



UGC Campaign Strategy

Prepared by: Liam O'Neill and Matt Beaver

#myriverinamurray

Introduction

About This Document

The purpose of this document is to propose the strategies that we will utilise to achieve the campaign objectives, and provide a guide for implementation.

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Competition accounts and tags

- Competition handle for moderation and curation will be [@myriverinamurray](#).
- Competition hashtag [#myriverinamurray](#) ; and [#visitriverina](#) (if captured in the Riverina region); or [#visitthemurray](#) (if captured in the Murray region).
- Angry Ant have already secured the Instagram handle [@riverinamurray](#) and [@myriverinamurray](#)
- Angry Ant have already secured the Facebook pages www.facebook.com/riverinamurray and <https://www.facebook.com/My-Riverina-Murray-555826274869250/> These are not published. Unique URL will be defined about 25 likes are received (Facebook policy)
- Access, control and ownership of these accounts will be given to DRM.

1) Campaign message

Campaign messages

- Riverina Murray is a destination worth visiting
- Use the #myriverinamurray hashtag whenever you take a photo/video of a destination worth visiting or experience worth sharing within the Riverina Murray region; and either #visitriverina (if captured in the Riverina region), or #visitthemurray (if captured in the Murray region).
- #myriverinamurray is a community driven campaign that encourages locals (and travelling visitors) to share the best of the Riverina Murray area

Promotional messages

- Promo messaging to be revised once prizes are confirmed (in the next 7 days)

2) Target audience

a) Existing content creators

Professional/high quality content creators that have previously created content that showcases the region. They are motivated to win the prize (drone) and regularly use tourist hashtags to create awareness of their skills and generate business. They are not so interested in the minor prizes and are mostly interested in exposure.

b) New content creators

Amateur RM residents and tourists that will be/or have previously captured an image/photo that promotes the Riverina Murray as a tourism destination. They are interested in winning either the major (drone + accommodation) or minor prizes (local produce hamper, accommodation). Exposure is unlikely to benefit them, but they love seeing their content shared on popular feeds.

c) Tourism-related social accounts within the Riverina Murray region

This audience is required for leverage and instant organic social reach. They are motivated to share the competition with their users as we have a minor prize that their members can win if they co-tag them in the competition. They also want followers to include shots of their region/product.

d) Tourism-related businesses

This audience is also required for increased leverage and instant organic social reach. They want their followers to include shots of their destination to help promote their own business/tourism-activities to a large audience. They may also be interested in offering in-kind products/experiences for the competition winners in exchange for exposure.

3) Campaign objectives

Key objectives

- Increase destination content on social media channels (searchable via #myriverinamurray) prior to the Riverina and Murray campaigns launching in February 2019
- Increase engagement and content sharing on #visitriverina and #visitthemurray
- Engage Riverina Murray locals and ask them to help champion the region
- Increase awareness and appeal of the region via user generated content
- Generate exposure of Riverina Murray in markets we might not usually target or have exposure within
- Collect UGC content to use for DRM marketing purposes

4) Campaign strategy

Key strategy

1. **Gain the support of existing tourism-related accounts** on Instagram, based in the Riverina Murray region, and leverage off their audiences.
2. **Target existing content generators** to use the competition hashtag and create more content that showcases the region.
3. **Motivate tourism-related businesses to showcase their destination** and spread awareness of the competition amongst their visitors.
4. **Repost a high-volume of content** to encourage further use of the tag.
5. **Engage directly with competition entrants** and their posts to create an inclusive and highly engaged community.

Other considerations

1. Effectively communicate the purpose and objectives of the competition to Instagram tourism accounts, to avoid fear of #myriverinamurray being a rival tag. Educate on the intention to create awareness of Riverina Murray as a unified region, with diverse experiences and destinations. The UGC competition will elevate the rate of content being created for their region and can be used to also raise awareness of their own tags and handles.
2. Encourage quality imagery by targeting professional and amateur content creators with a major prize that appeals to them – eg quality drone.
3. Encourage existing content creators (and tourism influencers) to use the hashtag on past and new content by contacting them directly and creating awareness of the competition.
4. Encourage government and privately-run Instagram tourism accounts to promote the competition amongst their current account members. Selected Instagram accounts will be motivated to do this by also promoting the use of their tag alongside the #myriverinamurray tag to be eligible for an additional local prize (RM produce hamper TBA).
5. Encourage content creators to use the hashtag for social exposure by reposting their content on the @myriverinamurray Instagram account. Evidence of reposting content using the tag will encourage others to tag after seeing social proof of others being reposted.
6. The @myriverinamurray account should engage participants and provide users with timely reshares of their content to help build community around the images and give users immediate recognition for their share

Campaign assets

Artwork created by Angry Ant, required to raise awareness of the campaign and provide consistent, and memorable, messaging throughout the duration of the campaign.

1. **Logo**

Create a unique identity that is more tourist/visitor orientated than current DRM logo (corporate)

2. **Website**

Create a campaign hub for all competition information, curated competition instagram feed, entry form, destination ideas and map

3. **Instagram account**

Allow Angry Ant to engage entrants as the competition organiser, provide a curated feed of entries for the account page and also sync with the campaign website. Note that account may be ceased at the end of campaign (TBA)

4. **Facebook page**

Allow Angry Ant to create competition awareness, provide an environment where people can easily tag/share with friends, provide link to competition info on the campaign website. Note that account may be ceased at the end of campaign (TBA)

5. **Social assets**

Create consistently branded social media post templates for all campaign communication, including an overlay to place on curated content for visual promotion of the campaign and participating entries.

6. **Web assets**

Create banner assets at various dimensions, that can be used on websites such as the DRM website, and also for email marketing campaigns.

7. **Poster and flyer**

Create a printed poster (A0/A1) to be placed in prominent tourism locations (tourist information centers, transport hubs, university campuses, public spaces etc). Create a flyer with printed competition information to accompany posters and provide takeaway information at the same locations.

8. **Email signature**

Provided to key stakeholders who may wish to assist in further promotion of the campaign whilst it is active.



myRiverinaMurray

Follow [dropdown] ...

85 posts 1,285 followers 463 following

my Riverina Murray

Love the Riverina Murray region? Tag #myriverinamurray and register for free at our website to win a Mavic drone or amazing accommodation and pampering packages.

www.myriverinamurray.com.au

Followed by vistnsw, visitwaggawagga, and riverinamurray

POSTS

TAGGED



mitchcox
Murrumbidgee River



394 likes

mitchcox Yees! Setting up camp here for a few days.
[#myriverinamurray](#) [#visitriverina](#)

myriverinamurray
Riverina Murray Region



394 likes

myriverinamurray So many amazing camping spots around our rivers. Nice pic [@mitchcox](#) !! [#repost](#)

5) Campaign prizes and criteria

General rules - all prizes

Summary – Capture an amazing photo or video that encourages people to travel to the Riverina Murray region and post it on Instagram using the competition hashtag(s). Winning entrants will receive prizes including a drone (or Digital SLR), and an accommodation experience to remember.

Things to consider:

- Consider destinations that are listed on the campaign website as feature destinations/attractions (optional)
- Alternatively, consider highlighting a “hidden gem” or destination that deserves more attention
- Capture a destination in a manner that is unexpected or from an interesting point of view (avoid cliches)
- Provide copy in the post that explains the destination and the reason why the destination is so amazing
- Consider capturing people engaging in the destination if appropriate

Avoid the use of:

- Excessive post-production
- “Photo-shopping”, compositing multiple photos in one image, creating collages etc
- Text or other non original assets
- Use of watermarks
- Commercially branded items in your content, such as logos and other branding items that promote a commercial entity or the author
- Gifs or other animated assets that are not part of the original content

Post type

Content post can be an image or video. Post production is accepted including use of social editing tools, such as Boomerang and other post-production software.

Use of hashtag

Must include the competition hashtag #myriverinamurray ; and

#visitriverina (if captured in the Riverina region); or

#visitthemurray (if captured in the Murray region).

Capture date

Taken within the Riverina Murray region within the last 2 years (after 11th December 2017). Author will need to provide date of capture evidence in the event that the date of capture is considered questionable by the judging panel.

Instagram content location

Must be posted to Instagram account owned by the content author. Competition social managers will also repost content to @myriverinamurray Instagram account and Facebook for the purpose of promoting the competition and encouraging further use of the tag.

Prizes and close date

Competition will close at midnight on .

Notes/terms to include

- The competition is not sponsored, endorsed or administered by Instagram
- By registering for the competition, contestants agree on request – to provide Destination Riverina Murray with the content in the highest resolution available for future promotion of the region by DRM and DNSW. If content has been edited after capture, DRM may request access to both the edited and original content for this purpose.

Major prize

Winning criteria

Judging panel to be determined by DRM. Consensus will be made from the panel on the content that best meets the following criteria:

- Motivates viewers to travel to either the specific destination featured in the content, or the Riverina and Murray regions in general
- Content is visually appealing and suitable for Instagram (likely to encourage user engagement)

Eligibility

- Use of hashtag #myriverinamurray and; either #visitriverina or #visitthemurray
- Content author must have registered to enter the competition via the competition website within 48hrs of the competition close date.

Prize: Drone or SLR Camera and a holiday package. Details TBC.

People's choice prize - Riverina

Winning criteria – Prize given to the post captured in the Riverina region with the highest amount of Instagram likes at the close of the competition. Post must be from an Instagram account with less than 5000 followers (as at the close of competition) to encourage content authors that receive high levels of engagement due to the quality of the content and not just follower count (reach). Likes must be from genuine accounts and not received in return for any form of compensation for liking the post.

Eligibility

- Use of hashtag #visitriverina in addition to #myriverinamurray
- Content author must have registered to enter the competition via the competition website within 48hrs of the competition close date.
- Content must be captured within the Riverina region

Prize Holiday package. Details TBC

People's choice prize - Murray

Winning criteria – Same as “People's choice prize - Riverina”, but captured in the Murray region.

Eligibility

- Use of hashtag #visitthemurray in addition to #myriverinamurray
- Content author must have registered to enter the competition via the competition website within 48hrs of the competition close date.
- Content must be captured within the Murray region

Prize Details TBC

Influencer prizes (requires further discussion)

Instagram account “influencers” to be chosen by Angry Ant in consultation with DRM. Any content author that tags the influencer handle and also the competition handle will also be entered in the “Influencer prize” competition. Content of the post needs to be deemed relevant to the influencer handle (eg shot in the region of @visitwaggawagga or shot on location at @junee

Winning criteria

Consensus will be made from the judging panel on the content that best meets the following criteria:

- Motivates viewers to travel to either the influencer destination featured in the content, or the Riverina and Murray regions in general
- Content is visually appealing and suitable for Instagram (likely to encourage user engagement)

Eligibility

- Use of handle of the influencer (eg @visitwaggawagga) in addition to #myriverinamurray
- Content author must have registered to enter the competition via the competition website within 48hrs of the competition close date.
- Content must be captured within the Riverina Murray region and be relevant to the influencer’s destination
- Multiple influencer tags can be included on the same post provided they are relevant to the content being captured (eg the following tags would be appropriate for an image taken at Kimo Estate (@visitgundagai @kimoestate #myriverinamurray #visitriverina). This would make the content author eligible for both influencer tag prizes, but can only win one or the other (not both).
- Only one influencer prize per content author

Prize

TBC

Competition mechanics

Mechanics have been designed in a manner that is free of barriers (frictionless). If a user posts using the hashtag, we can follow up later with competition entry. The intent is to make it as easy as possible to get someone to engage in the competition.

Post on instagram using the hashtag

Entrants' content must be tagged with [#myriverinamurray](#) and either [#visitriverina](#) or [#visitthemurray](#) and they must also visit the campaign website to enter (and accept terms). We expect many to not register but still post using the hashtag and will need to encourage registration to these people. The core purpose of the campaign is to get engagement. If anyone posts and does not register, than it will not impact the performance metrics of the campaign (but will just make some people ineligible for the prize). We suggest a 48hr period of grace post-event to encourage any contenders to register before final judging. It is important that the best entries are registered so DRM can receive permission to re-use their content in future promotions.

Register on the campaign website

Entrants must register their entry on the campaign website. Link provided in Instagram bio and also Facebook advertising.

Campaign website entry form will include the following fields:

- Full name
- Phone number
- Email
- Instagram handle
- Acknowledgement of terms and conditions

Registered entrants will receive:

- A post-entry confirmation entry (automated).
- Timely reminders of events to capture (Christmas, Boxing Day, New Years Eve/Day, Australia Day)
- Weekly featured post summary (eg top 10 posts of the week)
- Reminder to invite their friends

6) Communication plan and schedule

Stakeholders

1. Content creators/competition entrants
2. Destination Riverina Murray
3. Murray Regional Tourism and Thrive Riverina
4. Influential social account owners (private and government)
5. Tourism-related businesses and organisations (other than key influencers)
6. Local media outlets
7. Angry Ant Web Design
8. The Regional PR Co
9. Printery (TBA)

Campaign schedule

Weekly tasks (7 weeks of active campaign management):

- Engage content creators to participate in the competition
- Engage tourism-related businesses to participate and also encourage their visitors
- Tag existing content and repost on the competition account
- Repost new competition content to the competition feed
- Engage participants via commenting on posts

Note: a detailed campaign schedule and comms plan has been developed

Utilisation of Social Channels

Instagram

Instagram will be the key social channel throughout the campaign, and forms the hub of all content submissions and curation. Instagram is culturally centred towards attractive, aspirational lifestyle content and carefully curated feeds that appeal to specific subcultures. Beautifully styled, aspirational imagery that promotes the RM region will be the priority.

Facebook

Facebook use will be limited to creating awareness of the competition and driving traffic to the competition website. It will be particularly important during the early stage of the campaign. Posts promoting the prize are likely to encourage users to tag in a friend and share the competition with friends they think may be interested.

Facebook Pixel

We will install a pixel to track website visitors and target them specifically with Facebook advertising campaigns. This will ensure that some of the advertising spend for this campaign is targeted at already engaged/curious competition prospects that are more likely to enter. We can also retarget those that visited the website but have registered yet.

Additional audience creation techniques

The campaign will rely predominantly on other social accounts to reach a large audience. We can however create some useful audiences to ensure any paid ad spend is utilised efficiently.

Demographics – We can use demographics to target people interested in photography, video and travel. We can also target university students and audiences with school-age children who are likely to attend tourism destinations during the school holiday period.

Importing email addresses – We can import DRMs database to target tourism destinations to promote the competition. We can email them direct and follow up with a cheap Facebook advertising campaign.

Lookalike audiences – If we can generate a good enough sample with existing contacts, we can then generate a look-a-like audience and target similar people. This may be challenging without an existing following to base this from.

More information on Lookalike audiences here – <https://www.facebook.com/business/help/465262276878947>