

Social Media Snapshot



a Better Social® resource
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What can I tell you in 25
minutes that will move the
needle on your social media?



A young woman with long brown hair, wearing a white tank top, is smiling and waving her right hand. She is standing on a rooftop garden with pink flowers in the foreground. A professional video camera with a large black fuzzy windscreen is positioned next to her. The background shows a cityscape with buildings and a clear sky.

Connection

Visibility

Growth



What do you know about
your target audiences and
your existing customers?

Demographics

Interests

Behaviours

Location

Channels

Preferences

What is 'the moment' they are in?
How can you make their life:

Better?

Easier?

Shareable?



Travel is about making memories.
Social media is where we share them.



The stats and insights that
matter most are yours.

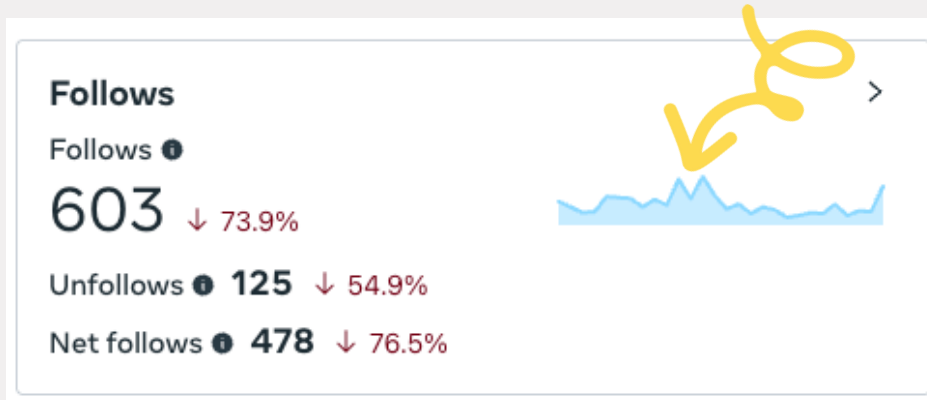
What do you need to know?

What do they tell you?

What can/should you change?

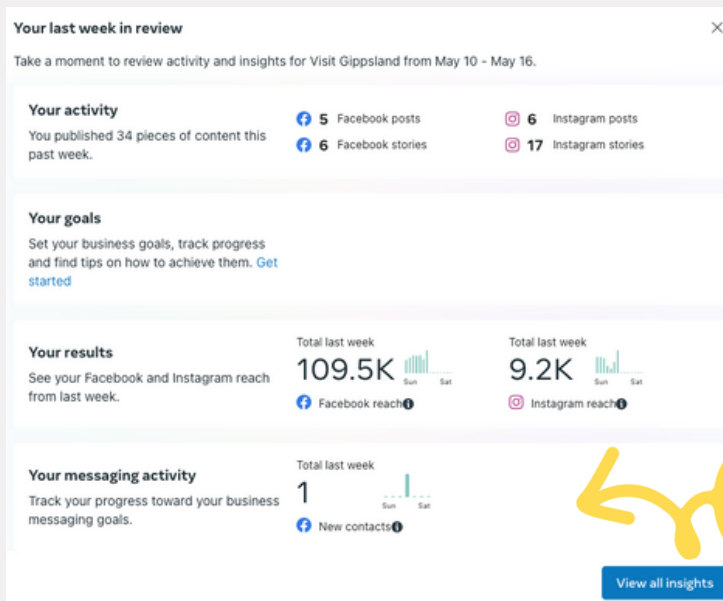


Two examples:



What did you post here that resonated so highly with new audiences?

How can you repeat that?



Are direct messages important to your business? How can you address this low number?

Are you asking people to message you?
Could you post more interactive Stories?



Everyone likes to complain about the mysterious algorithms but don't take the hints in the insights they provide.

Hands up if you often find you're
too busy working in the business to
work on your social media?



A photograph of a train station platform during sunrise. The sun is low on the horizon, creating a warm, golden glow. The platform has a dark roof on the left side. Tracks with overhead power lines recede into the distance. A digital clock on the platform shows the time 06:25:04. Three yellow rounded rectangular boxes are overlaid on the left side of the image, containing the words 'Plan', 'Recycle', and 'Engage' in a serif font.

06:25:04

Plan

Recycle

Engage

Time poor planning

- Set aside time to put a 12 month plan on a page
- Set goals that make a difference to your business
- Work out how to measure and track your progress
- Develop key messages or content pillars - repeatable
- Choose channels best suited to your audience
- Don't be on every channel, be everywhere on the channels you choose
- Set aside time to create and to engage

12 month cycle strategy

1. Check your insights for top performing content
2. Segment a calendar according to whatever makes sense to you
Seasons | Peaks and troughs | Special days / times of year
3. Create a plan for each segment
 - a. **Recycle** content (straight up repost with minimal changes)
 - b. **Repurpose** content (change format, tweak the caption)
 - c. **Batch** content (recycle and repurpose your content in bulk)
4. Make time for engagement 
5. Check insights and plan the next 12 months

Social media needs 'push & pull'

- Respond to all the engagement on your posts, reviews, emails
- Make time to engage as your business on social media
 - On local businesses posts to be supportive and locally visible
 - On tourism and travel bodies on content that's relevant to you
 - On news sites talking about local, regional or weekend travel
 - On influencer content that's relevant to you
- Set aside time to connect with your followers



A close-up photograph of a person's hands holding a smartphone. The person is wearing a white, textured garment. Three yellow rounded rectangular boxes are overlaid on the right side of the image, containing the text 'Experience', 'Search', and 'Paid ads' respectively. The background is blurred, showing a wooden chair and a white wall.

Experience

Search

Paid ads



The gap between the expectation and experience is where disappointment is most likely to occur.

Customer experience matters

- People don't believe ads, they believe each other
- Online reviews (are you asking?)
- Influencers and user-generated-content
- Emailed feedback
- Guestbooks
- Number of referrals
- Repeat bookings (loyalty)

Encourage people to give feedback and feel confident it will be addressed.



Social search

- People want the 'show and tell' version
- Travel content is one of the most shared and saved
- Planning, dreaming
- Keywords are key - supplement with #
- Archive old content
- Keep an eye on trends
- Post in all the places on your channels
- Collaborate



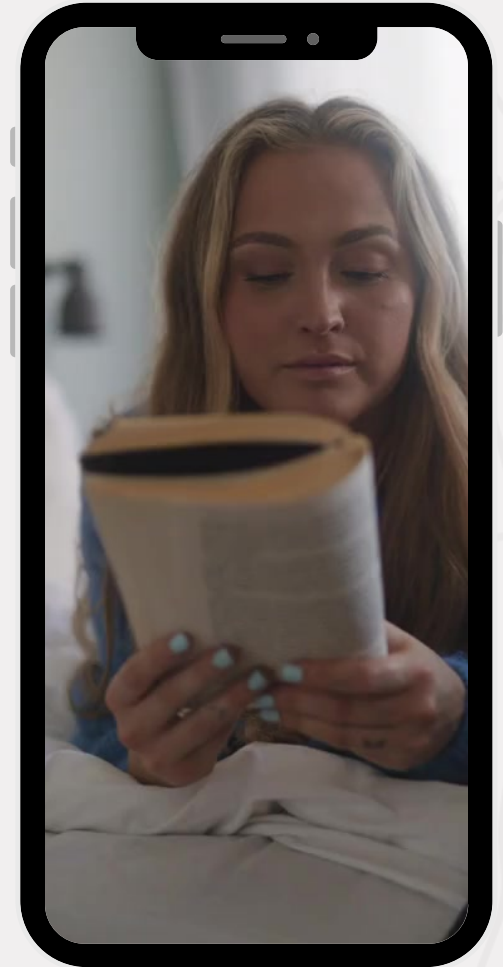
Being on-trend or niche can help

- Sustainable and eco-friendly experiences
- Bleisure travel (extending a work trip)
- Experiential travel
- Authentic and/or culturally rich experiences
- Staycations or 'bed rotting'
- Self-care and wellness
- Dog friendly or family-focused



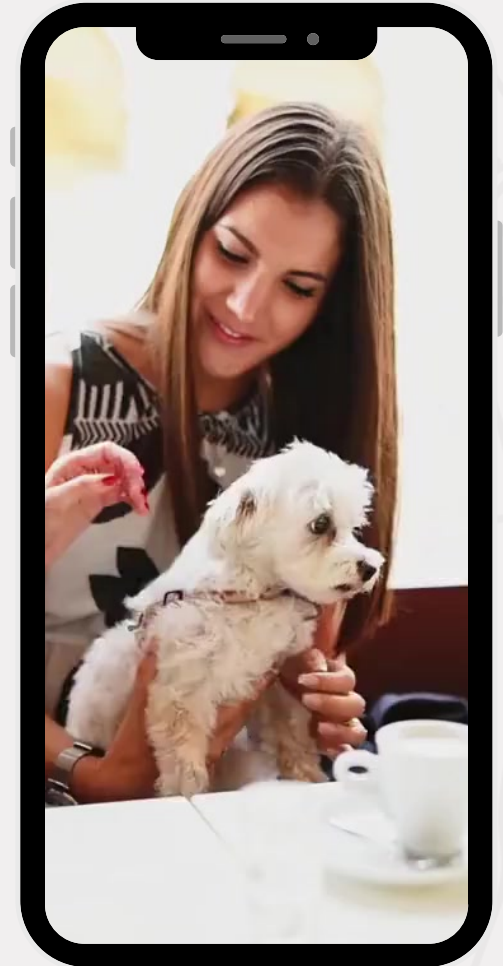
Staying in?

- Emphasis on the cosy - fire, sunshine (season?)
- Collaborations on food, wine, accomodation
- TV in bedroom, board games, books
- Short walks
- Gorgeous views, easy moments



Dog friendly?

- Collaborate and cross promote venues, grooming
- Promote pooch-friendly walks
- Make it special - add dog bowls, leads, rugs
- Show happy dogs, encourage user-generated content
- SEO and hashtags matter



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Any questions?



Please
stay in
touch

