

# Top Social Media Tips for Tourism Businesses



## INSTAGRAM: INSPIRE YOUR AUDIENCE

Instagram users are looking for one thing: Inspiration. Use the platform to raise awareness about your business and showcase why you are a bucket list item!

### TIP 1: TELL THE STORY OF YOUR BUSINESS

Over the days of simply posting stunning imagery. Instagram users are curious about **WHY** you do what you do, **WHO** works with you, **HOW** other people experienced your offerings, and **WHAT** makes you different from the competition - it's time to get creative and tell your story!

### TIP 2: UTILISE USER-GENERATED CONTENT

Build **loyal customer relationships** by featuring their photos in your story or on your feed. Actively encourage your customer to tag you with a branded hashtag. Always engage with customer posts (like & comment).

### TIP 3: PORTRAIT BEATS LANDSCAPE

Use **4:5 portrait format imagery** instead of the classic square post. It will take up most of your followers screen, increasing the chances of active engagement.

### TIP 4: USE SPECIFIC HASHTAGS & KEYWORDS

Include **small, specific & strategic** search terms in your captions and hashtags, based on your specific customer needs.

- #Small:** Avoid large hashtags such as #supportlocal (over 40 million uses).
- #Specific:** Be specific to your target audience interests & post content, e.g. #localseafood (60k uses)
- #Strategic:** Consider what your audience is searching for on a larger scale, e.g. add a location hashtag/tag

**TAG #WILABOUTARGYLL ACROSS YOUR SOCIAL MEDIA TO EXTEND YOUR REACH AND BE FEATURED ON OUR CHANNELS.**



## FACEBOOK: DRIVE TRAFFIC

Use Facebook to drive traffic to your website by sharing link posts to interesting blogs or special offers.

### TIP 1: ALWAYS ADD A VISUAL

Facebook is encouraging users to **post more visual content**, especially short videos. Make sure to include a scroll-stopping visual when sharing link posts.

### TIP 2: HUMAN OVER PRODUCT

Best performing visual posts on Facebook **include a human element**. Example: Instead of sharing a flat-lay of a new item on your menu, ask a member of your team to take a shot of you eating it!

### TIP 3: JOIN RELEVANT FACEBOOK GROUPS

Join relevant Facebook groups, e.g. Scottish Heritage, where you can find your ideal customers. The tricky bit? **Start engaging without selling**. Share valuable information relating back to your website, e.g. through blog articles.



## TWITTER: CONNECT

Twitter connects you and your business with what's happening in the world every day. Utilise it to engage with your customers and showcase your expertise.

### TIP 1: ASK QUESTIONS IN YOUR CAPTIONS

Twitter is all about conversation. Instead of broadcasting information, actively **involve your audience** by asking relevant questions in your captions.

### TIP 2: LIMIT YOUR HASHTAGS

Twitter hashtags have been losing their relevance and are more considered as spam than help to increase reach. Recent studies suggest to limit your hashtags to **1-2 per Tweet**.

### TIP 3: PARTICIPATE IN SCOTLAND HOUR

Every **last Wednesday of the month** we come together to answer questions about Scotland as a destination. It's a great way to extend your reach and showcase your business. More info on **Scotlandhour.com**

