Australian Camp Oven Festival www.acof.com.au

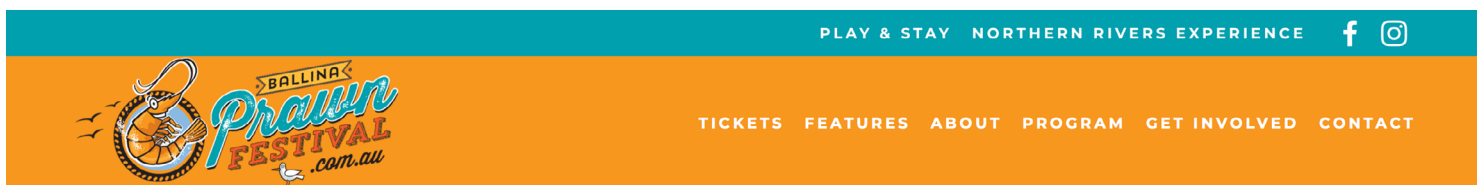
Gears & Beers www.gearsandbeers.org.au

Boggabri Drivers Camp Fire www.droverscampfire.com.au

BLOG POSTS

A great place to share regular updates, program highlights, itineraries & packages, guest/artist profiles, infographics, experienced based stories and awesome new content.

Blogs are great repositories for all content, and act as a perfect SEO tool for your website. Below is a screen shot of the Felton food Festival blog, which we encourage you to view for ideas and inspiration.



BLOG



2017 Photo Gallery

Check out all of the photos from this year's festival!!

[Read More →](#)

Nov 22, 2017



Festival Checklist

Its finally here, this weekend is the Ballina Prawn Festival! So get yourself ready for a day of fun and excitement as we celebrate the pride of Ballina, the Prawn!

So here's a final checklist to get you ready for this years Ballina Prawn Festival.

[Read More →](#)



Top 10 things to do at the Festival

There's a lot to do at Ballina Prawn Festival, so we've come up with this handy Top Ten to give you a rundown on what's happening at the festival.

[Read More →](#)

Nov 2, 2017



The Music of the Festival

Enjoy all these great acts at Ballina Prawn Festival. Live music will be playing all day, so lets go through who we have playing this year.

[Read More →](#)

Nov 1, 2017

EDM (ELECTRONIC DIRECT MARKETING)

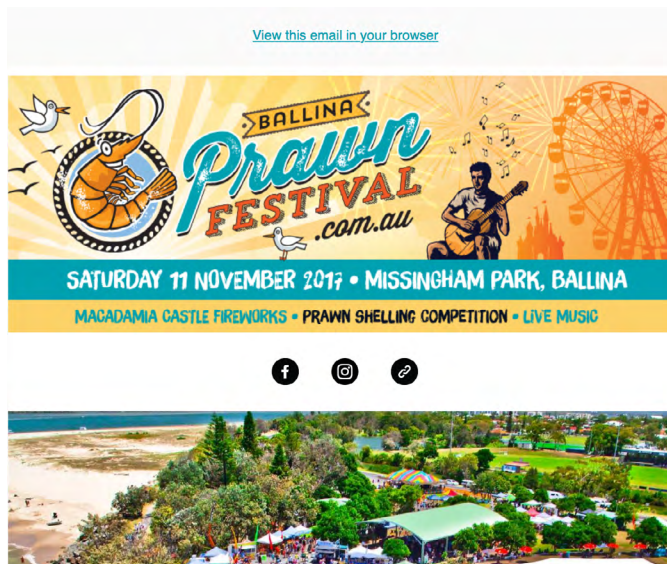
Do you have a database of previous event attendees or people who are interested in your event?

This is one of the most powerful tools in content marketing, but needs to be managed carefully. The right mix of content, and the right frequency with distribution.

How often you send a newsletter will depend on your audience and how much you have to say. Refer to the suggested milestones on page 10 for a gauge.

It is recommended that you keep an eye on the insights and monitor the un-subscriptions and open rate to better determine the ideal frequency.

Local events could work together to do cross promotion of each other's events via their databases. Work together to help grow each other's event! You should also consider partners such as Goondiwindi Regional Council and Southern Queensland Country Tourism, who also have newsletters.



DOES YOUR EVENT HAVE A MEMBERSHIP WITH VISIT BALLARAT? IF NOT, CONTACT THE TEAM TODAY ON 03 5337 4314

ITINERARIES & PACKAGES

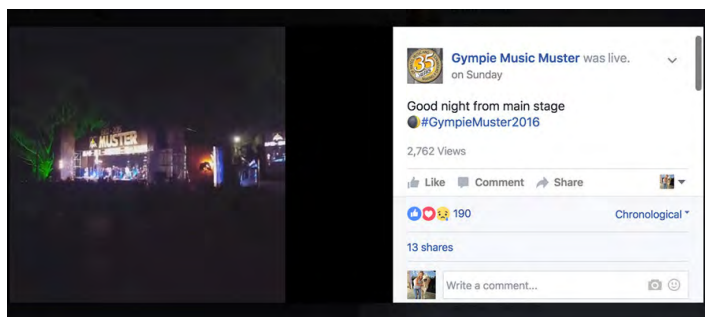
By bundling products and experiences into an itinerary, you can help plan the trip for visitors, and show them that there is a reason to visit when your event is on.

Consider your target market and the hero experiences your event offers, in order to develop itineraries that are suitable e.g. weekend in the country, foodie packages, health and fitness getaway.

Aim to have a repository of itineraries on your website.

This content strategy also assists in achieving the broader goal of increasing overnight visitors, and will help if you apply for event funding with Tourism and Events Queensland.

Check out Felton Food Festival to see how they have turned a 1 day festival into a weekend event, without expanding on their event: www.feltonfoodfestival.org.au/weekend-in-the-country.



VIDEO

For tourism businesses, destinations and events video is key! Let's try not to be so polished – if you can capture a small 30 second video on your event, a series of vox pops (short videos) from visitors or interviews with artists, you are doing great.

This less polished video, combined with quality video promoting your event works best.

You should also consider Facebook Live during your event, as a fun way to engage an audience.

[Check out this video from the recent Gympie Muster](#)

REVIEWS

Often the most compelling content can be created around a guest review of their recent experience. Consider reviews on Trip Advisor and Facebook, and do not be afraid to ask the guest if you can use their review as a case study in your content plan e.g. you could combine it with photos and turn it into a blog.

WHAT SHOULD WE POST AND HOW MUCH SHOULD WE POST?

Yes, social media is FREE, but it is also very competitive. Your posts do not automatically appear in the News Feeds of all of your fans. 'Why?', you ask. This is what Facebook advertising executive said about this.

"Around 1500 stories compete to appear in the average user's News Feed every day. To actually display that many stories would overwhelm even the most devoted user, so instead Facebook uses an algorithm to prioritise the top 300 posts, selecting them to match that person's interests and browsing habits. The organic priority of a post is influenced by a wide range of factors including historical interactions, general popularity and timeliness"

This means that you need to be strategic, savvy and relevant with your content or you are wasting your time.

ACTIVITY: BRAINSTORMING RELEVANT CONTENT FOR YOUR EVENT

Completing the following tables at a committee meeting will assist you in defining your key messages and the primary content for your social media marketing.

TOP 10 FREQUENTLY ASKED QUESTIONS	ANSWER	WHAT MEDIUM/CONTENT HELPS SHOW/ EXPLAIN/INFORM

BE CLEAR ABOUT YOUR EVENT OFFERING	DOT POINT ANSWERS	WHAT MEDIUM/CONTENT HELPS SHOW/ EXPLAIN/INFORM
WHAT IS OUR EVENT THEME/S?		
WHAT ACTIVITIES DOES OUR EVENT OFFER? [NOTE ALL OF THE KEY ELEMENTS OF YOUR EVENT]		
WHAT EXPERIENCES DOES OUR EVENT OFFER? E.G. FOOD AND WINE, HORSE RACING, ARTS, LIVE MUSIC, FITNESS		

Now you need to take this and use it to plan out when each bit of information should be communicated. Following is a guide on the key milestones in all annual event content marketing.

KEY MILESTONE	KEY MESSAGES	FREQUENCY
9 months lead time	Save the Date	1 social post per fortnight 1 Facebook advert 1 blog + 1 EDM (email newsletter) to save the date
Notes:		
7 months lead time	Celebrities/Guests/Highlights announced New program elements announced	1 social post per week 1 Facebook advert 1 blog + 1 EDM per month
Notes:		
4 months lead time	Announce stallholders and competitors Promote key program elements	2-3 social posts per week 1 Facebook advert 1 blog + 1 EDM per month
Notes:		
3 months lead time	Packages/Accommodation/Book Now Encourage stakeholders to share your social media content	3-4 social posts per week 1 Facebook advert 1 blog + 1 EDM per month
Notes:		
1 month lead time	Festival countdown	3-4 social posts per week 1 Facebook advert 1 blog per week 1 EDM per fortnight
Notes:		
1 week lead time	Preparing for the festival – weather, what to bring, maps/directions, program download, pre order merchandise	3-4 social posts per week 1 Facebook advert 1 final blog 1 final EDM
Notes:		
During festival	User generated content	Schedule program posts
Notes:		
Post event	Thank you Provide your feedback – link to survey and encourage FB reviews Photo gallery (tag away!) + testimonials Survey link for event and remove all old content from the website	1 social post per fortnight 1 blog + 1 EDM as a wrap up on the event
Notes:		



HOW DO WE CREATE CONTENT AT THE EVENT (AND ENCOURAGE OTHERS TO CREATE IT FOR US)?

When your event is on, you should allocate someone to the role of live social media, especially now with Facebook live videos!

This person should also be focused on encouraging visitors to share content about their experience at your event.

Some tips on how you can encourage visitors to generate content for you:

- Simple props do wonders for encouraging visitors to take photos and share on social media.
- Signage around the venue (especially on the back of toilet doors) asking visitors to share their event experience on social media, and noting your hashtag
- Photo competition with an incentive – This is a little more complex but very effective. Source a prize from a sponsor and promote to all visitors that any event photos shared using the official event hashtag will go into the draw to win xxxx. You will need some simple terms and conditions and you will want to cover the events ability to use the photos for marketing purposes.



FACEBOOK

FACEBOOK IS STILL SOCIAL MEDIA'S BIGGEST BEAST, ADDING 100 MILLION NEW USERS IN THE PAST YEAR AND INCREASING ADVERTISING REVENUE BY 64%.

FACEBOOK IN NUMBERS:

- 1.4 BILLION MONTHLY ACTIVE USERS
- 925M DAILY ACTIVE USERS
- 16.7 MILLION AUSTRALIAN AND KIWI USERS
- 4 BILLION VIDEO VIEWS DAILY
- 5 - 7 BILLION ITEMS SHARED DAILY
- 40 MILLION BUSINESSES ON PLATFORM
- 2 MILLION ADVERTISERS

FACEBOOK PAGE VS FACEBOOK PROFILE VS FACEBOOK EVENT

It's important that you understand the differences between these three Facebook tools in order to get the best value from your events social media strategy.

Facebook Profile = This is an individual's personal profile on Facebook. It is important that you do not set up your event as a profile!

Facebook Page = Facebook Pages enable public figures, businesses, organizations and other entities to create an authentic and public presence on Facebook. Unlike your profile,

Facebook Pages are visible to everyone on the internet by default. You, and every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them. All events should have a Facebook page set up, which is your primary presence on Facebook. You can add admin rights to committee member profiles.

Facebook Event = You should create an event/s from your Facebook page, noting that you can create more than one event if your festival has multiple ticketed aspects. They are able to reach thousands of people in a short amount of time.

The event also provides an "RSVP" list, which displays lists of invitees grouped by their response. Invitees are either placed in "attending," "not attending," "may be attending," or "hasn't responded" lists.

If an invitee RSVPs that they are "attending" the event, it appears in their news feed to notify their friends. When the date of the event approaches, it is displayed on the invitees' home pages to remind them. Every time you post in your Facebook Event Discussion all those who are interested in or going to your event receive a notification of your post.

BUILDING A SUCCESSFUL FACEBOOK PAGE

Your events Facebook Page is like your personal Facebook Page, but for your event. It's where you express the elements of your brand identity, including your logo, your description, and your contact details.

It is important that you understand the brand and image you want to portray for your Facebook page, as this will influence the language, tone and images used. It is critical that your Facebook page reflects your brand and should always be high quality and professional. Take the time to follow our tips below to set up your events page.

COMPLETE YOUR 'ABOUT INFO'

Pay particular attention to the Overview, Location and Short Description fields. Include a link to your event website in your Short Description. Be sure to use your full address and phone number exactly as it appears on your website.

FOCUS ON KEYWORDS

Keywords are the terms people are most likely to search when looking for your product or service e.g. horse racing events in Goondiwindi. To maximise search visibility your Facebook 'About' copy should be full of keywords relevant to your event, program and brand.

*Check out the Google keyword planner at www.googlekeywordplanner.com

SECURE A VANITY URL

Once your page is set up, you'll be able to choose a custom URL for it. Make it your actual event name if it is available e.g. www.facebook.com/hellofthewest. Choose carefully, as you're only allowed to change it once.

REMOVE UNNECESSARY DUPLICATE PAGES

If there are old pages or duplicates, you need to merge these with your new page, otherwise you will be competing with them. Page admins can merge pages, but be mindful that this is not reversible.

SHARE LINKS TO YOUR PAGE

Facebook has a load of plug ins. You need to ensure you have widgets and like/share buttons on your event website, blog, newsletter and other social channels. Tell everyone that you are on Facebook and encourage them to like your page. Ask the committee to share the page with their friends and networks on Facebook.

PROFILE PICTURE

This needs to be aligned with the brand and identifiable, as it will appear beside all of your posts and comments. It is recommended that you use your logo for this. See examples to the right.

BANNER PHOTO

Select a hero image that best represents your event and brand. You can change this as much as you like, so consider seasonal images or you may even update it based on the key milestones outlined on page 10. Spend the time to get this right and ensure it includes a hero image, event date and venue.

Short description example (Felton Food Festival)

April the 10th 2016 has gone down in history as the best Felton Food Festival ever. See you on March 25th 2017 for more food, fun and surprises. Further information available at www.feltonfoodfestival.org.au

Long description example (Toowoomba Carnival of Flowers)

Now in its 67th year, the Toowoomba Carnival of Flowers has been growing bigger, brighter and more colourful each year. It is the longest running floral event of its kind in Australia as the premiere celebration of flowers, food, wine, culture, entertainment and all things spring!

With a vibrant street parade, fascinating flowers, and floral displays, fabulous food, wondrous wine, awe-inspiring art, imaginative interactive workshops and exceptional entertainment, the Toowoomba Carnival of Flowers has something for everyone!

Join us between 16 and 25 September 2016 for what promises to be a wonderful line up of attractions:

- Gala Dinner (Thursday 15 September 2016)
- Ergon Energy Flower, Food & Wine Festival (Friday 16 to Sunday 18 September 2016)
- Heritage Bank Live Concert Series (Friday 16 to Sunday 18 September 2016)
- Grand Central Floral Parade (Saturday 17 September 2016)
- Sideshow Alley (Friday 16 to Sunday 18 September 2016)
- The Chronicle Garden Competition (Friday 16 to Sunday 25 September 2016)
- The Chronicle Exhibition Gardens (Friday 16 to Sunday 25 September 2016)
- Spring Polo (Saturday 24 September 2016)
- Kid's Day Out (Sunday 25 September 2016)
- Parkland Entertainment (Friday 16 to Sunday 25 September 2016)
- Twilight Garden Tours (Monday 19 to Friday 23 September 2016)

We look forward to seeing you at Carnival!

Profile Image Examples



Banner Image Example



PREVENT BAD LANGUAGE ON YOUR PAGE

Block certain words from appearing on your page. Go into settings/general/page moderation and type in the words you want to block. Alternatively, (or additionally) you can turn the profanity filter on to prevent offensive words and phrases from appearing on your page.

VIDEO

If you have a good promotional video for your event, you should load it to the video tab and make it the feature video on your page.

CALL TO ACTION BUTTON

This allows you to create a call to action button on your banner image (contact us, shop now, book now, sign up, etc). It is a simple 3 step process to set this up, and provides a good indication of conversion. Events can use this to sell tickets direct from Facebook using a plug-in such as Eventbrite.



SETTING UP A FACEBOOK EVENT

Once you have your event page set up and optimized you need to consider creating events on the page. You may have one main event and/or separate events for different ticketed events e.g. Gala dinner, main concert, farm tours.

Example:

SEP 4	Father's Day Brunch and Family Day at Jackie Howe Festival Sun 8 AM · 2 friends went	The Woolshed at Jondaryan Jondaryan
SEP 3	Woolshed Bash with Mick Lindsay - Jondaryan Woolshed Sat 7:30 PM · 2 friends went	The Woolshed at Jondaryan Jondaryan
SEP 3	Farm 2 Fibre Long Table Luncheon Sat 12 PM · 3 friends went	The Woolshed at Jondaryan Jondaryan
SEP 2	Runway to Runway Gala Dinner and Fashion Show Fri 6 PM · 2 friends went	The Woolshed at Jondaryan Jondaryan
SEP 2	Jackie Howe Festival Sep 2 - Sep 4 · 12 friends went	The Woolshed at Jondaryan Jondaryan

Events are great because they allow you to create RSVPs and post notifications to those people who are 'going' or 'interested'. The committee can also share with their networks and spread the word via social media.

The content posted on the events will be slightly different to the content posted on your event page, with a focus on more specific event content e.g. dietary needs, where to pick up tickets, reminders to bring chairs and no pets, etc.

TILMA FACEBOOK TIPS

- Ensure that content is always on brand and high quality
- Never focus on sell, sell, sell – this is not the place
- Build an audience by leveraging your community and committee: 'invite to like this page', share with council, ask performers and stallholders etc to promote it, share amongst relevant and local groups
- Work out what time of day your users are using social media (via insights), and publish your posts accordingly.
- Re-purpose content that has worked well for you in the past to increase visibility.
- Republish content from your blogs and newsletters – you do not have to create new content all the time (if it works re use it!)
- Publish posts that are slightly controversial – fans love to express their views and this will keep your content on top of users' social media feeds.
- Develop a content calendar in order to save time and ensure your content is relevant and on brand (refer to the sample at the back of this handbook)
- Consider a simple Facebook contest to grow awareness of your event via social media.



ORGANIC POST SUGGESTIONS

- Messages around significant dates such as Anzac Day, Mother's Day, event birthday
- Volunteers' Birthdays
- Other local events (shout outs/cross promotion)
- Share news items related to your brand/event theme.
- Photos/videos related to your event theme and brand
- Images of your event/site/committee
- Committee meetings and behind the scenes (remember, this is a SOCIAL platform)
- Share content from stakeholders such as Visit Ballarat, Council, sponsors, stallholders, local businesses, etc.

IN ADDITION TO ORGANIC CONTENT YOU SHOULD BE BUDGETING FOR PAID CONTENT ON FACEBOOK. THIS IS WHERE YOU CAN WORK ON SELLING TICKETS DIRECT TO YOUR TARGET AUDIENCES. THIS IS NOT JUST ABOUT 'BOOSTING' POSTS, IT IS ABOUT BEING STRATEGIC WITH ADVERTS THAT ARE SPECIFIC AND TARGETED AND DRIVING LEADS TO THE WEBSITE.

TIPS ON FACEBOOK ADVERTISING:

- Consider a Facebook ad at each of the key milestones mentioned on page 10, focusing on ticket sales as conversion.
- An integrated and targeted approach to marketing requires a well thought out marketing budget. It is suggested that you allow a minimum of \$300 for Facebook advertising.
- You may want to promote pre orders of event merchandise via Facebook ads.
- Ensure paid posts are directing traffic to your website for conversion – have a sound call to action e.g. ticket sales or email subscribers.
- Review your Facebook Insights regularly to see when your audience is online and active and schedule ads accordingly
- Set up custom audiences so that you are reaching people with similar interests and more potential to convert
- Professional and high quality images and content will always get better results
- Do not be afraid to get professional assistance in preparing some foundation ads for each milestone
- Always test and review so that you are only paying for what is working

INSTAGRAM

Instagram is top-of-mind for any social marketer, and with 400 million monthly active users and 80 million photos posted daily, it's no surprise that the network has been focused on adding more value for the brands using the network. It is a great platform for events, as it is a visual medium and encourages user generated content. Following are some tips on how to successfully set up your events Instagram page.

INSTAGRAM BIO & CALL TO ACTION LINK

With a 160-character limit this is not an easy thing to write, especially when you need to grab attention. It is best to write this in a note on your phone so that you can format it, and then copy and paste into Instagram. You should include the event date, a summary of key activities and the official hashtag e.g. this is from the Felton Food Festival page...



Your Instagram bio is the only place that you can place a clickable link. Add your events website link to your Instagram bio to drive traffic to that page (preferably to online ticket sales page). While you can insert a link into an Instagram caption on a photo or video, these will only appear as plain text. Your Instagram bio is key for driving traffic from social media to your ONLINE ticket store.

LINKING FACEBOOK AND INSTAGRAM

To link your Instagram account to a Facebook Page, you'll need to be an admin of that Page. Once your Instagram account is linked to your Page, you'll have the option to share to Facebook each time you share a photo or video on Instagram. We do not suggest that you only use this option to post on Instagram as it is not as effective as live posting, however it is handy for some content (perhaps 1 post per week maximum).

From Instagram:

Android

1. Go to your Profile and tap
2. Tap **Linked Accounts** and tap **Facebook**
3. Tap to choose a Page that you manage

iPhone

1. Go to your Profile and tap
2. Tap **Linked Accounts** and tap **Facebook**
3. Tap Share to and choose a Page that you manage

Windows Phone

1. Go to your Profile and tap
2. Swipe right to preferences and tap **Share Settings**
3. Tap **Facebook**
4. Tap **Share to** and choose a Page that you manage

INSTAGRAM BUSINESS TOOLS

You can now access insights from Instagram, to learn about your audience. In order to set this up you will need to link your Instagram account with your events Facebook page. By doing this you can also add your address and a call to action button to your Instagram profile. To switch the Instagram profile to business you need to go to settings and click 'Switch to Business profile' and follow the steps.

OFFICIAL EVENT HASHTAG

In order to be a curator of content you need to have an official event hashtag and promote it via all marketing and communications. One of the hardest things can be selecting the hashtag! A few things to consider when selecting your official hashtag:

- It needs to be unique
- It needs to be self-explanatory
- Keep it reasonably short
- Consider how you can adapt it each year

MY EVENT HASHTAG IS >>

Once you have your hashtag encourage everyone to use it, as this will allow you to collate content post event. You may also like to consider initiatives such as props, signage and an incentivised photo competition to encourage people to use the hashtag and generate content for you.

You should also use other people's hashtags so that your content gets picked up and spread further e.g. **#visitvictoria #ballarat**



TILMA INSTAGRAM TIPS

- When should I use this: ramp it up 3 months prior, but try to keep it ticking over all year
- Photos + Video are key to Instagram – it is a visual platform. Create an Instagram folder on your computer with 20 of your favourite photos from the last event + any video you have. This can then be scheduled so that you have fun and relevant images going up regularly about your event.
- Instagram is about high quality, relevant imagery. Content should be eye-grabbing: include vibrant colours, good lighting, and lots of background space.
- Most Instagram users are accessing the platform on the small screen of their mobile device - keep this in mind while creating content.
- Engage with your followers to build long-lasting relationships with them. Allocate time to "Comment" and "Like" posts, reach out to brand influencers, and monitor the conversation around your brand.
- Timing and consistency are everything - posts only have 1-2 hour life span...post at 7am, 5.30pm and 9pm when your market is most likely to be on Instagram.
- You cannot use links in Instagram posts, however you can use the description or location section to do this (sneaky). For example, 'see link in bio for more information or to see more images in the gallery'.
- Interact with your fans! If people are tagging you into images and using your hashtag, the power of simply liking or commenting on their image will make them a fan for life. They are much more likely to continue hash tagging their images and tagging their friends in your photos.
- Make sure you have permission to use images - this is where a hashtag works well - in your bio include a note stating that by tagging #XYZ you are giving us permission to use your image.
- Instagram announced in March that the network would be moving from a chronological feed to an algorithm that will surface the content that Instagram believes a person cares about most.
- Don't be afraid to shout your Instagram account's existence from the rooftops on your other social channels. The most likely pool of people to be potential Instagram followers? Those who are already Twitter followers, Facebook followers, etc.
- Run a contest in which your followers have to "double tap" your photo/video and tag a friend to enter the contest

COLLABORATE, PARTNER, AMPLIFY

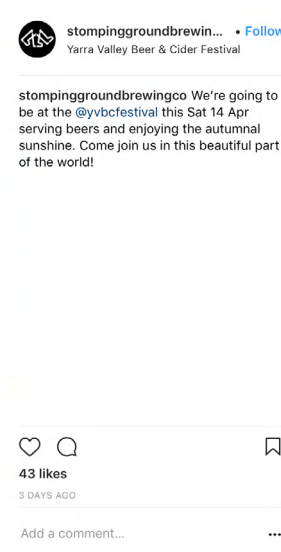
Building relationships in the digital and social sphere can be powerful. Understand who is talking to the same audience as you and build a relationship that allows you to collaborate and partner in order to amplify each other's content.

COLLABORATE = WORK TOGETHER TO DELIVER ON A DIGITAL CAMPAIGN THAT ALLOWS YOU TO REACH YOUR COMBINED AUDIENCE
E.G. A GROUP OF LOCAL EVENTS COULD WORK TOGETHER TO CREATE AN EVENT'S CAMPAIGN OR SOCIAL MEDIA PROMOTION.

PARTNER = DEVELOP A PARTNERSHIP THAT INVOLVES SUPPORTING EACH OTHER'S ACTIVITY AND PROMOTION

AMPLIFY = SHARING EACH OTHER'S CONTENT WITH YOUR OWN AUDIENCE IN ORDER TO EXTEND THE REACH

For example, Events in a region should cross promote and amplify each other's social media content – this can be very powerful.



Six months prior to your event create a digital promotion pack for all stakeholders so that they can assist in promoting your event (make it easy for them). This will include a couple of Instagram squares, 4-5 high resolution images of your event and some pre written posts. Send it to them and ask them to assist in promoting your event. For stallholders you can even create a graphic with your event details that says 'I'm a proud stallholder at the 2016 XXX'. You should then remind them again 3 months prior to your event. See examples above.

LEVERAGING INFLUENCERS TO BUILD AN AUDIENCE

WHAT IS AN INFLUENCER?

An individual who is influential on social media. They are influential because they have audience and advocacy. Some example influencers used by tourism and event brands include bloggers such as YTravel or instagrammers such as Gary Norris and Rikerama.

Example: www.littlegreybox.net/2016/04/11/my-trip-to-the-felton-food-festival/

HOW DO YOU DETERMINE WHICH INFLUENCERS TO TARGET?

Look at where your target market is hanging out when they are not at your site. If an Instagram user is driving significant engagement around your hashtag, he or she has many followers and will likely be worth contacting for an influencer partnership. Other things to consider in determining your primary influencers include:

- Is the content the influencers are sharing relevant to your event e.g. food, shearing, horse racing?
- How many people can you potentially reach through the influencer's follower base that would bring value to your business?
- Is the influencer engaging with a valuable audience through relevant content?
- Does the Influencer have a website or blog that ranks high in the SERPs (search engine results page)? This indicates that their blog has been assessed by Google, and deemed influential enough to receive lots of traffic. Do a simple search for Travel Blogs!
- How does the influencer rank in social influence? You can go into their individual social pages and do some homework, but another good tool is www.klout.com, which uses social media metric to rank users. The higher the klout score the more influential you are.

WORKING WITH INFLUENCERS

Now that you have identified the social media influencers you want to engage with, it's time to connect and start a conversation. When you start connecting with influencers, provide value up-front and give them what they want—engagement!

Interact with the influencers by joining in their twitter chat, commenting on their blog and joining in their instameet.

TOURISM'S BIGGEST INFLUENCER = TOURISM AUSTRALIA #SEEAUSTRALIA @AUSTRALIA

Tips on how to have your content shared by Tourism Australia:

- Images must be high quality
- They like user generated content
- They are targeting international audiences, so keep this in mind when suggesting relevant content for sharing
- Animals, beaches and gorgeous landscapes – you cannot go wrong!
- Use #seeaustralia and/or @Australia
- Give additional information in your captions - where the photo was taken, credit photographer and brief note why people should visit

SOME SOCIAL MEDIA INFLUENCERS TILMA RECOMMENDS

www.littlegreybox.net
(Travel)

www.instagram.com/rikerama
(Travel)

www.instagram.com/garry_norris
(Food and travel)

www.thesugarhit.com
(Food)

www.ytravelblog.com
(Family travel)

www.instagram.com/jewelszee
(Travel)

THE AUSTRALIAN TOURISM DATA WAREHOUSE – ARE YOU LISTED?!



The Australian Tourism Data Warehouse (ATDW) is a central content and distribution platform for the Australian tourism industry. The database is made up of over 35,000 tourism product listings, which are available for publication across ATDW's multi-channel distribution network.

By listing a product once in the ATDW database, Tourism Operators benefit from being listed on their State or Territory Tourism Organisation's (STO) consumer website and through ATDW's extensive distribution network.

ATDW's distribution network is made up of a vast and growing number of digital channels who publish ATDW's content database, including:

- Tourism Australia www.australia.com
- Places We Go travel website www.placeswego.com
- TEQ's consumer site www.queensland.com
- About Australia www.about-australia.com
- Inclusion in the Queensland Holidays iPhone Application (downloaded more than 150,000 times!)
- Queensland's regional tourism organisation sites and many more

HOW DO I GET LISTED?

To list a tourism product in ATDW or update an existing listing, Tourism Operators must go through their State or Territory Tourism Organisation (STO).

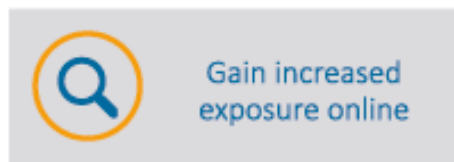
Each STO has a dedicated ATDW team, who are also responsible for collecting ATDW listings, quality assuring, managing and contributing this content to the national ATDW database.

Visit Victoria

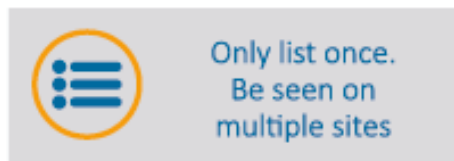
corporate.visitvictoria.com/resources/marketing-opportunities/about-atdw

Some Local Government Areas will have all ATDW content for their area coordinated by the Visitor Information Centre or Local Tourism Association. Always check with these local contacts prior to going to your STO.

For full details on how ATDW works, and how to get listed visit www.atdw.com.au



Gain increased exposure online



Only list once. Be seen on multiple sites



Access business intelligence & insights

OTHER FREE EVENT LISTINGS AND PAGES

EventFinda

www.eventfinda.com.au/about/listing-your-event-with-eventfinder

The biggest and most comprehensive event database in Australia. The site has 450,000 website visitors, and provides the ABC & Triple J with content related to upcoming events. Basic listings are comprehensive and free with photos and links. Featured listings which start from \$65 connect to over 160,000 newsletter subscribers.

AroundYou

www.aroundyou.com.au

Facebook

www.facebook.com

Create a Facebook page for your event and a Facebook event. The page is a good place to run a competition, where you spread word of the event by asking entrants to tag a friend (they'd like to go to the event with) on the post in order to enter the competition. Make regular posts here to keep your event in the tops of possible visitors' minds. You can use paid Facebook advertising to boost your event post so it shows up on the NewsFeeds of those who fit the event's demographic and geographic profiles for target markets. Invite your contacts to the event. Ask your sponsors, stakeholders, suppliers, volunteers, stallholders, etc to share your Facebook event.

Search for Facebook groups that are local and also those that are based in your target tourist-generating regions (where your target markets live) based on interests that are relevant to the event. Ask to join the groups, then post an announcement about the event on the group page. Be clear that you are involved in the event's management. Alternatively, but likely to have less success, contact the admin of the group without joining it, and ask if they could please post about the event or share your Facebook event link on the group page.

Nabo

www.nabo.com.au

Register then post your event under Local Directory > Events. A number of websites such as newspapers re-post Nabo event listings.

Eventful

www.eventful.com

Fairfax Regional Newspapers

www.fairfax.com.au/local-news.html

Click on your relevant newspaper to go to that publication's own website. Each site may be a little different. For example, you may reach the event submission form by clicking on the 'Community' tab at the top of the page, and selecting 'Events' in the drop down menu, or by clicking on 'Send Us Your News'.

Gumtree

www.gumtree.com.au/s-events/c18483

Gumtree.com.au – Community – Events (your location)

Sites unique to your region and theme

Search using your keywords in your local and target regions and find local events pages for your town, region, or the event's theme.

Other free direct marketing opportunities

Social groups

Search online for social groups of relevant interests/demographics in your region/target region, such as the Red Hatters, and invite them to your event. They may organise a group outing. It's best to call and make a contact personally. Local service clubs may be contacted for providing voluntary help as well. Give both kinds of groups time to plan.

Tour operators

Contact tour operators in your region to bring tour groups to your event. Give plenty of notice.

Meetup

www.meetup.com.au

Search for groups in your region. Contact the admins for the groups that are based on interests relevant to your event, such as families, camping, fashion, foodies, etc, and let them know about your event, suggesting the group might like to have a meet-up gathering there. Make a personal connection, and give plenty of notice as many meet-ups are planned a couple of months in advance, especially trips that involve overnight stays.

USEFUL TOOLS

TOOL	DESCRIPTION	LINK
Canva	A FREE and simple graphic design tool for creating content.	www.canva.com
Bitly	Bitly allows you to easily shorten, share, manage, and analyze your favourite links from around the web. After you sign up for a free account, you will see the option to "Create Bitlink" at the top of the page. Once you shorten a link, you can customize and share your link across social channels, email, SMS, print, or anywhere else you can think to put a link! In your account you can track total clicks, where they came from, and when!	www.bitly.com
Tagboard	Tagboard uses hashtags to search for and collect public social media within seconds of being posted to networks like Twitter and Facebook, just to name a few. It is great to collate user generated content.	www.tagboard.com
Mailchimp	A FREE and simple electronic newsletter tool. .	www.mailchimp.com
Local Tickets	A FREE ticketing platform that also provides powerful marketing services.	www.localtickets.com.au
Stackla	The perfect tool for pulling live feeds from your hashtag or social channels to your website.	www.stackla.com
Snapseed	Download for free to enhance images before you use them on Instagram.	www.snapseed.com
Schedugram	Schedule Instagram posts in advance.	www.schedugram
Layout	Create collages that you can share on Instagram and other social networks.	Application on Phone
Hyperlapse	Allows users to create high-quality time-lapse videos without worrying about stabilization.	Application on Phone
Boomerang	Instagram's standalone video app that loops one-second videos.	Application on Phone

IMAGES

You can find some Images/Photos/Videos free to use for commercial purposes at the following sites.
Note. Check each image permissions before use.

search.creativecommons.org
www.pixabay.com
www.unsplash.com
www.flickr.com/groups/freeuse
www.morguefile.com
www.freeimages.co.uk
www.gratisography.com
www.imcreator.com/free
www.picjumbo.com

www.negativespace.co
www.kaboompics.com
www.fancycrave.com
www.stocksnap.io
www.splitshire.com
www.lifeofpix.com
www.pexels.com
www.jaymantri.com
nos.twinsnd.co (vintage images)

MY CONTENT CALENDAR

WEEK	THEME/ KEY MESSAGES/ SIGNIFICANT DATES	BLOG	NEWSLETTER	FACEBOOK ORGANIC POSTS	FACEBOOK BOOSTED POSTS	INSTAGRAM
Week 1						
Week 2						
Week 3						
Week 4						

CONTENT INSPIRATION & IDEAS

NOTES >>>



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