



FREQUENTLY ASKED QUESTIONS

I'm a small event with limited time and resources. What should I do first?

- **FOCUS** on one social media channel and do it well. Facebook is the best place to start.
- **USE VOLUNTEERS:** Social media and public relations volunteers can provide extra hands on deck during the event and gets the local community involved.

How can I keep up with the Community Posts and managing questions?

- **INTERACT:** Set some time aside at least weekly to interact and respond to questions.
- **MONITOR:** Consider using volunteers to monitor the site during the week and report any key concerns.

How can I prevent damage to my event's reputation from negative comments?

- **RESPOND:** Treat negative feedback as an opportunity to demonstrate your commitment to the community. Your community will respect you more for dealing with it rather than ignoring it
- **MANAGE** negativity in a positive way: First publicly on the social media site, then if needs be privately.
- Do **NOT** delete people's negative posts **UNLESS** they are inappropriate in which case a public response and warning is also appropriate.

Social media is changing daily – how can I possibly keep up?

Keep up-to-date by subscribing to social media and trends bulletins such as:

- socialmedianews.com.au - offers updates on all stats and trends weekly via newsletter.
- Follow social media experts on Twitter they have great insights and updates.
- Monitor updates to the Australian Tourism Data Warehouse social media toolkit.
- The Content Marketing Institute: publishing or linking to the latest resources in social media. E.g. contentmarketinginstitute.com/2012/12/social-media-tips/
- insights.australia.com curates a mix of recent tourism news and digital trends.