

How to adapt your social messaging throughout the COVID-19 crisis.

With a large portion of the global population currently at home, activity on social media platforms has increased significantly. At present, our feeds are filled with a lot of doom & gloom, information on essential services, who's open, who's closed, and a plethora of other do's and don'ts.

Now, more than ever, with the current travel ban in place, we need to activate and engage with our followers and adapt our existing messaging to suit the current global situation.

What can we do as businesses?

Check out how other brands across the globe are implementing different ways of engaging their followers!

Zoos like Shedd Aquarium are now livestreaming enclosures.

Without visitors, the caretakers have taken the opportunity to introduce new experiences for the animals in their care. For example, the aquarium has let penguins roam free to interact with some of their animal neighbors.



This kind of engagement can be beneficial for all businesses across The Whitsundays!

How can we do this?

- Why not have your chef do a live Facebook video on how they make their Chef's Special!
- Why not take a pic each time you create one of your menu items and then do an Instastory of the delivery options available to your customers?

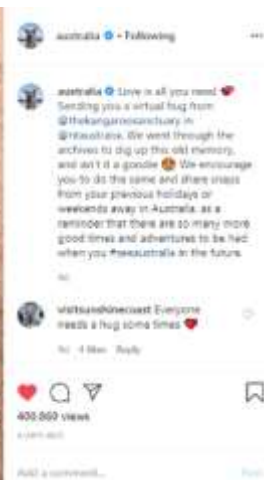
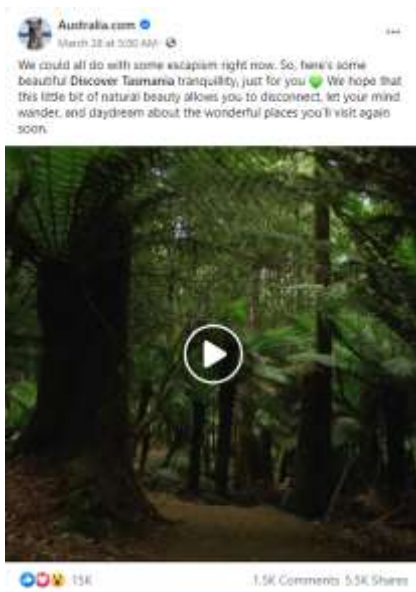
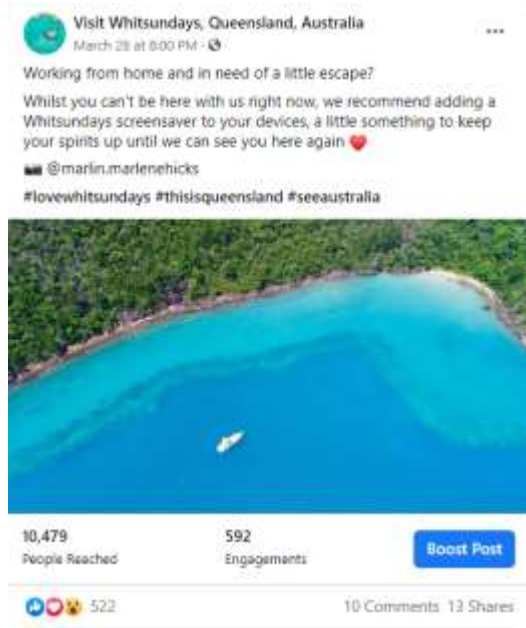
- How about you strut your stuff down a homemade catwalk and flaunt your amazing product for your followers? For those of you with your kids at home – this would be a great opportunity to get them involved!
- Know a Master Reef Guide? A marine biologist? Why not ask them to do a Live Facebook Q & A? Or a video talking about marine conservation?
- Take a virtual tour through your accommodation and show off your awesome facilities! Is your pool looking pretty spectacular with the sun reflecting off the water? Have amazing views from the balcony of your ocean-facing rooms? Are your beds the most comfortable beds in The Whitsundays?
- Take them through your product on a virtual tour of what they would experience with you.

Let's also activate the 'dreaming phase'!

The dreaming phase is step one in the five stages of travel. Give your followers a little something to add to their future holiday wish list! Once the opportunity comes that they can move to stage two – planning – The Whitsundays will likely be on their hit list!

- Share your content and provide info on where the image was taken. Remember that image that went gangbusters on your Facebook feed last year? Re-share it and ask your followers to share their favourite memories of when they have travelled with you!
- Promote the 'Don't cancel, Postpone' messaging, allow your customers to rebook for a future date!
- Create Dream Boards on Pinterest! A bucket list of experiences! For information on how to create a board on Pinterest, click [here](#).

Let people know, while they cannot be here with us right now; we look forward to welcoming them again. Let's show the beauty of our diverse natural habitat, remind those who have already visited of the sheer landscape of the environment around us. Let's give something to hope for.



How can we as a community support each other?

There is one thing that can and has been said about those of us in The Whitsundays; we are a resilient lot! It is important that we support each other.

How can we do this?

- Share good news stories! See something amazing happening in the region? Be sure to share it across your platforms.

- Share destination info! All businesses in The Whitsundays can share a hero experience and show our domestic and international market why they should visit. Help inspire people to come here.
- Get involved in the 'I ask those who love the sea' challenge? Share a picture, of your favourite memory on the water on Facebook and add the caption below;
 'I ask those who love the sea to join the challenge and publish a picture. Just a picture, no description. The goal is to flood Facebook with positive photos!'



Connect with your audience!

Remember to engage with your audience. Monitor your accounts, reply to questions, like comments, and answer all private messages that come through!

Let your audience know you are there! Tell them your hashtags. Make sure all the 'About Us' info is up to date!

Do you use Instastories?

Share the moments! Create a slideshow of your fave pics or videos on Instagram, save it as a highlight. Click [here](#) to find out how you can use Stories to maximise your reach on Instagram?

Remember to connect with Tourism Whitsundays on social media too!

How do we connect?

Tourism Whitsundays closely monitors the #lovewhitsundays hashtag on social media channels. Share individual pieces of content through your own channels and use this hashtag to allow TW to quickly and easily share your content.

Facebook Visit Whitsundays, Queensland - WhitsundaysQLD

The Visit Whitsundays, Queensland Facebook page is a visual way of inspiring prospective travellers to take a holiday in The Whitsundays by featuring photography, videos, blog posts and event information throughout the Whitsunday Region.

How we can work together;

- Like our [Facebook](#) page
- Post your photos directly to our page wall
- Join in any relevant conversations
- Tag our Visit Whitsundays, Queensland Facebook page in your Facebook posts
- Send us your epic, shareable content.

Instagram @whitsundaysQLD

Instagram is a mobile photo-sharing app that is perfect for capturing holiday moments. Tourism Whitsundays monitors the #lovewhitsundays hashtag for awesome photos to feature. High-quality, emotive, and inspirational content works best.

How we can work together;

- Follow us on [Instagram](#)
- Tag your Instagram pics with @whitsundaysQLD and always include the hashtag #lovewhitsundays
- Also, use #thisisqueensland and #seeaustralia to let @Queensland (Tourism and Events Queensland) and @Australia (Tourism Australia) know about your photos too!
- Did you know Tourism Australia also have a foodie hashtag #restaurationaustralia to add on all of your spectacular food pics!

Twitter @WhitsundaysQLD

The real-time nature of Twitter allows us to share Whitsundays content that is clever, playful, timely, and shareable.

How we can work together;

- Follow us on [Twitter](#)
- Engage with us in any relevant conversations
- retweet our favourites

YouTube Visit Whitsundays

As the second most popular search engine, YouTube is a place where we feature entertaining and informative destination videos about The Whitsundays.

How we can work together;

- [Subscribe](#) to the Visit Whitsundays YouTube channel
- Add your comments to any relevant videos
- Send us your excellent shareable video content.

Facebook Tourism Whitsundays - [tourismwhitsundaysLtd](#)

The Tourism Whitsundays Facebook page is our corporate Facebook page which allows us to share information amongst our followers in relation to membership, workshops, events, cruise ship arrivals, and PR Results, just to name a few.

How we can work together;

- Like our [Facebook](#) page
- Join in any relevant conversations



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If you have any questions on social media or the Tourism Whitsundays social media platforms, please don't hesitate to contact [Kylie Forgione](#)