

NSW Regional Tourism

# CHRISTMAS SOCIAL MEDIA GUIDE



There's no doubt that 2020 has been tough, which is why it's more important than ever to show off our Christmas cheer. To share New South Wales' joyous spirit with the world, let's fill social feeds with the festive decorations, experiences and lights that are bringing some Christmas magic to our regional towns.

Here are our top tips for sharing festive posts this season...



## 1 Tis' the season to share local joy

Ideas on what to content to capture:

- ✓ Christmas trees and lights in town centres
- ✓ Special Christmas events and workshops, such as festive markets
- ✓ Local business specials like festive cocktails and gourmet treats
- ✓ Christmas-themed shop windows
- ✓ Santa appearances!

  
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## Ho, Ho, Ho-w to capture content

- ✓ Take videos or images in 4:5 portrait orientation for Instagram and Facebook (holding your phone upright, and not on its side).
- ✓ 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.
- ✓ Share video content where possible, it reaches and engages more users than images on social media, and is highly recommended for Instagram stories, too.
- ✓ Avoid over-saturated and highly edited images/videos. Subtle edits to brighten or improve the quality and contrast is encouraged.



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## Do's and Don'ts

To make sure you get a Christmassy shout-out on @VisitNSW



### DO'S

- ✓ Aim for wide shots that showcase the location of the festive feature (i.e show more than just the foreground)
- ✓ Capture non-commercial, and authentic moments – these are much easier for people to connect to!
- ✓ Take 5-15 sec video pans – keep it short and sweet
- ✓ Ensure drone shots adhere to CASA rules (use [OpenSky app](#))

### DONT'S

- ✗ Avoid capturing people's faces and scenes where social distancing laws aren't adhered to
- ✗ Capture shaky or blurry content
- ✗ Promote locations or areas inaccessible by the public, or unsafe to access (i.e.: past barriers, on cliff edges, or on private property)
- ✗ Create photos with heavy photoshop or colour editing



### Don't forget [#hashtags](#)

When sharing to your own social channels, make sure to use [#LoveNSW](#) and [#NewSouthWales](#) so we can see your festive content! Check out VisitNSW's [Instagram](#) and [Facebook](#) for more examples of the style of posts we like to share.

Other merry hashtags to include: [#seeaustralia](#) [#christmas](#) [#christmas2020](#) [#buyfromthebush](#) [#stayinthebush](#) [#spendwiththem](#) [#emptyesky](#)



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### What makes these images great?

- ✓ Candid, authentic moments
- ✓ Not overly edited
- ✓ Portrait orientation
- ✓ Clear, quality images
- ✓ Shows some destination context
- ✓ Subtle and unique Christmas references
- ✓ No recognisable faces
- ✓ In publicly accessible locations



Happy posting from the team @visitnsw