



TOURISM
AUSTRALIA

Social Media

How to Maximise Tourism Australia's Social Media Channels



Australia.com ✓

5,461,872 likes · 370,622 talking about this

Regional Website

The official Facebook page for those who love holidays in Australia. Post your best Aussie snaps to our wall to give us permission to share. [more info]



👍 5.4m

About

Photos

Likes

www.facebook.com/australias-green-cauldron

www.facebook.com/seeaustralia

www.facebook.com/AustralianWorkingHoliday

www.twitter.com/australia

www.instagram.com/australia

www.google.com/+australia

Tourism Australia's Social Media program focuses on stimulating conversations about Australia through key platforms including Facebook, Twitter, Google+, Pinterest and Instagram.

To get an understanding of what we do visit our platforms to get a feel for the type of content that is contributed and what works well with our fan base

6 tips to get involved in Social Media

1. Upload photos directly from your organisation's Facebook profile to the Tourism Australia Facebook pages, this is where we choose our single posts and Friday Fan Photos from - and they will also be seen here by our fans as well.
2. When posting your images onto our Facebook pages make sure the caption includes details about where the photo was taken – and keep the text short, laid back and conversational.
3. Hashtag your Instagram photos with #seeaustralia or tag @Australia, for the opportunity to be featured on the Tourism Australia Instagram profile.
4. Hashtag #greencauldron or tag @australiasgreencauldron
5. Our Google+ profile provides interesting facts about Australia, accompanied by a beautiful or quirky image. To potentially be featured you can send a fact & image to facebook@tourism.australia.com
6. If we do post one of your photos on Facebook, it's recommended that you get involved by answering fan questions and posting comments on our wall - this will ensure that your page reaches more people.



Australia.com

November 9, 2013 · Edited

Here's a photo from Elisa - The Best Job In The World Park Ranger. It was taken near Proserpine in Queensland, during a Proserpine Rock-Wallaby survey. Cuuuuuutttt! #BestJobs

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Sonia Crutcher, Susana Vicentin, Amairany Lopez Triana and 72,043 others like this. Top Comments ▾

10,798 shares



Lord Howe Island. Yes, please.

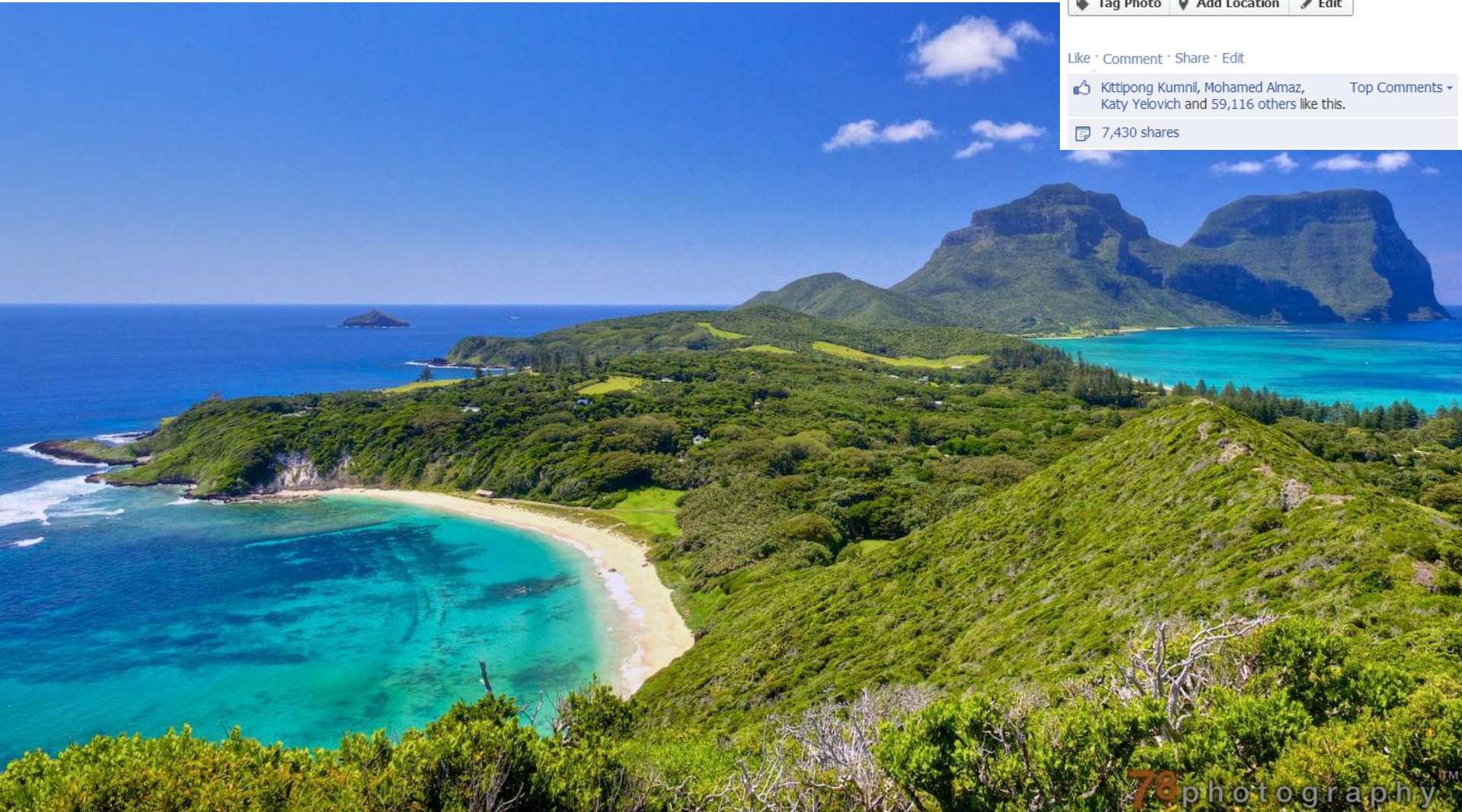
78photography

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

Kittipong Kumnil, Mohamed Almaz, Katy Yelovich and 59,116 others like this. [Top Comments](#)

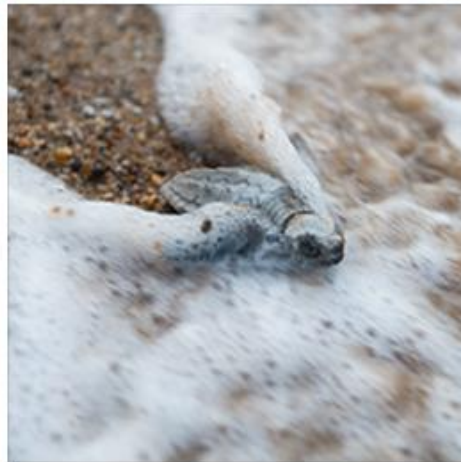
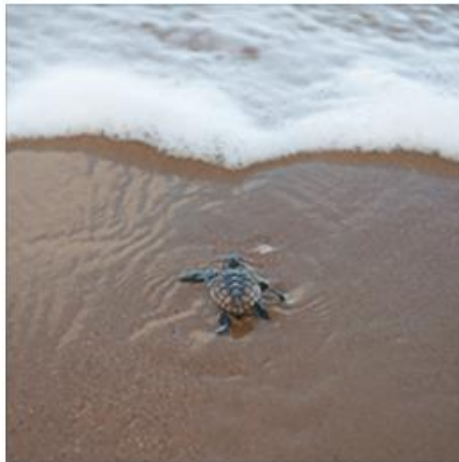
7,430 shares



78photography™

It's Baby Turtle Time at Mon Repos

Updated about a month ago 🌐



Australia.com

January 28 🌐

The largest concentration of nesting marine turtles on the eastern Australian mainland occurs at Mon Repos.

Photo: Pirie Bath Photography in Visit Bundaberg North Burnett, Queensland

Like · Comment · Share

8,194

👍 Debbie Leighton, Tracktorenko Anastacia, Anália Colaço and 128,028 others like this.

Top Comments ▾

Google +



Australia

Shared publicly - Jan 14, 2014

A wombat can run up to 40 kilometres per hour and cover 100 metres in ten seconds...not bad for those little legs! (Photo: **+Paul Fleming**)



+2170

↻ 259



178 comments ▾

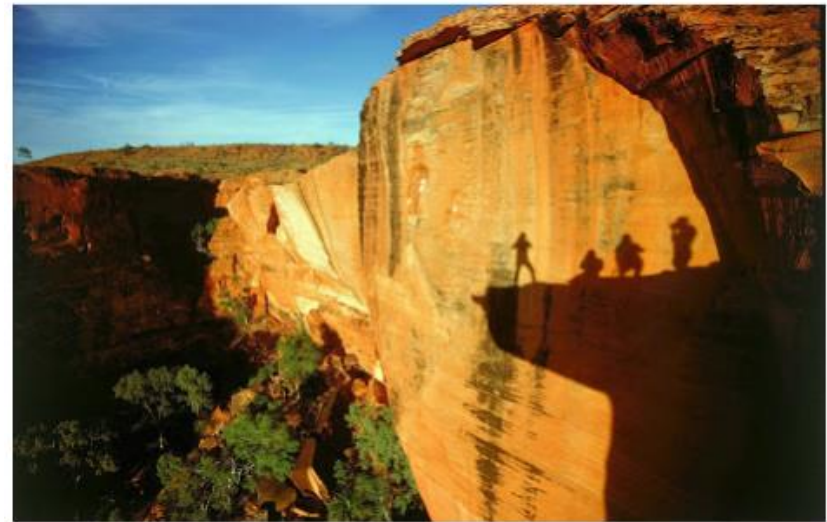


Australia

Shared publicly - Feb 26, 2014

#Travel

The sheer height of the cliffs of Kings Canyon is about 270 metres - almost the same height as Australia's tallest buildings the Q1 and Eureka Tower. (Photo: www.kingscanyonresort.com.au)



+852

↻ 108



59 comments ▾

Instagram



australia

3 weeks ago

The Mitchell Falls - a series of four #waterfalls - are one of the #Kimberley region's majestic sights. Photo shared by @jmcgrewphoto

♥ tomonoha, bukatawake, charlie27y and 34.2k others like this.



australia

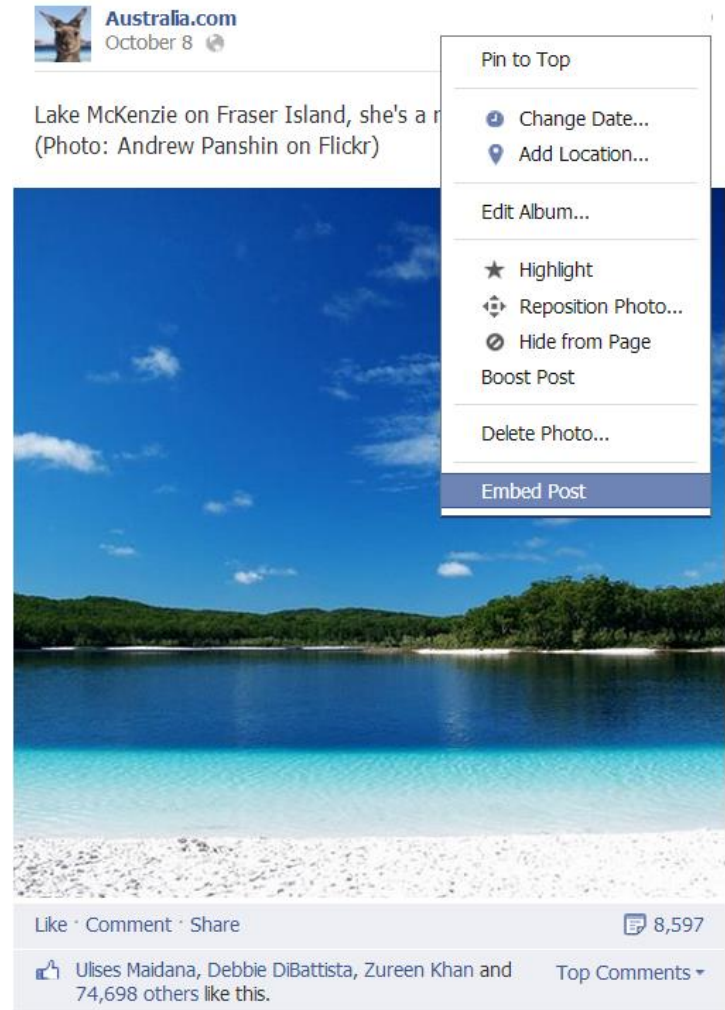
4 weeks ago

This Rockhopper #penguin was spotted holidaying on @tasmania's north-west coast last week, a rather rare place for one to be seen! (photo: Tasmania Parks & Wildlife Service)

♥ iryna_kabasakal, charlie27y, andresosio and 36.1k others like this.

Embedding Facebook posts

- This feature on Facebook allows you to easily embed Facebook posts directly onto your website or blog. It's an easy and effective way to ensure your sites are up-to-date with fresh content.
- You can embed most public posts from a personal profile or a page. To do so, go to your news feed, profile or page and click on the drop-down arrow at the top right of the post. Here you'll see the option to embed the post.
- When you click on this, you'll get a pop-up showing how the post will look and the code to use. Simply copy this code and paste it where desired on your website or blog.



Embedding Instagram posts

- You can also embed Instagram photos and videos onto your website or blog.
- When you visit an Instagram desktop web browser, for example, www.instagram.com/Australia, you'll see a share button in the bottom right-hand corner which will give you an option to embed.
- You simply need to copy the embed code and then paste it onto your website or blog.



