

**Love Our Destinations
Social Media Campaign
September 2020**

Federation Council
Issue 02

LOVE  COROWA

LOVE  MULWALA

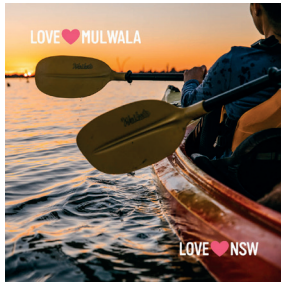
LOVE  HOWLONG

LOVE  URANA

HOWLONG

LOVE ♥ NSW

LOVE ♥ MULWALA



LOVE ♥ NSW

LOVE ♥ COROWA
LOVE ♥ MULWALA
LOVE ♥ HOWLONG
LOVE ♥ URANA

LOVE ♥ COROWA



LOVE ♥ NSW

LOVE



THE MURRAY

LOVE ♥ COROWA

LOVE ♥ NSW

MULWALA

BUCKET LIST



LOVE ♥ COROWA

LOVE ♥ COROWA



LOVE ♥ NSW

visitcorowaregion.com.au

LOVE ♥ NSW

SUPPORT LOCAL



LOVE ♥ NSW

Holiday here this year



LOVE ♥ NSW

LOVE ♥ MULWALA



LOVE ♥ NSW

BUCKET LIST

BE INSPIRED BY THE LANDSCAPE

TOM ROBERTS "SHEARING THE RAMS"



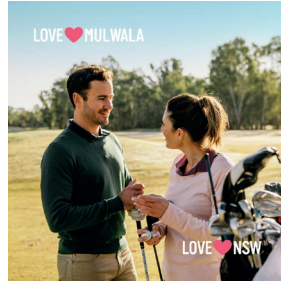
LOVE ♥ NSW

LOVE ♥ HOWLONG

LOVE ♥ NSW

LOVE ♥ COROWA
LOVE ♥ MULWALA
LOVE ♥ HOWLONG
LOVE ♥ URANA

LOVE ♥ MULWALA



LOVE ♥ NSW

BUCKET LIST

THE GREAT MURRAY COD



LOVE ♥ NSW

LOVE ♥ MULWALA



LOVE ♥ NSW

LOVE ♥ COROWA
LOVE ♥ MULWALA
LOVE ♥ HOWLONG
LOVE ♥ URANA

LOVE ♥ THE MURRAY



LOVE ♥ NSW

DISCOVER LOCAL HISTORY

Federation of Australia

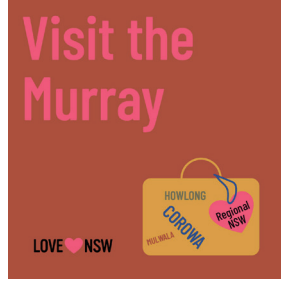
LOVE ♥ COROWA

LOVE ♥ MULWALA



LOVE ♥ NSW

Visit the Murray




LOVE ♥ NSW



LOVE ♥ NSW

On Mondays we shear sheep

COROWA



LOVE ♥ COROWA



LOVE ♥ NSW

LOVE



NSW

LOVE ♥ URANA



LOVE ♥ NSW

LOVE ♥ HOWLONG



LOVE ♥ NSW

WE ARE OPEN



LOVE ♥ NSW

Purpose of the campaign

Destination NSW have launched their state-wide campaign 'LOVE NSW'. We have created our version of this bespoke to our towns.

The LOVE NSW Campaign goal is to focus on turning dreams into reality by enticing holidaymakers to hit the road as soon as possible, and plan that next getaway. Encouraging people to stay 'locally' and spend 'locally' in NSW.

By aligning our own campaign activities and creative we ensure we stay front of mind to those who know us (past visitors), hope to encourage those who may have not visited before and provide you (our stakeholders) with assets to help you get involved.

Through this campaign we hope to:

- Gain exposure and awareness of the towns within the region
- Grow our Facebook following
- Develop our presence on Instagram
- Create content through sharing stories

This is a social media campaign, hence the more people that get involved the bigger it will be. We encourage you to participate, spread the word and encourage your customers to get involved too.

Purpose of
the campaign

Let's share the love
(and the message) together

#LoveNSW
#visitthemurray
#holidayherethisyear

How to get involved

1. Post what you love

Post beautiful images and stories to social media (Facebook and Instagram) of all the things you love about our region.

2. Always hashtag

Include the following hashtags everytime you post:

#LoveNSW

#visitthemurray

#holidayherethisyear

along with your town name e.g.

#corowa #howlong #mulwala #urana

then you might add a subject matter hashtag e.g.

#foodandwine #localhistory #camping etc.

How to get your customers involved

This is a great opportunity to reach out to your customers and ask them to also get involved.

Why do it?

- Helps keep you top of mind to them
- Helps to generate social media content for your own business

Example post:

Tell us what you love about Corowa and support regional NSW.
Remember to tag us in your post and let's spread the love.
#LoveNSW #visitthemurray #corowa #holidayherethisyear

Example post including a promotion:

Tell us what you love about Corowa Distillery Co.
Tag us in your post and get 5% of your next distillery tour.
#LoveNSW #visitthemurray #corowa #holidayherethisyear
#corowadistillingco

*Tip: Always include your own business hashtag.
If you don't have one then now is the time to make one up.*

Resources for you to use

- Destination video
- Town campaign logos
- Social media tiles
- Animations

Check it out at:

www.federationcouncil.nsw.gov.au

What is a hashtag?

Hashtags are 'digital tags' that allow people to search for content, regardless of who posted the original message or picture.

It common for people to search for a hashtag to check out pictures of places before they visit (this even includes restaurants). Hence the more great pictures we have out their of our region the better for all of us.

Hashtags also provide a metric for tracking campaign engagement.

If you need further help with what a hashtag is or how to post to social media please contact the Tourism Coordinator at Federation Council.

**For further information
and assistance contact:**

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Federation Council
(02) 6033 8988**