Due to current travel restrictions, Destination NSW social media channels are focusing on travel inspiration: helping people’s minds wander and inspiring them to start dreaming about their next adventure. Sharing inspirational posts keeps NSW destinations and experiences front of mind.

Now more than ever, it is important to stay active on social media, creating engaging content and connecting with your audience.

Quick Tips:
• **Be up front**
  Recognise and address the COVID-19 crisis, and communicate what users can expect from you and your business.

• **Tone of voice matters**
  Craft your messages to be inspiring and reassuring, and avoid making light of the current situation.

• **Use inspiring images without the crowds**
  Great images can inspire and encourage people to keep dreaming and planning for future trips. For now, avoid showcasing people or crowds in your images, to reflect social distancing.

• **Try new ideas**
  Use this time to create new social media content and experiment with different formats. Instagram and Facebook Stories are great ways to communicate in a more personalised and authentic way. Make it more interactive by using GIFs, stickers and emojis in your stories.

• **Follow the Sydney and Visit NSW channels**
  Keep an eye out for relevant content, leave a comment or share a post that relates to your experience or destination.

• **Now’s the time to Love NSW**
  Get involved in the community-driven *Now’s The Time To Love NSW* social media campaign. Photograph your favourite places in NSW, featuring a heart shape where you can, and ‘share the love’ by posting images with the hashtag #LoveNSW. Don’t forget to use #NewSouthWales and tag @visitnsw.

• **Stay safe**
  Make sure you follow the current health advice and travel restrictions when creating images and video for your social media.

Need content for social media? Access image, video and copy collections on the Destination NSW Content Library to help promote tourism destinations, experiences and events across NSW, and bring your social media to life.

**Share the love**
by posting images with #LoveNSW and #NewSouthWales.
FACEBOOK
Pin: Highlight important posts by pinning them to the top of your feed.
Facebook LIVE: Host a ‘private’ tour of your product, go behind the scenes and interview experts, like winemakers, chefs and artists.

TWITTER
Pin: Highlight important posts by pinning them to the top of your feed.
Polls: Set up polls or ask questions to help you design the right content for your audience.

INSTAGRAM
Stories are engaging and playful and can help you build better connections with your audience.
Polls: Be interactive and include a polling sticker on your Stories.
Q&A: Try using a Q&A sticker on your Stories. You can share questions from followers, along with your answers, on your Stories.
Quizzes: Ask your followers what they would most like to know about your business, to help you design content they will be interested in.
Highlights: Add your Stories to a Highlight so people can come back later.

Resources
- Destination NSW Social Media Guidelines
- Destination NSW Content Library
- Get involved in Now’s The Time To Love
- Get Connected

Key Contacts
- Social Media: social.sydney@dnsw.com.au
- Content Library: content.library@dnsw.com.au