

HELP OTHERS TALK ABOUT YOU ON SOCIAL MEDIA



Are you wondering why some businesses seem to get talked about more on social media? While sometimes it may be a collaborative marketing activity other times it can be tied to the businesses doing the following:

1. Offering a product that fits the interests and priorities of the person sharing it.
2. Quality of content. High quality visuals, creative text, website.
3. Making it easy to discover and share their content.
4. Engaging in the social network beyond their followers.

While we can't talk for all destinations, organizations and media, we can provide advice based on Tourism Oxford. Tourism Oxford engages consumers through social media channels, newsletters, media and its website. Tourism Oxford is looking for tourism attractions to provide content that fits its pillars, consumer interests, and best practices. Here are some tips on how you can work with us.

What Tourism Oxford pillars (areas of focus) does your content fit into?

- Tour Oxford (touring, itineraries, culture, diverse attractions, cycling)
- Culinary Tourism (producing, using local ingredients)
- Experiences
- Outdoors (waterways, trails)
- Green travel

What consumer interest does your content appeal to?

- Seasonal happenings (e.g. holidays, fall colours, fun "national days")
- Businesses working together, making connections, holding each other up & giving back to the community
- Interesting stories focused on transformation and experiences
- Locally made, innovative products
- Behind the scenes, inside scoop
- Celebration (businesses, community, individuals)
- Fun engaging content
- Relaxation, small town culture, mindfulness

How are you engaging with Tourism Oxford, Ontario's Southwest & Destination Ontario?

- Free business listing on websites.
- Applying for paid collaborative marketing activities where my marketing dollars are matched
- Emailing, messaging with information about business activities; tagging us in your content
- Reaching out with ample notice? Strategies and campaigns can be planned well in advance.

Tourism Oxford

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Are you doing the following to help partners in sharing your content?

- Website/Social Media Link:** Is there an online purchase or booking link, a website with details, a social media post with details?
 - Event:** Is it posted on your website, on your Facebook event calendar, or community events calendar?
- Photo:** A good photo gets people to stop, read & click.
 - Quality:** Crisp, good lighting, lightly edited.
 - Composition:** Learn about colours, rules of thirds and other best practices in this [Hootsuite Article](#)
 - No graphics:** text and graphics on images (or posters) typically do not get engagement.
- Videos:** A fun, engaging, creative or informative video gets people to stop their scroll, watch and click.
 - Quality:** Good lighting, proper specs for each platform, lightly edited
 - Composition:** Using trending sounds, recording behind the scenes moments
 - Learn more:** Best practices for both Instagram and Facebook from Hootsuite
- Story/Relationship focused content:** Content that is focused on building a relationship, telling your story, being relatable and authentic.
- Using Geotags & Hashtags:** Tourism Oxford and potential customers follow geotags and hashtags. Geotag your business location. Consider using hashtags periodically

to reach new people.

#OxfordCounty, #TourOxford (Scenic images), #DiscoverOn (scenic images), #OntSouthwest

Are you emailing Tourism?

Being on 8 social media platforms Tourism Oxford cannot monitor every business' social media channel. So email us occasionally at tourism@oxfordcounty.ca.

Active on Social Media:

- Are you posting on a social media channel once a week?
- Do you talk with your followers on social media?
- Are you making content with a purpose to build relationships (not always selling)?
- Do you like/share/comment other businesses content?

Why this is important:

Tourism social media – is social. That means you need to talk with followers and focus more on building a relationship than selling. Going beyond your channel. Liking/commenting/sharing on other businesses content shows you are community minded and introduces your brand to new people.

Want to learn more? Discover more resources on our [industry website](#) (help sheets, videos, workshops, newsletter..)

Questions? Please contact us:

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