

vtic
VICTORIA TOURISM INDUSTRY COUNCIL
PRESENTS

VIC
TOURISM
CONFERENCE



A portrait of a woman with blonde hair, smiling, wearing a dark quilted jacket over a black t-shirt. The image is semi-transparent and serves as a background for the title.

HELLO MY NAME IS SAM

Founding the company in 2008 after selling advertising space on her broken leg via YouTube (yes, you read correctly!), Sam acts as both Director of Social Media and 'Public Face' for the brand. Her wealth of digital knowledge sees Sam invited to speak at countless digital/social media marketing events and, if you're a regular watcher of Network 10's 'The Project', you might see Sam providing a comment or two as the resident social media expert. As well as being a devoted mother to two boys, Sam loves her fitness & is a bit of a gym junkie – enjoying anything that raises her heart rate!



WHAT WE ARE GOING TO COVER



THE STATS

Current Australian Social Media
Statics



DAY TO DAY

Using Social Media for day to day
use



ADVERTISING

Understanding why to advertise and
how to optimize



PARTNERS

How to partner with influencers and
tourism boards



SNAPCHAT

Should I be investing time in new
social channels



PLAN

Where do I go from here?



15 million



14.3 million



5 million



4.4 million



3.8 million



2.8 million



2.3 million



2 million



2 million



1.6 million



300,000



60,000

SOCIAL MEDIA IS NOT A FAD BECAUSE IT'S HUMAN



Facebook Facts

- 1.65 billion monthly users
- 823 million monthly mobile users
- 47% of Internet users are on FB



Instagram Facts

- 500 million monthly users
- Sold for 1 billion now worth 37b
- 20% of Internet user are on Insta



Youtube

- 1.3 billion users
- 1/3 of the population use Youtube
- 76 languages use Youtube

A couple is shown from behind, standing on their respective paddleboards in a calm river. The man is on the left, wearing dark shorts, and the woman is on the right, wearing a yellow bikini bottom. They are both holding paddles and appear to be looking at each other. The background shows a riverbank with trees and some driftwood.

Day to Day

What should I be doing?



Why

Why am I on Social Media



Plan

Do I have a plan



Budget

How much am I willing to spend



Goals

What do I want the outcomes to be



Who are you?



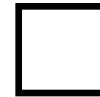
What are you
currently doing?



Offline vs Online



Do you have a
budget?



KPI's

UNDERSTANDING YOUR BRAND

Before you start



How often should I be posting?

The platforms



3 – 4 times a week



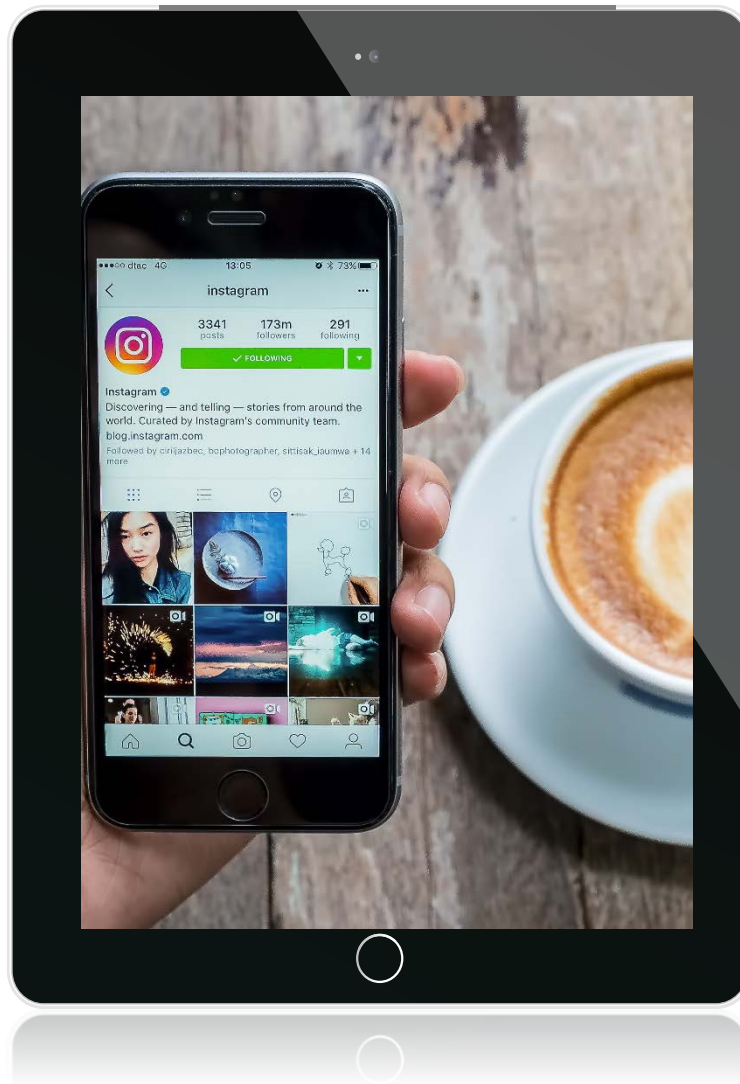
4 – 5 times a week



4 – 6 times a day



1 story per day



When is the best time to post?



Facebook

6 – 8am
7 – 9pm



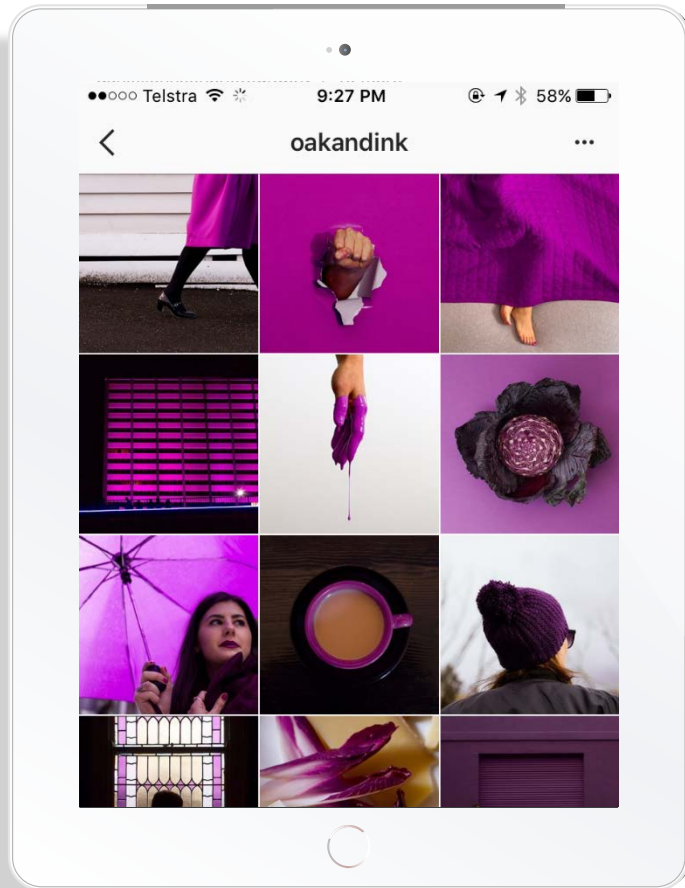
Instagram

6 – 8am
8 – 10pm



Snapchat

Anytime



Quality of Quantity

Treat your Instagram like a look book

Ask yourself... does this provide my audience with any value before posting.

Facebook Live

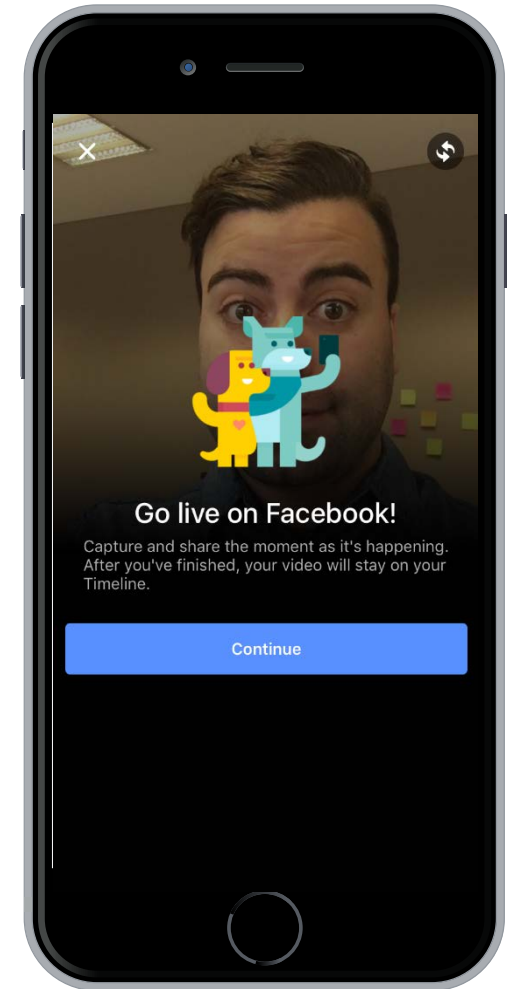
A fun, powerful way to connect with your followers and create new ones along the way

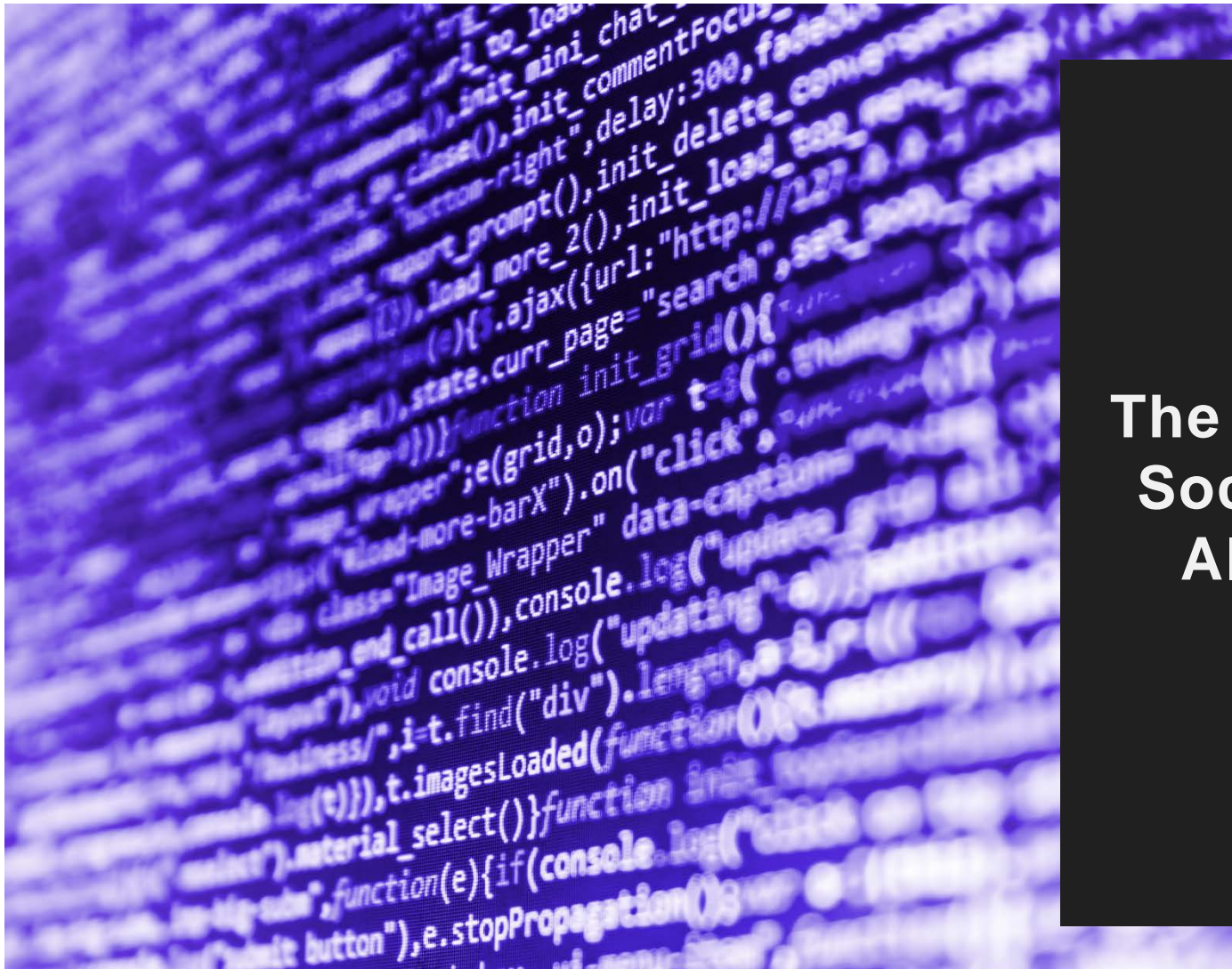
Go Live on Facebook
Broadcast to the largest audience in the world with the camera in your pocket!

Have conversations with your followers

Reach new audiences in new ways

Connect—instantly





The rise of the Social Media Algorithm

Facebook
Instagram
Search...

what's next?



The key to success on Social Media

Be human

Social Media is a tool used by humans so be human!

Know why you are there

Most businesses don't succeed on social media because they don't know why they should be there.

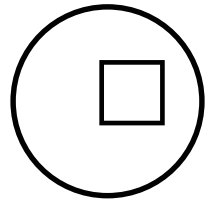
Appreciate every like, follow or comment

There is over 2 billion people using social media and they chose to follow you... That's a big deal!

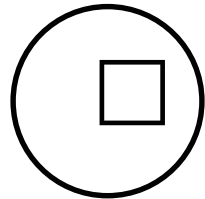


Reactive Marketing

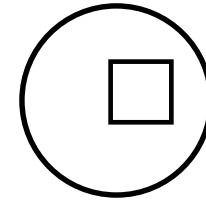
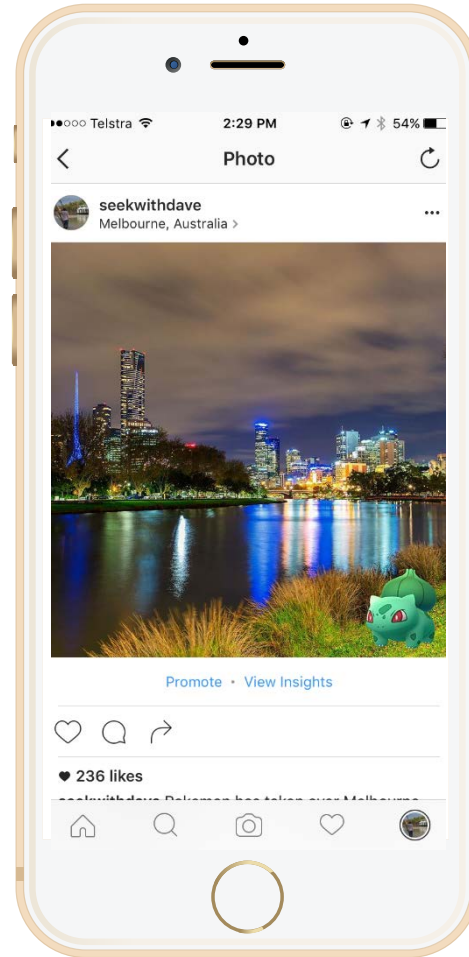
Are you part of the Pokemon Generation?



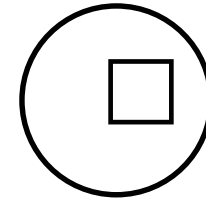
Creating



Curating



Connecting

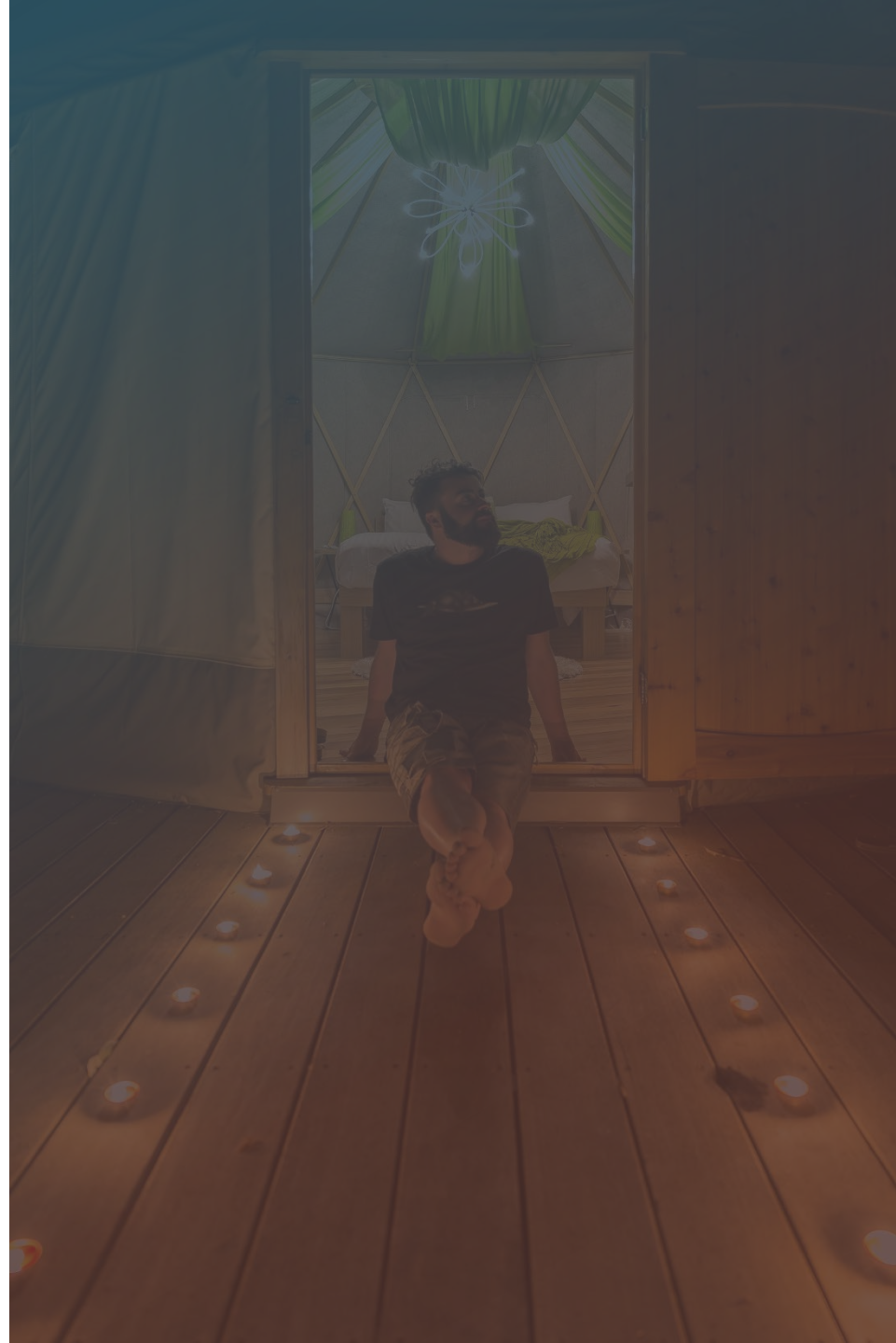


Culture

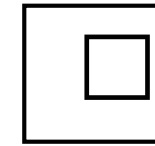


Digital Shadow

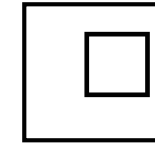
**Do you know what is being said
about your buisness?**



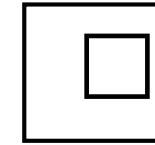
Leveraging off bigger social accounts



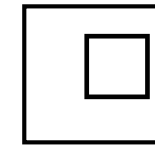
Hashtags



Shout-outs



Partners



Advertising



@iso100_photography



@melbourneiloveyou

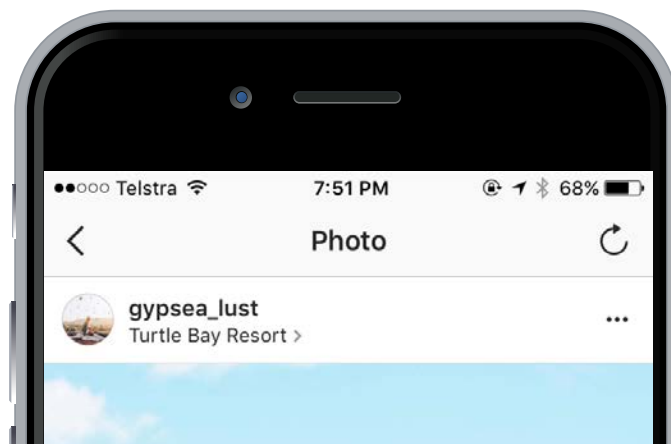


@laurenepbath



@gypsea_lust

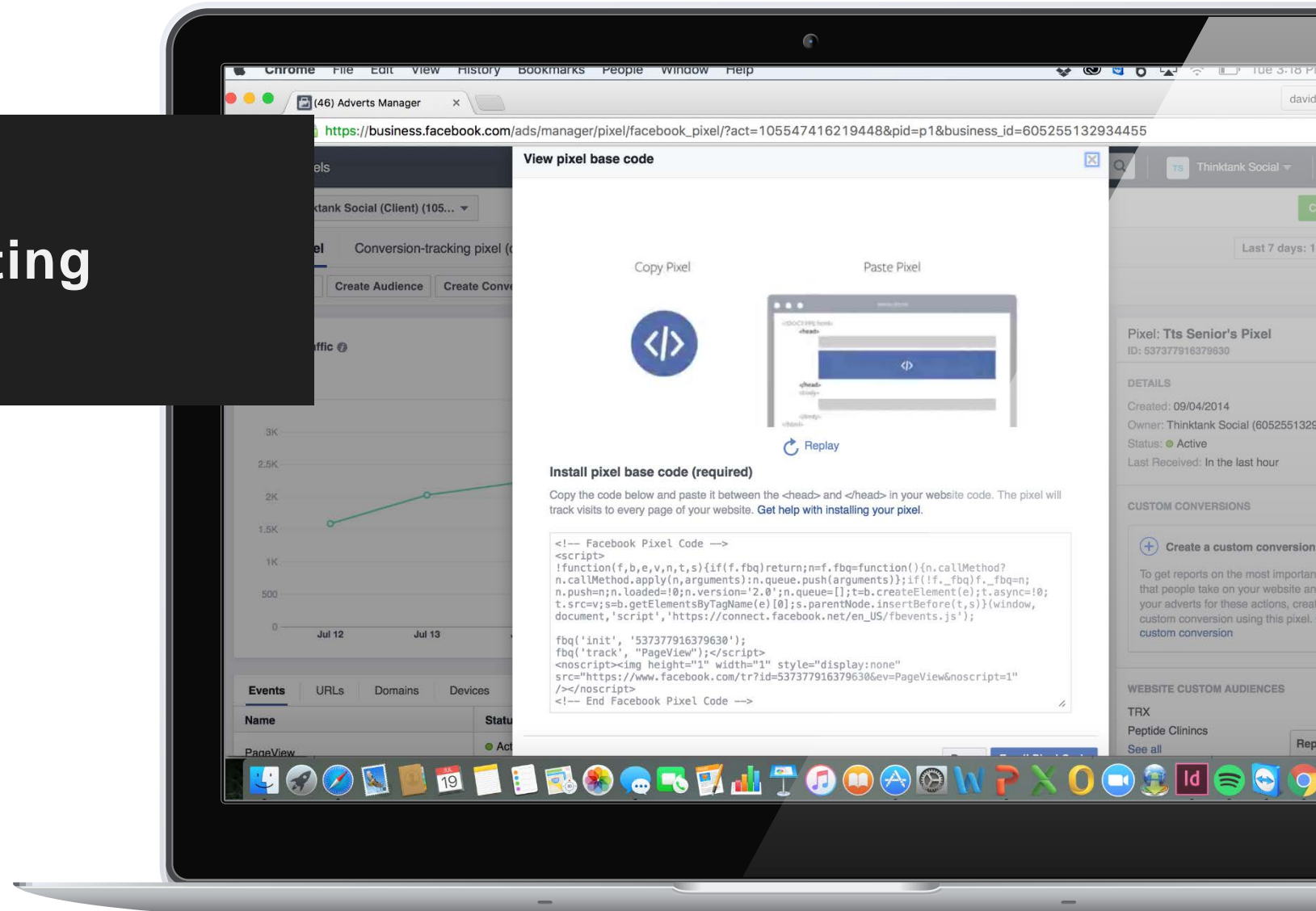
KEY INFLUENCERS

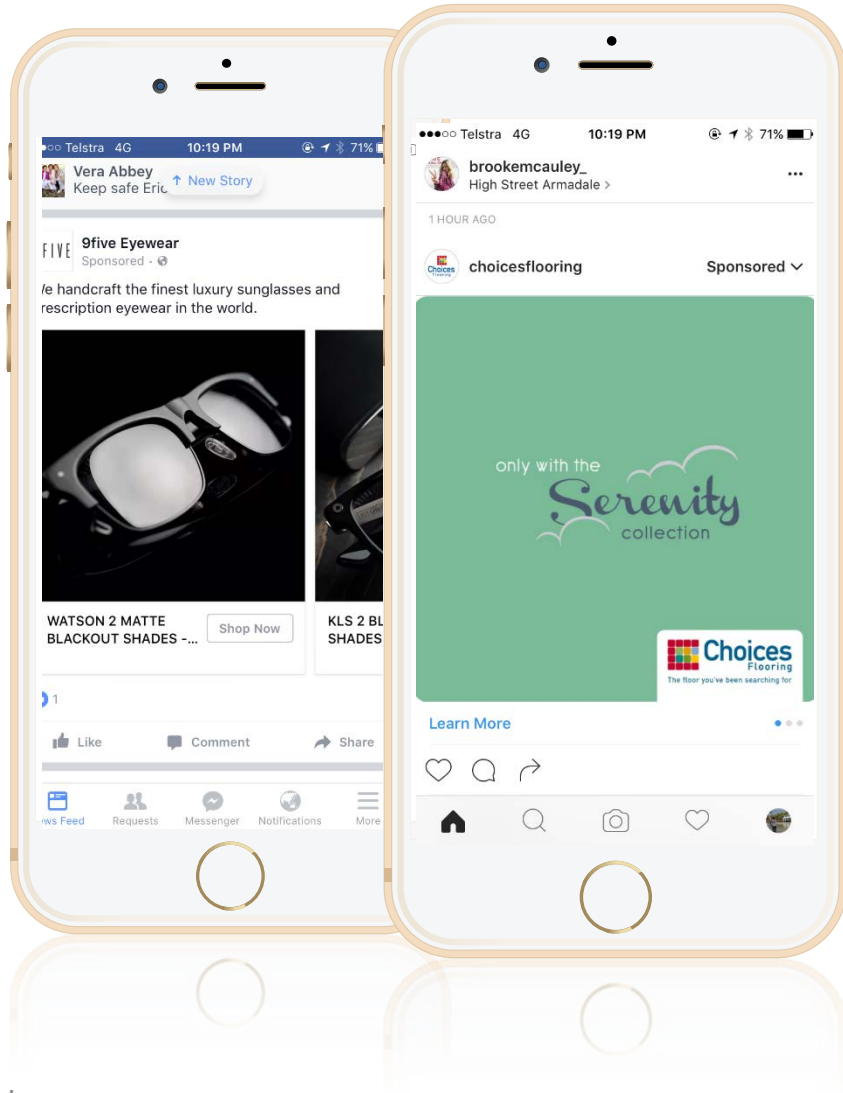


@thinktanksocial

Re-marketing

**Re-targeting, Customer Audiences,
Lookalike Audiences: Are you
making the most out of your Social?**





Advertising

Facebook has more data on people than anyone else in the world



Post Engagement



Page Likes



Local Awareness



Direct to Web



Social Media Tools

- Native Tools
- Followers +
- Ground Signal
- Icono Square
- Hootsuite
- Locowise
- Rival IQ

Snapchat

It's not just for naked selfies



**10 billion video views
Per day**



**150 million daily
users**



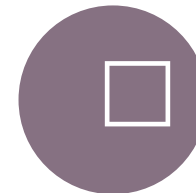
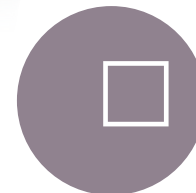
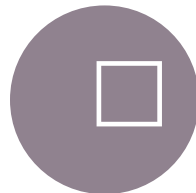
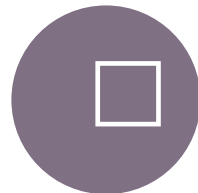
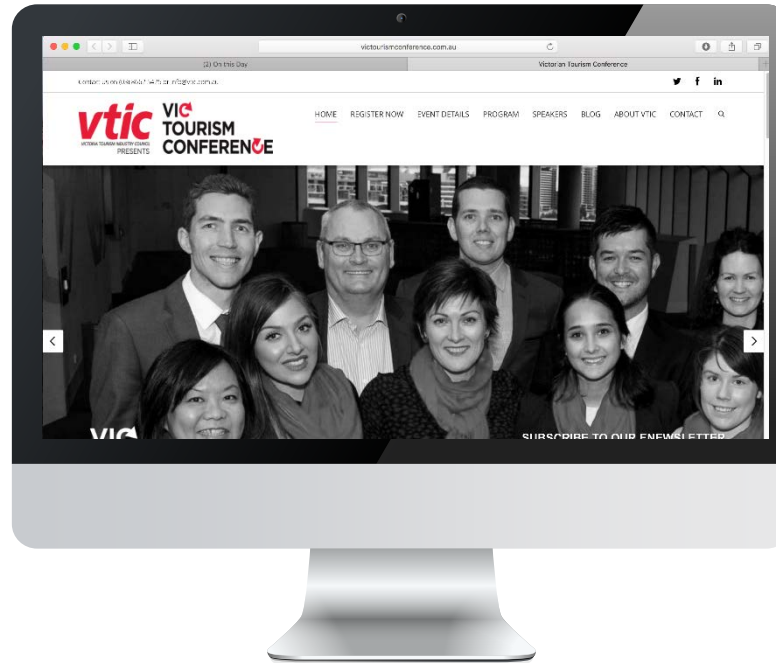
**Valued at more
than \$22 billion**



Customise your Snapcode



Where do I go from here?





REVERSE ENGINEER IT

THANK YOU

