Social media in the Macedon Ranges – how to be involved

Industry opportunities

The Macedon Ranges Naturally Cool Facebook page aims to raise awareness of the Macedon Ranges as a tourism destination, provide visitors and locals with up-to-date information of what’s on in the Macedon Ranges and encourage click through to visitmacedonranges.com, the region’s official visitor website.

**How you can get involved:**

The tourism industry can contribute towards the Macedon Ranges Naturally Cool Facebook page by posting their best regional photos and videos directly onto the Facebook wall, hashtagging their Instagram and Facebook photos with #macedonranges or by tagging @MacedonRangesNaturallyCool in their Facebook posts.

The ‘best of the best’ user generated content will be curated and featured on the Macedon Ranges Naturally Cool Facebook page to inspire visitors to experience our beautiful region. All content should include information about where the photo was captured.

**Here’s how you can get involved on an ongoing basis:**

* Like Macedon Ranges Naturally Cool on Facebook;
* Share, like and comment on the Macedon Ranges Naturally Cool Facebook page and potentially reap the benefits of extra engagement on your page;
* Add Macedon Ranges Naturally Cool as a co-host on your tourism event listing on Facebook – this will ensure your event appears on the events tab on Macedon Ranges Naturally Cool;
* Let us know if we have not liked your business’ Facebook page so we can follow what’s happening.

**Campaigns and competitions**

Campaigns and competitions are held regularly throughout the year to encourage engagement with a new audience. The tourism industry will be notified prior to a campaign commencing with information about how to be involved. Past campaigns include food and wine, cycling and seasonal photo competitions and we encourage the industry to participate in these campaigns by:

* Offering your product as part of a competition prize;
* Including the campaign hashtag in your social media posts;
* Encouraging your friends, family and visitors to engage with the campaign;
* Holding a tourism event during the campaign period.

For more information contact [visitmacedonranges@mrsc.vic.gov.au](mailto:visitmacedonranges@mrsc.vic.gov.au) or call Jane Peterson on 5427 3917.