

# BETTER LEVERAGE YRT SOCIAL MEDIA



We are often asked by Partners “How do we get featured on your social channels?”, good question! Gaining exposure for our partners in the region is so important. We love to share and create high performing content. Let’s get into it ...



VisitYarraValleyandDandenongRanges



yarravalleydandenongranges

## WANT TO GET ON OUR SOCIALS, FOLLOW THE PROCESS BELOW

# 1

### FILL OUT OUR FORM

To utilise your allocated social media post use the form on our website:

[visityarravalley.com.au/yarrarangestourism/partner-request-forms](https://visityarravalley.com.au/yarrarangestourism/partner-request-forms)

*Remember - no text in your images and make sure to give us two weeks' notice minimum.*

# 2

### RESPOND TO OUR ‘CALL OUTS’

Keep an eye on our Industry News EDM's or on our Instagram stories. This is how we ask the industry for content to share often for our campaign ideas.

# 3

### TAG US IN YOUR POSTS OR ADD US AS A COLLABORATOR ON YOUR REELS

This will help us see more of the content you create, if you're on our radar there's more chance you'll get chosen as a 'share'. Plus it means we're reminded about what you're up to. Tag us [@yarravalleydandenongranges](https://www.instagram.com/yarravalleydandenongranges).

# 4

### GET SHARED ON OUR STORIES

The only place we ever do random 'shares' are on our stories. We never directly share Facebook content, and you can't share on Instagram in the feed. So - Stories is where we share. Tag us and make sure that the 'tagging' is discreet. We won't be sharing images covered in loud, prominent tags or stickers or that don't match the aesthetic of our channels