

## SOCIAL MEDIA HEALTH CHECK FOR TOURISM BUSINESSES

### 1. Where are you online?

On a spreadsheet or separate piece of paper list all the social channels you are on, and then take a closer look at each one. Do all of them align with your target market? What's missing? (e.g. Have you registered on Google? )

**What is one thing you can change tomorrow to improve on the above?**

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### 2. Your profiles

**Are you using business profiles?** (E.g. Business Pages for Facebook / Instagram Business Profile)

**Are all your profiles completely filled out?**

This includes the following important information: profile photo, business information like address, phone number, email address, a nicely written description, and a link to your website. *Make this information accurate and consistent across all social channels.*

**What is one thing you can change tomorrow to improve on the above?**

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### 3. Posting

**Are you posting relevant information about your business / region?** (e.g posting about the experience your customer may have)

**Are you posting regularly, creating a consistent story and using appropriate hashtags?** (e.g. #inspiredbygippsland #nungurner etc)

**What is one thing you can change tomorrow to improve on the above?**

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### 4. Check in with what is being said about your business / town / region

**Search the hashtag of the name of your business or town** (e.g. #jettyroadretreat)

- What can you see? Are people saying positive things about your business?
- Have you engaged with those talking about your business?
- Are there images by your customers you could repost or engage with?

**What is one thing you can change tomorrow to improve on the above?**

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*Compile a list of things you could work on and implement changes tomorrow!  
More information can be found on our blog [destinationgippsland.com.au](http://destinationgippsland.com.au)*

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