

Ballarat

Social media content criteria



Guided by the Ballarat Place Brand Strategy, Tourism Midwest Victoria's marketing team will select unexpected moments and experiences across all brand pillars to feature on Visit Ballarat's social media channels, including Facebook, Instagram, TikTok, Pinterest and YouTube.

Brand pillars

While our region has lots for people to see and do, we cannot promote everything to everyone all of the time. Our brand pillars are here to guide and inform marketing prioritisation. Not only do they support our proposition, they reflect our region's differences and help make us stand apart from other destinations.

First Peoples

Acknowledge, celebrate and elevate First Peoples participation, history and culture (past and present). Uplift First Peoples stories and leverage First Peoples involvement to add value and depth to our visitor economy.

People and place

The region, post-settlement, is more than 185 years old. To counter the region's heavy reputation for 'gold' history, this pillar is designed to tell the entirety of Ballarat's story after settlement – a story woven through its people and enmeshed in place.

Signature experiences

Enhance and nurture the cultural, artistic and events landscape of the region to further cement Ballarat's reputation as a dynamic, creative and contemporary regional city.

Creative energy

Showcase and acknowledge the region's diverse and artistic community, along with its many vibrant and innovative business offerings to generate attention and prompt visitation.

Content criteria for Visit Ballarat

Does your offering:

- fit within Ballarat's brand pillars
- offer something that's unique to Ballarat, something you can't find in other regions
- showcase Ballarat in a new light (i.e. does it embrace our region's many wonderful contradictions and reveal fresh angles, alternative perspectives, distinct stories and unique experiences)
- target our primary audiences – Mature Tastes and Regional Fledglings
- include high quality photography (and/or video) that can be showcased across our social media channels
- have an ATDW business and/or event listing

To ensure the Ballarat place brand gets effective cut through, it's critical that Visit Ballarat's social media content meets this criteria.

If your offering doesn't quite fit, Ballarat In The Know (BITK) is a great alternative. BITK speaks to locals and is designed to inspire them to invite their favourite people to visit them in Ballarat. This audience makes up around 40% of all visitors to Ballarat and is a hugely important part of our visitor economy. The BITK suite includes a website, Facebook page, Instagram page and email newsletter.

Connect with us

Think about what makes your business stand out from the crowd. Do you have a unique 'moment' you can share with visitors? We're always looking for new people, products and experiences to promote, so the more we see and hear about what's happening in the region, the more we'll be able to diversify our social media content.

Share your 'moment' or any exciting updates from your business by emailing marketing@tourismmidwestvic.com.au

