

# MAKING THE MOST OF SOCIAL

## Tips for Small and Medium-Sized Tourism Businesses



Organic social media content is a powerful marketing and brand building tool for the travel industry. As a popular space for travel inspiration and travel-related decision making across many audiences, having a strong presence on social media can assist your tourism business in creating relationships and ultimately conversions. Social media users seek authenticity – this is a space to share your business’s story and personal voice, allowing your business to take small, approachable steps to increasing awareness and connection. Follow our tips and actionable steps below on how your tourism business can use social media effectively.

### BEST PRACTICES



#### Choose the best channels for your business

- There are many social media platforms to choose from. Instead of spreading your efforts across all channels at once, do some research to find the channel(s) that fit your business best, then grow from there. This is where you can provide the most value to your target audience and potential guests.



#### Be consistent

- Use scheduling tools and content calendars to share content consistently so your followers become familiar with seeing your brand and content regularly. There are many free tools available online you can use.
- Build a schedule that works for you (even it’s just once or twice a week!) but keep in mind that setting a schedule of a certain amount of posts a week, at a certain time, is helpful in building your community.
- Consistency also applies to your style, tone and brand voice.



#### Talk to your audience

- This is the space to start a conversation and learn about your audience! Share stories, reply to comments and ask questions to show the real personality behind your brand, inspiring your followers to engage and encourage conversion.
- To amplify your message, encourage your network and guests to share their experiences with your business on their own channels. You can then repost this content to your business’s channel with permission.
- Consider using features that inspire action, like quizzes or polls.



#### Invest in content

- Host a small photo and/or video shoot to capture engaging and authentic images and video to share with your audience, or offer your service to a photographer in exchange for images/video. Custom content, even a small amount, helps build your identity online.
- Consider putting paid support behind your most popular posts to reach new audiences.

# WHAT MAKES A GOOD IMAGE OR VIDEO?

Destination Canada shares images that match our [@ExploreCanada feed](#), this means:



## Vibrant colours

Share the beauty of Canada and your business by posting content that reflects rich landscapes and tones – be sure to stay true to reality though, avoiding overly edited photos



## Seasonal

Align with the real-time happenings of the year so people can imagine themselves there



## Diverse

Look to showcase diversity, of all types, both in front of, and behind the camera



## Context

Let your community know where you are and what makes it unique; amplify a distinct point of view that highlights what differentiates your business



## People

Create engaging content by showing people in place and participating in activities – this is immersive and allows viewers to picture themselves here



## Organic

Avoid content that looks too much like an ad, instead focus on content that organically fits with the travel space while matching your brand



## Format

Ensure content is correctly formatted for the specific social channel – aspect ratios and other specs are easily found online

Preferred content on social channels can change over time, sometimes quickly! Watch our [@ExploreCanada](#) page for up-to-date examples of strong images and video as our content adapts with the platform.

## JOIN OUR SOCIAL MEDIA PROGRAMS



### Heartbeat Instagram Stories

We feature industry profiles on our Instagram stories to showcase the richness of tourism in Canada. Email [heartbeat@destinationcanada.com](mailto:heartbeat@destinationcanada.com) for more information.



### Top 5

Every week on Instagram we highlight 5 partner and community posts that use the #ExploreCanada hashtag from the past week.

## #@ USE HASHTAGS AND PARTNER TAGS

Use our global hashtag [#ExploreCanada](#), our tourism business specific hashtag [#CanadaTourismBusiness](#), and tag us, [@ExploreCanada](#) so your posts can be surfaced. Be sure to use all three!

Engage with local city, provincial and territorial marketing organization's social channels to highlight your content and make it easier to find.

- Use the local and provincial/territorial hashtags in your captions
- Comment and engage with their posts so others see your handle and page