

Tourism Australia :

A Social Media Audit

Prepared by:
Winnie Nabbosa
Tanisha Smith
Sam Sokol

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Executive Summary

Australia is widely known as a tourist destination. Tourism Australia, the agency responsible for attracting visitors, has used their social media presence to gain attention and grow the tourism industry to over \$39 billion. With their overarching goal of making Australia the most desired destination on earth, social media is one of the keys to that success. Today, with a combined social media following of over 11 million users, Tourism Australia has come a long way in the past 51 years. Though they have established a good social media presence and positive sentiment, we believe that there are still social media opportunities that they can capitalize on to achieve their goals.

Organizational Background

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organization has two websites – one strictly as a tourism page and the other as their corporate website. Most of the information about the organization itself can be found on their corporate website.

Originally founded in 1967 as the Australian Tourist Commission by the Australian government, Tourism Australia has grown Australia's tourism industry to over eight million visitors a year who spent \$39 billion. They are heavily involved in 16 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research. Today, tourism Australia's mission is to make Australia "the most desirable destination on earth." They define their values that support their mission as the following:

- **Genuine:** We are real and authentic and truly believe in what we do.
- **Innovative:** We aim to be the best in the business in everything that we do.
- **United:** We are one global team and value relationships.
- **Positive:** We are optimistic and always look on the bright side.
- **Commercial:** We think strategically and we deliver results.

The social media page on the Tourism Australia corporate website outlines the following:

Facebook

Our [Facebook](#) page has a high level of engagement and concentrates on showcasing beautiful and unique images from all over Australia. We mainly post user-generated content, which encourages fans to continue sharing their own stories and experiences on an ongoing basis. Every Friday the best images from the week are chosen and featured in the Friday fan photo album, which receives thousands of likes, shares and comments.

Instagram

[Tourism Australia's instagram](#) profile showcases the best shots from around Australia on a daily basis, which are chosen from followers who upload and tag their photos with #seeaustralia.

Twitter

Our [consumer](#) and [corporate](#) Twitter accounts provide interesting news, photos, updates and facts about Australia

Pinterest

Our [Pinterest](#) profile organises stunning photos from all around Australia into location and subject categories.

Methodology (Audit Scope)

Through thorough examination of the organization's corporate website, we discovered a page dedicated to Tourism Australia's social media policies and how they use these channels to build their tourism (see organizational background for more information). We used this as a basic understanding of Tourism Australia's social media strategy. By gathering detailed social media analytics we were able to determine if the results supported their objectives and strategy.

Analytics were gathered for their website and accounts on Instagram, Twitter, YouTube and Facebook. We used Social Blade to analyze their Twitter, Instagram and Youtube accounts. Likealyzer was used for their Facebook account and Website Grader for their websites. We also used peplemap.co to determine their engagement rate and average likes per post on Instagram. Once this data was gathered, we conducted content and sentiment on each social media account in order to make recommendations. Finally, we

developed a competitive analysis to get insights into our competitors before making the final recommendations based on our findings. We chose France, New Zealand and the United States as our competitors to analyze as they are all very popular tourist destinations and could challenge Tourism Australia's goal to be the most desirable destinations on earth. Though it is not a country in itself, we also chose to compare them to Hong Kong, as it is currently the planet's most visited city.

Findings

Social Media Governance

The following social media terms and conditions have been retrieved from the Tourism Australia Facebook page:

Tourism Australia has created its social media channels as a hub for people who are planning to visit, have visited, or simply have a great love for holidays in Australia. Here you'll find general information, tips on travelling to and/or working in Australia, as well as plenty of images and video that help capture the Australian experience. We welcome all those who have ever gone 'walkabout' in Australia to share your comments, images and videos.

Tourism Australia does not accept responsibility for the comments of fans on this page and it's important to note that postings to the Tourism Australia Facebook page are not representative of the opinions of Tourism Australia or the Government of Australia, nor do we confirm their accuracy.

We encourage the expression of opinions and free, frank and open discussion, but we do want people to act responsibly and play nice :)

Posts will be deleted if they contain:

- *violent, obscene, profane, hateful, derogatory, illegal or racist comments, content, links or images or incite such comment or behaviour*
- *comments that threaten or defame any person or organisation*
- *solicitations, advertisements, or endorsements of any financial, commercial organisations*
- *multiple successive off-topic posts by a single user*
- *repetitive posts copied and pasted or duplicated by single or multiple users*
- *offensive, inaccurate, false, misleading or deceptive comments or content*
- *material which infringes third party intellectual property rights*
- *any other inappropriate content or comments as determined in Tourism Australia's absolute discretion*

Users who do not comply with this policy will also be blocked from the page in Tourism Australia's absolute discretion.

If you have any questions about this policy, please contact us at inquires@tourism.australia.com

Contributing to Tourism Australia's social media profiles

Tourism Australia does NOT claim ANY ownership rights in photos or videos that you post on our Facebook 'wall' or by use of #SeeAustralia, #RestaurantAustralia and #AussieNewsToday. However, by submitting you hereby grant to Tourism Australia a non-exclusive, royalty-free, worldwide, revocable, non-transferable, perpetual licence to use, modify, delete from, add to, publicly display and/or reproduce, your photo, including editing, compiling and assembling video works, interstitials or the use of photographic works as underlying works compiled into moving image without limitation in any online media formats and through any social media channels, pages or accounts.

If your photo is used on Tourism Australia's digital or social platforms (including Australia.com), your name and / or business will always be credited. We may also choose at our sole discretion to link back to your website or business social media profile.

TA may, at its discretion attach logos or other branding devices on photos or videos.

You can revoke this licence at any time by contacting us in writing at inquiries@tourism.australia.com and informing us that you no longer want us to use your photo.

Tourism Australia's social media governance is extremely detailed, they have done an excellent job in protecting their brand and conveying their purpose on social media.

[Website](#)

There are two websites for Tourism Australia, the [corporate website](#) and the [tourism website](#). While the corporate website clearly indicates that it is only the corporate website, the tourism website does not specify. There isn't much of a link between the two websites that clearly identifies their purpose, causing some confusion.

Website Grader give the tourism website a 89/100 and the corporate website a 79/100. Interestingly enough, while both grade extremely well for SEO, mobile and security, they both have poor grades in website performance. Tourism.australia.com (the corporate website) has a load time three times the recommended three seconds and too many pages, resulting in a slow website that has too many pages. Australia.com is also

criticized for having too many page requests and is just a little bit faster than its corporate partner.

Both websites have really great content. However, they have a lot of content and a lot of pages to click, resulting in slower website performance and a more confusing interface.

[Facebook](#)

Analytics

Tourism Australia can be found on facebook at facebook.com/SeeAustralia. Using Likealyzer, we were able to track data on their likes, follows, response rate, use of facebook event, post length, and the organization information that was provided.

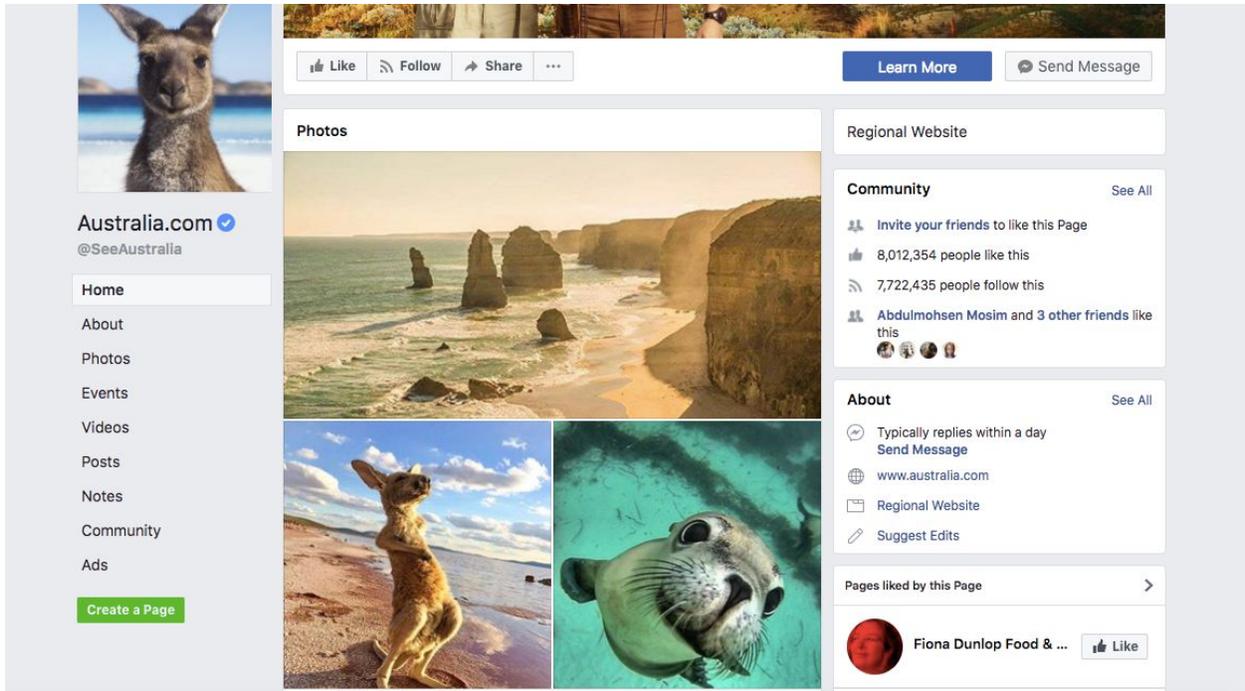
According to Likealyzer,

- 77,984,530 people like the page,
- 7,693,745 people follow the page,
- their response rate is quite bad compared to similar pages,
- they do not take advantage of Facebook Events,
- keep a good post length that understands quality over quantity in terms of post length and is receiving excellent engagement,
- has missing or incomplete page information,
- posts 1.2 times per day,
- has an engagement rate of 2%, which is considered by Likealyzer to be “not bad, with room for improvement.”

It's interesting to note that this engagement rate has increased from 1% from just before the Super Bowl until now.

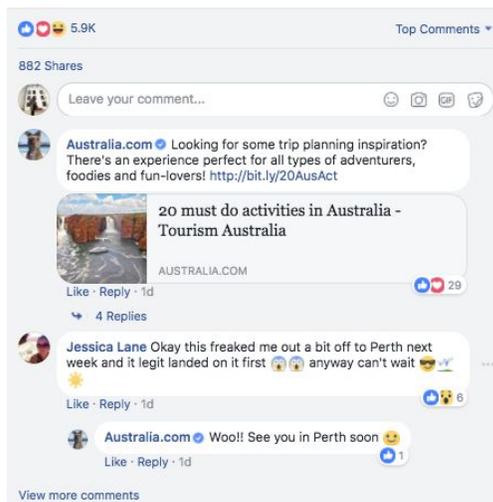
Content Analysis

The Tourism Australia Facebook page delivers content that directly reflects what is stated on the Tourism Australia corporate website. They post user-generated content that highlights the unique qualities of Australia, such as the wildlife, it's natural beauty, the famous Aussie humour or it's attractions. Every Friday, the account publishes the fan favourites from the week which draws in engagement.



Sentiment Analysis

Tourism Australia's facebook presence is it's most interactive platform. They comment more frequently and the conversations surround a love of the country or a desire to visit the country. Each post receives thousands of likes/ reactions (love, haha) and hundreds of shares. The friday fan favourites create a connection with the users and keep visitors returning to ensure their favourites receive the honour.



Competitive Analysis

| Competitor | Likes | Response Rate | Length | Complete info? | # of posts | Engagement rate | Comments |
|----------------------|--------------|---------------|-------------------|----------------|------------|-----------------|--|
| New Zealand | 2.9 million | low | good | Missing some | 0.1 | 3% | Do not post enough but have higher engagement rate |
| France | 1.6 million | low | Too long | Missing some | 0.1 | 0% | Do not allow users to post, limits engagement |
| United States | 6.6 million | 100% | A little too long | Missing some | 0.3 | 0% | Don't post as often but better response rate |
| Hong Kong | 4.25 million | 25% | good | Missing some | 0.5 | 5% | Higher engagement rates |

[Instagram](#)

Analytics

The Tourism Australia instagram page can be found at [instagram.com/australia](https://www.instagram.com/australia). As of February 5, 2018 the page had 2.9 million account followers, was following 222 accounts and had made 7,757 posts. The current status of the account is active with one to three posts made daily. They get an average of 71,125 likes per post and have an engagement rate of 2.41%.

The following three designated tags are listed in the accounts bio to ensure engagement and grant repost permissions:

- Tag @Australia
- Use hashtag #SeeAustralia
- Use hashtag #RestaurantAustralia

B+
RANK

2,471st
SB RANK

Followers in the last 30 Days? **65781**

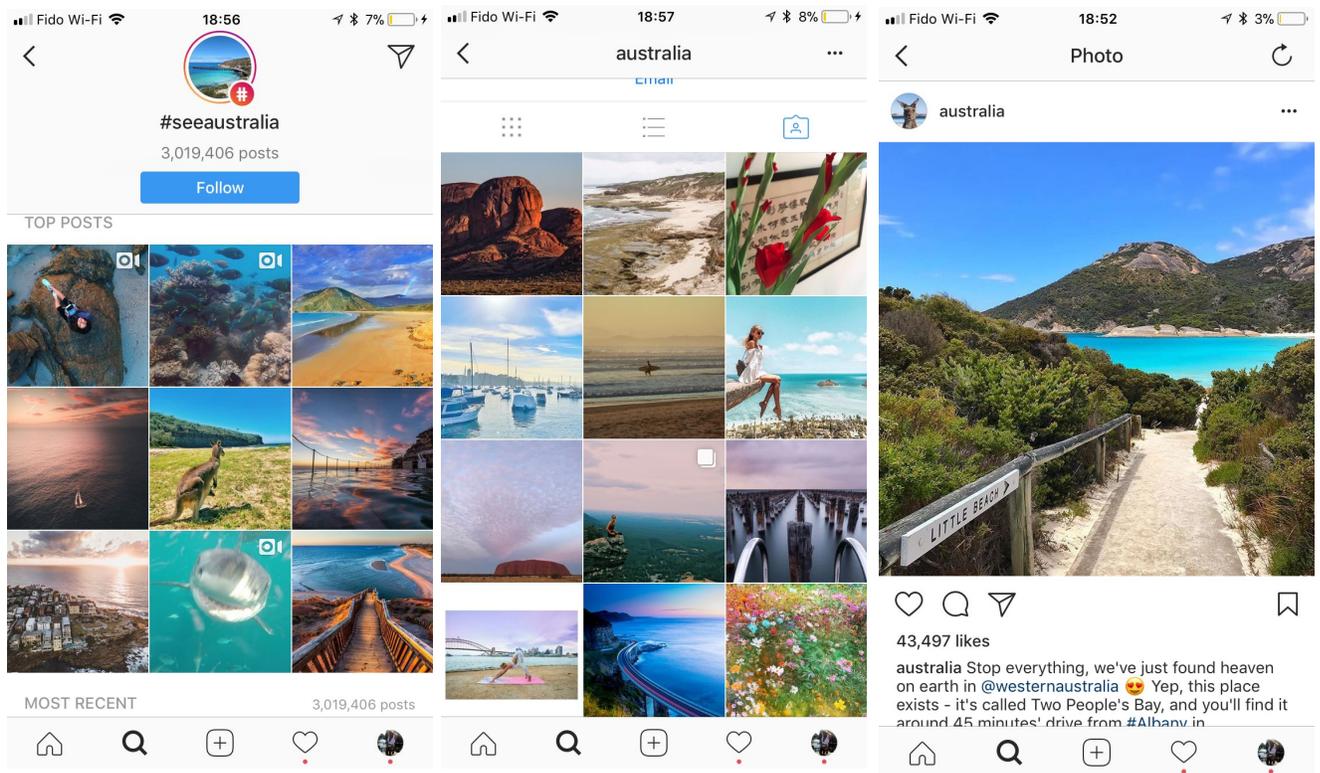
Media Uploaded in the last 30 Days? **85**

| DATE | | FOLLOWERS | | FOLLOWING | |
|------------------------|-----|---|-----------|-----------|-----|
| 2018-01-27 | Sat | +858 | 2,935,738 | -- | 224 |
| 2018-01-28 | Sun | +3,565 | 2,939,303 | -- | 224 |
| 2018-01-29 | Mon | +943 | 2,940,246 | -- | 224 |
| 2018-01-30 | Tue | +2,305 | 2,942,551 | -2 | 222 |
| 2018-01-31 | Wed | +2,027 | 2,944,578 | -- | 222 |
| 2018-02-01 | Thu | +1,378 | 2,945,956 | -- | 222 |
| 2018-02-02 | Fri | +1,340 | 2,947,296 | -- | 222 |
| 2018-02-03 | Sat | +1,783 | 2,949,079 | -- | 222 |
| 2018-02-04 | Sun | +1,235 | 2,950,314 | -- | 222 |
| 2018-02-05 | Mon | +1,863 | 2,952,177 | LIVE | 222 |
| DAILY AVERAGE | | +2,122 | | -- | |
| | |    | | | |
| MONTHLY AVERAGE | | +63,660 | | -- | |
| | |    | | | |

Content Analysis

Tourism Australia posts one to three times daily and each one of their posts has hundreds of comments and over 10,000 likes. The content is made up of visually appealing photos that frame Australia as a desirable tourist destination. Each post falls into one of three categories: a vibrant landscape/coast, a cute animal or a tourist attraction.

The Instagram account engages users by encouraging them to tag @australia, #seeaustralia or #restaurantaustralia to give them consent to repost content. This is working effectively for the first two tags and is creating most of their user generated content. Currently the #seeaustralia has over 3 million tags. The #restaurantaustralia tag has only generated 100 tags at this time. This is an area for improvement.



Sentiment Analysis

The conversation on Instagram focuses on the amazing volume of visually appealing content that is being posted regularly. Most conversations surround a desire to visit or a feeling of nostalgia. Other conversations surround the numerous exotic animals indigenous to Australia, such as koalas, quokkas and kangaroos. Many users have an emotional response to the 'cute' animals. One area for improvement on Instagram is in the engagement with commenters. Understandably with the volume of posts and the number of comments it is a challenge to respond to many of them, but more engagement with users could solicit a more genuine connection with the key audience. Since Tourism Australia is not generally recognized as a company by its audience, traditional reviews are not readily available or applicable. With that being said, the audience response to their Instagram presence seems to be overwhelmingly positive.

Competitive Analysis

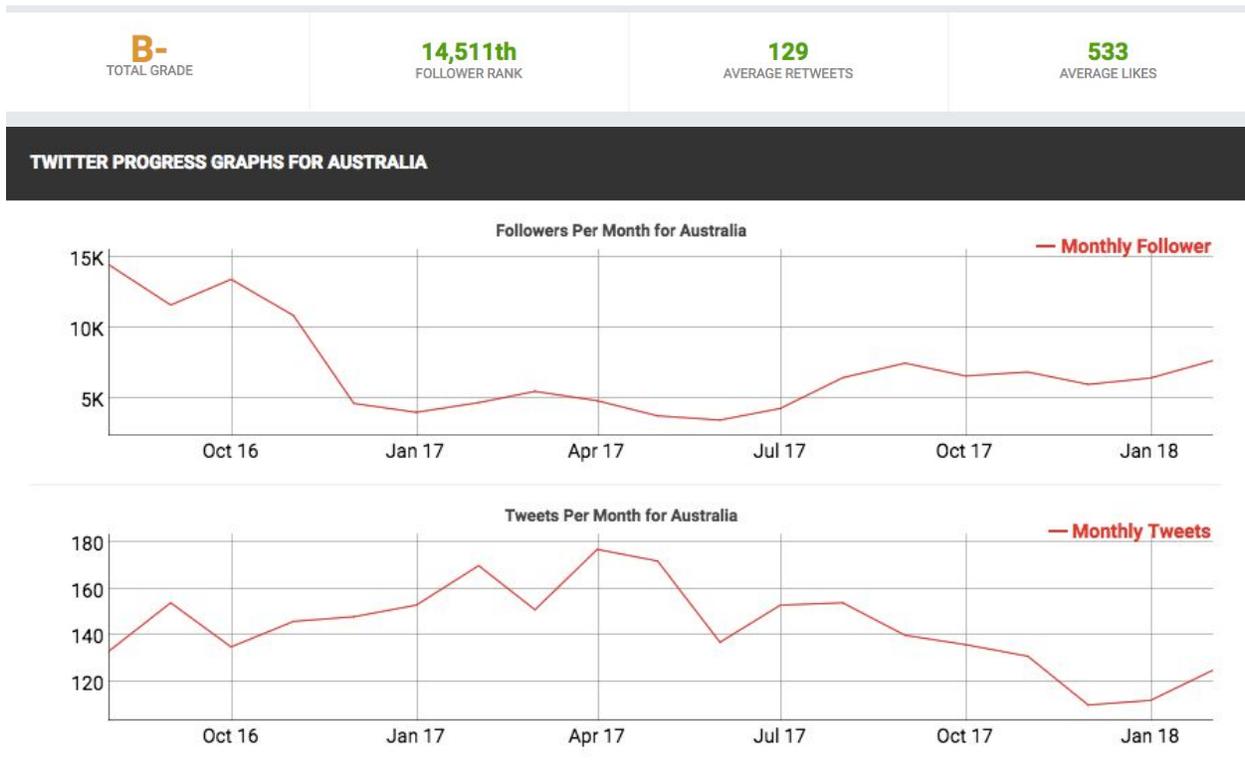
| Competitor | Followers | Following | # of Posts | Avg. likes per post | Engagement rate | Tags? |
|-------------|-----------|-----------|------------|---------------------|-----------------|--------------|
| New Zealand | 775,937 | 150 | 795 | 28,122 | 3.66 | yes |
| France | 75,449 | 1,465 | 939 | 3,487 | 4.67 | inconsistent |
| USA | 81,531 | 998 | 1,795 | 2,178 | 2.71 | yes |
| Hong Kong | 398,412 | 101 | 1,478 | 8,952 | 2.26 | yes |

When compared to these competitors, it is clear that Australia is doing relatively well on Instagram. Out of the five, Australia has the highest follower count and highest average likes per post. However, their engagement rate is lower than half of these competitors.

Twitter

Analytics

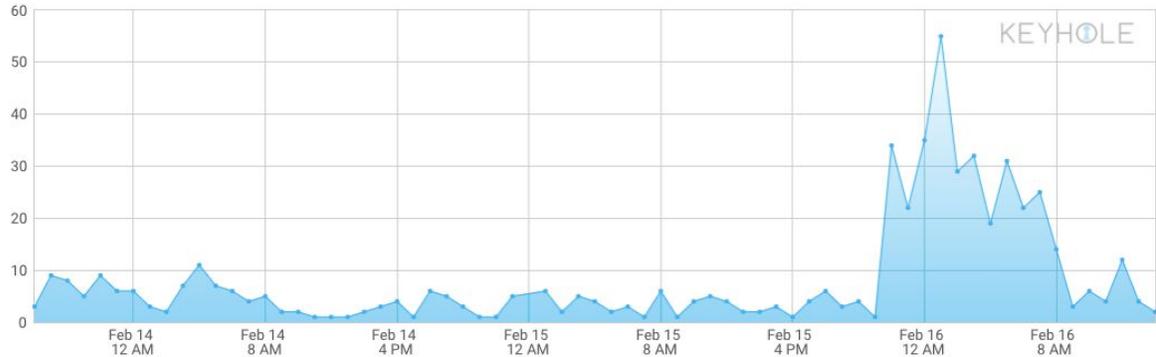
The Tourism Australia Twitter page, which was created in February, 2009, can be found at twitter.com/australia. As of February 5, 2018 it has 480,000 followers, is following 2,458 users and has made over 13,400 tweets. The account is currently active and has 23 lists and 6,271 likes.



Although, not directly mentioned in their twitter bio, the hashtag #SeeAustralia is in use on Twitter as well. The chart below is the measurement of that hashtag between February 14 - 16, 2018.



Timeline ⚙



Content Analysis

Tourism Australia’s twitter presence is very similar to that it has on instagram. It does share the same content but also there is some content exclusive to twitter, mostly in the form of videos. The content expands to include food and Aussie humour. The posts on the twitter page don’t receive nearly as many likes or retweets as the instagram page.



Image differs from instagram content



Same content from instagram



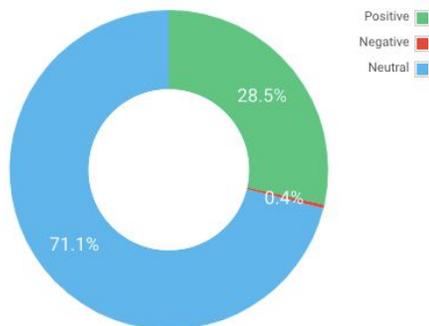
Video content not shared on instagram

Although, the video shown above has over 11,000 views, which may mean Tourism Australia's twitter has a greater reach than the analytics suggest.

Sentiment Analysis

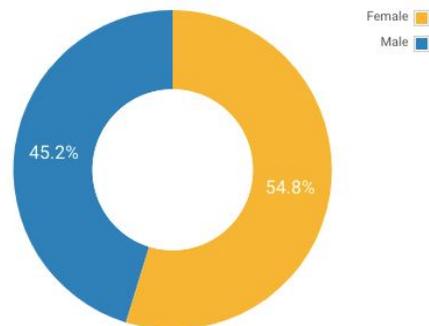
The conversation around Tourism Australia on Twitter is mostly positive.

Sentiment



Sentiment Score 🗳️: 98

Demographics



Most posts which utilize the hashtag #SeeAustralia include an image which promoted a specific part of Australia to visit for tourism. In this, Tourism Australia is extremely effective in its goal to promote Australia as a tourist destination. Many users share personal photos that highlight their memorable moments from their visit to Australia.

swami vaishampayan @swamianandv · Feb 9
Visited Ballarat wildlife park ... perfect start of Australia tour 🤗
#SeeAustralia 🇺🇸



8 22 114

alex bell @sundaysunset_me · Feb 15
Friday views #justanotherdayinWA #seeaustralia 🇺🇸 @thecoralcoast #juriembay #sandycap



13 20

They have also been endorsed by celebrities on twitter, which has expanded their reach. A-list, Hollywood celebrities such as Britney Spears and Chris Hemsworth follow the account, as well as celebrities from around the world.

Parineeti Chopra @ParineetiChopra · 17h
Sigh. Australia you have my heart ❤️ #ParineetiInAustralia #SeeAustralia 🇺🇸
@Australia. youtu.be/ispqIRhpfj8 Thank you @tiltshiftcrew Directed by:
@charitdesai, Shot by: @parthivanag Music by: @SangeetHaldipur &
#SiddharthHaldipur



Parineeti Chopra's Favourite Australian Experiences
Bollywood celebrity Parineeti Chopra lists down her favorite Australian experiences from Queensland and Northern Territory. Take a look! To plan your next ho...
youtube.com

56 101 1.3K

Competitive Analysis

| Competitor | Followers | Following | Tweets | Average Retweets | Average likes |
|--------------------|------------------|------------------|---------------|-------------------------|----------------------|
| New Zealand | 173,474 | 9,006 | 6,275 | 146 | 323 |
| France* | Not available | Not available | Not available | Not available | Not available |
| USA | 32,850 | 920 | 6,850 | 6 | 16 |
| Hong Kong | 577,947 | 95 | 4,415 | 134 | 681 |

**France's tourism site does not list a twitter in their social media section. If you search for them on twitter, there are multiple accounts making it difficult to access the right statistics.*

While Tourism Australia does not have the highest average retweets and likes out of the five, the numbers are very close to its competitors indicating that they are on track with these competitors.

Overall

Content Analysis

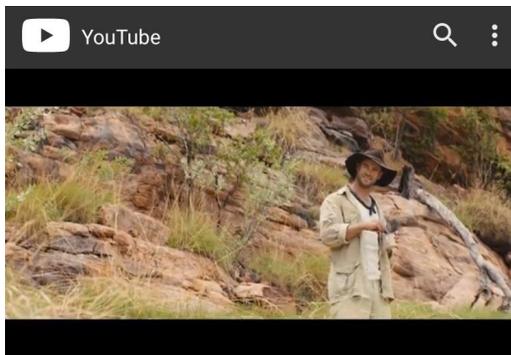
Tourism Australia maintains a consistent social media presence across all social media channels. They repost a lot of the same content, but seem to counteract the chance of content becoming dry by utilizing mostly user-generated content. By posting frequently, two to four times daily, across all of their channels, they ensure fresh content is making its way to their audience. Their content always features content which is unique to the country of Australia, thus reinforcing their brand.

Their profile picture and banner is consistent across their channels making them easily identifiable to their audience. By utilizing the same hashtags they ensure that users know how and where to find their content.

Tourism Australia ensures their content stays relevant by incorporating major events and holidays into their posts. Recent posts have included a Superbowl trailer and a promotional video for the Gold Coast 2018 Commonwealth Games.

It's just 50 days until the Gold Coast 2018 Commonwealth Games begins 🎉

Discover free activities on during #GC2018 in Destination Gold Coast: bit.ly/11ThingsToDo



Tourism Australia Dundee Super Bowl Ad 2018 w/ Chris Hemsworth and Danny McBride

Australia · 855,277 views

👍 5K 🗨️ 304



29,539 Likes · 764 Comments · 4,341 Shares

Sentiment analysis

Tourism Australia's social media strategy is reflective of their mission to make Australia the most desirable tourist destination in the world. The sentiment surrounding their social media use is positive and audience responses directly match the mission. They evoke emotional responses among their users by including them in their Friday fan favourites, nurturing a love of animals and playing on the famous Aussie humour.

Competitive analysis

Tourism Australia remains in line with the competitors we highlighted. While they don't always have the highest engagement rates or average retweets, overall there is not a huge gap between the effectiveness of their use in social media in comparison to those competitors. However, if Tourism Australia's goal is to make Australia the most desirable destination, they need to move farther ahead of the competition.

Recommendations

In order to increase traffic to their social platforms and increase brand awareness, we recommend Tourism Australia do the following;

- Clearly differentiate between the two sites and sets of social media. When one first googles Tourism Australia, it is difficult to pinpoint the official website and social media sites. Another option would be to consolidate the sites and social media or get rid of the ones that are not being well used.
- Consolidate their website pages wherever possible to increase their website productivity and make it easier to navigate.
- Respond to more commenters in order to engage more conversations surrounding the brand. We recommend a focus on Instagram because it has the highest amount of commenters and therefore the most opportunity for engagement.
- Utilize the hashtag #RestaurantAustralia, or get rid of it. Currently it is not showing any significance in search results, with approximately 100 tags on Instagram and even less on Twitter. We recommend creating a campaign surrounding the tag, such as a Saturday Date Night meal.
- Take a look at inactive social media channels such as Pinterest and Youtube. Tourism Australia has over 10k followers on Pinterest and 34k subscribers on Youtube. It may be a missed opportunity or a reason to get rid of them all together.

Major Opportunity for future campaigns:

Tourism Australia had a brilliant super bowl ad which features numerous Australian celebrities including Chris Hemsworth. Shot as a follow up to a teaser trailer for a new Crocodile Dundee movie the ad engaged its audience through traditional media and sparked a conversation across social media which led to the hashtag #BringBackDundee trending.



Unfortunately this was a massive missed opportunity for Tourism Australia to place a hashtag in the trailer itself and encourage online conversation. Although the response to the ad has been one which reflects the cleverness and has earnestly sparked a call for a sequel to the Australian favourite, the conversation is hard to track because there was not an official hashtag associated with the campaign.

In further campaigns , we would recommend placing a hashtag in the trailer itself to encourage online conversation and provide a tool to measure the conversation by.

Conclusion

The general conversation around Tourism Australia is currently positive. Our audit has shown that their social media presence, engagement and follow rate is pretty good. However, in order to become the most desirable destination on earth, Tourism Australia can continue to improve and capitalize on the positive presence they have created for themselves to achieve this goal. Although Tourism Australia's social media's current state is commendable, we suggest following our recommendations to enhance and elevate their social media presence.