



SAPPHIRE COAST

Social Media Toolkit

Social Media, Reels & AI Search





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WHY SOCIAL MEDIA MATTERS

Visitors are using social media to decide what is worth booking. Social media contributes to tourist decision-making as it compares destinations and experiences authentically. It is a discovery tool, a planning tool and a booking support tool that can help you:

- Increase visibility
- Build trust with visitors
- Answer questions
- Drive website visits and bookings
- Share real-time updates
- Encourage guest tags, reviews and recommendations
- Connect with other local businesses



AI SEARCH

Hashtags are no longer the main way people discover content.

Instagram, Facebook, TikTok, Google and AI-powered search tools look at the words in your caption, the text on your video, the words spoken in your audio, your location tag, your profile bio, your engagement and the overall relevance of your post.

Don't rely on a long list of hashtags, instead make sure your post includes:

- The name of the place
- The town or region
- The type of experience
- The season or time of year
- What visitors can do there
- Who it is suitable for
- Useful details such as opening hours, booking links or access information

For example, a caption that says

"Weekend views" is not very searchable.

A better caption would be:

Winter and Pambula Lake calls for a weekend of wonder. Book a kayaking tour with @businessstag or a tasting tour with @businessstag and savour some of Australias best oysters right here on the @sapphirecoastnsw.

This gives Instagram, TikTok, Google and AI search tools more context. It also gives visitors more useful information.



HASHTAGS

A small number of relevant hashtags is better than a long list of generic ones.

Recommended approach:

- Use 3 to 5 relevant hashtags on Instagram.
- Use 3 to 6 relevant hashtags on TikTok.
- Use 0 to 2 hashtags on Facebook.

Keep them specific (e.g. #MountainBiking #BundianWay)

Always prioritise location and content relevance.
Change hashtags depending on the post.
Avoid spam hashtags.

Core Sapphire Coast hashtags:

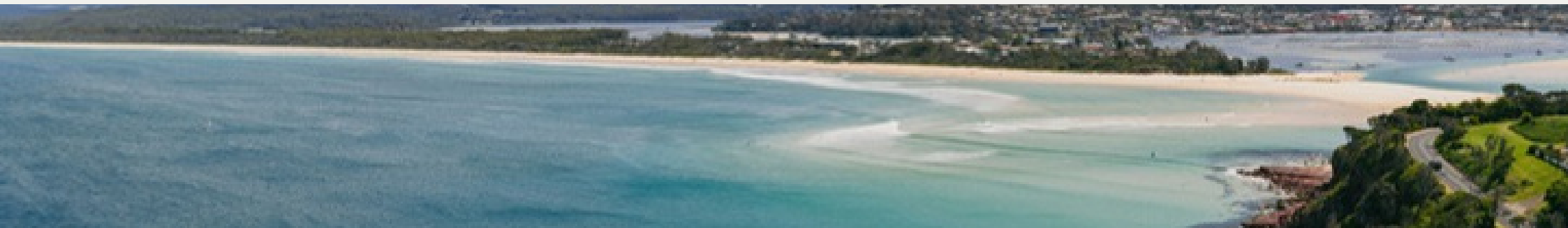
- #sapphirecoastnsw
- #sapphirecoast
- #visitsapphirecoast
- #newsouthwales
- #seeaustralia

Location hashtags:

- #merimbula
- #pambula
- #edennsw
- #tathra
- #bermagui
- #begavalley

Experience hashtags:

- #sapphirecoastwhales
- #sapphirecoastfood
- #sapphirecoastcoffee
- #sapphirecoastwalks
- #sapphirecoastbeaches
- #sapphirecoastmtb
- #sapphirecoastcamping
- #sapphirecoastoysters



HOW PEOPLE DISCOVER TRAVEL NOW

Travel discovery happens across multiple platforms at once. A visitor might:

- See a Reel on Instagram
- Search “things to do on the Sapphire Coast” on TikTok
- Ask an AI tool for a quiet NSW winter escape
- Look up cafés near Merimbula on Google Maps
- Save a carousel post about coastal walks
- Watch a TikTok about whale watching
- Check comments for local tips
- Visit your website or booking page

Your social media content should support this behaviour.



INSTAGRAM

Instagram is still important for tourism inspiration, brand building and trip planning.

Use Instagram for:

- Reels
- Carousels
- Stories
- Highlights
- Collaborative posts
- User-generated content
- Behind-the-scenes updates
- Seasonal campaigns
- Saveable guides

Best for:

- Inspiring visitors
- Showing aesthetic visuals
- Sharing short-form video
- Promoting experiences
- Building a brand look and feel
- Encouraging saves and shares



FACEBOOK

Facebook is still valuable, especially for local audiences, events, older travellers, community updates and practical information.

Use Facebook for:

- Events
- Seasonal updates
- Community posts
- Longer captions
- Photo albums
- Shared partner content
- Business updates
- Offers and packages
- Links to website pages or blogs

Best for:

- Informing
- Community engagement
- Event promotion
- Sharing links
- Reaching loyal or returning visitors



TIKTOK

TikTok should now be treated as a key discovery platform for tourism.

Use TikTok for:

- Short videos
- Local tips
- Behind-the-scenes content
- Real staff or guide moments
- Quick itineraries
- Food and drink recommendations
- Before-you-go advice
- Personality-led content
- Trend-based videos

Best for:

- Reaching new audiences
- Showing personality
- Creating searchable travel content
- Sharing real and useful content
- Testing ideas quickly



WHY VIDEO MATTERS MORE THAN EVER

Video helps visitors understand the atmosphere, movement, sound, scale and experience of a place. It is especially useful for tourism because people want to picture themselves there before they book or visit.

You do not need professional equipment for every video. In many cases, simple phone footage performs better because it feels real and immediate.

2026 analysis of more than 45 million social media posts revealed Instagram Reels reached 2.25 times more people than single-image posts. On TikTok, video posts earned 77% more engagement than carousel and photo posts.



REELS AND TIKTOK: WHAT TO POST

Reels and TikTok videos should be short and easy to understand.

Start with a strong hook in the first two seconds. This can be written on screen, spoken in the video or included in the caption.

Good hooks for Sapphire Coast tourism businesses:

- *“Save this for your next Sapphire Coast weekend.”*
- *“Three things to do in Merimbula this winter.”*
- *“This is your sign to book a South Coast escape.”*
- *“POV: you found the quiet side of NSW.”*
- *“Where locals go for coffee before a beach walk.”*
- *“Do not visit Eden without doing this.”*
- *“Things to do on the Sapphire Coast when it is cold.”*
- *“The winter whale watching moment everyone hopes for.”*
- *“Here is what a morning in Pambula looks like.”*
- *“Best stop between Melbourne and Sydney.”*

Effective Reel and TikTok ideas:

- A 10-second room or property tour
- A morning coffee pour
- A beach walk with text overlay
- A guide preparing for a tour
- A “come with us” experience video
- A before-and-after weather moment
- A day itinerary
- A local’s top three recommendations
- A “what to pack” video
- A customer review turned into a Reel
- A quiet winter morning
- A busy summer day
- A behind-the-scenes staff moment
- A food preparation video
- A wildlife sighting
- A trail or lookout reveal

USING POPULAR SOUNDS AND TRENDS

For tourism, original sound can be powerful. Waves, birds, café noise, walking tracks, boat engines, laughter, local voices and guide commentary can make a video feel more personable.

Use popular sounds and trends only when it matches the brand or the visitor experience:

- Use a soft trending audio for a peaceful winter beach walk.
- Use an upbeat sound for a summer itinerary.
- Use a funny audio for a relatable hospitality or tourism moment.
- Use a cinematic sound for whale watching or coastal scenery.
- Use original audio when there is useful talking, nature sound or storytelling.

When using sounds:

- Check what the sound is associated with before using it.
- Add on-screen text so the video still works without sound.



WRITING CAPTIONS FOR SEARCH

Captions should now be written for both people and search.

A good caption should include the words people might use when searching for that experience.

People may search:

- Things to do on the Sapphire Coast
- Best beaches near Merimbula
- Winter escapes NSW
- Whale watching Eden
- Where to eat in Bermagui
- Family-friendly walks Sapphire Coast
- Coffee in Merimbula
- South Coast road trip stops
- Quiet beaches NSW
- National Parks near Eden

Use these types of phrases naturally in your captions.

Weak caption:

“Dreamy winter scenes.”

Better caption:

“Winter on the Sapphire Coast brings quiet beaches, clear water and slow coastal mornings. This is Bar Beach in Merimbula, a beautiful spot for a walk, swim, coffee or relaxed afternoon by the water.”

Weak caption:

“Hidden gem.”

Better caption:

“Bithry Inlet in Mimosa Rocks National Park is one of the Sapphire Coast’s calmest places for a swim, picnic or slow afternoon by the water.”



USING AI TOOLS WELL

AI tools can help tourism businesses create better content faster, but they should not replace local knowledge, original photos, real stories or genuine visitor experiences.

Use AI to help with:

- Caption drafts
- Blog ideas
- Content calendars
- Reel hooks
- Hashtag suggestions
- SEO keywords
- FAQs
- Alt text
- Email newsletters
- Shortening long copy
- Turning reviews into content ideas
- Repurposing one idea across Instagram, Facebook and TikTok

AI is useful for structure and speed. Your local knowledge is what makes the content valuable.

Before publishing AI-assisted content, always check:

- Is it accurate?
- Does it sound like us?
- Is the location correct?
- Is the business information current?
- Have we added a local detail?
- Does it help a real visitor?
- Would we say this out loud?
- Is it authentic?



SOCIAL MEDIA AND AI SEARCH

AI search tools are changing the way visitors find information. People now ask tools like Google AI Overviews, ChatGPT, Gemini or other search assistants questions such as:

- “What are the best things to do on the Sapphire Coast in winter?”
- “Where should I stop between Melbourne and Sydney?”
- “What are the best coastal towns in NSW for a quiet weekend?”
- “Where can I go whale watching in NSW?”
- “What are the best family-friendly beaches near Merimbula?”

This means your online content needs to be clear, specific and consistent across your website, Google Business Profile, social media captions and listing pages.

To support AI and search visibility, include:

- Your business name
- Your town
- Your region
- Your main experience or offer
- Nearby landmarks
- Seasonal information
- Opening hours
- Booking information
- Accessibility details where relevant

Clear descriptions of what visitors can expect

Example:

- *“Merimbula Oyster Tours offers guided oyster experiences on Merimbula Lake on the Sapphire Coast, NSW.”*

This is much clearer than:

- *“Join us for an unforgettable local experience.”*



LOCATION TAGGING AND MENTIONS

Location tags and account mentions are still very important.

Always tag the location when posting on Instagram, Facebook or TikTok where possible. This helps people understand where the content was created and can help your post appear in place-based discovery.

Use specific locations when possible:

- Pambula River Mouth
- Bar Beach, Merimbula
- Blue Pool, Bermagui
- Beowa National Park
- Tathra Beach
- Merimbula Boardwalk
- Eden Wharf
- Mimoso Rocks National Park
- Bermagui Harbour
- Bittangabee Bay

Use broader locations when the content applies to the whole region:

- Sapphire Coast NSW
- Merimbula
- Bega Valley

Mention relevant accounts when appropriate:

- @sapphirecoastnsw
- @visitnsw
- @australia
- @visitmerimbula
- @visittathra
- Local businesses
- Tour partners
- Photographers
- Creators
- Event organisers
- Accommodation partners

Only tag accounts when they are genuinely relevant.



WHAT TO POST AS A TOURISM BUSINESS

Inspire: Show people why they should visit.

- Ocean views
- Sunrise moments
- Wildlife
- Accommodation views
- Food and drink
- National Parks
- Walking trails
- Seasonal moments
- Local experiences

Inform: Help people plan.

- How to book
- What to bring
- Where to park
- Best time to visit
- Opening hours
- Accessibility
- Weather tips
- Family-friendly advice
- Nearby places to visit

Prove: Show that other people love what you offer.

- Guest reviews
- Visitor photos
- Media mentions
- Awards
- Behind-the-scenes moments
- Staff introductions
- Customer reactions
- Creator collaborations

Convert: Make it easy to take action.

- Book now
- View availability
- Save this itinerary
- Visit the website
- Join a tour
- Call to book
- Plan your weekend
- Sign up for updates

WHAT NOT TO DO

- Do not rely on hashtags alone.
- Do not post generic captions with no location.
- Do not use AI copy without checking it.
- Do not copy and paste the same caption across every platform.
- Do not post only polished drone footage.
- Do not ignore TikTok if your audience uses it for travel discovery.
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- Do not use trending sounds that do not match your brand.
- Do not make every post a sales post.
- Do not use tiny text on videos.
- Do not forget captions or subtitles.
- Do not share visitor content without permission.
- Do not post screenshots of posters with no explanation.
- Do not leave your bio, links or opening hours out of date.
- Do not ignore comments, tags or direct messages.

WHAT TO DO

- Use short-form video regularly.
- Write captions with real search terms.
- Include the place name and region.
- Use on-screen text in Reels and TikToks.
- Show real people and real experiences.
- Use popular sounds carefully.
- Use AI to support, not replace, your content.
- Keep your Google Business Profile updated.
- Tag your location.
- Mention relevant accounts.
- Use a few relevant hashtags.
- Create content that answers visitor questions.
- Repurpose one idea across multiple platforms.
- Turn comments and FAQs into posts.
- Share seasonal content.
- Make it easy to book, visit or learn more.



SIMPLE CONTENT CHECKLIST

Before you post, ask:

- Is the location clear?
- Does the caption say what the experience is?
- Would a visitor find this useful?
- Is there a clear next step?
- Have I tagged the right place?
- Have I mentioned relevant partners?
- Have I used a few relevant hashtags?
- Does the video have on-screen text?
- Does the content work without sound?
- Is the information accurate?
- Does it feel local and real?