

# VICTORIA'S HIGH COUNTRY

'You didn't hear it  
from me...'

## TECHNICAL TOOLKIT

Dec 2023 - May 2024 CAMPAIGN



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# campaign assets

## key campaign elements

When sharing your own content to align with this campaign, please ensure you tag the relevant High Country channels for the platform:



<https://www.facebook.com/SeeHighCountry>  
[@SeeHighCountry](#)



<https://www.instagram.com/seehighcountry>  
[@seehighcountry](#)



<https://www.youtube.com/victoriashighcountry>

When sharing content on Instagram, please use the below hashtags plus any additional hashtags that speak to the content captured in the video:

- # VictoriasHighCountry
- # YouDintHearItFromMe
- # HighCountrySecrets

Include your relevant business hashtag if you use one.

Hero campaign video can be found [here](#)

Supporting campaign assets can be found [here](#)

3 Second Outro to add to the end of your Reels and videos can be found [here](#)

Campaign landing page, including the Secret Pact, can be found at:  
[www.victoriashighcountry.com.au/you-didnt-hear-it-from-me](http://www.victoriashighcountry.com.au/you-didnt-hear-it-from-me)

Have you done this nature walk in  
Victoria's High Country?

# inspiration

## video and static posts

When it comes time to creating your first Instagram Reel, it can feel daunting as it seems very different to what we've become used to on the platform.

Informative and inspirational content, like travel-tips, suits this new video-style incredibly well – and the best part is that the content doesn't have to be super high quality! Users are happy to engage with content, even if you feel the content quality might be lower, if it gives them something of value in return.

A simple framework to base your own High Country Secret video could be:

- **Opening frame** - Picturesque scenery or a behind-the-scenes sneak peek at product being made
- **Second frame** - A piece to camera talking to a fact about the location/your business/your product or footage of the location/your product with a voiceover talking to what the user is seeing
- **Third frame** - End with a piece-to-camera stating "you didn't hear it from me"

For some High Country Secret video inspiration check out:

Suggested angles for your own High Country Secrets content:

- People know us for XXX – but did you know that we also do XXX
- An unexpected High Country experience that can be gifted this Christmas
- Your favourite hidden High Country spot, away from the crowds
- A little-known but local favourite product / business

# inspiration

## post and copy comments

You know the Victoria's High Country and your audience better than anyone – so we won't put words in your mouth. But you can find a few examples of post comments and copy to help get those creative juices flowing...

Example comments on @seehighcountry posts:

- "We can't wait for you all to experience our High Country secrets! "
- "Bet you don't know about XXXX at XXXX– **you didn't hear it from us though**"
- "See you soon "
- "Love getting people to visit #VictoriasHighCountry like a local"

Example post copy for your own posts:

- "Did you know that tucked away in a little pocket of #VictoriasHighCountry, you can find XXXX. It's a secret held close to the locals' hearts – but we felt it was time to let you in on it. **But you didn't hear it from us #HighCountrySecret**"
- "#VictoriasHighCountry is known for its ski slopes in winter – but did you know you can experience the slopes in summer too? Just turn right from XXX road and drive XX minutes. A beautiful view awaits (**but you didn't hear it from us**). #HighCountrySecret"
- "One of my favourite spots to visit on my day off, is this waterfall close to XXX. It's a quiet getaway where I can clear my head – **but you didn't hear it from me. #HighCountrySecret**"
- "We love ending the day with a XX at XX. Did you know this is a local favourite and made right here in XXX. We recommend having it with XX from XX. Enjoy #HighCountrySecret"

# how to post an instagram reel



*Reels is the reigning video format on Instagram in 2023 and provides a great option to share your own High Country secret on your Instagram profile.*

## 1 ● Create your Reel

Navigate to the + button on your screen and select Reel

## 2 ● Record or upload your video clips

Instagram Reels gives you two options to create a Reel:

- Press and hold the record button to capture footage.
- Upload video footage from your camera roll.

Reels can be recorded in a series of clips (one at a time), or all at once.

During the recording, you can tap the record button to end a clip, and then tap it again to start a new clip.

## 3 ● Edit your Reel

Once you've selected your clips or recorded your clips, select "Edit Video"

You'll be taken to a screen where you can adjust the length of clips (select the clip, and drag the adjuster to the length that you want).

You can also add text, audio, stickers and adjust the volume of your clips.

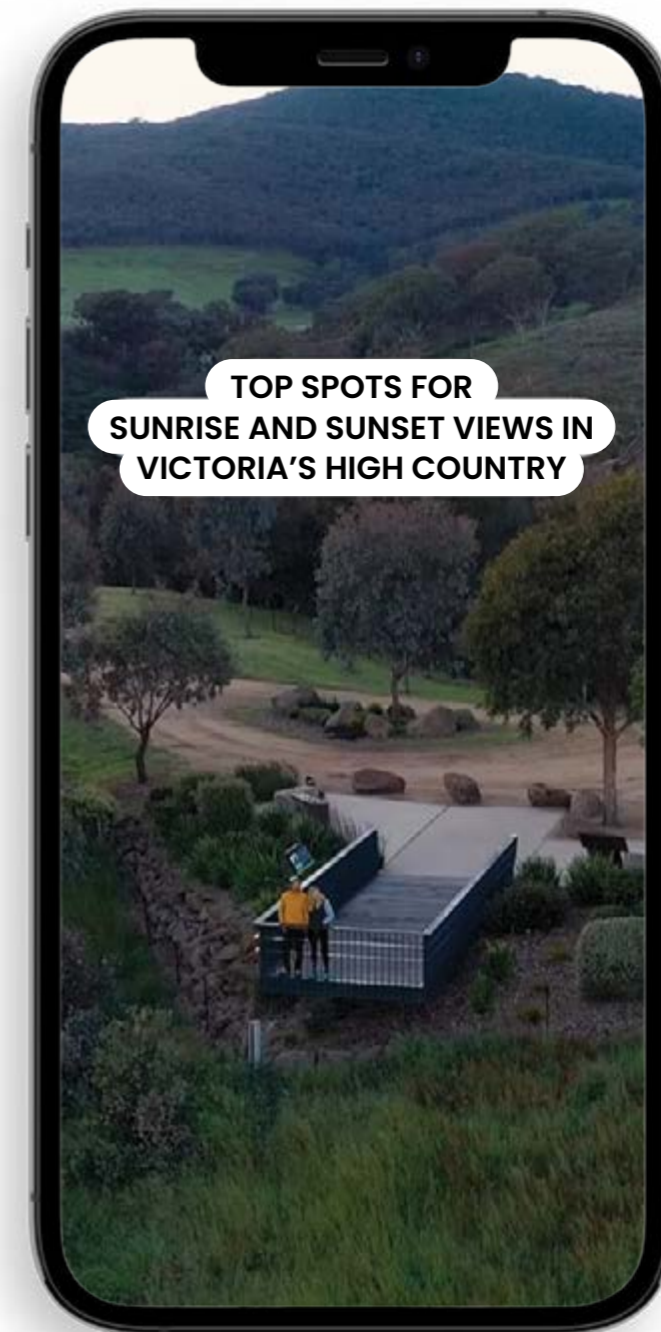
Once you're satisfied with how the video has been edited together, click the -> **arrow**

## 4 ● Tag and Share

On the share screen, you can edit your cover image, add a caption, tag other users, rename your audio selection, add a location, tag topics and choose to share to your Facebook business page.

You can also choose whether or not your reel will display in your regular feed.



When you're ready to post, click the blue "Share" button on the bottom right of the screen.



# how to remix an instagram reel



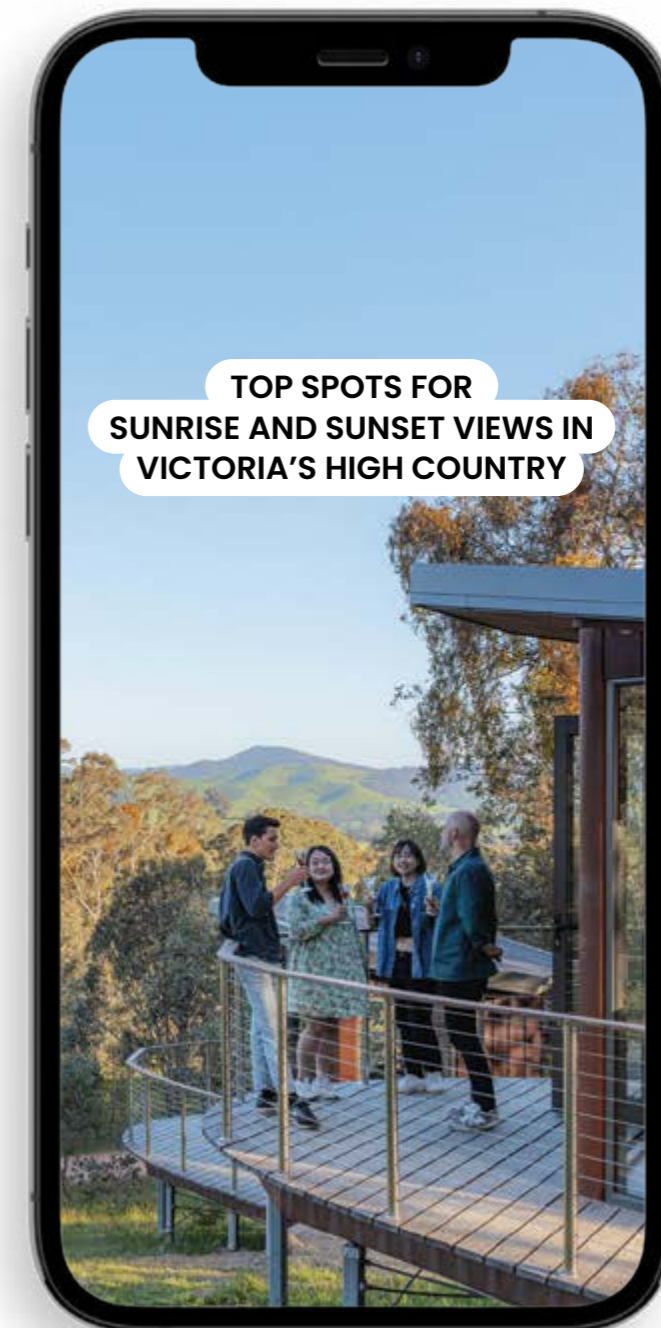
*Reels is the reigning video format on Instagram in 2023 and provides a great option to share your own High Country secret on your Instagram profile.*

- 1 ● **Tap**  at the bottom of the reel you want to remix
- 2 ● **Tap Remix** and select if you would like your clip to appear at the same time as the original video or after the original video.
- 3 ● **Record** your reel  
If you chose to record your clip with the original video, the original video will appear on the left while you record.  
**Tip**  Layout to change where the original video appears.  
If you chose to record your clip after the original video, you can trim the length of the video using the slider at the bottom, then tap **Next** in the top right.

## Can I change the audio and add effects to my remix?

Changing the audio and adding effects depends on how you chose to remix a reel:

- **With original video:** you can **mix the audio** and **add voiceovers** to your remix. You can also add stickers and text to both the original video and the new reel you record.
- **After original video:** you can't change the audio on the original reel or mix the audio. You can record audio with your camera for your clip, **add voiceovers** to the remix and adjust the volume of all audio together. You can also add stickers and text to the original reel and the clip that you record, but you can only apply effects to your clip.





# how to reply to an instagram comment with a reel



*New features added by Instagram have made it easier for pages to engage with their audience by replying to comments with a Reel. If you have a follower engage with your campaign posts, asking for more High Country secrets, you might want to respond to their comment with a Reel.*

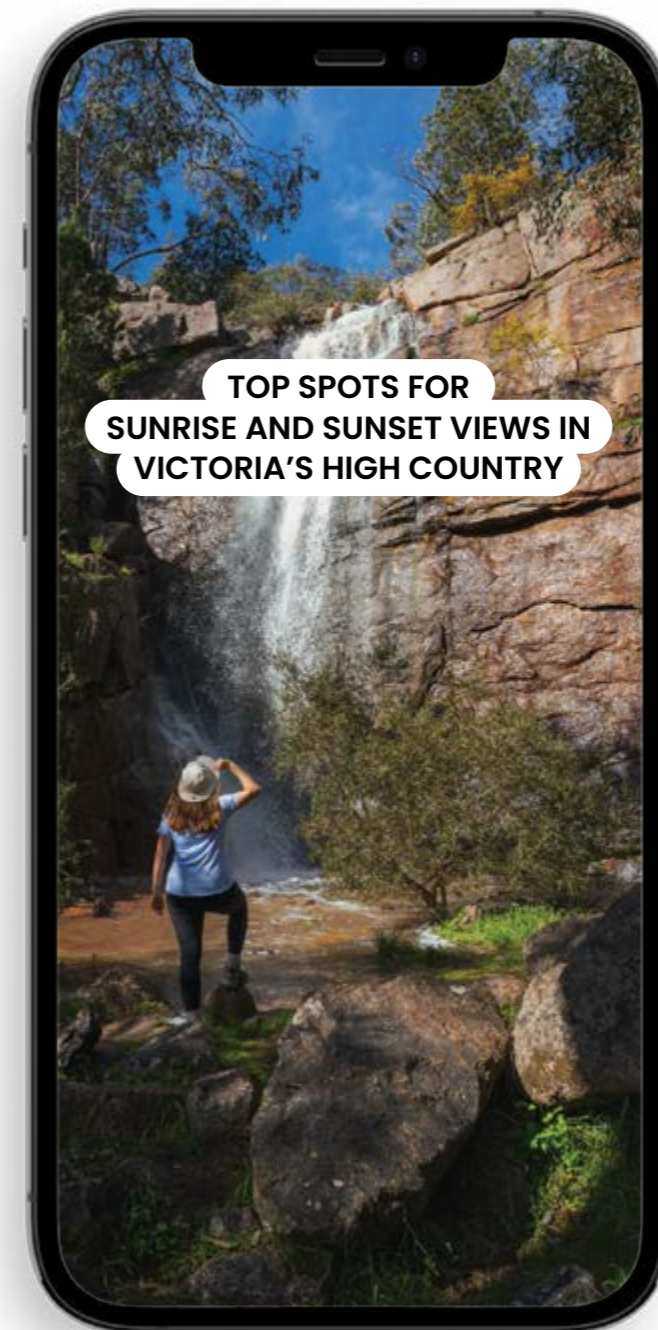
*Anyone can reply to comments people leave on public reels with a new reel. The reply reel will have a sticker with the comment, the commenter's username and profile picture.*

- 1 ● Tap **Reply** below the comment you want to reply to, then tap  on the left.
- 2 ● **Record your reel** or tap  in the bottom left to select a video from your gallery or camera roll. You can also tap Green Screen in the top right to record a reel with a different background.
- 3 ● Tap the comment sticker to change the background colour or tap and hold it to move it.
- 4 ● Tap **Next** at the bottom and edit your reel.
- 5 ● Tap **Next** in the bottom right, then tap **Share**.

The person who posted the comment will receive a notification that you replied to them. Anyone can tap the original commenter's username at the bottom of your reel to view the comments on the original reel.

#### **Note:**

- If the comment you replied to is deleted, the reel you posted as a reply will also be deleted.
- If you delete your reply, any remixes of your reply reel will be also deleted and any reels using your original audio will be muted.
- If you restore your reel within 30 days from your account settings, any remixes and original audio will also be restored.
- If the original reel is deleted, all reply reels created from comments on the original reel will also be deleted.
- If the creator of the original reel sets their account to private, only their followers will be able to see the reel and its comments. No new reply reels to comments can be made on that reel. Existing reply reels will still be visible but won't link back to the original reel unless the viewer follows the original reel creator.



# how to collaborate on instagram



*Utilising the collaboration tool on Instagram helps further the reach of your post to new audiences. Up to 4 collaborators can be added to one post – so is an opportunity to work other vendors and/or operators that could feature or with the @seehighcountry channel.*

*Collaborations are different to tags and mentions. If someone tags or mentions you in a photo or video, that photo or video won't be shared with your followers. If you collaborate on a post, that post will be shared with your followers.*

## collaborating

You can use Instagram Collabs to co-author posts with other accounts. The creator of the original post can invite another account as a collaborator. If the account accepts the invite, their username will be added to the post and the post will be shared with their followers. It will also show on their profile. Accounts that accept a collaboration invite can see all likes and comments on the post.

### To invite a collaborator to a post you're creating:

- 1 ● Before you publish your post, tap Tag people.
- 2 ● Tap Invite collaborator.
- 3 ● Search for the account you want to add as a collaborator, then tap the account.
- 4 ● Tap Done.

#### Note:

- The invited account can add or remove themselves at any time, and the creator of the original post can remove the collaborator at any time.





# how to post a reel on facebook



Reels created on Facebook will appear in places like the Facebook Newsfeed, the “Reels” section on Facebook, and a user’s “Reels” profile. Facebook Reels are gaining in popularity, and offer a new option to reach new audiences on the platform.

If you’d like to share a Reel that you created for Instagram on Facebook, there are a couple of ways you can do this:

- 1 ● Before publishing the Reel on Facebook, select “Share on Facebook page”
- 2 ● If your Business Instagram profile and Facebook Business profile is connected, the Reel will be shared on Facebook (with the post copy and tags from Instagram) when it is posted
- 3 ● **Visit your Meta Business Suite homepage**
  - At the top of the page, select “Create Reel”
  - Select your Facebook page at the top and unselect the Instagram page if auto selected
  - Upload the created Reel and post caption
  - Choose your thumbnail
  - You can also add a collaborator, as you would on Instagram, if they have a Facebook page
  - Select “Next” at the bottom of the page
  - Select your audio if required, but if you’re using the already published Instagram Reel that audio should suffice
  - Select “Next” at the bottom of the page
  - You can now save the draft post, schedule the post or publish



# guardrails and guidelines

*It can be tempting to want to fit as much content into your video as possible – but people’s attention spans start to dwindle and we want to get your key message across while we have them. Here’s some quick guardrails and guidelines to keep in mind when creating your own Reel or video content.*

- Try to keep your video under 30 seconds – particularly if you only have one key message to share.
- Focus on one key message that you want your audience to take away from the video.
- Utilise the music library! When you select a sound for your video, you can see which tracks have.
- If you have a business account, you will need to select license-free tracks from the commercial library.
- Use the campaign hashtags in your posts and tag @seehighcountry on relevant channels and add collaborators where relevant.
- Add relevant topics to your video. This can be done on the screen where you build out post copy and add collaborators. Topics are tags you can add to your Reels content to help classify it for the algorithm and help it reach a new audience.
- Utilise the closed caption tool when necessary and ensure the closed captions are correct – this helps ensure your content is accessible.
- Tag your location in the final post or include this on the Reel in a super.



# dos

## **Have fun!**

This campaign provides you with the opportunity to showcase what makes you unique – lean into what this might be!

## **Keep it simple, and short**

When creating video content, try to stick to one key takeaway of what you want your viewer to know. A recommended maximum video length is 30 seconds.

## **Use relevant hashtags**

Use the campaign hashtags, your business hashtag and 2-3 other relevant travel or location hashtags.

# and don'ts

## **Be Afraid**

If you're new to the world of social media.

## **Try to pack too much in to one video**

Focus on one secret per piece of content and keep the post copy on that topic.

## **Hesitate to reach out with questions**

The Tourism North East and Ogilvy PR teams are here to answer any questions you might have about the campaign, content roll-out timings – or just to provide a sense check on created content!



# q & a

A helpful guide for responding to consumer/visitor questions about the campaign:

## **What's this campaign all about?**

We're inviting explorers to look a little deeper and discover the secrets of Victoria's High Country while helping us keep the area and wildlife safe and preserved for future generations. Visitors have the opportunity to opt-in and sign an agreement, which will provide them with a list of hidden gems and local secrets so they can truly explore like a local.

## **What's the deal with the confidentiality agreement?**

We know this is a little bit different, but we wanted to share our secrets with visitors that want to leave the beaten path and discover the hidden gems of our beloved High Country. The confidentiality agreement provides a list of hidden gems and secrets, so you can explore like a local while helping us keep the area preserved for future generations.

## **Can I visit Victoria's High Country if I don't sign the confidentiality agreement?**

Absolutely! We'd love to welcome you to Victoria's High Country year round and help you explore like a local. If you choose to sign the confidentiality agreement, you'll be let in on some of the hidden gems that are close to the hearts of locals.

## **Do you have any other secrets of the High Country you can share?**

We sure do – what kind of visit to the High Country are you planning? Let us know, and we can let you in on a secret or two that will take your visit to the next level.

## **Can I share my own High Country secrets after I visit?**

For sure, we love to see our visitors share their amazing experiences on their socials. Don't forget to include a shout out to the Confidentiality Agreement so your friends, family and followers can unlock hidden gems in the region for themselves.

Discover more at:

**[victoriashighcountry.com.au/secrets](https://victoriashighcountry.com.au/secrets)**

# contacts

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