

Workshop - Session 2

1:25PM – Gil Langley Room




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Instagram Tips and Tricks
for Tourism Operators



INSTAGRAM TIPS & TRICKS FOR TOURISM OPERATORS

 @tamhikes

ABOUT SEALINK

- 18 ISLANDS
- 80 VESSELS
- 65 COACHES
- 1,600 STAFF
- 8.5M+ CUSTOMERS




INSTAGRAM STATISTICS

1 BILLION GLOBAL USERS

500 MILLION USE STORIES EVERY DAY

9 MILLION AUSTRALIAN USERS

FEMALE, AGED 18-29 YEARS

 @larissadening

TIP #1: SET GOALS

- NUMBER OF POSTS PER MONTH
- NUMBER OF FOLLOWERS
- NUMBER OF PEOPLE ENGAGED
- NUMBER OF PEOPLE REACHED
- NUMBER OF IMPRESSIONS
- NUMBER OF REFERRALS TO WEBSITE

TIP #2: SET THEMES

- SETTING THEMES MAKES IT EASIER TO
 - COLLECT PHOTOS
 - CAPTURE VIDEOS
 - WRITE COPY
- WHAT KIND OF CONTENT WILL YOU SHARE?

TIP #3: MAKE TIME TO CREATE

- SET ASIDE TIME TO TAKE PHOTOS AND VIDEOS.
- CAPTURE MOMENTS WHEN YOU CAN.
- WRITE DOWN TIPS, INSPIRATIONAL QUOTES.
- TRAWL INSTAGRAM FOR USER-GENERATED CONTENT.
- SEEK PERMISSION FROM TALENT.

EXAMPLES



TIP #4: POST, POST, POST!

- POST REGULARLY.
- PUBLISH POSTS AND STORIES.
- CONSIDER IGTV.
- USE #HASHTAGS.
- USE CALL TO ACTIONS.

TIP #5: PUT THE “SOCIAL” IN SOCIAL MEDIA

- ENCOURAGE EVERYONE TO SHARE THEIR EXPERIENCE.
- RESPOND TO BRAND OR REGIONAL MENTIONS.
- FOLLOW OTHERS.
- SHARE OTHER PEOPLE’S CONTENT WITH PERMISSION.

TIP #6: MONITOR RESULTS

- REVIEW INSTAGRAM INSIGHTS.
- TRACK AGAINST YOUR GOALS.
- CHANGE TACKS AS NEEDED.

TIP #7: USEFUL TOOLS

- INSTAGRAM INSIGHTS
- ONLYPULT
- SNAPSEED / WORDSWAG
- CANVA
- BOOMERANG
- QUIK
- LINKTREE

KEY TAKEAWAYS

- HAVE A PLAN AND STICK TO IT.
- USE STORIES AND HIGHLIGHTS.
- SHARE USER-GENERATED CONTENT.
- BE SOCIABLE.
- MONITOR YOUR RESULTS.
- HAVE FUN!

QUESTIONS?



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