

HOW TO OPTIMISE SOCIAL MEDIA CHANNELS

FACEBOOK

- Follow and Like [ExperienceGoldCoast](#) on Facebook.
- Post high quality images - 1080px by 1080px (1:1 ratio) or 1080px by 1350px (4:5 ratio).
- Help us to see your post by posting and tagging **@ExperienceGoldCoast**
- Common themes we are on the lookout for include aquatic, hinterland, coastal, landscape and food posts.
- For members that provide food as part of their business, to make your imagery stand out, frame the food with a beautiful background i.e freshly caught seafood with the river in the background.

INSTAGRAM

- Follow [@ExperienceGoldCoast](#) on Instagram
- Post high quality images - 1080w x 1350h pixels is best for statics and 1080w x 1920h pixels for video.
- Content themes we love include aquatic, coastal, hinterland, landscape, sunrises, sunsets, beaches, new experiences and food shots.
- To ensure we see your posts: Tag **ExperienceGoldCoast** and use the hashtags **#ExperienceGoldCoast** and **#GoldCoast**.
- Instagram reels get great engagement, so we want to see yours! When posting reels, make sure to tag [@ExperienceGoldCoast](#).
- Using Instagram stories? Make sure we see your content by tagging **@ExperienceGoldCoast** on your photos/videos.

TIK TOK

- Follow **@ExperienceGoldCoast** on Tik Tok.
- Tag **@ExperienceGoldCoast** in your posts.
- Common themes we are on the lookout for include new experiences, unique perspectives, POV style content and drone footage.
- Always include a catchy hook.

Examples

- Did you know...
- It this the most unique...
- Five reasons why...

Focus on the first 2-3 seconds - this should be the best part of your reel

MEDIA UPDATES

Subscribe to EGC's consumer and Tourism Matters EDM to keep up to date with the latest on what's new and happening on the coast.

[SUBSCRIBE >](#)

LINKEDIN

- Follow our [LinkedIn Corporate page](#) for information on DGC and industry news and activities.
- Post relevant industry discussions.

VIDEO CONTENT

- Submit video content to us by emailing: social@destinationgoldcoast.com
- Ensure assets are unbranded.
- Avoid using text overlay.
- Videos should be between 15-45 seconds long.
- If using background music, ensure this is royalty free.

CAPTURING EVENTS

Please let us know in advance if you're capturing notable events by emailing social@destinationgoldcoast.com. We can then work with you to increase the likelihood of your content being shared through EGC channels.

ADDITIONAL TIPS

- We aim to showcase the best possible content taken from around the region. So, when posting, think ASPIRATIONAL, GENUINE & AMAZING.
- The more information you can provide with your content, the easier it is for us to tell a more descriptive story about the place or experience.
- Shooting in a well-known spot? Use the check-in feature to tag your location.
- Tag well-known locations into your Instagram story content. For example, when people search for Burleigh, stories tagged with Burleigh may appear as a location-specific story.