

TOURISM AUSTRALIA SOCIAL MEDIA FACTSHEET



Tourism Australia's social program focuses on driving desirability for and stimulating conversation about Australia through key platforms, including Facebook, Instagram and Twitter globally, and WeChat & Weibo in China.

- In order to do that effectively, we carefully curate assets that will deliver strong reach and engagement on our channels.
- We publish thumb-stopping visuals of the best that Australia has to offer; providing inspiration, motivating the decision to travel and facilitating bookable experiences via tourism operators.

We post mainly user-generated and industry-supplied content, which encourages travellers to continue sharing their own stories and experiences on an ongoing basis. When selecting assets, we ensure they:

- Are timely/seasonal (drives a sense of urgency)
- Are full of vibrant and appealing colours (but not obviously edited)
- Have strong sense of place (help sell a destination/ experience)
- Spark creativity (give us and our followers a story to tell)
- Are square or vertical (optimised for mobile)

TIMING IS KEY!

Wherever possible, we prioritise content that is recent & timely. We post about koalas more during joey season, snowy experiences during winter, and whales while they're migrating!

CONTENT PILLARS

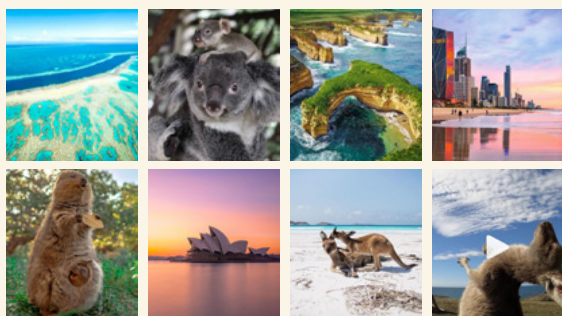
We only feature the most incredible user-generated and industry-supplied content available, ensuring we not only capture attention and inspire dreaming, but also drive a sense of urgency to book travel and specific experiences.

When choosing content we align to the following core pillars across all channels:

PILLAR	NATURAL BEAUTY	NATIVE WILDLIFE	CULTURE
MESSAGING	Australia's diverse landscape and expansive coastline make it the #1 destination for those looking for incredible outdoor experiences.	Australia has a huge variety of wildlife, of which nearly 90% can't be found anywhere else in the world. You are bound to come across at least one of these cheeky native animals on your visit.	Australia's rich indigenous and multicultural history influences everything; from the food we eat to our art scene, sporting culture and the many events and festivals we celebrate and share around the country.
CREATIVE	Aerial views, unique phenomena, dramatic scenery, beautiful coastlines, vibrant colours, native flora, unexpected angles	Native animals in the wild, seasonal wildlife events, cheeky animals, cute and cuddly, close-ups, candid shots	Dramatic cityscapes, famous streets, laneways and iconic structures, outdoor exhibitions, sporting events, food and wine
	  	  	 

WHO WE ARE

We're that friend who always has a fabulous story to tell. We're uplifting, light-hearted and inclusive. You'll keep coming back to us for inspiration, wanderlust, and to learn a thing or two about this great big country of ours. We're a tad cheeky sometimes, and will always do our best to make you smile - sometimes a little, and often a lot.



WHO WE AREN'T

We never pretend to be something we're not. We're lucky enough to be a natural beauty, so no need for excessive filters or Photoshop here. We're welcoming and funny, but never crude or superior; nobody likes a show off, right? We don't like anyone feeling left out, so we only share incredible moments that you can imagine teleporting yourself straight into.



Disclaimer: Unfortunately, as cute as your dog/child/cat is, sharing a selfie of them on the beach just isn't our thing. Sorry.

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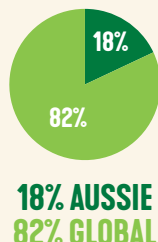


TOURISM AUSTRALIA'S SOCIAL PLATFORMS

Each of our social media platforms plays its own unique role in driving desirability for Australia as a fashionable destination. When sharing content with us, consider where it might play a role for our audiences:



OVER
16M
FOLLOWERS



55%
FEMALE
45%
MALE

JAPAN!

In addition to our Global and Chinese channels, we also have a Facebook, Instagram and Twitter channel for the Japanese market. While they largely publish the same type of content as our global channels, they are also on the look-out for content specific to their audience, including more group activities and food & drink experiences. Tag them on Instagram @australia.jp!

	TARGET AUDIENCE	CONTENT DIRECTION	TOURISM AUSTRALIA'S PREFERRED FORMATS	
			Video	Image
FACEBOOK fb.com/seeaustralia	Global Mass audience	Highly visual content that tells a story and encourages action, with a focus on short video <ul style="list-style-type: none"> Remarkable landscapes, cheeky native wildlife and the heart of Australian culture Actionable tips 	File Type: mp4, mov Aspect Ratio: 1:1 or 4:5 Duration: <60 secs Size: <4GB	File Type: jpg, png Aspect Ratio: 1:1 or 4:5 Size: <30MB
INSTAGRAM instagram.com/australia	Global Mass audience	Highly visual, aspirational content that tells a story and encourages action <ul style="list-style-type: none"> Remarkable landscapes, cheeky native wildlife and the heart of Australian culture Destination guides (see, eat, do, stay) and hot lists (top 10 places to see) Actionable tips 	File Type: mp4 Aspect Ratio: Feed 1:1 or 4:5 / Stories 9:16 Duration: Feed <60 secs / Stories <15 secs Size: <4GB	File Type: jpg, png Aspect Ratio: Feed 1:1 or 4:5 / Stories 9:16 Size: <30MB
TWITTER twitter.com/australia	Global Mass audience	Relevant, timely content that ideally features 'new news' <ul style="list-style-type: none"> Seasonal content that is timely & newsworthy Hot destinations, new experiences, trending stories 	File Type: mp4, mov Aspect Ratio: 1:1 or 4:5 Duration: <60 secs Size: <512MB	File Type: jpg, png Aspect Ratio: 1:1 or 16:9 Size: <5MB
WECHAT ID: tourismaustralia	China Mass audience	Long-form feature stories, allowing for narrative, image and video content <ul style="list-style-type: none"> Themed and seasonal/festival content Meet the Locals: feature local Australian personalities and stories Weekend videos: cute animals and nature Hidden gems and unexpected experience (in-depth feature) 	File Type: mpeg, avi, mp4, 3gp, rm, rmvb, mov, wmv, flv, asf, etc. Aspect Ratio: 1:1 or 4:5 Duration: <60 secs Size: <4GB	File Type: jpg, png, GIF Aspect Ratio: 1:1 or 4:5 Size: <20MB
WEIBO weibo.com/seeaustralia	China Experienced travellers	Highly visual content with short copy & a focus on video <ul style="list-style-type: none"> Remarkable landscapes Food & drink, wildlife, lifestyle content Light-hearted video, under 1 min 	File Type: mp4, flv, f4v, webm, m4v, mov, 3gp, 3g2 etc. Aspect Ratio: 1:1 or 16:9 Duration: <30 min Size: <15GB	File Type: jpg, png, GIF Aspect Ratio: 1:1 or 4:5 Size: <10MB
RED ID: 澳大利亚旅游局	China Young & trendy experienced travellers	Instagram-style content, featuring useful tips & recommendations <ul style="list-style-type: none"> Trendy, fashionable content mainly focusing on urban & culture, art, cuisine & wine, wellness & fitness Detailed tips & recommendations for future trips 	File Type: mp4 Aspect Ratio: 1:1 or 4:5 Duration: <5 min Size: <1GB	File Type: jpg, png, GIF Aspect Ratio: 4:3 or 3:4 Size: <10MB

HOW TO GET FEATURED:

#SEEAUSTRALIA

Make sure you use #seeaustralia (or #holidayherethisyear for domestic content) on your Instagram posts and tweets. We monitor these hashtags daily to craft our posts.

Social Media Terms & Conditions

TAG US

Tag us in your photos or videos when you post (@australia on Instagram or Twitter and @澳大利亚旅游局 on Weibo). When you tag us, we'll get notified and know you're happy for us to share your content.

EMAIL US

While our preference is for you to share directly via social media channels, if you have something you think we'd really love, feel free to email the video file or high res image to socialmedia@tourism.australia.com

THINK LOCAL, AS WELL!

Don't just tag us, make sure you also find out what channels and tags your state or regional tourism organisations use and share your content with them too!

STORYTELLING ON SOCIAL

We customise our copy for each platform, always making sure to include relevant @tags and #hashtags. We will also credit the original creator of the content we post, and do our best to reference relevant state and regional tourism organisations, locations and operators.

As we primarily publish our content organically, it's likely that we reach people at all stages of the travel funnel, and so we try to ensure that our messaging includes something for everyone:



CAPTIONS

Our captions tend to be a bit longer than those of our competitors - there's just so much to tell!

When crafting our stories, we always make sure:

- That the first line grabs attention, this is where we get to play with our charming & entertaining tone
 - That we credit the original content creator early so our audience can check out their page
- That we include extra information such as tours to book, dining options, relevant upcoming events, travel info, quirky or interesting facts, where relevant
 - That we suggest a couple operators to look into when our audience next visits
 - And, that we include all the relevant tags and #hashtags.

USEFUL RESOURCES



FACEBOOK

Blueprint
Facebook & Instagram Learning Modules
facebook.com/business/learn

Newsroom & Blog
Facebook & Instagram News & Updates
about.fb.com/news
business.instagram.com/blog



INSTAGRAM



TWITTER

Flight School
Twitter Learning Modules
twitterflightschool.com

Business Portal
Twitter News & Updates
business.twitter.com



WECHAT



WEIBO



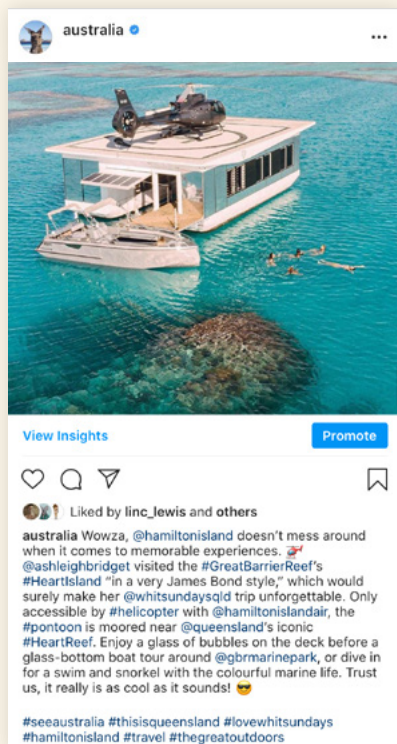
RED

**DOWNLOAD OUR CHINA
SOCIAL MEDIA FACTSHEET**

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TOP PERFORMING CONTENT EXAMPLES



QUEENSLAND

Why it works:

Unique: A chopper in the middle of the ocean isn't something you see every day. The image selected causes travellers to stop in feed and find out more!

Actionable: Tells viewers where the experience is, how to get there, and who to book with!

Varied: Covers off not only accommodation, but also transportation and a variety of experiences.



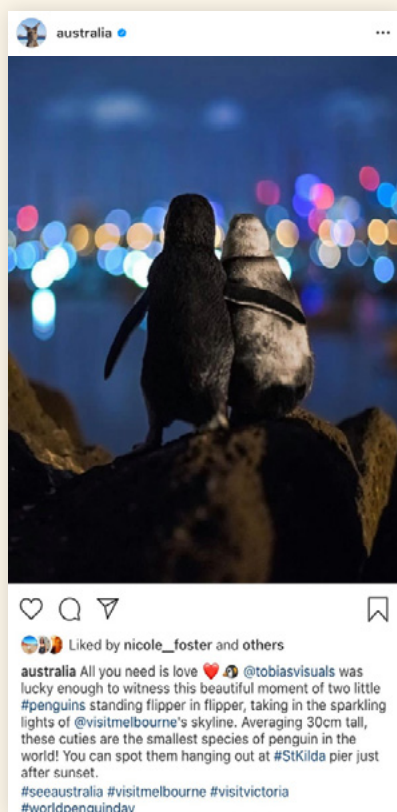
NEW SOUTH WALES

Why it works:

Unique: A yawning koala is an unusual sight for most, making this video eye-catching in feed

Educational: Sparks interest by teaching travellers something new about Australia's native wildlife. Viewers walk away with a great new conversation starter!

Contextual: Provides information about where travellers can experience this for themselves by tagging not only the city, but the area and operator as well.



VICTORIA

Why it works:

Unique: Penguins hugging ... need we say more?

Educational: Teaches travellers something new about Australia's native wildlife, and enticing travellers further by declaring them as the 'smallest in the world'!

Contextual: Provides information about where specifically, and even what time of day travellers can experience this for themselves.



TASMANIA

Why it works:

Timely: Published at the peak of lavender season, this image is meant to give travellers the feeling of what it would be like to be in Tasmania right now ... and thereby encourage them to book a trip!

Contextual: Provides context by marking the location with the distance from a well known city, and identifying the area of Tasmania and the name of the estate.

Varied: In case the lavender itself is not enough, the post also speaks to our foodie followers, calling out a unique treat to whet their appetite for a holiday!

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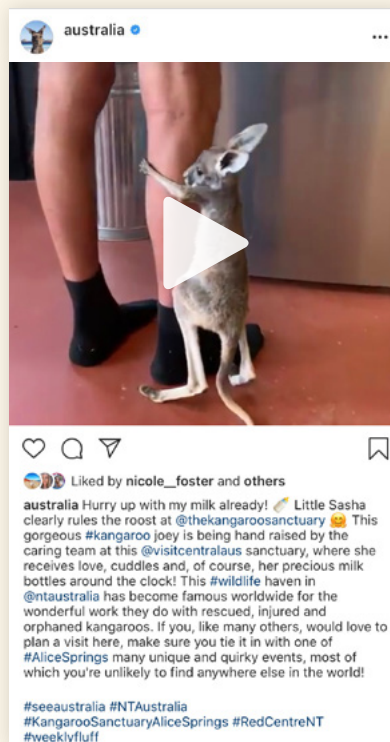
NEW SOUTH WALES

Why it works:

Unique: Quokkas themselves are an unusual site for most, given their existence is limited to one tiny location. This image goes one step further by showcasing the happiest animal in the world with what appears to be the happiest joey in the world!

Contextual: Provides details on where the experience can be found, and relates to a key calendar moment.

Encourages sharing: Gives travellers a reason to share with their own community with the suggested to tag their own mum.



QUEENSLAND

Why it works:

FOMO: Who doesn't want a cuddle from a kangaroo joey?

Contextual: Provides details on where the experience can be found, including the state, region, city and operator itself.

Enticing: Encourages travellers to learn more about Alice Springs' 'unique and quirky events'.



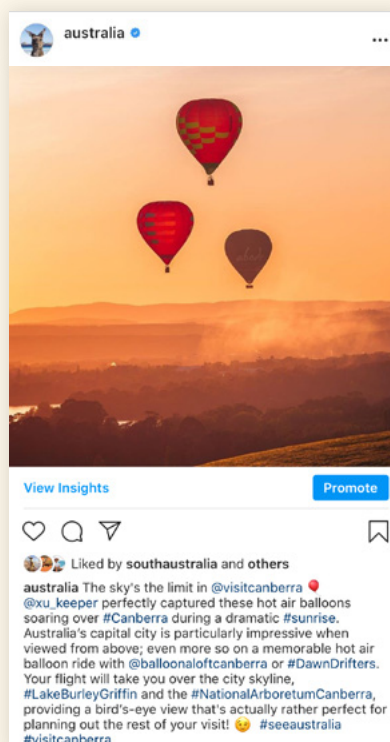
SOUTH AUSTRALIA

Why it works:

Unique: An eye-catching composition that draws viewers in in feed.

Contextual: Provides details on where the experience can be found, including the driving distance from a better known city.

Varied: Makes it clear that this is one of many similar experiences in the area, adding options for reef exploration and camping to boot!



AUSTRALIAN CAPITAL TERRITORY

Why it works:

Unique: A different take on a traditional skyline view, the bright colours draw viewers in in feed.

Contextual: Provides details on where the experience can be found.

Actionable: Provides more than one option for operators travellers can book the experience with, and identifies other destinations worth visiting in the same area.