

SOCIAL MEDIA FOR YOUR BUSINESS

EASY SOCIAL MEDIA TIPS AND TRICKS FOR YOUR TOURISM OR HOSPITALITY BUSINESS

Using Social Media can be a cost-effective way to market your small business. It can help you to:

- Build brand awareness
- Improve your Search Engine Optimisation (SEO – see our How To Guide on SEO as well)
- Generate new business leads
- Build trusted relationships with your customers and potential customers

WHAT SOCIAL MEDIA PLATFORMS SHOULD YOU HAVE FOR YOUR BUSINESS?

According to Google, the top Platforms for Small Business are:

- Facebook: Ideal for broad targeting, local community engagement (groups), and detailed ads.
- Instagram: Essential for highly visual products/services (retail, food, beauty) and building a brand aesthetic.
- LinkedIn: Best for B2B (business to business), lead generation, and building professional credibility.
- TikTok: Excellent for organic reach through short-form video, particularly for younger demographics.
- YouTube: Valuable for long-term SEO, product tutorials, and brand storytelling.
- Google Business Profile: Crucial for local SEO and allowing customers to find your physical location or service area (See our How To Guide for Google My Business as well).

HOW TO CHOOSE:

1. Define your audience: Where do your ideal customers hang out online?
2. Focus on your content type/s: If you have high-quality photos, use Instagram/Pinterest. If you can make videos, use TikTok/YouTube. If you are targeting a broad range of locals, use Facebook.
3. Balance your expectations and resource: It is better to be active on one or two platforms than to be inactive on five.

GOLDEN RULES FOR ACCOUNT SET UP

When you set up your social media accounts, ensure you:

1. Choose an account name that is available that is as close to your business as possible. Consider including the town as part of the name if needed, or use an underscore. Account name consistency across platforms is recommended if possible.
2. Add your business logo / branding to your profile pic. If you don't have branding, make up a tile with your business name using Canva so people know they have the right account
3. Ensure all of your contact information is correct – phone, email, physical address, website if you have one
4. Include a business description that says what you do and where you are. Mentioning your physical location (i.e. town) is recommended
5. Ensure your social media is linked from your online profiles including your website, Google My Business listing and any directory listings you have

GOLDEN RULES FOR POSTING TO SOCIAL MEDIA

When you are posting to your social media accounts, ensure you:

1. Post consistently / frequently – inactive accounts make it appear that you are no longer in business
2. Remember it doesn't have to be perfect – a quick video on your phone can be just as engaging as a professional video when you show your business' personality and make it engaging
3. Keep it simple and professional – using free tools like Canva can help you to get a consistent look across your posts.
4. Mix it up – use a combination of content including videos, photos and graphic designed tiles to keep it interesting and engaging
5. Double check for mistakes like spelling and grammar before posting
6. Check the results – use the insight tools to see what is working and what is not with your audience
7. Share for better reach (see our tips below)

HOW TO GET YOUR SOCIAL MEDIA CONTENT SEEN BY MORE PEOPLE FOR FREE

1. Use relevant hashtags for further reach
2. When targeting local audiences, share to your local community groups / pages as your business (Facebook only) for further reach
3. Tag in other local businesses / accounts where relevant (for example a local itinerary that includes multiple stops)
4. Ask your friends and family to share where relevant
5. Run a simple competition / incentive to get your followers to like and share your content
6. Share posts to your stories for extra reach

HOW TO GET YOUR SOCIAL MEDIA CONTENT SEEN BY MORE PEOPLE THROUGH PAID TACTICS

You can use paid advertising to get more engagement with your social media content. There is a lot to advertising online, and it all depends on your budget and objectives as to what is recommended. You can consult an online advertising expert or check out these free guides here:

- [Meta Advertising Guide](#) (Facebook / Instagram / Whats App / Messenger)
- [TikTok Advertising Guide](#)
- [LinkedIn Advertising Guide](#)
- [Google Advertising Guide](#)

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