

TOURISM NT

SOCIAL MEDIA GUIDE



OVERVIEW

Tourism NT has an active and booming social media presence with highly engaged audiences. Our social engagement strategies focus on creating conversations and showcasing authentic stories about the Northern Territory through key platforms including Facebook, Instagram, YouTube, Twitter and more.

Through authentic conversation, we increase awareness of the Northern Territory and generate conversion for tourism operators, travel partners and regions.

Awareness

Open

While our primary target on social media is the advocacy stage, social media has a place throughout the entire consumer journey.

Intenders

Tourism NT's social media efforts help to build awareness, pushes the open market into intenders, assists intenders in planning and booking their holidays, supports visitors while they're in region and encourages ongoing advocacy.

**Planners/
Bookers**

Visitors

Advocates

THE ROLE OF SOCIAL

Start engaging conversations with people and turn them into brand advocates.



[ausoutbacknt](#) Thanks for sharing, [@mikenijis](#)! Looks like you're having an awesome time in the Top End! You should try to visit [#BerrySprings](#) in Litchfield/Darwin or [#BitterSprings](#) in Katherine, they're awesome swimming spots 😊 ×

Get the conversation going about something encourage offline conversation.



[daisyfaust](#) Wanna go here on our adventure? [@tahla98](#) ×

Bring the conversation back in.



[therealmeltam](#) This is what I was talking about. Let's do this!!! [@totalbs88](#) ×

Inspire people to experience what we're asking them to.



[pjkerley](#) [@despurado](#) ok. I give. Let's go. ×

OUR OFFICIAL CHANNELS



[Northern Territory – Australia's Outback](#)



[@AusOutbackNT](#)



[@AusOutbackNT](#)



[Northern Territory, Australia's Outback](#)



[AusOutback NT](#)



[Northern Territory, Australia's Outback](#)



media.tourismnt@nt.gov.au

OUR REACH



378,000+ (216,000 domestic) Likes



134,000+ Followers



6,220+ Followers



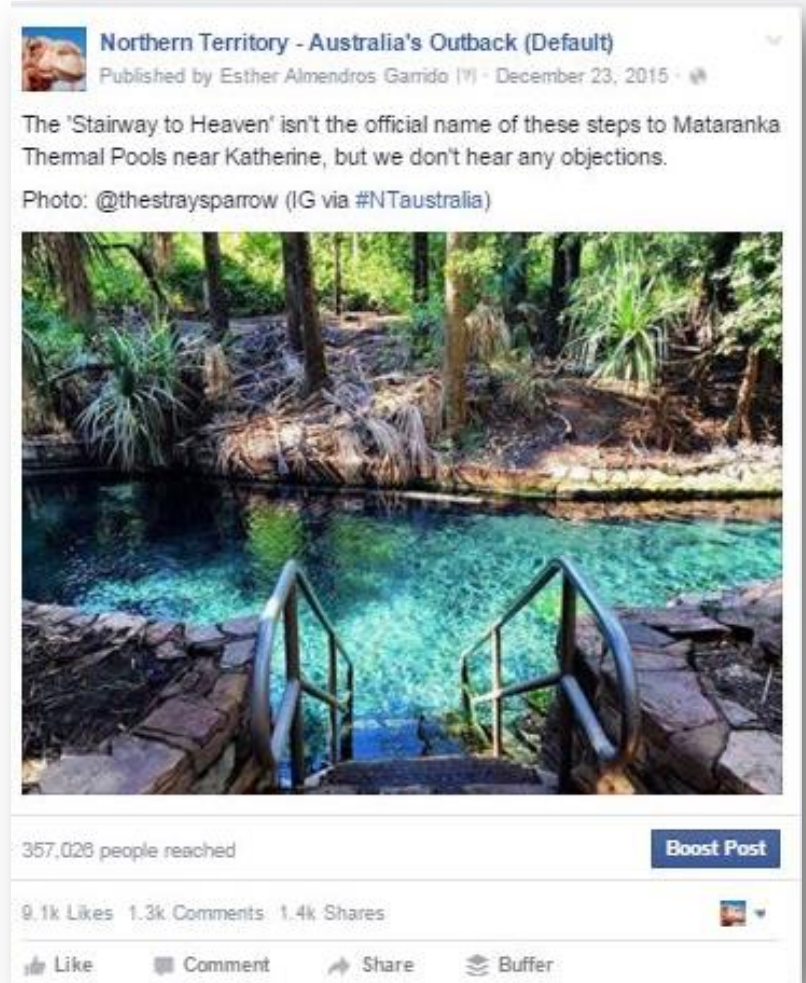
3,280+ Subscribers



600+ Followers



380+ Followers



TOURISM NT CORPORATE PROFILES



Tourism NT



Tourism NT



@TourismNT



Tourism NT



GET INVOLVED

Here's how you can get involved and leverage Tourism NT's growing audience which is currently in excess of half a million individuals!

Send us exclusive content

If you have something you think the world needs to see, send it through to us directly and we can assess whether it's right for our audiences. This can be anything from deals, specials, sales, business updates, big news items and more!

Use our official hashtag #NTAustralia when you upload photos/stories

Upload content directly to your own channels and use the hashtag #NTAustralia, so we can see the content. You'll also be contributing to a global content library for all things NT!

Post photos or stories directly to our Facebook wall

By posting directly to our Facebook wall, our fans can immediately start interacting with you and your content.

Mention us directly or tag us into your posts

Once you mention our social media handles in your caption, or tag us into Tweets and Instagrams, we'll get a notification.

Have a conversation

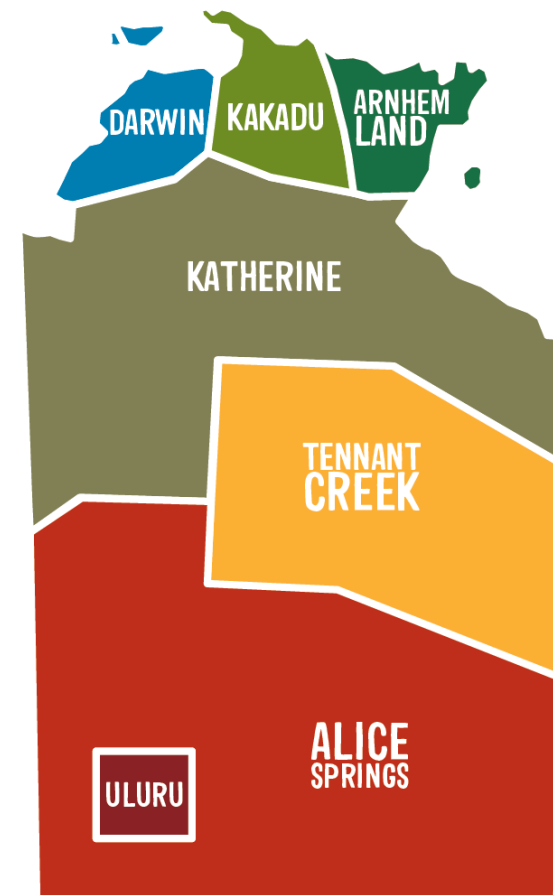
If we showcase your business on our social media platforms, don't forget to monitor the comments and have meaningful conversations with potential customers.

Last updated February 2016

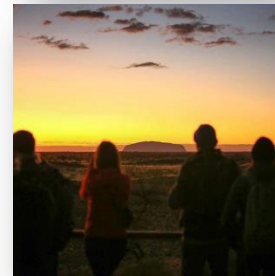
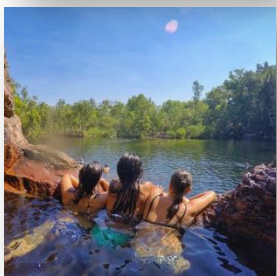
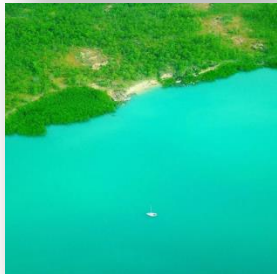


CONTENT WE LOVE

- Exclusive offers for our audiences (sales, deals, coupons etc.)
- Photos that showcase NT operators
- Bright, colourful, vibrant and visually stunning imagery or videos that actively showcase how people can DO the NT!
- Photos, videos and stories that showcase the NT experience, generate conversation and pique curiosity
- Authentic stories that we can share with our engaged community
- Content showcasing each of the different regions in the Northern Territory
- Information that educates visitors
- Stories, photos and videos that showcase our key content pillars: art & culture, events, food, wildlife, indigenous tourism, outdoor activities.



CONTENT WE LOVE



GET IN TOUCH

Petrhyce Donovan

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Esther Almendros

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#NTAUSTRALIA

