

THE OFF

WINTER
2022

SOCIAL
MEDIA
TOOLKIT

SEASON



TASMANIA
COME DOWN FOR AIR



Into The Wild © Jesse Hunniford

Cover: Kelvedon Beach © Rémi Chauvin



A person is riding a mountain bike on a dirt trail through a forest at night. The rider is wearing dark clothing and a helmet, and the bike has a bright headlight that illuminates the path ahead. The surrounding trees are dark and silhouetted against the light from the headlight and the ambient night light.

THE OFF SEASON *is open to* JUST ABOUT ANYTHING

Thank you for supporting the 2022 Off Season campaign. Our aim, with your help, is to share Tasmania's Off Season experiences far and wide so that we can show Australians that winter is worth embracing rather than escaping.

Social media is a powerful way to promote your Off Season experience and create captivating content that showcases what makes your product or experience special during winter.

This toolkit will show you how to amplify the promotion of your Off Season experience using social media.



THE OFF

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It's time to go dark — on social

This Off Season things are going to look a little different on social media.

In the darkest depths of Australian winter, Tasmania comes alive. It revels. It dances. It shouts. It sings. It finds joy and light in the darkness. So to celebrate this, and do something totally anti-ordinary and different, we've created a campaign that shows light and dark.


And we're going dark on social media.

WHAT DOES THAT MEAN?

Every few posts after the campaign launch, @tasmania social media accounts will be featuring black and white content to celebrate the 'offness' of winter in Tasmania.

A black and white overlay on a social image is a powerful way to stand out from the crowd and leverage the Tourism Tasmania Off Season campaign. In this toolkit we'll share exactly how to execute this with your images.

We can't wait to explore the dark with you.



THE OFF

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Remember to use — #TassieOffSeason on your social media accounts

Using the Tourism Tasmania #TassieOffSeason hashtag is a great way to maximise your content's exposure and connect with an engaged community. Please watch out for typos when using the hashtag and note there is no 's' after Tassie.

When posting about your business on social media accounts, please include the official hashtag #TassieOffSeason in your captions. This will help potential travellers find and engage with Off Season content.

If you are sharing user-generated content on your social media accounts, please ensure you have permission from the original owner of the content and credit them correctly.

Encourage your guests, staff, friends and family to share their experiences of your business in winter on social media using #TassieOffSeason. More shares means more exposure and more exposure means more awareness of your business.

Make sure you add the relevant regional tourism organisation (RTO) hashtags to your posts too, together with #DiscoverTasmania and Tourism Australia's #SeeAustralia.

#TassieOffSeason

#DiscoverTasmania

#SeeAustralia

Destination Southern Tasmania:
#hobartandbeyond

Visit Northern Tasmania:
#visitnortherntasmania

East Coast Tasmania:
#eastcoasttasmania

West by North West:
#northwesttasmania



THE OFF

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How to implement the Off Season on your social media accounts

These recommendations will help signal to visitors that you have something special to offer them as part of the Off Season campaign.

You can simply share a black and white image, add an Off Season logo to a coloured image, or add the Off Season logo to a black and white image. Instructions for how to do this are below.

OPTION 1)

CREATE A BLACK AND WHITE IMAGE

It's a lot simpler than you might think. Our recommendation is to utilise the photo editing capabilities on your mobile devices to add a black and white (B&W) filter.

ON IPHONE

Once you have taken or selected your photo, click on the Effects icon, then choose a B&W effect, we recommend 'Mono'.

ON ANDROID:

Once you have taken or selected your photos, click on the Filter icon, then choose the B&W filter.

OPTION 2)

ADDING THE OFFICIAL OFF SEASON LOGO TO AN IMAGE

Visit the [Watermarkly](#) website that will guide you through how to add a logo or text to your images.

Upload a photo from your computer, Google Drive or Dropbox. Add text or a logo. You can upload the logo from your computer, Google Drive or Dropbox.

Edit your text or logo using the editing toolkit. Drag your text or logo to any place within the picture. There is no pixel- based positioning. Everything is as simple as it can be.

Click on "Save image" and download a copy of your image with the text or logo.

Use this image to create your social media post as normal.

DOWNLOAD THE OFF
SEASON LOGO HERE



The Off Season — social media examples

 **Twamley Farm** updated their profile picture.
May 4 at 8:53 AM · 🌐

A fondue picnic pack made with local gruyere and cheddar cheese accompanied by crusty artisan bread and complete with a bottle of East Coast Tasmanian wine. Available for purchase only in the Off Season at Twamley Farm. Ask us about our fondue picnics when you book to stay this winter.



10 3 Shares

Like Comment Share

 **World Heritage Cruises, Strahan, Tasmania**
May 10 at 10:19 AM · 🌐

The night-time Lantern Tour of Sarah Island is only for the brave. Tales of fear and dread are brought to life on this dimly lit, blustery island with a dark convict history. Lashings of local whisky, locally brewed beer and other warm morsels keep the shivers at bay.

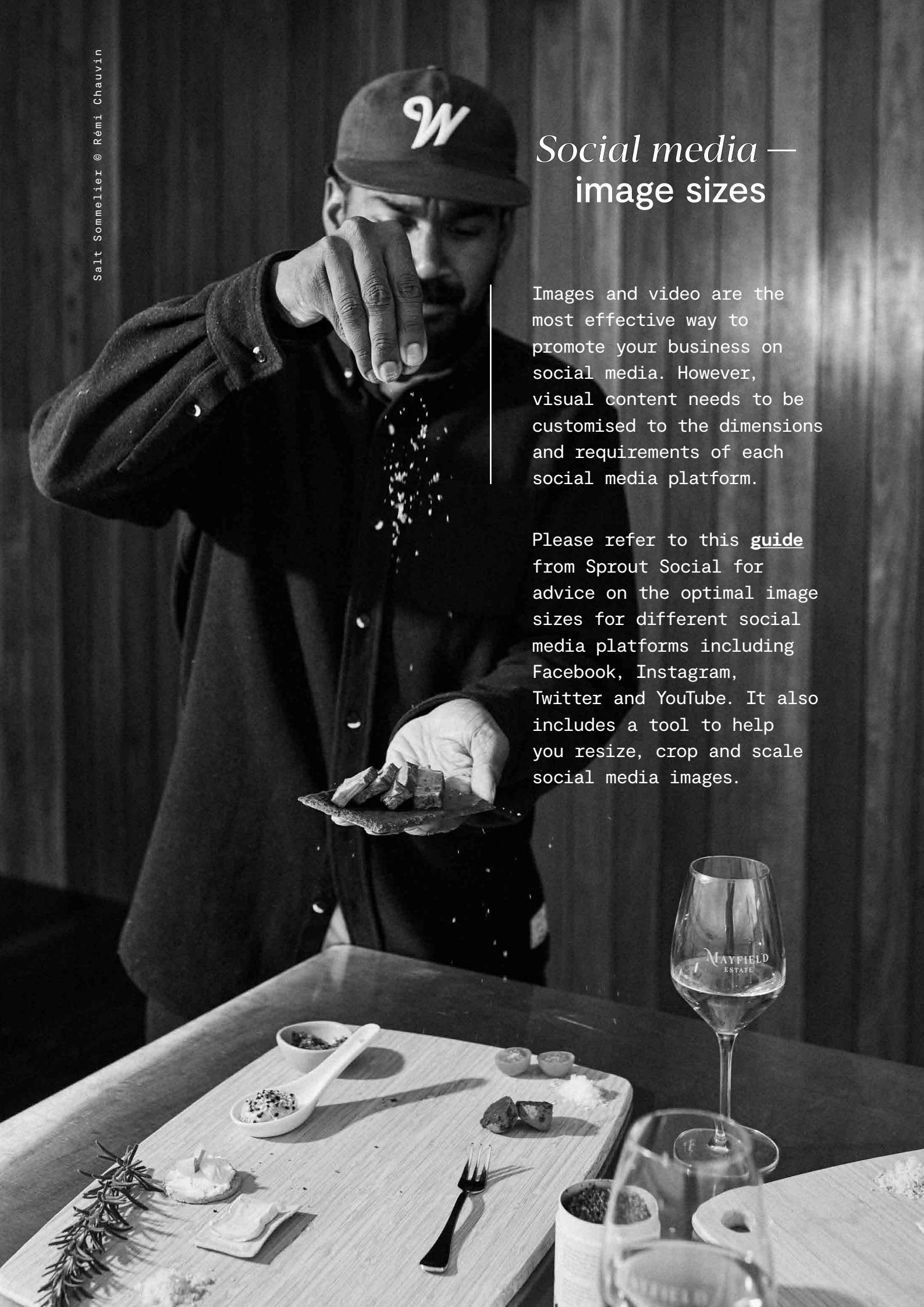
Join the talented crew from 'The Ship That Never Was' as they lead you around Tasmania's harshest convict settlement describing the fascinating past of this small island that lies seemingly in the middle of no... [See More](#)



Social media — image sizes

Images and video are the most effective way to promote your business on social media. However, visual content needs to be customised to the dimensions and requirements of each social media platform.

Please refer to this [guide](#) from Sprout Social for advice on the optimal image sizes for different social media platforms including Facebook, Instagram, Twitter and YouTube. It also includes a tool to help you resize, crop and scale social media images.





T H E O F F

S E A S O N

Tips for creating — **Off Season content**

KEEP YOUR AUDIENCE TOP OF MIND

For social media content to be effective, you must always keep your audience top of mind. By thinking about your audience, you will have a better chance of sharing engaging and relevant content. Most people look at their social newsfeed to get updates from family and friends, so the content that we post needs to compete with that, and not appear too commercial.

USE 'THUMB-STOPPING' QUALITY IMAGERY AND VIDEO

You only have a few seconds to connect with your audience. With this in mind use eye-catching and captivating visuals to hook your audience in. A good place for inspiration is to see what's already being featured on the [@Tasmania](#) Instagram profile.

THINK MOBILE-FIRST

Chances are your audience will be seeing your content on their small screen. Make it simple and easy to consume on the go.

USE COMPELLING VIDEO WITH OR WITHOUT SOUND

A great video should grab the attention of the audience with or without sound. Around 85 per cent of videos on Facebook are watched without sound, so assume people are not listening. Use video as an opportunity to visually show off your experience or product, rather than talking about it. If there is talking, add subtitles.

Elements of great — social media visuals

The following tips explain how to makes visuals work well on social media and increase engagement with your audience.

HELP YOUR AUDIENCE ENVISION THEMSELVES IN TASMANIA, EXPERIENCING YOUR OFFERING

When people are used as subjects it is best for them to be looking at the destination or the offering. Viewers tend to look at where the subject in the photo is looking. Visuals should allow viewers to envisage themselves in the scene.

HELP MAKE YOUR AUDIENCE LOOK GOOD

Chances are you're already talking to an audience through your profiles that know and trust you. Create a story that they will want to share through their own network.

INCORPORATE LEADING LINES

Include lines that draw the eye to a focal point within the image such as walking paths that lead out into the distance, endless coastlines, or rivers flowing out of frame.

FIND THE ORIGINAL PERSPECTIVE

Show your audience what makes your Off Season experience different. Find the unique angles and make your content stand out on the newsfeed.

Ready to use — social media posts

We've provided some images for you to use for your business's social media posts during winter or as inspiration to create your own.

You can download images for your social media posts [here](#)

Please don't forget to credit these images when posting to social media. The credits have been provided within the file name of each of the images.

Feel free to use these images as well as suggested captioning, which you can tweak, add your own flair to, or use in conjunction with your own imagery to promote your own #TassieOffSeason experience or offering.

OFF SEASON CAPTION INSPIRATION

- Off the beaten track is a great place to be. [#TassieOffSeason](#)
- Revel, feast and stay in Tasmania's inspirational natural places – this is winter, for real. [#TassieOffSeason](#)
- Make a friend. Start a romance. Agree to disagree. It's the Off Season – sparks will fly. [#TassieOffSeason](#)
- Winter in Tasmania is anything but quiet. Festivals, feasts, wine, whisky and wassailing, the Off Season gets louder. [#TassieOffSeason](#)
- Stimulate your senses, try something new and come up smiling. The Off Season is a big red 'reset' button, just waiting to be hit. [#TassieOffSeason](#)
- Lean into the lamplight, sip a drink and spill your Off Season secrets. [#TassieOffSeason](#)
- Get dressed up, check your inhibitions at the door and go and meet some people – you don't need an excuse to loosen the shackles this Off Season. [#TassieOffSeason](#)
- Immerse yourself in music, theatre, dance, film, installations and cabaret. It's eclectic, uplifting and liberated – it's the Off Season in motion. [#TassieOffSeason](#)
- The Off Season is here to shake up your inner artist. Prime yourself for cooking classes, singing lessons, ceramics sessions and poetry slams. [#TassieOffSeason](#)
- The Off Season is the mother of invention – all you have to do is channel the creative vibes. [#TassieOffSeason](#)

#TassieOffSeason — examples ready to use

If you have any questions after reading this toolkit, please email trade@tourism.tas.gov.au and we'll connect you with the right person.



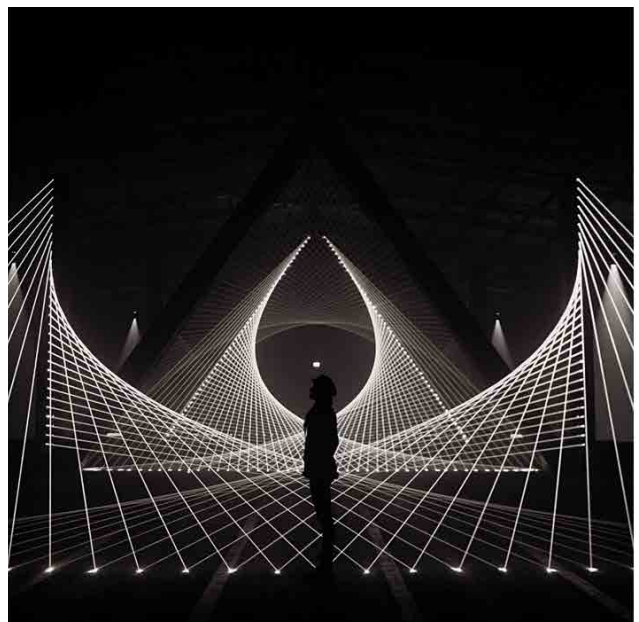
Fine Tasmanian food and drink is one of the reasons you're here, right? #TassieOffSeason



Revel in an imaginative realm this Off Season... #TassieOffSeason



Hungry yet? The distance from the farm to your fork – or the ocean to your plate – is never far in Tasmania. #TassieOffSeason



If you're in the mood to promenade and revel in wild places, you're on the right island. The Off Season is here. #TassieOffSeason



Cold-water plunges, traversing snowy mountainsides and visiting secret waterfalls... Remember what wilderness is supposed to be like in the Off Season. #TassieOffSeason



There's World Heritage wilderness just down the road, and the Southern Lights might just drop by for dinner... #TassieOffSeason

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fb.com/tasmania [@tasmania](https://www.instagram.com/@tasmania) [@tasmania](https://twitter.com/@tasmania) 塔斯马尼亚旅游局官博

[#tassieoffseason](https://twitter.com/tassieoffseason) [#discovertasmania](https://twitter.com/discovertasmania) discovertasmania.com.au tourismtasmania.com.au