

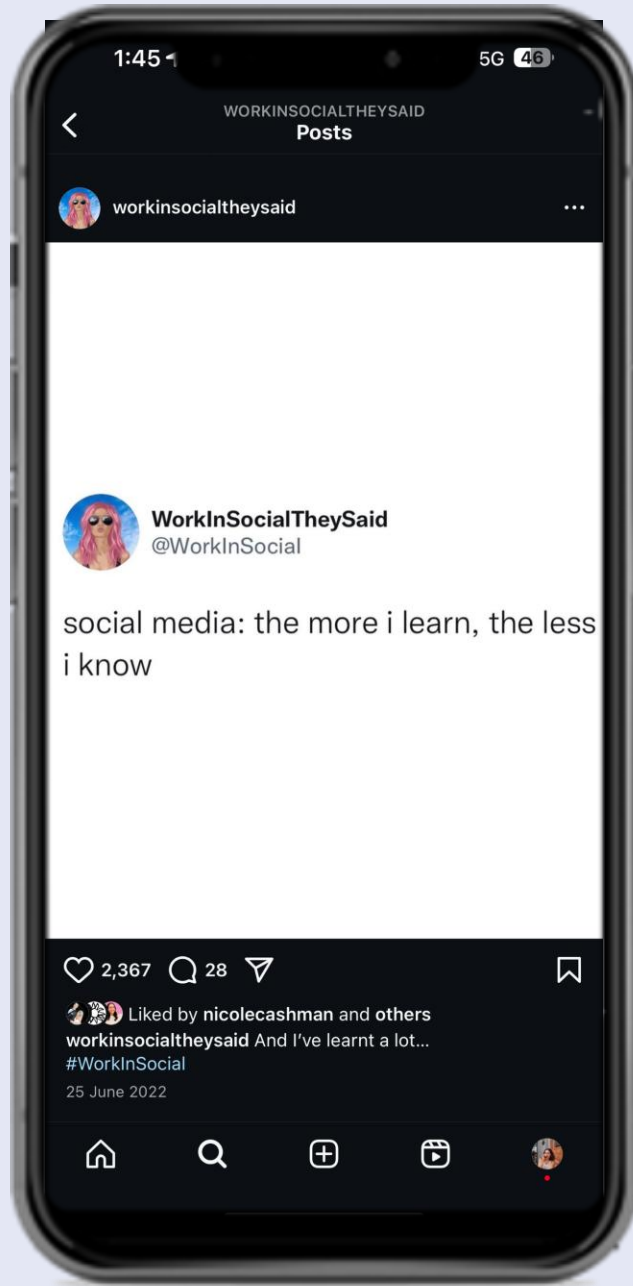


BEYOND LIKES AND FOLLOWERS: SOCIAL MEDIA TACTICS AND INSIGHTS

05.2025

BEC RUSSO, VISIT VICTORIA

MELBOURNE EVERY BIT
DIFFERENT



OVERVIEW

1. SOCIAL MEDIA INSIGHTS

Let's breakdown the three main social media channels 🙌

2. WHAT CHANNELS SHOULD YOU BE ON?

What's achievable for your team and what should you focus on?

3. HOW TO IMPLEMENT THIS INTO YOUR OWN MARKETING

Let's talk social media best practice 🔥

4. CONTENT CREATORS VS. INFLUENCERS

What's the difference? And how does Visit Vic use them? 👑

5. PAID SOCIAL ADS

A very basic introduction to boosting content on Meta platforms 📈

6. ONLINE RESOURCES & QUESTIONS

Learn more and ask me anything! 🙋

FACEBOOK INSIGHTS



Number of monthly active users: 3.06 billion

Largest age group: 25-34 (31.1%)

Gender: 44% female, 56% male
(no data on other genders)

Time spent per day: 32 minutes

Organic reach continues to drop.
Younger consumer consumption continues to decline (in preference for TikTok and Snapchat).

However, Facebook ads are a staple of marketing thanks to the variety of ad placements.

VISIT VIC INSIGHT

Remains part of our social strategy due to heavily engaged community and paid ad placements.

INSTAGRAM INSIGHTS



Number of monthly active users: 2 billion

Largest age group: 18-24 (31.7%)

Gender: 49.4% female, 50.6% male
(no data on other genders)

Time spent per day: 32 minutes

Firm hold on Gen Z and Millennial consumers.
Time on platform has increased, indicating people are
spending more time engaging with content.

Instagram ad reach is growing thanks to an increase in
users.

VISIT VIC INSIGHT

Reels still have the highest reach rate, compared to
feed posts or Stories.
Keep posting short-form vertical video, carousels and
aspirational UGC statics.

TIKTOK INSIGHTS



Number of monthly active users: 2 billion

Largest age group: 25-34 (35%)

Gender: 44.3% female, 55.7% male
(no data on other genders)

Time spent per day: 47 minutes per day

Unprecedented popularity, growth and engagement.

40% of Gen Z say they're directly
influenced by products they see on TikTok.

TikTok is the most engaging social media platform

VISIT VIC INSIGHT

Different strategy for TikTok posting vs IG posting.
You don't need a huge following to achieve virality.
User-generated content is booming.



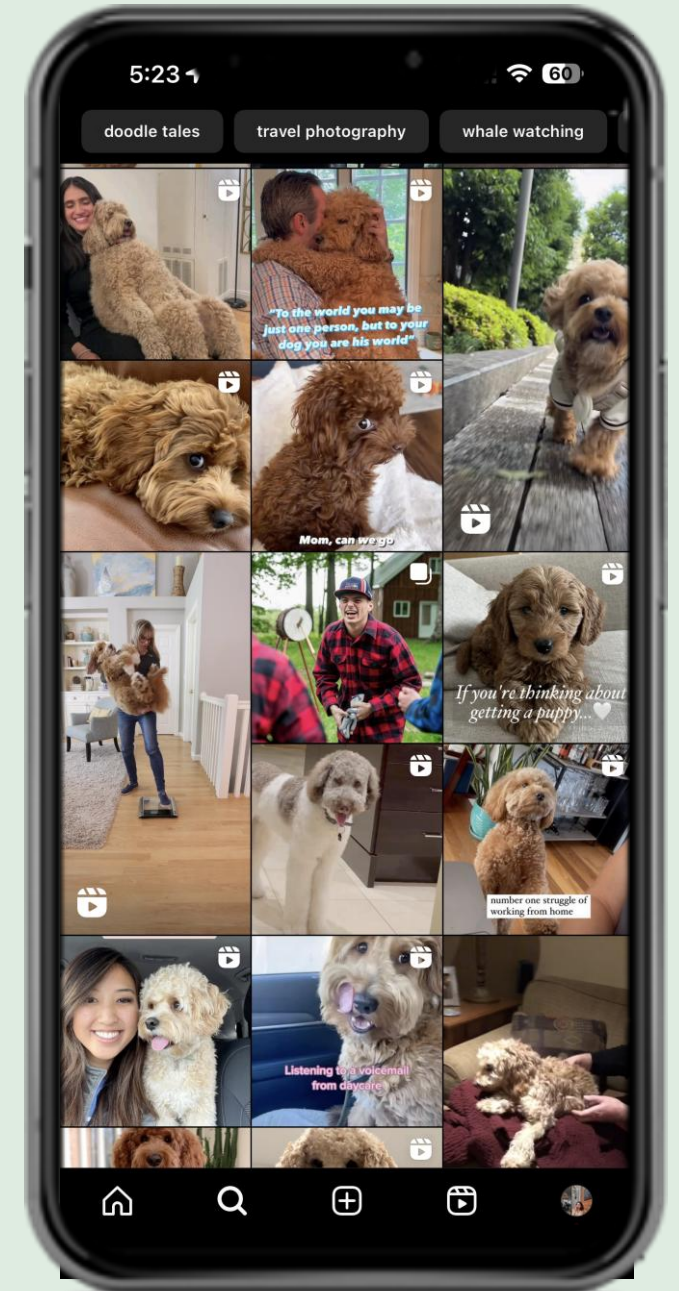
WHAT CHANNELS SHOULD YOU BE ON?

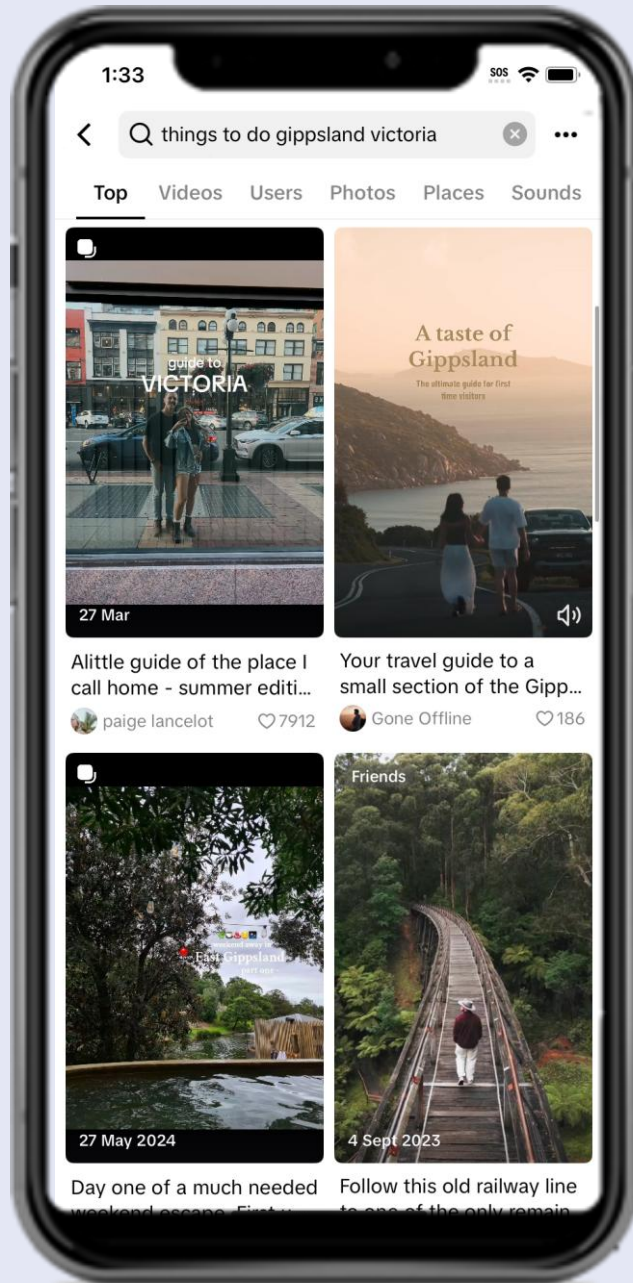
- Be where your audience is
- Certain platforms have certain strengths and weaknesses
- Think about what kind of content you (or your team) can produce
- Think about how your brand fits with the culture of each platform

THE ALGORITHM

What on EARTH is going on?

- Discovery is personal to each user
- Gives every brand the opportunity to reach an audience
- Serves content not based on followers, but who they're likely to engage with
- Hyper-relevant to every user





SOCIAL SEO

How do you search for things to do, near you?

- Audiences no longer want websites – they want full-screen videos
- Travel content that drives results is content that inspires, informs and entertains
- What's your audience searching for and how do you get on their radar?

How to work on your social SEO:

- Relevant keyword research
- Add text-based features like captions, alt-text and headlines to help people browsing easily find your content
- Add a text "hook" in the first 3 seconds of your video

**Read more about Social SEO on [Hootsuite's blog](#).*

SAVES & ENGAGEMENT

Why should you be chasing saves and engagement over likes and followers?

- A like is a like, but a save has ~potential~
- It means audiences are more interested in taking action

How to get better engagement and saves:

- Know your audience
- Work on your social SEO
- Post consistently
- Repurpose content
- Test and learn



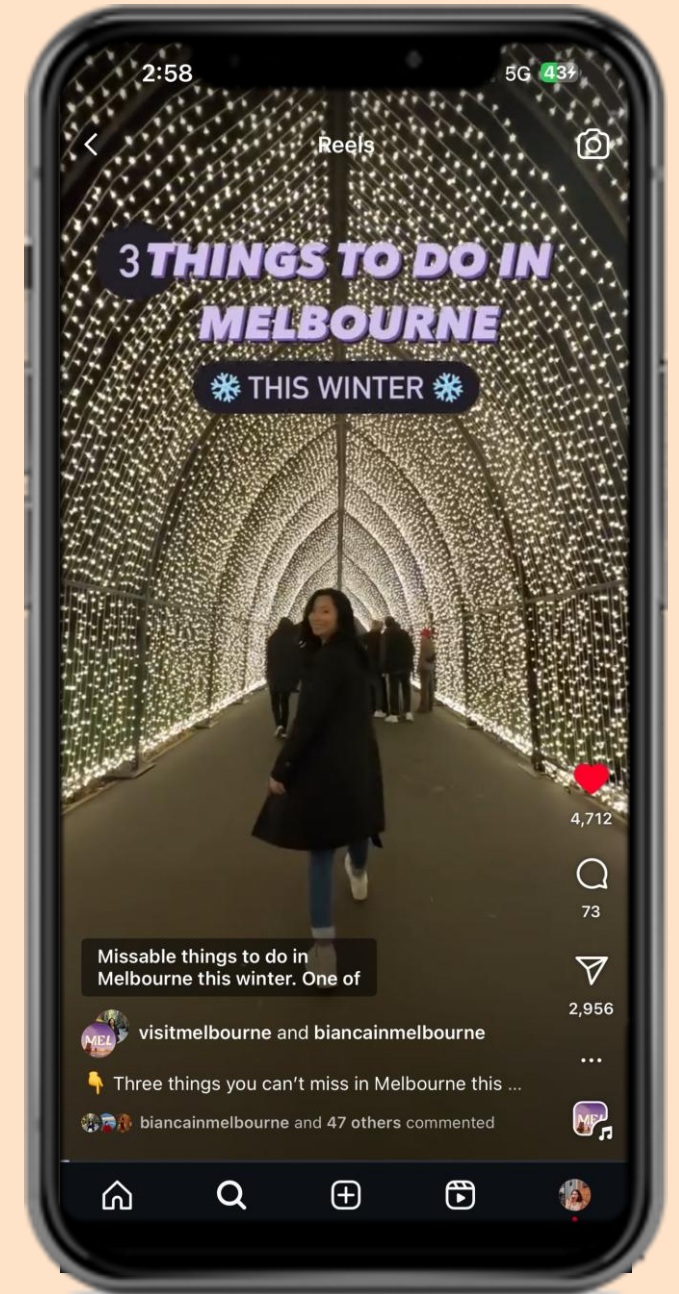


SOCIAL BEST PRACTICE

- Keep it simple; show don't tell
- Hook them in within the first three seconds
- Post consistently
- Take up screen real estate!
- Nail your social SEO; add in key words that people would search
- Make sure your content is accessible; add captions and alt text
- Brand proof; what's the audience's first impressions of your page?
- Make sure all your information is up-to-date
- Community management

CONTENT CREATORS VS INFLUENCERS

- Content creators will provide high-quality content (engagement + saves)
- Influencers will promote your brand to a wider audience (reach + impressions)
- Do your research
- Be strategic and thoughtful about freebies
- Work out what suits your needs



PAID SOCIAL ADS

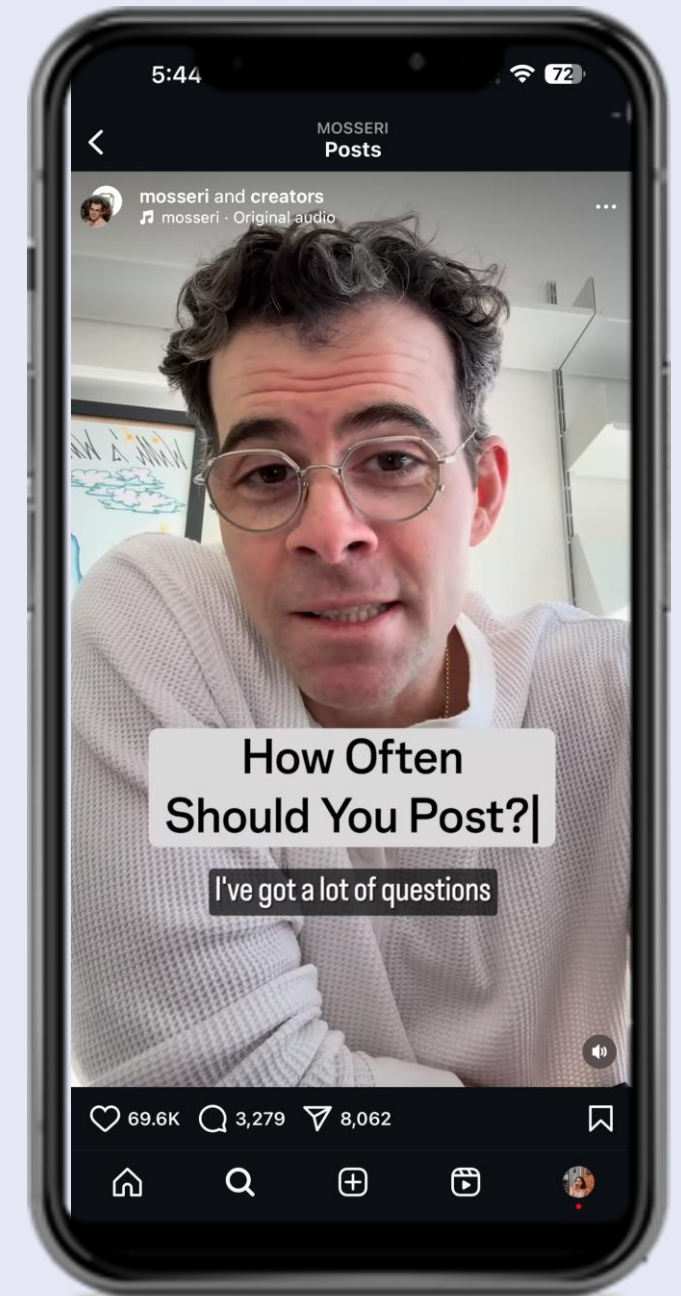
- It's cheap and cost effective
- It's creative and fun.
- You can be specific.
- You are in control.
- Reporting is at your fingertips.
- You can get a variety of different results.
- Remember: It's a two-way street.



ONLINE RESOURCES

Brush up on your social media skills

- [Meta Blueprint](#) – step-by-step tutorials for using Facebook and Instagram as a business
- [Instagram for Business](#) - tips for brands using creators, ads and shopping features on Instagram
- [@Creators](#) / [@mosseri](#) – accounts to follow to keep up to date on IG updates and algorithm changes
- [Hootsuite blog](#) - tips and tricks for brands across all social channels



THANK YOU

MELBOURNE EVERY BIT
DIFFERENT

CONTACT US!

The best way to contact the Visit Victoria social team is via our joint email: social@visitvictoria.com.au