

TOURISM
TROPICAL NORTH
QUEENSLAND

INSTAGRAM

WATCH THE VIDEO HERE

TOPIC 1: THE ROLE OF INSTAGRAM IN YOUR BUSINESS AND YOUR BRAND IMAGE

Important Note: Instagram is often changing and rolling out new and changed functionality to users. To ensure you're aware of the latest functionality and to get further information check <https://help.instagram.com/>

In this topic you will clarify the role and benefits of Instagram to your business and learn how to optimise your brand image on Instagram

ITEMS TO CHECK

ACTIONS ARISING

Your Instagram app is updated on your phone.

Update your Profile using the tips below.

Update your business name using keywords + location.

Succinctly summarise your USP (unique selling proposition) in your bio.

Add multiple links in your bio using <https://linktr.ee/> or similar free website very similar.

If you have story highlights already on your profile, you may like to give them brand design treatment using a [Canva.com highlights cover template](#); or create them ready for use when you create your first story.

You've set up two-factor authentication. [More info here.](#)

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TOPIC 2: TIPS TO CREATE MORE ENGAGING CONTENT

In this topic you will learn about the social media strategies to increase engagement as well as what types of images and videos work best to improve engagement.

PRACTICING THE TIPS TO INCREASE ENGAGEMENT

ITEMS TO CHECK

ACTIONS ARISING

Develop 5 - 7 content themes that reflect your unique selling proposition, align with your audience's interests and you have passion for and expertise in. You may have already done this as part of the exercises for the Facebook training video. Review them now.

You've familiarised yourself with [canva.com](https://www.canva.com).

You've explored the social media templates.

Experiment with creating a template that you could use to share customer feedback on.

You have access to photo and video editing tools or you have reviewed the suggested tools below:

Desktop image editors such as [Canva](https://www.canva.com), [Photo Editor](https://www.photoeditor.com) or [PicMonkey](https://www.picmonkey.com).

Movie editing apps such as [iMovie](https://www.imovie.com), [InShot](https://www.inshot.com) or [Veed.io](https://www.veed.io)

Create a carousel post and utilise some of your learnings from this topic e.g. post about experiences in your destination rather than about your business, add a call to action.

TOPIC 3: STORYTELLING WITH STORIES AND REELS

Gain an understanding of how Stories and Reels can give you an advantage and learn how to create your first Story and your first Reel.

CREATING YOUR FIRST STORY AND REEL

ITEMS TO CHECK

ACTIONS ARISING

Create a Story, referring back to your content themes for the idea for your Story. If this is your first story, keep it simple, but practise including location, #hashtag, webpage link, text and a .gif just for fun

Create a Reel, referring back to your content themes for the idea for your Story.

Have fun creating your first reel. Choose your music and either take or upload a video clip. Similar to your Story, experiment with adding tags. Also add a caption.

Extra resources to help you create your reel:

- <https://www.tourismtribe.com/create-an-instagram-reel/>
- <https://www.tourismtribe.com/reel-ideas-for-tourism-businesses/>

TOPIC 4: HASHTAG STRATEGY AND SMART COLLABORATIONS

Be clear on how to make the most of relevant hashtags and how to create circular benefit for your destination through collaboration.

YOUR HASHTAG STRATEGY AND COLLABORATING ON INSTAGRAM

ITEMS TO CHECK

ACTIONS ARISING

Create a list of your must-include #hashtags for your Instagram posts.

Search for and Follow your destination #hashtags

Create a post that recommends or positively supports an industry mate or partner, remember to @mention tag them.