

For Tourism Operators

#### WorkBook



#### Facebook

**Tip:** Remember you must have a personal Facebook account to log into your business page.

1. Have you created a business Facebook page?

Yes No Unsure

2. Have you set up a handle for Facebook?

Yes No Unsure

#### Facebook

	Have your		completed	l all	relevant	sections
			Yes	No	Unsure	
4.	Have	you	added you	ır bus	iness hou	rs?
			Yes	No	Unsure	
	Have ofile			igh qu	ality log	o for your
			Yes	No	Unsure	

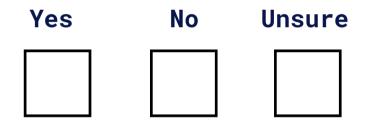
#### Facebook

7. Have cover p	_		marketi	ng photo	to yo	u
		Yes	No	Unsure		
8. Have page?	you i	invited	friends	to like	your	
		Yes	No	Unsure		
9. Have	you u	updated	your bu	siness bu	utton?	
		Yes	No	Unsure		

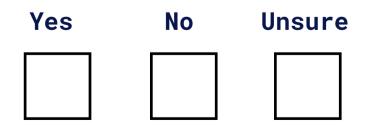
## Instagram

**Tip:** Remember you to connect your Instagram and Facebook accounts to cross post easily.

1. Have you created a business Instagram profile?

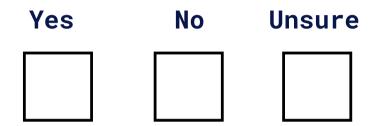


2. Does your handle match or closely resemble your Facebook handle?

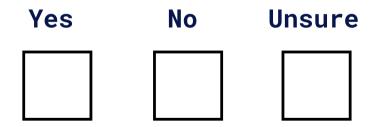


# Instagram

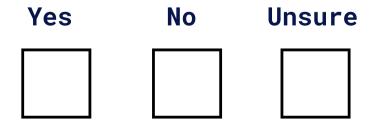
3.	Have	you	added	a	bio	and	website	link	to
you	ur pro	ofile	e?						



4. Have you made a feed post?



5. Have you made a story?



# Instagram

6. Have	you posted both a video and photo toed?
	Yes No Unsure
4. Have	you added hashtags to your post?
	Yes No Unsure
5. Have y	ou saved your hashtags for later use?
	Yes No Unsure

### YouTube

	Have count	_	created	a prof	essional YouTube
			Yes	No	Unsure
2.	Have	you	added yo	our bus	iness logo?
			Yes	No	Unsure
3.	Have	you	ı added d	hannel	art?
			Yes	No	Unsure

### YouTube

4. Hav	e you	uploaded	l a vid	eo?	
		Yes	No	Unsure	
5. Hav	e you	created	a chanı	nel trailer?	
		Yes	No	Unsure	
6. Ha your c	_		guest	s to subscribe	to
		Yes	No	Unsure	

### **Twitter**

1.	Have	you	created	a prof	ile?	
			Yes	No	Unsure	
		you u atfo		e same l	handle as	your
			Yes	No	Unsure	
3.	Have	you	added y	your log	go	
			Yes	No	Unsure	

### **Twitter**

4.	Have	you	added	a cover	photo?	
			Yes	No	Unsure	
5.	Have	you	made a	tweet w	ith a has	shtag?
			Yes	No	Unsure	
6. has	Have htag?	_	searc	hed othe	r tweets	by
			Yes	No	Unsure	

## **Twitter**

	you started accounts?	to fol	low industry
	Yes	No	Unsure
8. Have	you created	a mess	aging strategy?
	Yes	No	Unsure
9. Have photo or		tweet	that includes
	Yes	No	Unsure



#### **Audit**

Does your Social Media channels answer these questions?

- 1. What or who is your business?
- 2. What services or products do you provide?
- 3. Where is your business located?
- 4. When are you open? Seasonal, holidays or weekends?
- 5. What is your service or delivery area?
- 6. How can I shop/interact with your business? ie. Email, online, curbside, take out.