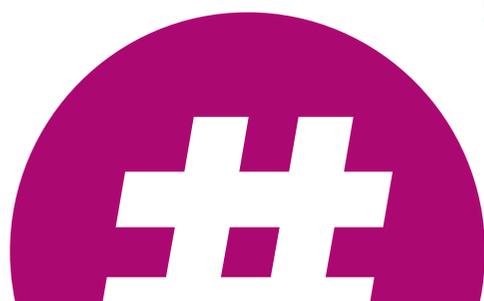


SOCIAL MEDIA GUIDELINES

FOR EXTERNAL USE
MARCH 2016



These guidelines
are divided into
eight key sections:

- 01 DESTINATION NSW SOCIAL MEDIA**
Channels + platforms
- 02 HOW TO GET INVOLVED**
Interact + contribute
- 03 WHAT DESTINATION NSW
ARE LOOKING FOR**
Images + videos
- 04 CREATING YOUR OWN CONTENT**
Content + animation
- 05 WORKING WITH BLOGGERS
AND PHOTOGRAPHERS**
Sourcing + sharing
- 06 CONTACT US**
Social media contact details



#01

DESTINATION NSW SOCIAL MEDIA

Destination NSW (DNSW) has established a number of social media channels, focused on consumers, to promote awareness of Sydney and Regional NSW destinations, attractions, experiences and key events. DNSW also aims to create communities of highly passionate, loyal followers who want to know and share information about our state.

DESTINATION NSW SOCIAL MEDIA
CHANNELS + PLATFORMS



Sydney.com

The official Sydney website which is the main call to action for all Sydney campaigns.



Visitnsw.com

The official NSW website which is the main call to action for all Regional NSW campaigns.



Sydney.com/workstudyplay

The official hub for NSW Youth Traveller content.



Sydney.com

facebook.com/seesydney

One of our largest social media communities. Sydney's Facebook page features a range of fan photos, videos, events and things to do in and around Sydney. Our weekly features include 'Our favourite **#ilovesydney** Instagrams', 'Sydney fan photo of the week' voting album and the 'Sydney fan photo of the week winner' which then receives the coveted spot of being our Sydney.com cover image for the week.

Visit NSW

facebook.com/visitnsw

A large and rapidly expanding NSW community. Our Facebook page features a range of fan photos, videos, events, things to do in and around the state. Our weekly features include 'Our favourite **#NewSouthWales** Instagrams', 'NSW fan photo of the week' voting album and the 'NSW fan photo of the week winner' which then receives the coveted spot of being our Visit NSW cover image for the week.

Sydney Work Study Play

facebook.com/sydneyfunaustralia

A channel specifically targeting youth travellers to Sydney and NSW. The largest of all social channels for youth. Sydney Work Study Play's Facebook page features a range of information on cool events, road trips ideas and things to do in Sydney and NSW for youth travellers and working holiday makers.



@Sydney

We feature 1-2 Instagram posts per day on this channel. We also monitor **#ilovesydney** images for inclusion in our weekly galleries on Facebook.

@Visitnsw

We feature 1-2 Instagram posts per day on this channel. We also monitor **#NewSouthWales** images for inclusion in our weekly galleries on Facebook.

@Sydneyfun

Specifically targeting youth travel, we feature 1 Instagram post per day during campaign season. We also monitor **#ilovesydney** and **#NewSouthWales** for inclusion in future content.



@Sydney_sider

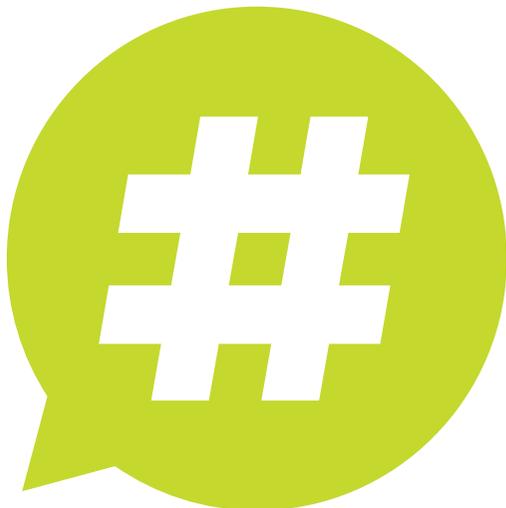
We feature our best daily fan content on this channel and also re-share tweets and articles about Sydney.

@NSWtips

We feature our best daily fan content on this channel and also re-share tweets and articles about NSW.

@Sydneyfun

We re-share youth travel related tweets and articles about Sydney and NSW.





#02

HOW TO GET INVOLVED

All content we share on our social media channels is designed to inspire and convert travellers around the world to choose Sydney and NSW as their next travel destination. And we want you to become a part of that!

HOW TO GET INVOLVED

INTERACT + CONTRIBUTE



Sydney.com / Visitnsw.com

To create a free website listing it is as easy as registering your event, accommodation or tourist attraction with our Get Connected team at getconnected.dnsw.com.au.

Basic information you'll need for your listing:

- 1 high res image (min)
- 50-150 word description
- Website URL.

In order to ensure your listing stays on our website you will need to update it only once every 12 months.



Sydney.com

Post any of your great Sydney images or videos directly to our Facebook Wall to allow us to share them with our community.

Visit NSW

Post any of your great NSW destination or event images directly to our Facebook Wall to allow us to share them with our community.



@Sydney

If you are posting any Sydney images or videos on Instagram use **#ilovesydney**.

@Visitnsw

If you are posting any NSW images or videos on Instagram use **#NewSouthWales**.

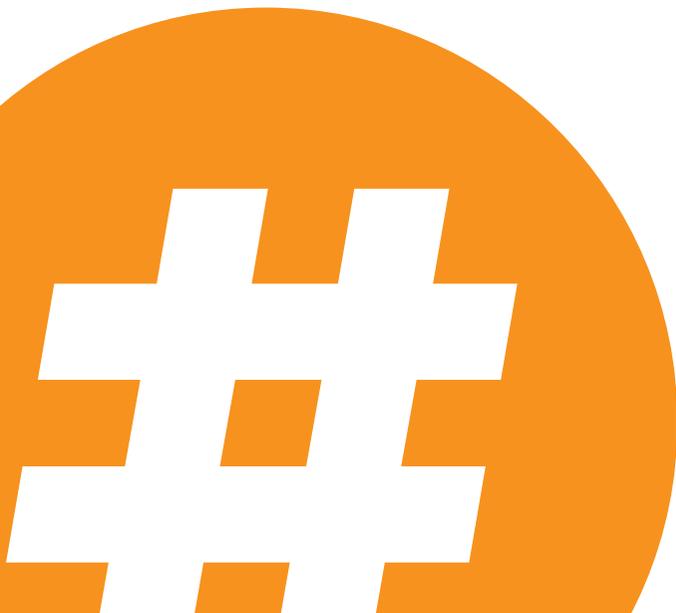
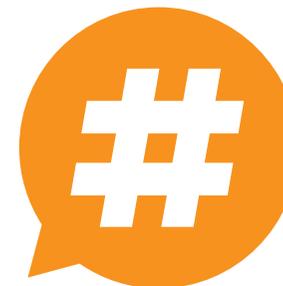
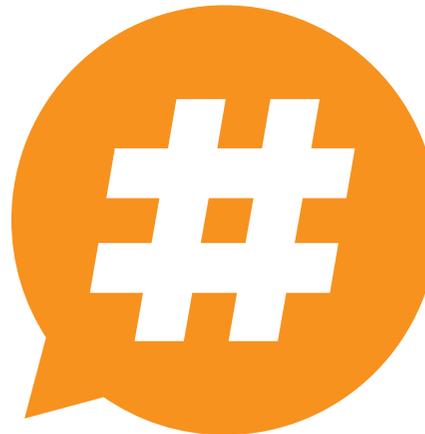


@Sydney_sider

If you are tweeting about the Sydney destination ensure you tag **@sydney_sider** and/or use the **#ilovesydney** hashtag in your tweets.

@NSWtips

If you are tweeting about New South Wales ensure you tag **@nswtips** and/or use the **#NewSouthWales** hashtag in your tweets.





#03

WHAT DESTINATION NSW ARE LOOKING FOR

Some simple guidelines on how to engage our consumer social channels.

WHAT DESTINATION NSW ARE LOOKING FOR IMAGES + VIDEOS

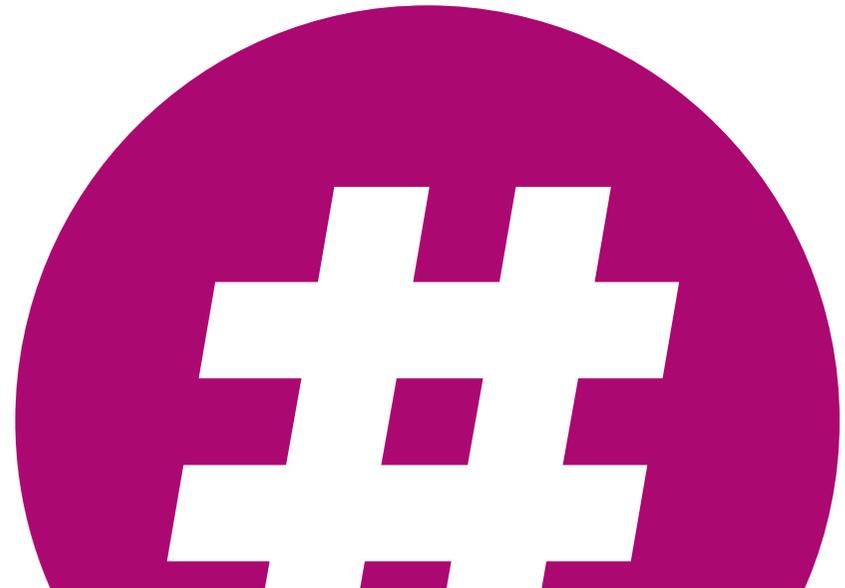
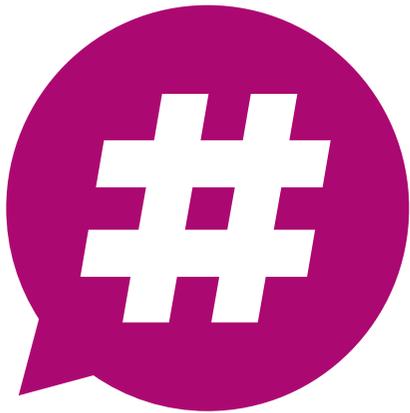
Remember that people are using social media to connect with family and friends so we need to ensure our content is in the same context. It needs to be inspirational and eye-catching in order for people to want to engage with it, so it is really important that we do not appear too commercial or editorial. Motion type content also works really well in social as it captures people's attention in crowded newsfeeds.

Images

- Beautiful imagery that showcases the destination or scenery of Sydney or New South Wales
- Eye-catching and engaging imagery of an event or activity – try to also capture the destination/surrounds around you
- Images should be free of watermarks/captions/logos
- Submit content regularly – we use content in a multiple of ways (including; galleries, slideshows, parallax) so the more we receive the easier it is for us to re-share
- Landscape images are preferred
- 300 dpi – as high res as possible
- When sharing another photographers image, ensure you seek permission from the photographer prior to posting and always include their credits in your post.

Video

- Short form video content around 15-30 seconds
- Non-commercial or editorial
- Video can be watched and understood without sound
- Without end frames or Calls To Action
- Great weather, blue skies, no rain or grey sky
- Vibrant imagery (no black & whites) – timelapse works well
- Wide landscapes so the location can be showcased to give context to the atmosphere of the destination
- Avoid shots with recognisable faces/people
- In focus
- When sharing a video, ensure you seek permission from the owner and always include their credits in your post.





#04

CREATING YOUR OWN CONTENT

“The best camera is the one that’s with you”.

Creating great content doesn’t have to be expensive or hard. This section covers video types that work well in social and are easy to create.

Parallax

A format of video that shifts the focal points of a still image to provide a perception that the image is moving. This motion file is built from a still image.

- Clear high quality image
- Images need to be clear of watermarks/logos
- Images should have layers (foreground, middle ground, background) in order for it to perform optimally.

Cinemagraph

A motion file where most of the image has been frozen but elements continue to have an animated/motion element. This motion file is built from a video.

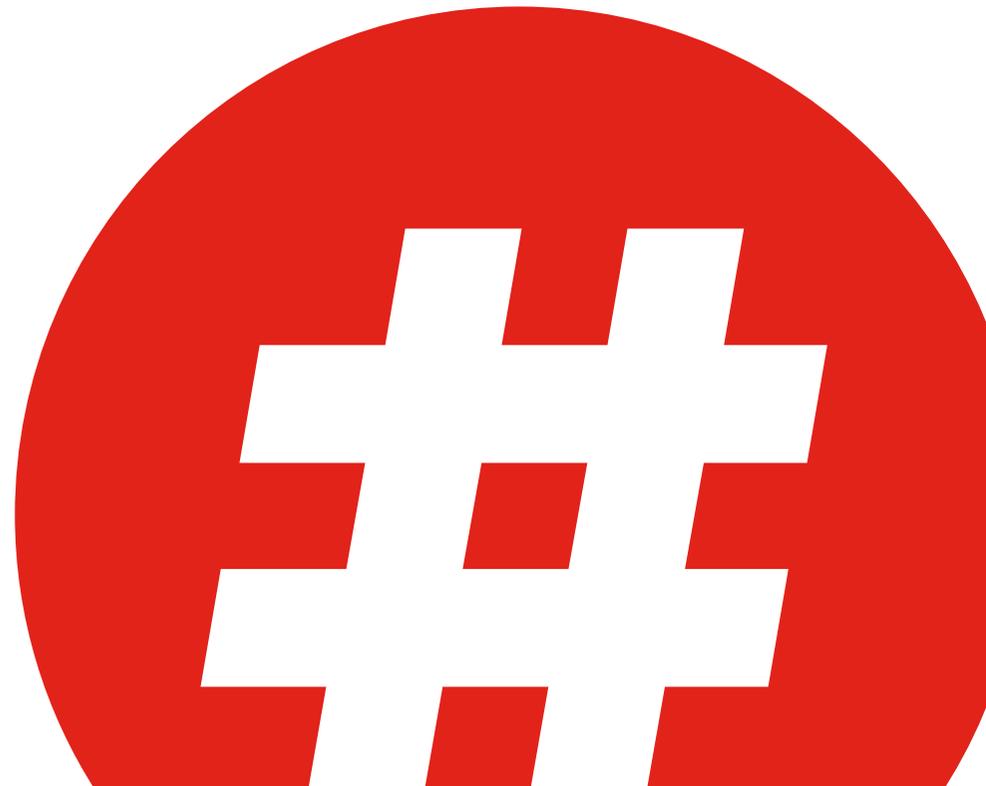
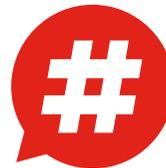
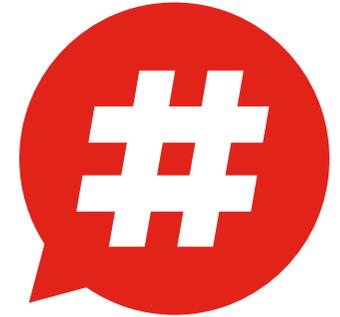
- Clear and high quality video
- Plain background is preferable (wall, sky)
- Content should be recognisable as a specific destination.

Examples can be found here:
destinationnsw.com.au/socialmedia.

Timelapse

A format of video which records changes that take place slowly over time (e.g. a sunrise) and then when the video is played back at normal speed, it seems much faster.

- Clear and high quality video
- Camera must remain still and fixed on one location/object
- Video can be taken using the iPhone Timelapse setting in camera.





#05

WORKING WITH BLOGGERS AND PHOTOGRAPHERS

The importance of working with bloggers and photographers in social media.

WORKING WITH BLOGGERS AND PHOTOGRAPHERS

SOURCING + SHARING

The importance of working with bloggers and photographers in social media:

- Great source of high quality content
- Able to amplify your message to your target audience
- Able to provide a sense of credibility and trust to your brand.

Sourcing a photographer

- You can find a variety of photographers on the DNSW blogs under 'featured photographers' or through the Sydney.com and VisitNSW Facebook pages.

sydney.com/sydney-life
visitnsw.com/nsw-tales

Using photographer images

- Always contact the photographer for permission prior to using their image
- Ask the photographer how they would like to be credited (personal or business name, watermark, social media account tagged etc)
- Once you have the photographer's permission create your copy to with the image
- When posting, try to use either **#ilovesydney** or **#NewSouthWales** so DNSW can pick up on the post and re-share the content.



Selecting a blogger

When choosing a blogger to work with remember to ask yourself the following:

- What is the story I am wanting to capture?
- How does this content fit with my experience or destination?
- What will I do with this content once the blog is posted?

Sourcing a blogger

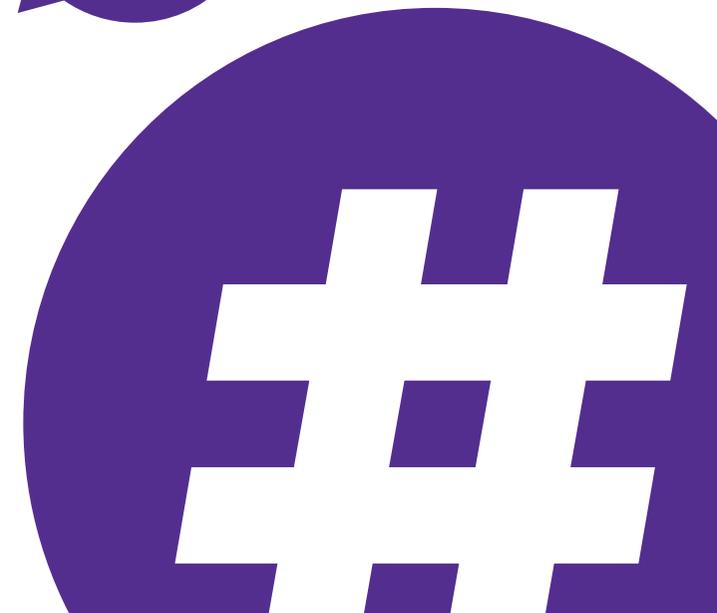
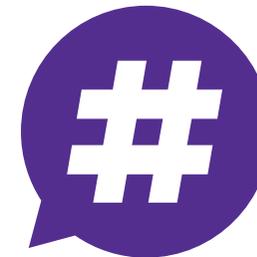
There are two ways to work with bloggers - you are able to either go through a talent agency or direct to the blogger. Most of the time there is a section on the blogger's site that tells you their preferred method of communication. Below are some blogger agencies that can assist in finding the right blogger for your campaign from a reach, influence and brand context perspective:

- The Remarkables
- Ministry of Talent
- Marmot inc
- Nuffnang.

Sharing blogger content

- Create a social post with the blog link you would like to share
- Include the bloggers social tag/account in your copy
- When posting, use either **#ilovesydney** or **#NewSouthWales** so DNSW can pick up on the post and re-share the content.

Additional funds and fees may be required when working with talent agencies.



#06

CONTACT US

For further details, please contact:

Social Media Team

T +61 2 9931 1160

E novy.wong@dnsw.com.au