

Turning up the heat on
Social Media in Winter...

TOURISM
NORTH
EAST



Generous | Warm | Fireside | Inclusive | Social atmosphere

- Desserts get the strongest engagement
- Images taken from directly above, with a generous table setting are very popular
- Showcase winter dishes & hot drinks
- People. Do they photograph well? Are they smiling? Are they in focus? Natural 'editorial' snaps perform better than 'posed' images.
- You can also make the food the hero and the person secondary



- Avoid stainless steel, appliances & equipment (microwaves), out of focus images and poor lighting



Three words. Animals, sunsets and sunrises. These images, by far, still get the most engagement and reach on social media.

Can you weave these elements into your social media activity and the customer's overall experience?

- Native animals & birds - in the vineyard, backyard, courtyard
- Farm yard or resident animals
- Sunsets and sunrises, views of the mountains, rivers and lakes. It can be a view from your venue or even on the way to work



#HASHTAG & SHARING

Hashtags (Instagram)

Please be sure to add the following hashtags to your posts.

PRIMARY

- #seehighcountry (if the images showcases the natural beauty of the High Country. Will be shared on the victoriashighcountry.com.au site and possibly shared on See High Country Instagram)
- #visitvictoria (Tourism Victoria follow this to source images to share on their channels)
- #restaurationaustralia (Tourism Australia follow this to source food related images to share on their channels)
- #yourlocationhashtag (ie #rutherglen #visitkingvalley #brightlove)

SECONDARY

- #instafood
- #delicious
- #yummy
- #foodporn
- #sunrise
- #sunset

Recent shares

