



SOCIAL MEDIA UPDATE – INSTAGRAM

QUICK REFERENCE GUIDE | KEY REGIONAL HANDLES AND HASHTAGS

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| • @visitadelaidehills | #adelaidehills / #visitadelaidehills |
| • @stirlingadelaidehills | #stirlingadelaidehills |
| • @hahndorf_southaustralia | #hahndorf / #discoverhahndorf |
| • @adelaidehillswine | #adelhillswine |
| • @southaustralia | #seesouthaustralia |
| • @australia | #seeaustralia / #restaurantaustralia |

GENERAL REFRESHER

- Prepare a social media policy that is clear about who is authorised to post (the fewer the better for consistency but ensure a back-up person is able to if required), how often you will monitor your account and how often you will post.
- Ensure login and password details are kept secure but shared with relevant personnel in case they are required in an emergency.
- Don't make it about the hard-sell, rather focus on authentic experiences that appeal to visitors to the whole region.
- Instagram is a very positive platform but if complex enquiries or negative threads arise try to take them off the platform and handle via DM, email etc.
- If you make an error (like forgetting to credit a photographer) be up front about the mistake and address it quickly.
- Monitor your success. The analytics functionality of third party site [Iconosquare](#) is a good place to start.

IMAGES

- Post only your highest quality, inspirational and aspirational images. Avoid posting images with text over them.
- Portrait images with no watermarks work best visually. Users are looking for quality and authenticity – somewhere between a staged professional shoot and a quick iPhone snap.
- Choose content that will be relevant for your ideal customer (think target market).
- Consider whether the images you share reflect your brand and key messages.

- Consider whether you have staff members who are keen photographers and can take photos for you to share.

INSTAGRAM STORIES

- Instagram stories are a great way to post behind the scenes and on the run content that you don't want on your feed permanently. For example – daily specials, long weekend trading hours, event reminders, behind the scenes in the kitchen/vineyard/orchard/animal enclosure, meet the staff/animals/handlers, cracking sunsets and sunrises, a shout out to a neighbouring operator etc.
- Tags and hashtags work on stories too, so use them as you would on an image.
- Your stories stay active for 24 hours before disappearing, however you do have the option to add them to your highlights if they have a longer lifespan – for example an event you want to raise awareness for, a link to a blog etc.
- If you have more than 10K followers, you can access the 'swipe up' function by adding a direct web link to the story. If you have less than 10K and want to refer followers to a direct link, make sure you update it in your bio and direct followers 'link in bio'. Don't forget to shorten long links with free URL shortening tools like [Bitly](#) – it looks neater in posts.

CAPTIONS AND HASHTAGS

- The caption should include a brief description of the experience and tag the geolocation and photographer (if the photo was not taken by you).
- Ensure the tone of your captions suits your 'ideal customer' and reflects your brand. Tools like Iconosquare can help you identify your follower demographics so you can adjust your tone and style to suit.
- The caption should include a few relevant hashtags including your business hashtag and others you feel are most relevant - perhaps the regional hashtag (e.g. #visitadelaidehills), local hashtag if relevant (e.g. #hahndorf/ #stirlingadelaidehills), state hashtag (#seesouthaustralia) and for images with national relevance, the national hashtag (#seeaustralia). Hashtags should be limited to between three and five in the caption. Don't overuse hashtags!
- When choosing a hashtag for your business aim for something unique, yet easily searchable. Avoid underscores (_) and ampersands (&) and keep them short. In addition to searching for them on Instagram, users can now 'follow' hashtags which shows images tagged as such in their newsfeeds, increasing exposure.
- Don't forget to let people know about your hashtag (in brochures, on your website, in your Instagram bio, at the cash register etc.) and encourage them to tag you in photos they post.

BUILDING YOUR COMMUNITY

- Seek and follow relevant businesses, individuals and hashtags to follow – this will build your community.
- Monitor your feed and support the Adelaide Hills tourism community on Instagram by liking and commenting on their posts – it's a social platform so let's be social!
- Changes to the Instagram algorithm mean that feeds are no longer chronological, so liking, commenting, using hashtags, location and image tags will help get your content noticed.
- Good quality images are also likely to be shared by other accounts, so don't forget to tag them in your picture e.g. @visitadelaidehills, @stirlingadelaidehills, @hahndorf_southaustralia, @adelaidehillswine, @seesouthaustralia, @brandsouthaustralia or travel/media accounts e.g. @_adelady, @southaussiewithcosi, @glamadelaide

CURATING CONTENT

- Check your hashtag and tagged pictures regularly to see what visitors are posting about their experience. Use the save function to save images you'd like to share at a later date (this helps to remember who to credit)
- Develop a relationship with professional photographers, bloggers/influencers by contacting them to ask their permission to share images with appropriate credit (it's as easy as sending them a direct message in Instagram). Most are generally happy but it's always a good idea to check and establishes a connection, especially if you want to share an image you haven't been specifically tagged in. Generally, a tag = permission to share.
- When sharing someone else's image don't add a filter or crop the image.
- In your profile, indicate that if a user tags their photo with your unique business tag (e.g. #hahndorhillwinery) you will take this as permission to repost their image – the wording might be something like 'Use #xxx for permission to repost'.
- Follow Instagrammers who regularly feature Adelaide Hills content. You'll discover more as you go, but try the following:
 - Lachlan Swan (SATC) @swannysa
 - Isaac Foreman @__serio__
 - Matthew Symons @didi_photos
 - Ben Heide @benheide_photography
 - Callum Jackson @callumjackson
 - Jake Wundersitz @wunderlust.media
 - Harry Vick @harryvick
 - Elliot Grafton @elliotgrafton
 - Max Gava @maxgava_
 - Michael Waterhouse @michaelwaterhousephotography
 - Mardi Zeunert @flossie_create.talk
 - Jahn Williams @_adelaide_by_jahn_
 - Steve Morris @foto.velo
 - Peter @lifestyle2047
 - Bo Le @safromabove
 - Duy Dash Huynh @duydash
 - Daniel Kiritsis @danieljkiritsis
 - David Boon @travel_in_pixels
 - Camille Rose @visit_southaustralia
 - Darren Clements @darrenclementsphotography
 - Ben Goode @benjamingoode
 - Christine McCabe @agardeninthehills
 - Nikki Firth @takeninoutside
 - @ahillsdweller (Annabelle Tilbrook, wife of James from Tilbrook Estate)
 - Amanda @lambsears
 - Jesse Ehlers @jesse_ehlers
 - Lee Lam @adelaidefoodcentral

CONTENT MANAGEMENT

- Although it's great to be opportunistic and post some great content as you see it, it's helpful to have a content plan which outlines what you'd like to post about for each month or season – you can then get images ready and even schedule in advance (e.g. for special events or autumn leaves etc).
- We recommend posting 'natively' where you can – that is in the moment, relevant to the day, season, event, activity etc., however we appreciate this is not always possible for operators. Tools like [Iconosquare](#), [Buffer](#) and [Hootsuite](#) now have auto-posting functions so content can be scheduled in advance, or you can connect your Instagram account to Facebook and post across both platforms from one place. Just remember that different platforms have different audiences and purposes so this isn't always the best option.



TIPS FROM DIGITAL INFLUENCER - LAUREN BATH

INCREASING FOLLOWERS

1. Be epic and consistent in quality and style. Post strong images and avoid overly branded, blurry, bad lighting, too busy (remember it's usually consumed on a phone and images are small), obvious product placement, cheesy people shots.
2. Be consistent in quantity. Try for one a day and if you do more than that allow at least a few hours in between posts. Consider when you post – although you may find there is a particular time of day when your followers are most engaged, Lauren prefers to post at different times of the day in an effort to try and engage with different people.
3. Have a personality – show you are a real person, comment back and have fun with captions.
4. Use only a few relevant hashtags in your caption.
5. Engage, engage, engage – show interest in others by commenting and liking to help build your community. Engage with local photographers, other operators, local influencers, Adelaide Hills Tourism, SA Tourism Commission and Tourism Australia.
6. Have fun! You can tell when the person really likes Instagram or if they are just going through the motions – if you're not enjoying it maybe you have a staff member who would like to do it...
7. Spend time on your profile to ensure a strong picture and bio.
8. Further activities might include engaging a digital influencer for a campaign, running a competition or hosting an Instameet (where Instagrammers network and take photos together).

OTHER USEFUL RESOURCES

- [SA Tourism Commission's Industry Resources and Tools](#)
- [Instagram tips from Tourism eSchool blogs](#)
- [Social media learning resources from Tourism Tribe](#)