

User Generated Content (UGC) campaign fact sheet for LGA's and tourism related businesses

#myriverinamurray

What is this campaign?

This is a User Generated Content (UGC) campaign, run primarily on social media (Instagram and facebook), with a campaign website for further details.

Campaign timing

Competition launch = 11 December 2018

Competition closure = 29 January 2019

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).

Access, control and ownership of these accounts will be given to DRM

Campaign objectives

- Increase destination content on social media channels (searchable via #myriverinamurray) prior to the Riverina and Murray campaigns launching in February 2019 (Riverina) and March/April (Murray)
- 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

Campaign message

- 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 over the summer holidays
- Riverina Murray is a destination worth visiting



Campaign strategy

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

How you can get involved

- Promote the competition through your own social media following
- Encourage content creators to use your hashtag eg. #visitAW (in addition to the mandatory hashtags #myriverinamurray and #visitthemurray or #visitriverina), so they can be in the running to win a local prize, supplied by the LGA. This could be a local merchandise pack, a dining voucher or tourism experience.
- Repost content creators who use your hashtag for further social media exposure
- Encourage your social media following to like their favourite images. The photo/video with the most likes will win a prize
- Engage directly with competition entrants who use your tag. Comment on their post to create an inclusive and highly engaged community
- Use the digital assets we will supply like the email signature.
- Place the promotional poster in your office, in your VIC, in relevant businesses in your area. Email it to all your contacts – spread the word!

What are the benefits of being involved?

- By encouraging people to use your hashtag (in addition to the competition hashtags) you are adding to your content bank of imagery and video under your social media account
- By motivating people to share and engage you are increasing the exposure of your destination through quality imagery and video content
- This competition allows locals and visitors to do a portion of your marketing for you!
- The more you spread the word about the competition, the more content will be generated, which means the more exposure of our region, which benefits everyone
- Competition moderators will include your handle/tag in any competition repost where the original post has been tagged with both the competition hashtag and your handle/hashtag.