



Think. Explore. Know

#streakybay

social media campaign

What's all this then?

The social media campaign is an initiative of Streaky Bay Tourism supported by woof media and the District Council of Streaky Bay

Our goal is to capture, excite and inspire people to visit the Streaky Bay region by using social media, specifically Instagram, Facebook and Twitter

That's where you come in!

Its so easy. Tell everyone you see in and around Streaky Bay to take great photos of our town, region, attractions and peoples experiences

THREE.STEPS

ONE. Tag your images with #streakybay

TWO. Tag us @streakybay

THREE. Link your Instagram with your fb and twitter *optional

Then we can share them!

Check out our **Instagram**
'Hall of Fame' at
www.streakybay.com.au

Plus an Instagram competition!

4 x \$100 prizes for the best images posted on Instagram between 6pm 31 December 2016 and 12pm 30 June 2017

Wanna be a part of it?

- 1) Start taking great images and follow the 3 simple steps to be in the running for 4 x \$100 cash prizes
- 2) From 30 January 2017 grab a #streakybay placard from local businesses or the VIC, take photos holding them and share them on Instagram linking Facebook and/or Twitter with the #streakybay hashtag
- 3) Add any hashtags you like. Here are some suggestions:

Destination: #eyrepensinsula
#exploreeyrepeninsula
#southaustralia #seeaustralia
#seesouthaustralia

Tourism/Food campaign:
#restaurantaustralia
#australiasseafoodfrontier
#eatlocalsa #SAFood
#foodtravelchat

Experiences: #food # wine #wildlife
#nature #fishing #adventure #travel
#landscapes #seafood

- 4) **Get busy and make your own #streakybay** placards for display and in images with your business logo and branding. Encourage visitors and locals to get on board with the campaign by taking photos and tagging and posting their pics!

Does it cost anything?

ONLY your time! The campaign and the Instagram competition are FREE. Let's promote the #streakybay region and/or your business because we want to share a love of our place with others!

How will the campaign be promoted?

Streaky Bay Tourism and partners will promote the campaign through the visitor guide, website and on social and print media. Other initiatives will highlight the campaign and showcase the region in 2017...Watch this space!

How good is social media as a tool?

If you post a photo on Instagram with the hashtags #streakybay #seeaustralia and #southaustralia and it is shared by:

@southaustralia with 167k followers

@australia with 2.4 million followers

Instantly your photo with your company brand and Streaky Bay gets a massive boost out there, new followers and a HUGE audience!

Do these images have any impact?

Research from Tourism Australia shows that of international audiences surveyed:

88% said the page had influenced their plans to travel more around Australia

91% said @Australia inspired them to find out more about Australia as a holiday destination

87% said the content made them more likely to travel to Australia

43% said they were currently planning a trip to Australia

Terms and conditions of the Instagram competition at www.streakybay.com.au



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Instagram competition

INSTAGRAM.COMPETITION TERMS & CONDITIONS

THREE STEPS

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- TWO.** Tag us @streakybay
- THREE.** Link your Instagram with your fb and twitter *optional

Then we can share them!

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Discover more at: www.streakybay.com.au



ELIGIBILITY

- 1) The Instagram competition is offered to photographers working in all forms of photographic media and posting ONLY via Instagram *fb and Twitter are optional
- 2) By entering, you agree to the terms, conditions and decisions of Streaky Bay Tourist Promotions Inc., (SBTP) which are final and binding in all respects

CONDITIONS OF ENTRY

- 1) Entry is FREE and UNLIMITED
- 2) Images must be taken of attractions, activities, experiences and people within Streaky Bay & districts (local government boundaries)
- 3) Follow the **THREE.EASY STEPS**
 - ONE.** Tag your images with #streakybay
 - TWO.** Tag us @streakybay
 - THREE.** Link your Instagram with your fb and twitter *optional
- 4) Competition is open from 6pm 31 December 2016 to 12pm on Friday 31 June 2017
- 5) 4 x \$100 cash prizes for 4 x winning images (\$100 per image) will be notified in August 2017
- 6) Prizes announced at the SBTP AGM at a date to be notified
- 7) Image/s:
 - Are to be POSTED on Instagram in the period 6pm 31 December 2016 to 12pm 31 June 2017
 - 4 x winning images to be forwarded by email/disc and be a minimum 300dpi jpeg in a size preferably no less than A4 (approx. 3500 x 2500 pixels)
- 8) By submitting your image/s in the Instagram competition you:
 - Represent that the image/s is/ are your own and that you have the full rights to submit the image/s for the competition
 - Grant permission to Streaky Bay Tourist Promotions Inc. (SBTP) and affiliates a perpetual, royalty-free, non-exclusive, worldwide license to:
 - * Electronically publish and distribute the image/s on any site including the right to translate and electronically publish and distribute the image to other Internet Sites under license, contract or common agreement with (SBTP) and affiliates
 - * Include the image/s in advertising and promotion
 - * To include the image/s in print and non-print products but;
 - * NOT TO SELL OR MAKE PROFIT FROM THE IMAGE
- 9) Contact us at: tourism@streakybay.com.au