



TASSIE TOURISM

masterclass



TASSIE TOURISM

masterclass

Tips and Tricks
Social Media Marketing

with **Jen Murnaghan**



Maria Island Walk

LET'S
START
WITH

WHY?



QUESTION

WHAT IS THE DIFFERENCE YOU
ARE MAKING RIGHT NOW?





What am I trying to achieve?	How will I use social media to sell?	How will I drive people to buy?	What other marketing am I doing?
Brand Awareness	Educate	Build an email list	Collaborations
Build Community	Provide a place to engage and connect	Ensure my website is optimized and well informed	Podcast
Solve a Problem	Be a thought leader	Create a consistent presence on social media platforms	Radio



West Coast Wilderness Railway

SOCIAL MEDIA AUDIT

Does it achieve core objectives?

Does it have strong call to actions?

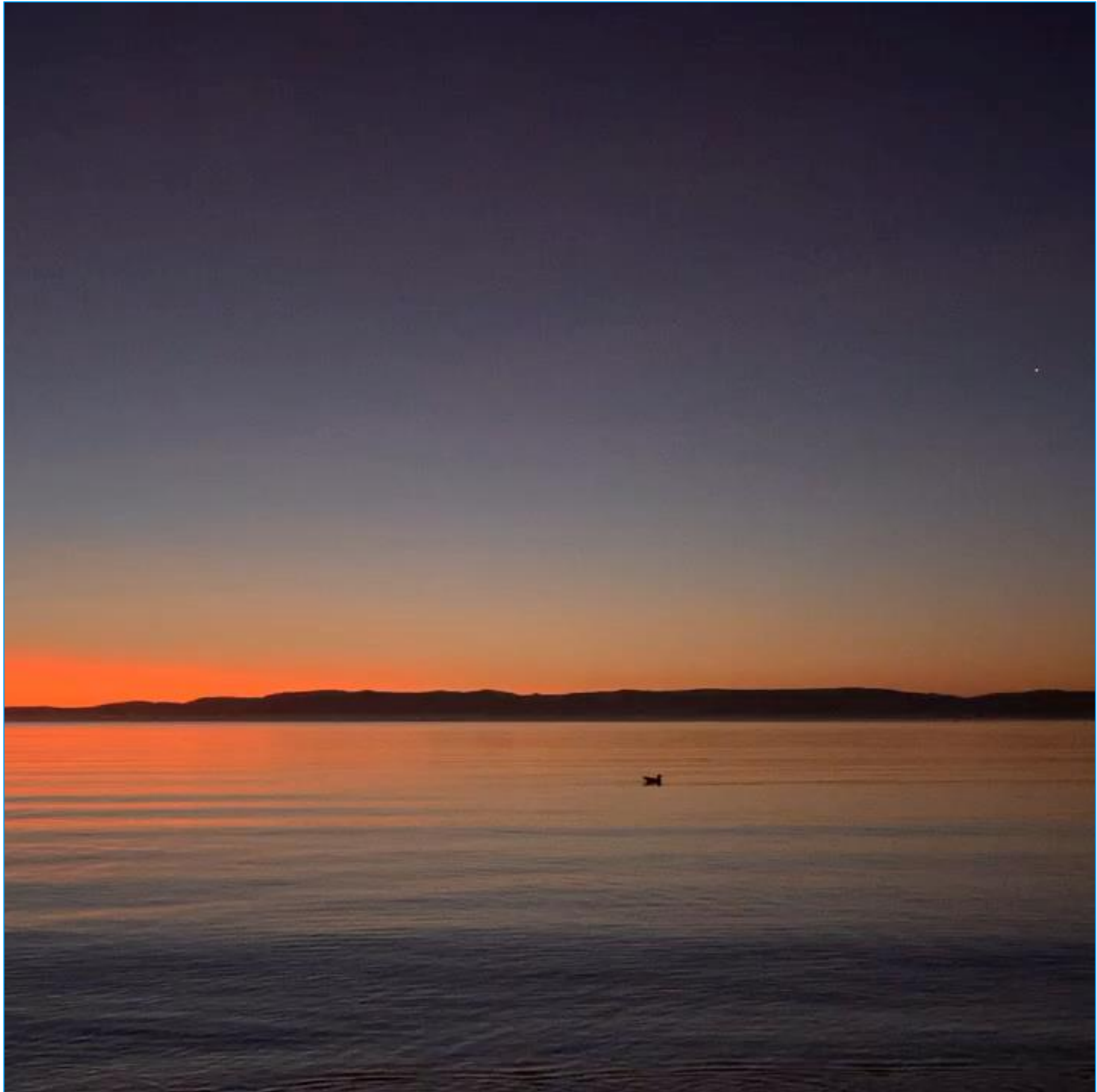
Does it reflect your brand?

Where is the ROI? Can customers purchase?

Is it memorable?

Are you reaching the right people?

How are you measuring?





LISTEN

The Uncon

EMPATHY





VALUE

Australian Wooden Boat Festival



GOALS

Photo Natale



AUDIENCE

Photo Natale Mendham



WHO ARE YOUR PEOPLE?

Photo Natale Mendham



SERVICES



VALUES



SUSTAINABILITY



THE TEAM



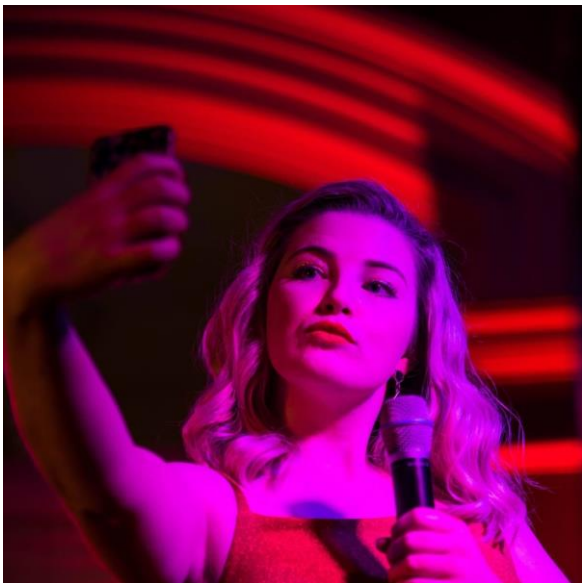
CONTENT THEMES



Educational	Profile/Review	Personal	Miscellaneous
How to	Interview	Story	Video
List	Q&A	Visual (image) post	Audio/Podcast
Step by Step	Case Study	Behind the Scenes	Current Event Related
Series (2+ posts)	Pros/Cons/Comparison		FAQ
Infographic			Giveaway/Promotion



CONTENT TYPES



Location	Emotive	Trending	Brand/Campaign
#Hobart	#supportlocal	#happiness	#tict
#Tasmania	#livesimply	#motivation	#tourismtasmania
#discovertasmania	#livecolourfully	#landscape	#seetasmania
#tasmaniagram	#communityovercompetition	#photogrpahy	#comedownforair



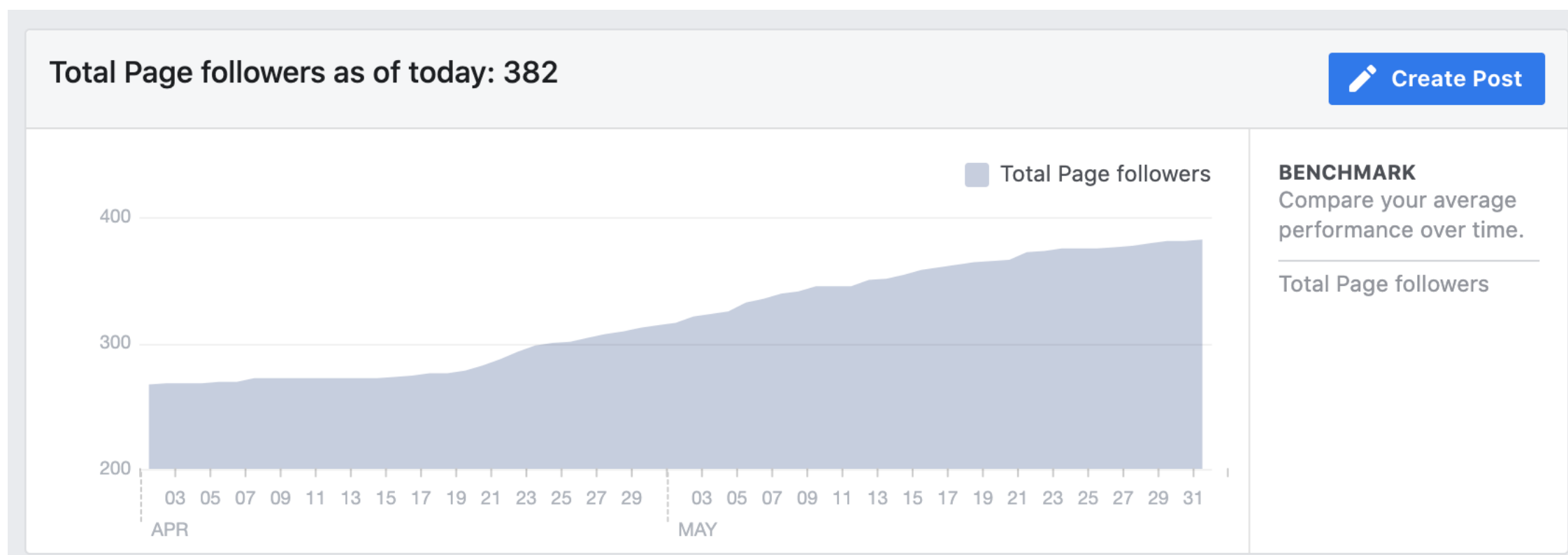
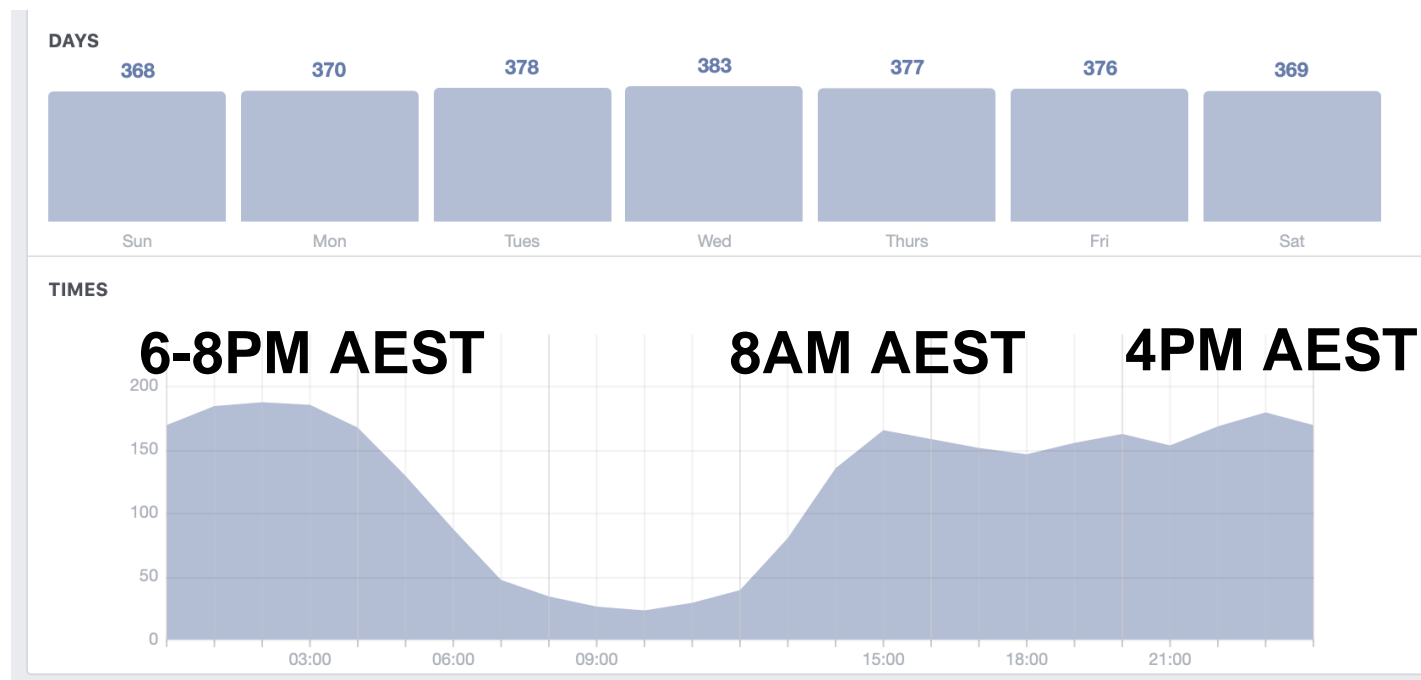
HASHTAGS



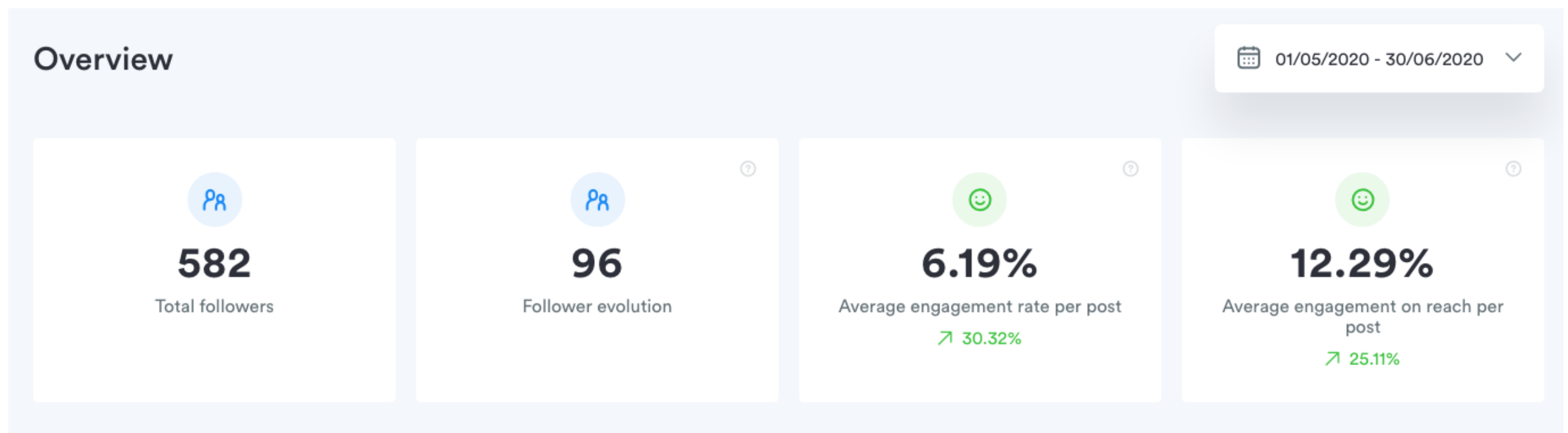
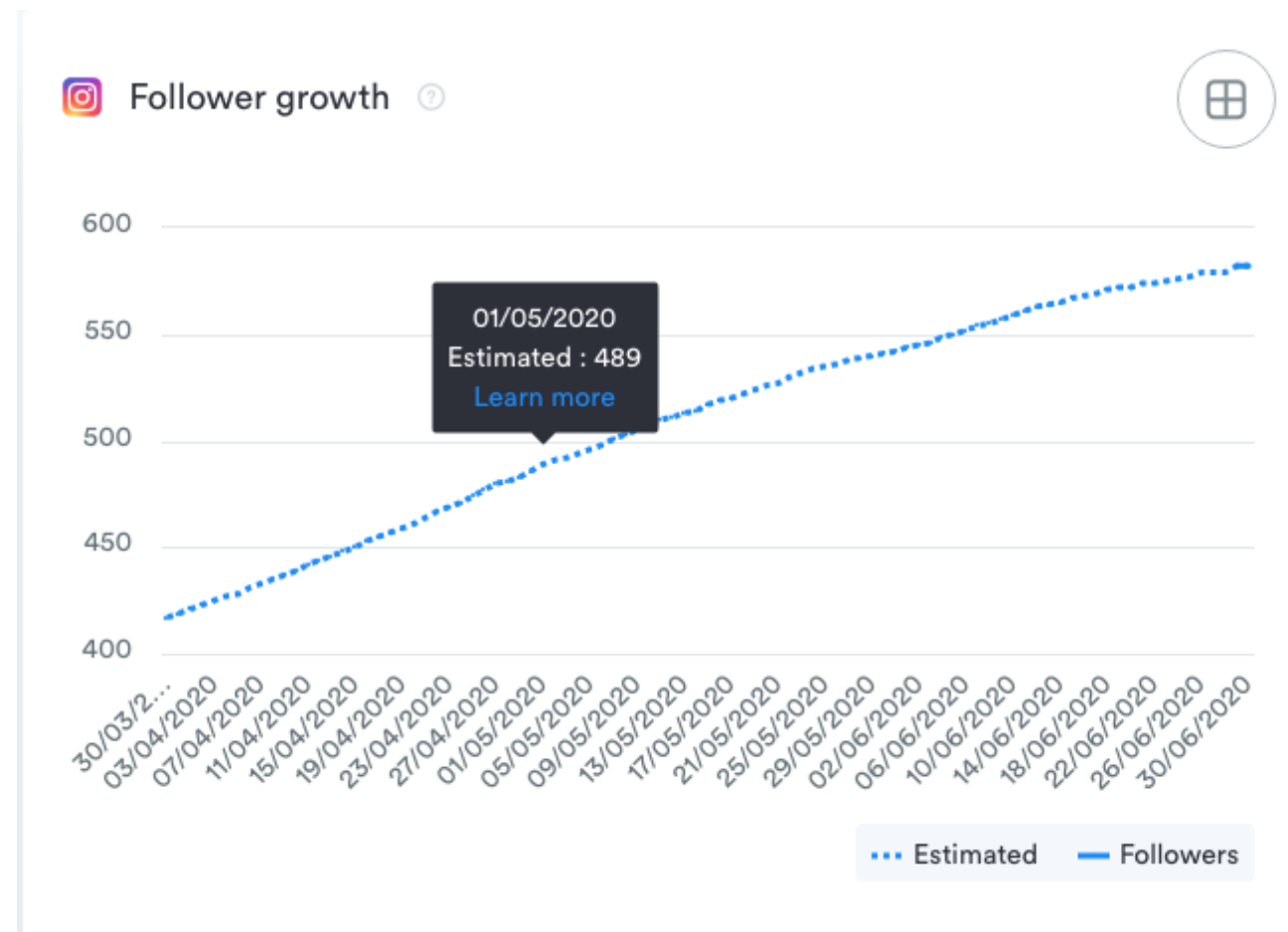
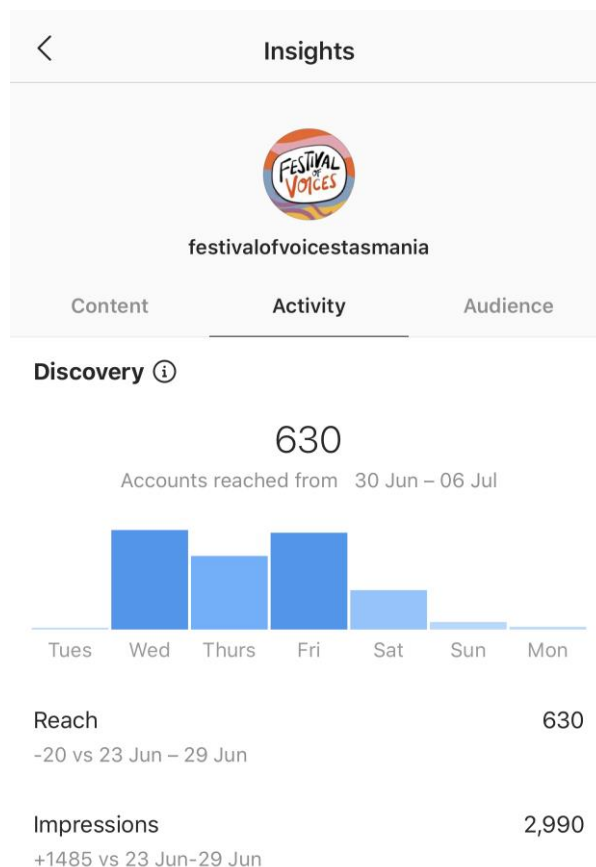
MON	TUES	WED	THURS	FRI	SAT	SUN
How to	List	Recipe	Interview	Story	Video	Story
Infographic	Profile	Case Study	Q&A	Visual (image) post	Audio/Podcast	Link Round up
Step by Step	Indepth Focus	Link Round Up	Infographic	Behind the Scenes	Current Event Related	Visual
Series (2+ posts)	Video	Story	Pros/Cons/Comparison	Giveaway/Promotion	FAQ	BTS



EDITORIAL CALENDAR



UNDERSTANDING THROUGH INSIGHTS



UNDERSTANDING THROUGH INSIGHTS



QUESTIONS?



Tourism Industry Council Tasmania