

## **Social Media Use** (Skill Assessment)

This task requires you to establish a social media presence for the organisation you are working for.

This task can take place in a social media platform that you consider appropriate for your target audience. You may ask your supervisor for advice on this project.

Specifically, you are required to plan and construct a social media site for your organisation. In doing so, you will:

- identify at least three differing content items suitable for use on this organisation's social media platform, demonstrating use of both internal content development and external content sourcing and then prepare each of these content items for inclusion in the site.
- Build a social media site using after consultation with your supervisor (i.e. teacher) that will serve the business purpose of promoting the organisation, its services and calendar of events. The social media site is to be populated with four posts covering a variety of messages that reflect the organisation. The site must have at least three images and text in it though video clips would be beneficial.

In content selection, you must consider:

- privacy legislation and confidentiality requirements
- spamming
- copyright and intellectual property considerations
- creative commons

You must also apply legal and ethical practices for use of social media including:

- responsible use of platforms and tools
- responsible marketing practices
- fair competition guidelines
- duty of care
- bullying and harassment policies

Sources of information for social media content should include:

- compliments
- complaints

- images and photos
- links to other websites
- current trends
- internet
- Use Generated Content

Note: To complete this task, the following must be accessed and used:

- content calendar that lists:
  - key events
  - milestones and relevant dates
  - content for release
- files for use in social media:
  - images
  - text files
  - PDFs
  - audio files
  - video files
  - link associated files
- organisational social media plan
- computer or mobile device with internet access
- social media monitoring tools
- social media platforms and tools
- social media platform and tool policies and terms of use
- a social media site that focuses on the customers or stakeholders of this organisation, who may be:
  - imaginary customers or stakeholders in of this community service; or
  - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

When the site is ready to go live, you are required to compile and submit:

A report outlining:

- Summary of the organisational social media plan
- Summary of how legal and ethical practices for use of social media were addressed
- List of all content sources (indicating internal and external)
- PDF copies of the various elements as shown on the live social media site
- Sample copies of your posts showing use social media tools
- Summary of potential incidents or points of conflict and escalation to relevant personnel as required

- Recommendations for improvements to marketing and promotion
- The location information related to the site so that your supervisor may go on-line and see and engage with the site.

## Important Note

You are to construct a site on the selected social media platform as an imaginary business (please ensure you label the site in the header that it is a dummy site for practice purposes) and have your course colleagues act in the role of users of the site leaving posts.

At the end of this subject, you will need to clear and close the social media site. Please confirm this with your supervisor (i.e. teacher) prior to the clean-up.

## Examples

These examples about a travel agency provides you with a benchmark as to what is expected in your social media site.

Example drawn from Enterprise Monkey, as at <https://enterprisemonkey.com.au/blog/social-media-tips-travel-agencies-geelong/>, as on 26<sup>th</sup> September, 2018.

## Create a Facebook Profile

As a travel agency, you must have a business page on Facebook. Add an appealing cover image and profile picture that's relevant to the travel business. Take a look at this snapshot from the Facebook page of Escape Travel, Geelong:



You must also optimise the Call-to-Action button on your Facebook page as shown in the snapshot above. It should drive your page visitors to a landing page where they can make a travel booking.

The next step is to optimise the 'About' section of your page:

**Escape Travel** ✓  
@EscapeTravelAU

Home  
Shop  
Posts  
Photos  
Videos  
Locations  
**About**

**About** [Suggest Edits](#)

**BUSINESS INFO**

▼ Founded in 2003

📄 **Mission**  
We are the specialists in fully inclusive and package holidays to a wide range of destinations in Australia and around the world. We also have great prices on airfares and other travel products.

**CONTACT DETAILS**

☎ Call +61 1300 887 409

✉ social\_media@escapetravel.com.au

🌐 <http://www.escapetravel.com.au>

▶ **Milestones**

2014 Rugby World Cup 2015

2013 Become the Escape Travel Holiday Reviewer

2012 100,000 Likes  
WIN!!  
50,000 Likes

**About**  
The Holiday People. Book your dream escape with us.  
[escapetravel.com.au](http://escapetravel.com.au)

**Impressum**  
Social media customer service operating hours:  
Mon-Thur: 9:00am - 7:30pm  
Fri: 9:00am - 8:00pm  
Sat-Sun: 10:00am - 4:00pm

**Company Overview**  
At Escape Travel we believe in our consultants and the unforgettable holiday experiences they can offer you. We ensure our highly trained consultants have the best resources available to them to ensure you have the perfect escape on any budget.  
  
[This page is monitored 8:30am-5:30pm Monday to Friday AEST]

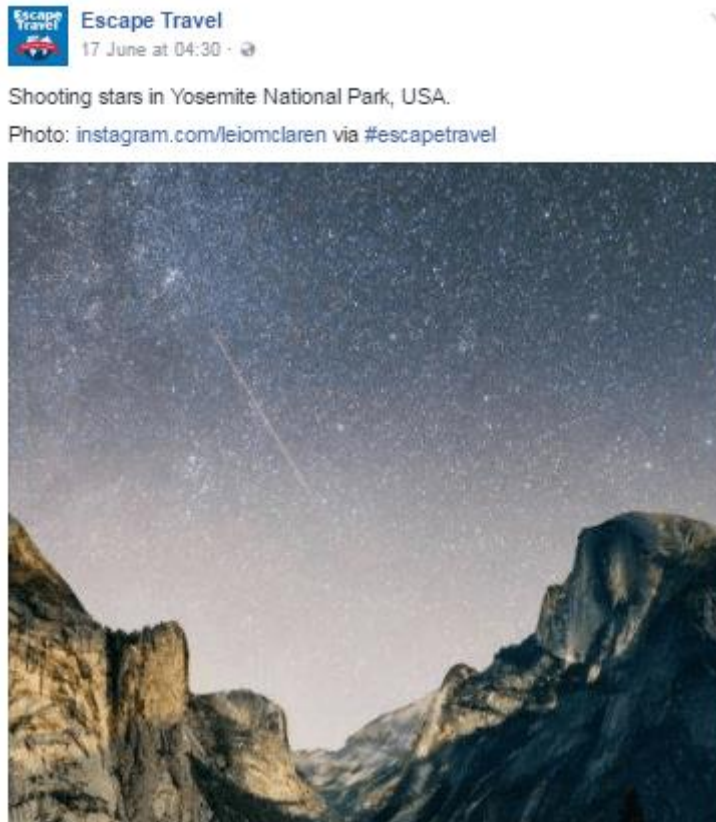
**Products**  
Escape Travel can organise all of your domestic and international flights, accommodation, holidays, car hire, cruises, rail passes, travel insurance, coach tours, Inclusive packages, tours, honeymoon, gift cards, frequent flyer points redemption, activities and much more!

**Travel agent**

You can add the following details about your company on your Facebook page:

- Year of establishment
- Mission
- About the company
- Company overview
- Products
- Milestones and contact details

While creating your Facebook page, you can define your target audience as well. Once you have a page ready, you need to add interesting updates to it daily. You should add at least two posts every day, to engage with your Facebook fans.



Add posts that will be of interest to your Facebook fans. Here are some examples of the type of posts you can add:

- Talk about favourite travel destinations
- Traditional seasonal destinations
- Travel facts
- Travel advice

You can also give discount offers and create a paid campaign targeting prospects in Geelong. Make sure you are replying to each of the comments you are getting on your Facebook posts.

Look at this example from Expedia Australia's Facebook page. The post talks about a unique music concert hall in Barcelona:



**Expedia**  
Like This Page · 2 hrs · 🌐

If music is your muse then Palau de la Música Catalana concert hall in #Barcelona should be on your #travel itinerary. Built between 1905 and 1908 this unique concert hall was one of the symbols of a cultural movement called Catalan Rebirth.

Deep dive into some more history of #Spain. Book your vacation here: <http://bit.ly/ishsUKEU>

Like Comment Share

Write a comment...

Such fascinating itinerary ideas are helpful in maintaining the interest level of your Facebook fans.

*“Consumers are particularly keen on discounts (54%) and giveaways (48%) from the brands or businesses they follow.”*

Here is an example on how you can lure your fans and convert them with an attractive discount offer:

**Expedia**  
21 June at 19:00 · 🌐

Create memories of a lifetime in #Singapore on your next vacation. Up to 25% off on hotels: <http://bit.ly/sgsJun17>

**SINGAPORE SALE**

**HOTELS UP TO 25% OFF**

Great deals for your Singapore vacation | [www.expedia.co.in](http://www.expedia.co.in)

You're protected by Expedia's Price Guarantee . We will refund you TWICE the difference if you find a cheaper price!

EXPEDIA.CO.IN

Here is another example of the kind of contest you can run on your Facebook page. Just ask a fun travel related question and choose a winner with the most creative answer:



The more you engage with your fans, the higher will be your rate of conversion. Besides that, contests would help you add virality to your posts, helping you to spread a word about our services.

Create a monthly goal for your Facebook page and make sure it's overall reach and engagement is going up consistently. Use the Facebook Insights tool to track some of the key metrics related to your page.

Here are some of the Facebook page metrics that you can and must track:

- Organic vs. Paid Likes
- Likes from Geelong (local region)
- Average Post Reach
- People Who Clicked the Call-to-Action Button
- Website Clicks
- Total Pageviews
- Audience Demographics
- Post Engagement Level – Likes, Comments and Shares

Search the web for a free template to create and manage weekly reports of your social media activities.

## Creating Your Twitter Profile

Twitter is another channel where you must have your business profile. The channel helps you to interact with your prospects and follow them. It will help you to get more followers for your business. To create a professional business presence on Twitter, you need to create a new account and spruce up your profile:



Update your Twitter profile by adding the following details:

- Cover image
- Profile image
- About the company
- Website link

Create a persona of the people you wish to target. Your persona should include their demographics, psychographics and preferences. Use Twitter search to look for such people in Geelong and nearby areas. Next, you should follow these people and engage with them. It will ensure that quite a few of these are following you back. Post tweets from your Twitter account on an ongoing basis. Research for the appropriate hashtags using a tool like Hashtagify.me. Make sure you are using at least one hashtag in each of your tweets.

Look at this example:





**Geelong Travel** @Geelong\_Travel · 27 May 2016

The Mongolian Ger: It's customary to move clockwise inside & is polite to leave walking out backwards #GeelongTravel



You must also engage with your prospects by retweeting and liking their tweets. You can use the direct message feature of Twitter to send offer related DMs to your followers and get more conversions for your business.

Also, use Twitter ads and promoted tweets to fetch leads and followers for your business.

Create weekly goals for the number of Twitter followers you are getting. You must also use Twitter analytics to analyse some of the key metrics of your Twitter account. Some of these include:

- Number of tweets
- Mentions
- Profile visits
- Total followers

Track these metrics and make sure you can maintain an upward trend for all of them.

Here is a snapshot of how your Twitter analytics would look like:

**28 day summary** with change over previous period

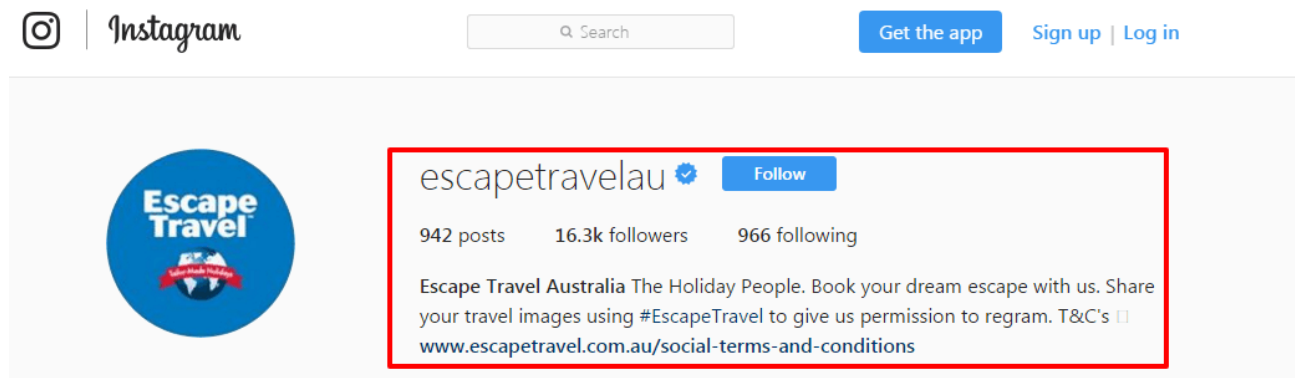


Here is a free weekly reporting template that you can use for Twitter:

<http://bit.ly/2s3niXH>

## Create a Presence on Instagram

Instagram is a visual medium for showcasing your travel business and attracting potential customers. Create a profile and start adding updates on a regular basis.



Instagram, helps you to add photos, short videos and stories which are visible to your followers. Make sure you are adding high quality and professional images on your Instagram account. You can use tools like Websta to research for relevant hashtags to be used in the captions.

Follow Instagram accounts of your potential clients and engage with them by liking their posts and commenting on them.

The platform also allows you to run paid campaigns and get targeted followers for your business. Once you have relevant followers on your Instagram profile, you can use the direct message feature to offer them a special discount on your services.

You must track some of the key metrics of your Instagram page as well. Use this free template and record the results and improve them over time: <http://bit.ly/2rK84Yg>