

Social Media

FAQ Document



The social media landscape is ever-evolving. This document will answer some questions as to why it is important to partake in the digital landscape and how your business can be impacted and improved with small but crucial steps that can be done from your own devices.

WHY IS SOCIAL MEDIA PRESENCE IMPORTANT?

Social media has become a great platform for discovery not only as a business to connect with like-minded businesses within the region, but for the millions of day trip and staycation tourists that flock to socials to find their travel inspiration before and during their visit. Using your platform as a way to spotlight the amazing offerings you showcase broadens your opportunity to connect with a new audience and keep in touch with existing visitors.

WHAT IS A REEL?

Instagram Reels are short form video content between 15-60 seconds shot in primarily vertical or portrait mode that can be used to showcase a place, product or even used as a tool to verbally communicate with your audience.

WHY SHOULD I MAKE REELS?

Social platforms such as Instagram are prioritising video content above photo content as the preferred medium to share across the algorithm. This means that photo posts are getting less traction than they historically used to due to the rapid interest in short form media consumption.

SHOULD I STOP POSTING PHOTOS?

Social platforms are ever-changing their preferences and photos are still a fantastic and reliable medium to share your business and brand. It's all about increasing your content diversity with Reels playing a part in that role moving forward. Photos are still the favoured content for our Facebook audience whilst reels are dominating Instagram. When you book a social media post with us, we will help you craft content to encourage the best results.

HOW OFTEN SHOULD I BE CREATING CONTENT?

Allocating anywhere from 3-5 hours a week for conceptualising and creating social content is a great starting point to build your archive and have a wide variety of mixed content to upload throughout the week.

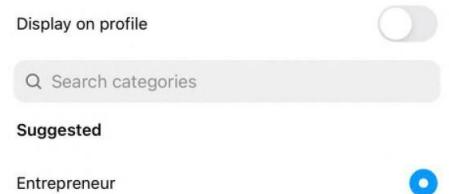


FAQS FROM SOCIAL MEDIA SESSIONS

How do I change my profile category from business to entrepreneur so I can have more music options available when creating a photo or video post?

Changing your business category enables certain access to some features you may currently not have access to such as music trending on Tik Tok and Spotify.

1. Click on your Instagram profile so you are on your profile page
2. Click **Edit Profile** under your profile bio and above your highlights section
3. Under Profile information, click **Category**
4. Change category preference to **Entrepreneur**
5. Turn Off the button that asks to **Display On Profile**
6. Click **Done** to ensure this saves your preferences



How do I create a collaboration post?

Collaborations are a great way for multiple accounts to share the same post and reach both audiences at the same time as this post appears on both your feed and the business you have invited. Currently, you can collaborate with multiple businesses on a collaboration post.

1. Click the + button on the bottom middle of your navigation bar
2. Select the photo or video you would like to use as the collaboration post
3. Once you have added the content, click **Next** until you get to the caption section
4. Click **Tag People** under the photo and caption area
5. Under the photo, you will see a button that says **Invite Collaborators**
6. Once selected, search the @ handle of the collaboration business
7. Continue completing your post and then click **Share**



Collaborators

If yarravalleydandenongranges accepts, your post will be shared to their followers and they'll be shown as an author of the post.



yarravalleydandenongranges
Visit Yarra Valley & Dandenong Ranges

Bonus: Marketing Premium and Marketing Plus partners have one collaboration post in their package!

What hashtags should I use when posting and how do I find which hashtags will be the most successful for my post?

Hashtags are a great way to connect with new followers who may show interest in your business category and provide a great discovery opportunity when used effectively. When using hashtags, you want to focus on relevance to your business along with relevance to the content you are sharing and what is in the photo or video.

For example: If you are a winery based in the Yarra Valley and you are posting a photo about a new wine product launching shortly, you will want to leverage hashtags of those interested in the key areas.

```
#wine #winelover #winetasting #winetime #winery #winestagram #redwine #wineoclock #foodandwine  
#winecountry#instawine #winelife #newwine #yarravalley #yarravalleywinery #winepairing #wineblogger #winemaking  
#winelove #winecellar #wineshop #winesofinstagram #wineandcheese #yarravalleywine #yarravalleyweddings  
#visityarrawalley #winecollection #wineflight
```

You have a **maximum of 30 hashtags** to use per post and these can be used in your caption or as a first comment.

Using an AI generator to create hashtag listings for you is a great way to see what is trending and relevant to include. Simply search into Google **Instagram Hashtag Generator** and select the website that works best for you.

Should I overlay text or do a voiceover on the video I am wanting to create or upload?

Using text as an overlay feature on video can be a great way to explain the context of the media and provide a nice opener or description of what the content is going to include.

60% of people watch Instagram Stories with the sound on. That means, of course, that **40% watch with the sound turned off**. If you're posting videos, captions are a great way to make your content more useful to that 40% of people. Captions are also an important way to help make content more accessible.

Think about the range of your audience and how they might be consuming your content – captions are a great way to include an array of demographics who may be interested in your content but cannot engage due to how you present it to them.

Providing a spoken voiceover feature in your Reels and story video content is also a great way for those who may have low or impaired visibility to engage with your content and understand the context of your post.



HOT TIP

When creating a Reel, click on this smiley icon.



Then select the blue captions button for autogenerated captions in spoken video content.

CAPTIONS

How can I check to see if my Instagram settings are set to the highest quality for photo and video uploads?

Many users are unaware that Instagram automatically sets a recommended upload quality within your settings preferences.

What that means is you may be uploading your content at high resolution, but the app is compressing the quality to a lower file size due to your settings preferences. This could result in your uploads being blurry, distorted or even pixelated.

The best way to correct this is by checking what settings you have on your account:

1. Click on your Instagram profile so you are on your profile page
2. Click the hamburger icon  on the top right of your profile page
3. Click the **Settings** button
4. Scroll down and select **Preferences**
5. Scroll down and select **Data Usage**
6. Turn on **Upload At Highest Quality**

Use less mobile data

Using less mobile data may affect your experience on Instagram. For example, photos and videos may take longer to load.



Upload at highest quality

Always upload the highest-quality videos, even if uploading takes longer. When this is off, we'll automatically adjust upload quality to fit network conditions.



Can I edit the cover of a Reel? How do I make the cover more enticing?

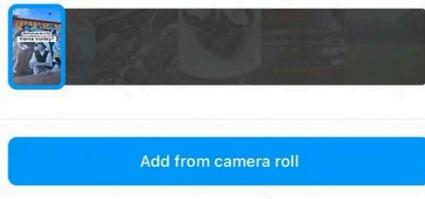
There are three ways your Reels can display on Instagram – first is with a photo that you can select from the video itself, or by clicking the **Edit Cover** button on the final edit page before you publish live. You can also add an image from your camera roll by following the prompts in the corresponding button.

What is the ideal length of each clip within a reel?

The best-performing Instagram Reels have a total video duration of 15-30 seconds. If you have a following of over 2,000 on your account, you may have access to the extended time feature of 60 seconds to 3 minutes.

Focusing on the shortform content of 15-30 seconds, you will want to achieve a video clip length of around **2 seconds per video file** which you can crop down from a larger video file in Reel editor.

Depending on your content, you may just want to feature one clip for the entire video and in that case, simply trim the start of the clip and the end of the clip if required so it can be as engaging as possible.

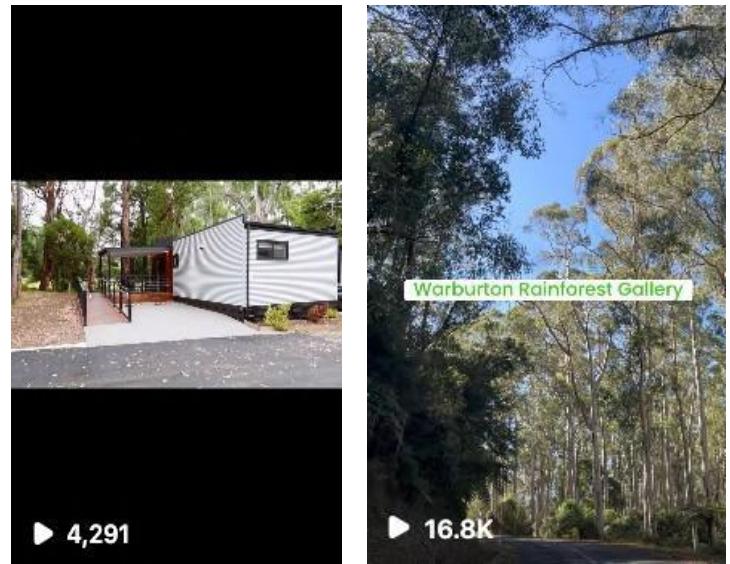


Should I create a reel in portrait or landscape?

We strongly suggest creating your reels in portrait mode. Portrait mode is more visually appealing on reels (and stories) as there are no borders and the image is in full view. The Instagram algorithm favours reels using portrait mode therefore leading to an increased number of views and reach.

If your video is landscape, it can be cropped using the inbuilt Instagram cropping tool but you will see a reduction in video quality and the sides of your footage will be cropped, only showing what is in the middle of the screen. This is because the video is zoomed into the middle content and cropped to fit the screen.

Here is an example of horizontal and portrait videos and the reduced reach and black borders.



How do I find trending audio?

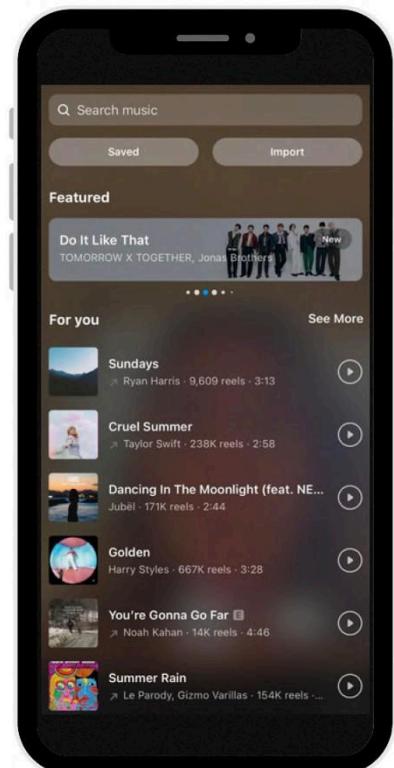
Choosing the right audio to fit the mood and feel of your video is important. It is also worth considering if the music you would like to feature is a trending audio that could increase engagement and visibility of the content piece.

Discovering music can be done in the Reel editor by clicking the **musical notation icon** on the top left side of the screen.



Most trending audios will actually come from the competitor platform, **Tik Tok**. We are finding that most Instagram reel trends originate from this platform.

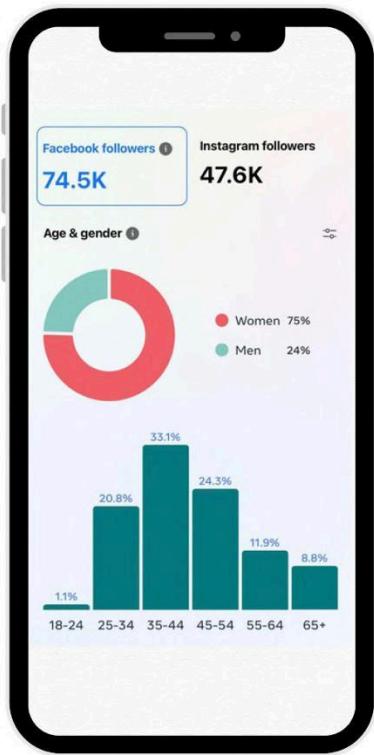
It is always a helpful exercise to cross check both platforms to see what audio is trending across both platforms for better results.



How do I share a Reel to my Stories?

1. Create your **Reel** and share to profile
2. Once posted, click on your **Instagram Profile**
3. Select the Reel you want to share
4. **Click** the paper plane icon on the right side
5. **Click** to **Add to story**

How do I check who follows me and how can I ensure my content is suitable for my target audience?



If you are curious to see who currently follows your account, this information can be found on your Instagram profile at the top of the page above **Followers**. Clicking on this will reveal the accounts names and profiles who follow you.

If you would like to know more about your audience, this can be done by visiting **META Business Suite** via mobile app or computer desktop for better results and more in-depth data.

1. When in META Business Suite App, click on your **Profile**
2. Click the hamburger icon on the bottom right of your profile page
3. Click the **Insights** button
4. Click the section that says **Current Audience**
5. Review data and analytics for both Facebook & Instagram

Here you will find information about Age & Gender of your followers and even the location they are based.



With this information, you can tailor your content to be engaging and of interest to your target audiences moving forward and also analyse any changes or variations to your audience activity along the way.

How do I add GIF/Stickers to my Instagram Stories?

Adding GIF/Stickers is a great way to add movement to a static post or even to create a call to action with a moving arrow or "click now" style button.

1. Create your **Instagram Story**
2. Click the **smiley icon**
3. Tap the **search bar**
4. Look for key words to discover GIF/Stickers
5. Click to select and add to story



How do I tag my location in a photo?

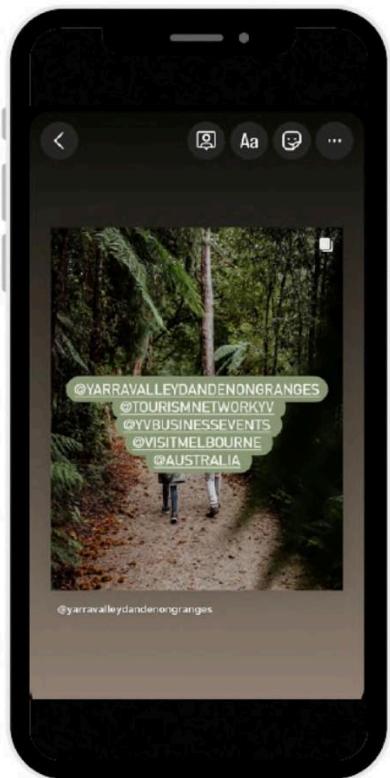
Tagging your location helps identify the context of the photo and where it was captured and also helps with discovery when people are searching the geo-tag on Instagram search bar.

1. Create your **Instagram Post or Instagram Story**
2. Click the **Location** button to view surrounding areas
3. Type the location you want to associate with the post
4. Finish post and then share to feed or stories

How can I hide accounts that I want to tag in my Instagram stories without the tags appearing on the screen?

This is a great hack to ensure you can notify accounts of your story posts without taking up the entire photo with lots of tagged account text.

1. Create your **Instagram Story** post
2. Click the **Aa** button to **Create Text**
3. Type the **@ handles** of the IG accounts
4. Click on the text so you can **drag** around screen
5. Simply pull the text across and **off the screen** until it's hidden
6. Finish post and then share to stories



How do I use my social media benefits with my Tourism East marketing package?

All Tourism East marketing partners have social media benefits available each financial year. The amount and frequency depend on the chosen marketing package.

Partners are able to purchase additional social media posts from our digital rate card.

Marketing Starter (inc Full Service): 1 x social media post

Marketing Plus: 2 x social media posts + Instagram

collaboration

Marketing Premium: 3 x social media posts + Instagram collaboration

Marketing Platinum: 6 x social media posts + Instagram collaboration

1. Ensure to use your social media post/s to maximise your exposure to our audience of people actively looking for things to see and do in the Yarra Valley & Dandenong Ranges. [Book here](#).
2. Reach out to our marketing team via marketing@tourismeast.com.au if you are struggling for ideas. We're here to help and will workshop ideas with you!
3. Get involved in our influencer marketing opportunities. We post these opportunities in our Industry News EDM which is sent to partners every Tuesday afternoon. This is an inexpensive way to reach a new audience, get a taste for hosting an influencer and receive new images.





HANDY TIPS TO HELP WITH CONTENT CREATION

Here are some helpful tips to assist you with time management, and ways to ensure you are working to your best ability with your skill set and resources to create content with confidence.

- **Have a clear purpose**
Knowing what you want to capture before you start filming will help you stay on track with your vision.
- **Understand your brand's look and feel**
Find text fonts, gifs and language that are on brand and represent how you want to be seen on the platform.
- **Be inclusive and diverse with your content**
Utilise captions, voice-over features and on-screen text for better engagement and accessibility inclusion.
- **Capture content as it is happening in the moment**
Don't wait to start building your content archive – collect content along the way to make it easier for you.
- **Keep your Reel short**
Aim for 15-30 seconds as a maximum knowing you can push out to 60 seconds if you need more time.
- **Get the upload dimensions correct to fill the entire screen**
Ensure you are uploading in portrait full-screen dimensions – 1080 x 1920px.
- **Consider the first 3 seconds of your Reel**
This will be what hooks your audience – make it count and make sure it's visually enticing.
- **Use a strong soundtrack from Instagram music library**
Always use the native music library in the Instagram app – search trending audio to increase visibility.
- **Hop on trends quickly**
Be quick to action videos with trending concepts and audios within the first week of viral activity.
- **Archive your content properly for easy access**
Create folders in your photo album on your mobile device to store content by date or category.
- **Have FUN - let the process be enjoyable**
Find a way to capture the things you love and find exciting – your audience will engage better .
- **Reach out to our marketing team - we are here to help!**
Don't know what to post or feeling stuck? Ask our marketing team via marketing@tourismeast.com.au.

Thank You

FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

