



Visit Victoria
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Social Media

Have you, or one of your customer's captured a dynamite image you think the world needs to see?

Visit Victoria's social media lives and breathes for user-generated content (UGC) submissions by amateur (and not so amateur) photographers. Our content strategy focuses on the inspirational, encouraging deeper levels of engagement and ensuring that Melbourne and regional Victoria remain top of mind for people when planning their next trip.

Creating compelling and inspiring social media content is not an exact science, but we love seeing and hearing about people's experiences, and then sharing them. There are some things you can do to give your content the best chance of success:

Visit Victoria's tips:

Facebook

facebook.com/visitmelbourne

- Make sure you tag your location
- Tag us (@visitmelbourne) to notify us of any great content you are producing
- If we share your post, make sure you join the conversation by posting comments and answering questions.

Instagram

instagram.com/visitmelbourne

- Hashtag your images with #VisitMelbourne and #VisitVictoria
- Add your local tourism organisation or campaign hashtags where applicable
- Tag your images with @VisitMelbourne
- If we share your post, make sure you join the conversation by posting comments and answering questions
- Make sure you tag your location

Twitter

twitter.com/melbourne

- Hashtag your images with #VisitMelbourne and #VisitVictoria
- Add your local tourism organisation or campaign hashtags where applicable
- Use @Melbourne in your tweets
- Don't forget to tag your location

Weibo

weibo.com/visitmelbourne

- If you're using the platform, tag @ 澳洲维多利亚州旅游局 in your posts
- Join the conversation in the comments

We are forever experimenting with new formats and types of content and are open to collaborative ideas. To share your content or ideas simply get in touch with our social team via the below email. Also, don't forget to check our current campaign toolkits through the link on page 1 to ensure you're integrating all of our hashtags.

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