Business in Nillumbik - social media tips

Use social media to tell your story and demonstrate your expertise, or sell your product on a global scale in real time with very little cost.

Social media offers many benefits as it allows you to reach existing customers and to gain the attention of potential new customers 24/7.

Social media channels including Facebook, Instagram and Snapchat can be used to grow your audience and customer base, and build your brand and business in a strategic way.

As traditional methods of marketing to customers like advertising or direct mail become less and less effective, businesses are turning to social media to connect in positive ways with consumers and the people who influence them.

The key to social media success is to focus on:

- Increasing visibility of brand
- Building professional networks and a community for your customers
- Developing and growing relationships with customers and influencers
- Engaging and communicating with your audience or customers regularly
- Listening, monitoring and responding
Hashtags
A Hashtag is a word or key word phrase preceded by a hash (#). Hashtags are used within a post on social media to narrow search fields and help those who may be interested in your topic to search via hashtags. Hashtags are linked with pages of information and photos that all have the same hashtags.

To help categorise Nillumbik business content for consumers we suggest using the following hashtags:

<table>
<thead>
<tr>
<th>Business tags</th>
<th>Tourism tags:</th>
</tr>
</thead>
<tbody>
<tr>
<td>#nillumbikbusiness</td>
<td>#visitnillumbik</td>
</tr>
<tr>
<td>#sustainablebusiness</td>
<td>#discovernillumbik</td>
</tr>
<tr>
<td>#smallbusinessvictoria</td>
<td>#visityarravalley</td>
</tr>
<tr>
<td>#supportsmallbusiness</td>
<td>#findyourself</td>
</tr>
<tr>
<td></td>
<td>#visitmelbourne</td>
</tr>
<tr>
<td></td>
<td>#visitvictoria</td>
</tr>
<tr>
<td></td>
<td>#seeaustralia</td>
</tr>
<tr>
<td></td>
<td>#yourhappyspace</td>
</tr>
<tr>
<td></td>
<td>#sharingiscaring</td>
</tr>
</tbody>
</table>

Other hashtags may be used where appropriate but must remain relevant to the type of post e.g. #arts, #family, #kids, #small business

Tags
Tags allow you to engage with a social profile when they mention the tag in a specific post or comment. To activate a tag, you must put the ‘at’ symbol (@) at the start of the word.

When you tag another social profile in your post the recipient will receive a notification of the activity.

For businesses in Nillumbik, common tags that could be included in your posts are:
@visitnillumbik
@visityarravalley_official
@nillumbikshirecouncil

These tags link to broader business and tourism campaigns run at a regional and state level.

Make sure you check that your hashtags (#) and tags (@) link to the desired page, profile or business before publishing all posts and comments.

A range of social media and marketing workshops are available for you to learn more about using these channels to promote your business.

Take a look at Council’s business events calendar for more details nillumbik.vic.gov.au/businesscalendar or contact us business@nillumbik.vic.gov.au or 9433 3128