



Social Media Tips

We're here to support you at Discover Dartmouth so check out some of our social media tips below.

Learn how often to post

The key to most social media posts across all platforms is not necessarily how often you post, but the main point is consistency. However, there are a few things to bear in mind so you don't over post.

Facebook: Generally, 1-2 posts of Facebook a day is a good place to start, however, if you don't have much to share, think more about how you can spread out that content so sharing once every few days for a month instead of a post a day for a week, then having a break for ages.

Twitter: Twitter can be much freer in terms of how much you tweet and retweet so don't worry too much about over posting, once again though, consistency is key.

Instagram: Best practice for Instagram is no more than one post a day, but one a week or every couple of weeks is fine if that's all you have or want to post, just find a schedule that works for you and try to stick with it.

Engage with Discover Dartmouth

As our members, we're here to help get your content out to a wider audience so if there's anything you would like to shout about be sure to tag us in your posts and we'll do our best to share them with our followers.

Facebook: To prevent over posting on our Facebook page, we're very conscientious about what we're posting and stick to a schedule, meaning we tend to share less. However this doesn't mean we won't engage when you do tag us and if there's something really important you'd like to get out on Facebook, you can always drop us an email and we'll do our best to share this for you.

Twitter: As our members we do our best to retweet anything that will be useful or enjoyable for our followers, but similarly to Facebook, we can't promise to share absolutely everything we're tagged in.

Share Discover Dartmouth content & blog posts

Not sure what to post or don't have any new content you'd like to share? You're always more than welcome to head over to our social media pages or website and share any of our content. Whether it be a blog post or a particular page.

Facebook & Twitter: Sharing any of our posts directly on Facebook or retweeting on Twitter is a great way to keep your feed alive if you're struggling with what to post.

Instagram: Our Instagram is mostly made up of photos by followers so you will not be able to share those without getting permission from the original poster.

Use Discover Dartmouth's Instagram Stories

As a Discover Dartmouth member, you have the opportunity to take over our Instagram stories for up to 72 hours. Maybe you have a special event that you would like to share, give a tour of your hotel or let us have a behind the scenes look at your attraction, if you're interested please do get in touch.

Post content of your own

Your overall social media strategy should always include posting your own content in addition to sharing others.

Images: Lots of audiences respond to images, so sharing photos on any of your social media channels is a great way to generate engagement. Of course this will be what you would be posting on Instagram anyway but sharing photos across all outlets is important.

Blog Posts: If you have a blog on your site, sharing your latest blog posts is a great way to use social media to drive content to your website.

Offers: Much of social media is to increase bookings or drive sales so if you have offers, discounts or vouchers, be sure to share them on your Facebook and Twitter feeds.

Information: Get creative about information you share it doesn't have to always be about your business, why not share facts about your local area, top tips of things to do nearby, your favourite walks or other places to visit.

Share what works for your business: If you get good engagement from certain content, make sure you include this regularly in your plan. Don't necessarily copy what another businesses share as this might not work for you.

Share relevant engaging content from others

As well as sharing your own content and Discover Dartmouth's, there's plenty more interesting things that you can find online that your followers may enjoy.

Articles & Blog Posts: There's plenty of great articles and blog posts out there from different sources so if you're looking for relevant content, be sure to like and follow accounts which would share this sort of thing such as Telegraph Travel, Visit Devon etc.

Photos: Everyone loves to see beautiful images on their feeds, so by following local photographer pages and people that share these of Facebook & Twitter, you may find some that you would like to share on your accounts. Of course when sharing imagery you must be sure to credit the original photographer by retweeting their tweet or sharing their direct post and if you're not sure, you can always add a comment or drop them a message to ask permission. You should always ask if you're looking to share an image that isn't yours on Instagram too.

Respond to comments & messages

It's important to keep up with messages, comments and tags on all your social media accounts so that people are aware you're an active account. Even if it just means liking a comment or post that you're tagged in. From time to time you may come across inappropriate comments or controversial ones, depending on what it says, we find it's best to either hide or delete the comment if it's something offensive or not nice. IF the comment is just something that ruffles your feathers but might not offend others, we tend to respond in a polite and helpful tone, never get dragged into an argument! If something upsets you, maybe take a break before responding or ask someone for help in curating a tactful response.

