Website and social media marketing checklist

# **Social Media Checklist**

|  |  |
| --- | --- |
| Tick with solid fill | Facebook |
|  | Event has a Facebook page |
|  | Event has a custom Facebook URL set, e.g. [www.facebook.com/myevent](http://www.facebook.com/myevent) |
|  | Event has a Facebook event (or more than one event) |
|  | ‘About’ page is up to date with all information and contact details complete |
|  | Event has a ‘Call to action’ button |
|  | Facebook page cover photo and Facebook event cover photo are representative of the event |
|  | Event has an autoresponder set up to acknowledge direct messages immediately |
| Tick with solid fill | Instagram |
|  | Event has an Instagram ‘business’ page linked to their Facebook page |
|  | Event has an appropriate handle, e.g. [www.instagram.com/myevent](http://www.instagram.com/myevent) |
|  | Instagram bio has up-to-date contact information and information on the event |
|  | Event has an official event hashtag, e.g. #MyEvent |
|  | Uses appropriate hashtags on posts, including those of local and state tourism profiles |
|  | Instagram stories have been grouped into highlights |
|  | Posts include a location |
| Tick with solid fill | Both |
|  | Profile photo is representative of the event. If a logo, it is cropped correctly into the circle |
|  | Consistent posts (at least 1-2 times per week during the year and 4-5 times per week or more closer to the event) |
|  | Responds to comments and questions, as comments on posts and direct messages |
|  | Content uses different types of media – photos, carousels, stories, reels |
|  | Content incorporates destination and state tourism content |
|  | Content is inspirational, educational and shows behind the scenes (not just sell) |
|  | Content encourages user generated content (e.g. encourages attendees to use the event’s hashtag when sharing their photos taken during the event) |
|  | Content uses user generated content and acknowledges the owner of the content (e.g. photo taken by @username) |
|  | Content proactively tries to drive engagement (comments and sharing) by followers |
|  | Videos include [captioning](https://www.w3.org/WAI/perspective-videos/captions/) for accessibility |
|  | Images include [Alt Text](https://accessibility.psu.edu/images/alttext/)and [Image Description](https://uxdesign.cc/how-to-write-an-image-description-2f30d3bf5546) for accessibility |
|  | Hashtags use [CamelCase](https://www.picklejarcommunications.com/blog/why-you-should-use-camel-case-for-your-hashtags#:~:text=Camel%20case%20is%20an%20important,to%20users%20of%20screen%20readers.&text=%E2%80%93%20People%20who%20like%20the%20experience%20of%20using%20a%20screen%20reader.) for accessibility |

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# **Website & SEO Checklist**

|  |  |
| --- | --- |
| Tick with solid fill | Website and SEO |
|  | Event has a live and up to date website |
|  | Website is mobile friendly |
|  | Contact form is available and working |
|  | Booking/ticketing system is available and working |
|  | Phone numbers are clickable |
|  | Copy reads well and uses headings where appropriate |
|  | Calls to action are highlighted and clear for the user |
|  | Images are of good resolution (but not large files which are slow to load) |
|  | Website includes information on the destination – accommodation, transport and other local experiences that your ideal attendees would be interested in |
|  | A map of the event location is included |
|  | Information that encourages people to stay longer in the region is included |
|  | A newsletter subscription is present |
|  | Event reviews and testimonials are present |
|  | Industry memberships and awards are present |
|  | Links to social media are present |
|  | Google Analytics is connected |
|  | Google Search Console is connected – Submit website to Google for crawling. Submit sitemap. |
|  | Website has an SSL certificate |
|  | Meta title and description comply with Google’s recommendations |
|  | Keywords have been used in page titles, headings and body copy |
|  | Internal links are used throughout the website |
|  | The website loads in under 3 seconds |
|  | Website is accessible (conduct an access assessment of your website by using the [Web Content Accessibility Guidelines](https://www.w3.org/WAI/standards-guidelines/wcag/)) |
|  | Website uses [accessible colour contrast](https://color.a11y.com/) for accessibility |
|  | Videos include [captioning](https://www.w3.org/WAI/perspective-videos/captions/) for accessibility |
|  | Images include [Alt Text](https://accessibility.psu.edu/images/alttext/) for accessibility |

# **Australian Tourism Data Warehouse (ATDW) Checklist**

|  |  |
| --- | --- |
| Tick with solid fill | ATDW |
|  | Contact information is correct – phone, email, location, website, social links and hashtag |
|  | Event date and time is correct |
|  | Ticket pricing and booking URL link are correct |
|  | Event type and description are filled out |
|  | Accessibility information is correct |
|  | Facilities are correct |
|  | 5 to 10 [quality images](https://atdw.com.au/2016/06/19/how-to-make-your-listing-stand-out-with-photos/) showcasing the event have been uploaded |
|  | 1 or more videos have been uploaded (if possible) |
|  | Accreditations and memberships have been added |
|  | Deals/offers have been added |
|  | Media story links have been added |