

How to make the most of your own social media channels



Write a captivating description

Social media is one of the most effective (and affordable) ways to attract new visitors, encourage repeat visitation and showcase what makes your business brilliantly unexpected.

1. Post across multiple channels

Don't limit your content to a single social platform. Sharing your content across multiple channels helps you reach different audiences and increases the chances of your business being seen.

For example, Facebook is great for:

- Events and community updates
- Sharing links to your website
- Reaching local audiences
- Longer-form posts and recommendations

Instagram is great for:

- Inspiring travel decisions through visuals
- Short videos and Reels
- Reaching visitors researching destinations
- Showcasing experiences through photos and stories

You don't need to create completely different content for each platform. A photo, video or story can often be adapted and shared across Facebook and Instagram, helping you:

- Extend your reach
- Build brand recognition
- Stay active on multiple channels with minimal extra effort
- Reach visitors at different stages of planning their trip

The golden rule

Don't try to sell every time you post. Show people what it's like to experience your business and the destination. Authentic and engaging content is what encourages visitors to book and explore.

2. Share more than just promotions

A common mistake is only posting when you have a special offer or event coming up.

Aim for a mix of:

- Behind-the-scenes content
- Staff stories
- Local recommendations
- Reviews and testimonials
- Promotions and special offers

A good rule is:

- 80% helpful or inspiring content
- 20% promotional content

3. Show people enjoying your experience

Potential visitors want to imagine themselves at your business.

Share:

- Guests enjoying your venue/experience
- Food, drinks or accommodation in use
- Staff at work
- Seasonal changes and local scenery

Try to avoid only posting graphics, flyers or text-based posts.

4. Create short videos/Reels

Video is one of the easiest ways to increase reach (and can be easily filmed on a mobile phone!).

Simple ideas include:

- A quick tour
- A new menu item
- A "day in the life" at your business
- Behind the scenes vision
- Three reasons to visit this weekend

Aim for a video length up to 30 seconds to keep people's attention

5. Make the most of user-generated content

User-generated content (UGC) is invaluable because it's authentic.

Ask visitors to:

- Tag your business
- Check in to your location
- Share photos from their experience
- Leave a review

Their content can then be shared on your social media channels via a post, Instagram Story, Reel etc.

6. Write captions that start conversations

Instead of simply providing information, encourage engagement.

Try:

- Asking a question
- Sharing a local tip
- Inviting people to tag someone
- Asking for recommendations

Example: *"Spring has arrived in Ballarat. What's your favourite dish on our spring menu?"*

7. Post consistently

You don't need to post every day.

A realistic goal:

- 2-3 posts per week
- Instagram Stories when something interesting happens
- One short video/Reel per week

Consistency is **more** important than frequency.

8. Make it easy to book

Every post should help visitors take the next step.

Check that:

- Your bio includes a booking link
- Contact details are up to date
- Opening hours are correct
- Website links work

9. Work together

Tourism businesses are stronger when they promote the destination together.

Consider:

- Tagging local businesses (along with @visitballarat)
- Sharing nearby experiences
- Collaborating on giveaways
- Cross-promoting events
- Using destination hashtags like #VisitBallarat

Remember: Visitors book destinations first and businesses second.

Quick content checklist

Before posting, ask yourself:



Does it show a genuine experience?



Is the image or video high quality?



Is there a clear next step for visitors?



Could this inspire someone to visit?



Have I tagged relevant businesses or locations?

Get in touch with the Marketing Team
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