

*my*  
It's a ~~a~~ **HIGH**  
**COUNTRY** thing.

**Industry Toolkit**

## Campaign concept...

Show the social media audience **How To... High Country.**

## Overview

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**It's a HIGH**  
**COUNTRY thing.**

From October 2025 to June 2026, Tourism North East will run a social media led marketing campaign, highlighting how to make the most out of a visit to Victoria's High Country, by creating instructional videos with the region's operators that guide viewers through their **"High Country Thing"**.





## Narrative

There is just something about Victoria's High Country. It could be the incredible sunsets, endless gravel roads, unbelievably good food and wine, epic peaks or the welcoming local characters. It's hard to put your finger on it. It's just... **the vibe.**

We are a region full of real people and incredible places. Celebrity isn't our jam. We don't yearn for fame. Instead, we prefer to attract the adventurers and pleasure seekers. The ones who value joy in the uncomplicated and revel in the curiosity of meeting new people and trying new things.

So, we're inviting all adventurers from mild to wild, to discover the places and people of the High Country.

Be part of showing them how to make the most of their visit by being part of the **'How to... High Country'** campaign.





## In Short

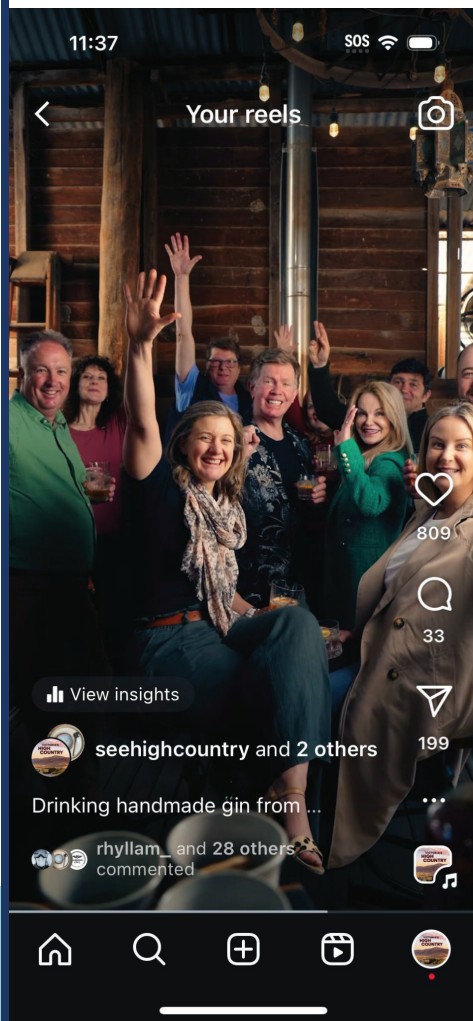
# What's <sup>your</sup> HIGH COUNTRY thing.

Create a short vertical video for social media to teach our audience about that thing.

## Instructions

1. Come up with a concept for a "How To" video about your destination, product or experience. It should be about something a visitor can experience
2. Write down the 5 or so steps/parts that you need to film to make a **"How To"** guide
3. Start the video with a face-to-camera introduction, showing a key personality in your business speaking to the camera and saying "Hi, I'm (name) from (business) in (location). I'm going to show you **How To...**"
4. To have the video shared on both yours and the Victoria's High Country social channels, email your **"How To"** concept and desired posting schedule to James Davidson, TNE Content Producer via: [james.davidson@tourismnortheast.com.au](mailto:james.davidson@tourismnortheast.com.au)
5. Once the collaboration is agreed on, we'll work together to produce the video and share it during the campaign period





## Useful Resource

Meta's Guide to creating Reels for social ads: [DOWNLOAD HERE](#)

## Top tips for producing social content

- Composition – put yourself in the audiences shoes
- Vertical video
- Full screen
- 9:16 portrait orientation
- 1080 x 1920 pixel resolution
- Keep the subject and focus area generally centred
- Avoid crowding edges or the lower 5th of the screen – this is where the app overlays are placed



## Planning

Write down your "Storyboard" of each scene

1. Your Introduction:

*"Hi, I'm \_\_\_\_ from \_\_\_\_ in \_\_\_\_.  
I'm going to show you **How To...**"*

2. Step 1

3. Step 2

4. Step 3... etc

5. Closing – **It's my High Country thing**

## Filming

Essential tips for filming:

### A clean lens

- Wipe your camera lens clean before you start

### Light

- If outside keep the light source behind the person filming
- Seek a space with even light
- Avoid high-contrasting light and shadows
- Best times to film outside if sunny – before 9am or after 4pm (avoid the harsh, middle of the day sunlight)

### Audio

- What other noise is occurring in the scene?
- If you are capturing audio, such as a person talking to camera, avoid noisy spaces, like road traffic
- Use a microphone if you have one
  - Top microphone recommendation: **Rode Wireless GO II**

### Visuals

- What is visible in the scene?
- Minimise the mess. Present it in the best way possible.

### Minimal camera movement

- Keep your feet in one spot and only move the camera small amounts, if at all

### Scenes

- Shoot a collection of approx 10 sec “scenes” to be cut together

Aim for a total run time between 15 – 45 seconds

## Editing

1. Open video editing app: **Instagram Edits, CapCut, inShot, iMovie**, etc
2. Import the video files for each of your scenes
3. Order the scenes
4. Top & Tail each scene so you have the cleanest cut between them
5. Choose an audio track – edit volume and fades to work alongside any spoken audio. Use the beats/tempo of the music to guide your editing cuts
6. Cut down to 15 – 45 seconds total length

## It's My High Country thing logo + graphics

To obtain and include the “**It's My High Country thing**” campaign graphic, send your edited video to **james.davidson@tourismnortheast.com.au** for approval before posting





## Content ideas

- What are the things you can do in this region that you can't do elsewhere?
- What makes a visit to your business special or different?
- What is a quirky or interesting experience available near you?
- Ask your staff: **"What's your High Country thing?"**
- Consider interconnected experiences (e.g. riding a rail trail to a winery; grabbing a coffee, hiking to a lookout, and then enjoying a great lunch)
- What do customers/guests need to "learn" when they visit you?

## And... go!

1. Grab your phone and capture short **(15 to 45 sec)** fun videos, in **9:16 portrait orientation**, of someone sharing their High Country thing
2. Post a photo showing someone doing their favourite **"How to High Country thing"**
3. From October 2025, tag **Victoria's High Country**



@seehighcountry



facebook.com/seehighcountry



@victoriashighcountry

Include these hash tags:

**#victoriashighcountry**

**#itsahighcountrything**





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