

# GUIDELINES

## Commercial Business Promotion on Social Media for Visit Hindmarsh



### 1 Introduction

From the inception of the Visit Hindmarsh Facebook and Instagram pages in 2016, the page has focused on promoting Shire tourism assets and natural attractions, plus events and updates from 'Not for Profit' and community groups. As a Council owned and administrated page, there has been no promotion of private businesses due to the risk (and perceived risk) of creating unfair commercial advantage.

As an important tourism marketing platform the visitor attraction to the Shire, and subsequently the visitor economy, is impacted by not including privately owned tourism related attractions and hospitality businesses. Visitors planning day trips or extended visits are attracted by cafes, shops and accommodation options equally as tourism attractions and natural attractions. There are a number of private businesses that are attracting significant visitation to the Shire in their own right. Being able to include private enterprise on Visit Hindmarsh social media platforms will make them significantly more holistic and generate larger followings. It will both help support and leverage off businesses that are playing an important role in growing the visitor economy in Hindmarsh Shire and the greater region.

### 2 Purpose

The purpose of these guidelines is to present a clear and transparent direction on how Visit Hindmarsh social media platforms can incorporate private enterprise content whilst clearly avoiding any real or perceived unfair commercial advantage.

The guidelines clearly define what content is seen as tourism related and therefore appropriate for promotion on a tourism site. The guidelines also clearly define how this content is to be generated, approved for publishing, and monitored so Council can maintain transparency in their actions and management of the pages.

### 3 Definitions

<b>Council</b>	means Hindmarsh Shire Council
<b>Social Media</b>	means the online technologies, platforms and practices that people use to share content, opinions, insights, experiences, perspectives, and media themselves. This is media for social interaction enabled by a plethora of web technologies.
<b>Content</b>	means the promotional information that is provided by Businesses to Council. This includes images, videos, posters and written information.

#### **4 Guidelines**

##### **1. Definition of Tourism related business/attraction approved for inclusion:**

- a) Any business in the hospitality sector, providing food or accommodation services
- b) Any privately owned tourism attraction/service
- c) Retail businesses who can demonstrate visitor attraction

##### **2. Tourism related business/attractions excluded for inclusion:**

- a) All businesses need to demonstrate they are operating legally with all required licenses/permits in place. Where a business does not hold all required licenses/permits to operate, Council will not share or promote content across any Council managed Social Media platforms.

##### **3. Content Generation**

- a) Content will be User Generated (created by the businesses).
- b) Businesses agree to allow review and editing by Council prior to publishing on visit Hindmarsh social media
- c) Council will promote and communicate any social media training that can be accessed by businesses.

##### **4. Approval for publishing process**

- a) Council maintains the right to review, amend, or refuse publishing of any content in-line with Council's Social Media Policy.
- b) Council maintains the right to refuse publishing any content that is justifiably judged as not appropriate for a tourism page. This must be communicated to the business submitting the content, clearly substantiating the decision.
- c) Council will always act in a fair and ethical way. Published posts will reflect the content generated and submitted by businesses. The number of and regularity of posts will purely reflect the amount of content provided with no influence by Council except as discussed above in 4a and 4b. If a particular business appears to be placing more posts than others this is purely because they are more proactive at submitting content, not a reflection of Council giving more support to that particular business.
- d) Process:
  - i. Content (text/images/video) is submitted to Council with or without preferred publishing times. Preferred publishing times will be allotted on a 'first in' basis
  - ii. If no preferred publishing times are submitted then Council will publish at their discretion at the earliest practical time following review and approval
  - iii. Content will be reviewed for appropriateness for a tourism focused page
  - iv. Content will be reviewed and edited if necessary for corrections (spelling, grammar etc), alignment with Councils Social Media Policy, and professionalism

##### **5. Content submission**

Content must be submitted Council in the following ways:

- a) By completing an online form on the Hindmarsh Council Website
- b) Emailing your content with contact details to [info@hindmarsh.vic.gov.au](mailto:info@hindmarsh.vic.gov.au) and attention to the Tourism Officer and Executive Assistant

COMMERCIAL BUSINESS PROMOTION ON SOCIAL MEDIA FOR VISIT HINDMARSH

- c) By tagging @visithindmarsh or #visithindmarsh on Instagram. Council will direct message businesses from its Visit Hindmarsh Instagram page for approval before re-sharing.

NOTE: The preferred method for content submission is completion of the online form or email. We cannot guarantee by tagging visit Hindmarsh the post will be seen by Council officers. Where a post is re-shared on Instagram, Council will include the Instagram profile name that the post belongs to in the caption of the post.

**6. Communication process**

- a) Council will promote this social media opportunity on a regular basis on social media platforms and relevant tourism and community forums/meetings.
- b) Council will do everything within its power to provide knowledge of this opportunity and allow access to it to every tourism related business, as per section 1.
- c) Council will launch the opportunity with a media release and advertising in local newspapers.
- d) Council will circulate these guidelines with its Business contacts.

**5 Document Control**

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