SOCIAL MEDIA GUIDELINES

Destination NSW

2025 Edition

CONTENTS

DESTINATION NSW SOCIAL MEDIA CHANNELS

Destination NSW (DNSW) operate social media channels across a variety of platforms, promoting awareness of Sydney and Regional NSW destinations, attractions, experiences and key events to consumers in domestic and international markets. We aim to create communities of highly passionate and loyal followers who want to know and share information about our state.

DNSW CONSUMER SOCIAL MEDIA CHANNELS

SYDNEY
Sharing Sydney content.
#feelnewsydney   #ilovesydney

- facebook.com/Sydney
- @sydney
- @sydney_sider
- @sydney
- @SeeSydney
- youtube.com/sydney/
- @sydney

REGIONAL NSW
Sharing Regional NSW content (excluding Sydney).
#feelNSW   #NewSouthWales

- facebook.com/visitnsw
- @visitnsw
- @NewSouthWales
- @visitnsw
- @VisitNewSouthWales
- youtube.com/visitnsw
- @visitnsw

VIVID SYDNEY
Features Vivid Sydney event related content only.
#vividsydney

- facebook.com/vividsydney
- @vividsydney
- @vividsydney
- @vividsydney
- @vividsydney
- youtube.com/vividsydney
- linkedin.com/showcase/vivid-sydney/
- @vividsydney

CHINA
Sydney and Regional NSW content targeting the Chinese audience.
#我⊠悉尼#   #新南威尔士州#

- weibo.com/visitsydney
- ID: 澳大利亚新南威尔士州旅游 or VisitSydney
- ID: 新南威尔士州旅游局 首府悉尼 or DestinationNSW
- ID: 新南威尔士州旅游
- ID: 新南威尔士州旅游局

*Note that these are different from the corporate Destination NSW social media channels for corporate and media news only; we do not use those corporate channels to reach consumers.

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.

STEP 1

Sydney.com and **visitnsw.com** are our official hubs to host all tourism product and event content: make sure yours is listed on our website in order for us to feature you on our social media channels.

Get Connected is DNSW's online membership program, register now for a free website listing.
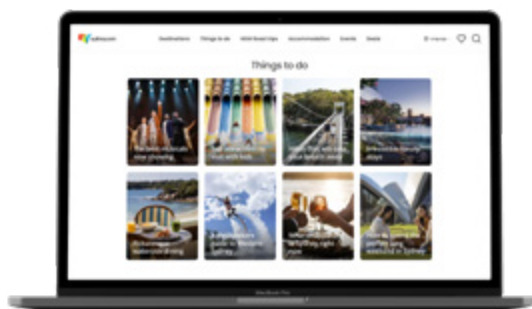
STEP 2

Set up your social media accounts and get posting. It's important to be part of the social conversation by posting, engaging and working to convert social leads. Posting content can help you reach new audiences and people to get excited about your offering. Keep reading for some tips and guides you can access to help you be successful in this area.

STEP 3

Include our official hashtags when posting on your channels — We monitor these hashtags daily and source featured materials from the content pool to share on our channels:

SYDNEY CONTENT:
#feelnewsydney

REGIONAL NSW CONTENT:
**#feelNSW**

CHINESE CONTENT on Weibo and WeChat:
#我⬚悉尼# for Sydney content
#新南威尔士州# for Regional NSW content

You can also tag our accounts on Instagram or Tiktok as another way for us to see your posts.

STEP 4

Join in on conversations. Follow our channels and keep an eye out for relevant content that you can engage with — Leave a comment on relevant posts or share a post relating to your product/region/event. When you actively network on social media you broaden your discovery net for more people to find you.
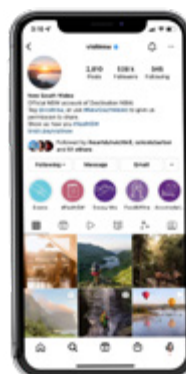
HOW TO CREATE QUALITY SOCIAL MEDIA CONTENT

Creating great engaging content doesn't have to be expensive or difficult. Below are some tips and ideas that work really well for social content and are easy to create. Your content is more likely to be shared on our channels if they adhere to these guidelines.

STEP 1:

Start to familiarise yourself with the content which is being shared each day on DNSW channels. This will give you a good idea of the type of content we are looking for, the styles we find successful and serve as some inspiration for the creation of your own content. Our imagery — whether video or stills — is vital to championing the Visit NSW and Sydney brands and our state's recognisable landmarks, destinations and experiences.

Things that DNSW look for in images and videos to post on our accounts:

Eye catching, light and vibrant:
Well-composed imagery that capture the moment and sparks an emotional reaction. We show positive, authentic moments with quality, high resolution assets.

Natural, real and honest:
We show the destination or experience in a real and honest light and depict people in natural interactions relevant to the situation. We avoid over stylised and retouched imagery.

Seasonal and on trend:
Our social content is relevant to time of year and leverages emerging trends and audience desires.

Hero destination or experience:
Showcase the destination or experience in a unique, inspiring way to encourage our audience to interact and want to discover more.

STEP 2:

Create content which is made with social media in mind. This means getting content which is shot in the right specs for each platform. For instance, Youtube is still very much about landscape video. However, Instagram, Facebook and Tiktok have moved away from this and people watch video in 9:16 portrait on their phone. It's therefore important to get your content to match where you want to post it.

Best Practise specs are:

PLATFORM	IDEAL ASPECT RATIO
X (formerly Twitter)	(1:1) Square or (16:9) Landscape
Facebook Feed Post	4:5 (Portrait)
Instagram Feed Post	4:5 (Portrait)
Instagram Reel or Instagram story	9:16 (Vertical)
Tiktok	9:16 (Vertical)
Youtube	16:9 (Landscape)
Pinterest	2:3 (Portrait)

*Keep in mind these can change over time. Always keep up to date with shifts in the platforms.

HOW TO CREATE QUALITY SOCIAL MEDIA CONTENT

STEP 3:

DO	DON'T
✓ Take videos or images in portrait orientation (holding your phone upright, and not on its side as outlined in specs section). You can later crop the content in your photo edits for the specs as outlined above.	✗ Capture shaky or blurry content. You also need to make sure you move the camera in a smooth and even paced motion when filming. The best test is to watch it back yourself and if you find it difficult to take in, as it moves too quickly, then know that your viewer is also likely to have trouble watching it.
✓ You don't need a professional photographer to capture high quality content, the latest smartphone cameras are great! Just make sure the lighting is good enough for a clear shot. You can even purchase things like ring lights to help produce a well-lit image.	✗ Promote locations or areas inaccessible by the public, or unsafe to access (i.e.: past barriers, on cliff edges, or on private property)
✓ Share video content where possible, it reaches and engages more users than images on social media and is highly recommended!	✗ Create photos with heavy photoshop or colour editing.
✓ Avoid over-saturated and highly edited images/videos. Subtle edits to brighten or improve the quality and contrast is encouraged.	✗ If you use talent try to make them part of the moment but not overly posed. Ideally, we don't want people's faces to be the focus of the image.
✓ Ensure drone shots adhere to CASA rules (use OpenSky app)	✗ If you use any sort of AI in your images it is important to tell people in the caption. Also, some platforms will ask you to disclose this when you upload to share..
✓ Think of sound. Many platforms are now watched with sound on and you need to create content with sound in mind. Make sure any audio is clear, that you don't have accidental background noise and there isn't white noise. Ideally you can add some music or a voice over later in the platform.	
✓ Evoke real feelings. We want to see real people experiencing real things.	
✓ Get creative and try new things. This could be new techniques or different angles. It's interesting to see familiar things captured in a new light.	
✓ Try the editing options available in the social media platforms. You might edit a video together or simply lighten an image. These tools are all available and easy to access in the platforms.	

HOW TO CREATE QUALITY SOCIAL MEDIA CONTENT

STEP 4:

Take the time to educate yourself on each platform with updates, worksheets and tutorials on offer:

Facebook:
Newsroom
Meta Blueprint- Online learning

X (formerly Twitter):
Portal for learning, news and tips

Instagram:
Portal for learning, news and help

Tiktok:
Portal for news, insights, help and more

Pinterest:
Resources to guide you

Youtube:
Portal for news, insights, trends and more

04

SOCIAL FOR SEARCH

More people are using social media platforms like Instagram, TikTok, and YouTube for search instead of Google. This shift makes sense, as Google often prioritises paid ads and polished, but sometimes outdated content. Social media, on the other hand, provides authentic, low-fi videos from real people and allows direct interaction with content creators.

HOW TO OPTIMISE CONTENT FOR SEARCH

It's important to identify popular search terms and keywords to create content related to in-demand search topics. There are many good tools and resources including;

- TikTok Creator Search Insights Tool
- TikTok Popular Hashtags
- TikTok Keyword Insights
- Manual search on TikTok to see other related search terms
- Google Keyword Planner
- Manual search on Google
- Social Listening through tools like Sprinklr
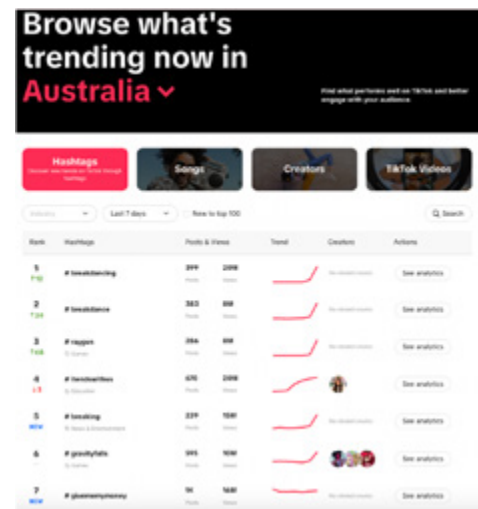
SOCIAL SEARCH ENGINE OPTIMISATION OF CONTENT

To create engaging content, start by using insights from your keyword and hashtag research to guide your video planning. Ensure the video's main topic aligns with popular search terms.

For further optimisation, incorporate keywords and hashtags into various elements such as the voiceover, on-screen text (supers), subtitles, post copy, and hidden keywords and hashtags.

Additionally, consider leaving keywords in the comments section and embedding posts on your website to improve visibility in Google searches.

To monitor the effectiveness of your categorisation efforts within the app, check the search top bar on the post and verify that it aligns with your intended goals.
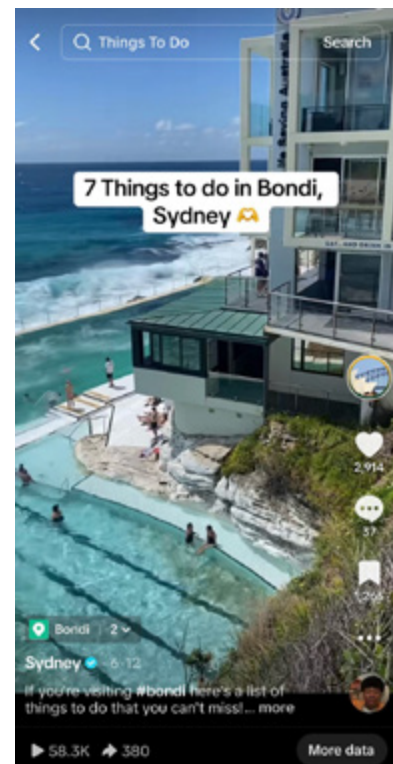
CONTACTING DESTINATION NSW

You can Direct Message us on our social media handles
or send an email to **social.sydney@dnsw.com.au**