

## HELPFUL TIPS | Quick Tips by Platform

GOAL	PLATFORM	CONTENT TYPE	AUDIENCE
Increase brand awareness	TikTok, Instagram Reels, YouTube Shorts	Short-form video, Reels, trending audio	18-44 (broad awareness seekers)
Promote local events	Facebook, Instagram Stories	Event promos, countdowns, graphics	Locals, families, event-goers
Drive website traffic	Facebook, Instagram (link in bio)	Blog links, carousel posts	Planners, parents, trip researchers
Grow repeat visits	Facebook, Instagram Stories	Behind-the-scenes, staff features, UGC	Returning visitors, loyal locals
Educate and build trust	YouTube, Facebook, Instagram, TikTok	Reposts, video testimonials, visitor reviews, fun facts, tips, how-to's	New and returning guests, UGC contributors, info-seekers



## EASY TOOLS TO HELP

- **Canva** - Templates for social posts, stories, ads, etc.
- **Adobe Express** - Quick design tool, good for branded content. *Keep text away from the edges to avoid mobile cropping in graphics.*
- **ChatGPT** - Captions, content calendars, and ideas.
- **Copy.ai/Jasper** - AI tools for generating captions and copywriting.
- **Hashtag Generator** - tools to find "local tourism" hashtags
- **Hootsuite** - Robust platform for scheduling, monitoring, and analytics
- **Google Analytics** - Track traffic coming from social to your website.

## RECOMMENDED SIZES

### Meta Stories and Reels:

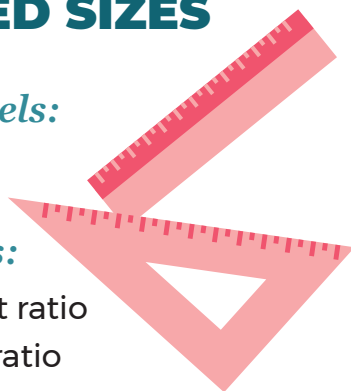
- **Aspect Ratio:** 9:16

### Facebook Feed Posts:

- **Portrait:** 4:5 aspect ratio
- **Square:** 1:1 aspect ratio

### Instagram Profile Grid Preview:

- **New Aspect Ratio:** 3:4



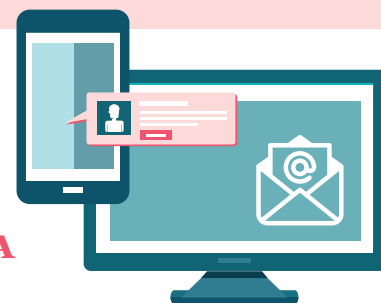
## LET'S CONNECT

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## YOUR SOCIAL MEDIA SUCCESS CHECKLIST:

### *Next Steps*

#### KNOW YOUR AUDIENCE

- Identify your top 1-2 audience groups (locals, visitors, families, event-goers, etc.)
- Check your audience insights (Facebook, Instagram, Google Analytics)
- Define your top 1-2 goals (awareness, engagement, traffic, bookings)



#### CHOOSE YOUR PLATFORMS

- Select 1-2 platforms where your audience is most active
- Match your content type (video, photos, stories) to platform strengths
- Set a posting frequency you can maintain consistently



#### PLAN YOUR CONTENT

- Brainstorm content ideas using content buckets (People, Places, Events, Reviews, Fun Facts)
- Map out 2-4 weeks of content in a simple calendar
- Gather or create photos and short videos (batch content if possible)
- Focus on value > volume



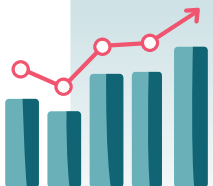
#### WRITE STRONG CAPTIONS & USE HASHTAGS

- Start captions with a hook or question
- Include a clear call to action (Save, Tag, Visit, Share)
- Use 5-10 relevant hashtags (mix of branded, local, and topic-specific)



#### LEVERAGE TRENDS (IF THEY FIT!)

- Watch for trending audios or formats on Reels and TikTok
- Stay true to your voice—only jump on trends that align with your brand
- Repurpose one good piece of content across platforms



#### MEASURE & ADJUST

- Check your post performance monthly (reach, engagement, clicks)
- Identify your top 1-2 best-performing posts—what worked?
- Adjust your plan based on what your audience is responding to