Website and social media marketing checklist

Social Media Checklist

✔	Facebook
	Event has a Facebook page.
	Event has a custom Facebook URL e.g. facebook.com/*myevent.*
	Event has a Facebook event (or more than one event).
	About page has up -to-date information and contact details.
	Event has a call to action button.
	Cover photo and event cover photo are representative of the event.
	Event has an autoresponder set up to immediately acknowledge direct messages.
✔	**Instagram**
	Event has an Instagram business page linked to the Facebook page.
	Event has an appropriate handle e.g. instagram.com/*myevent.*
	Instagram bio has up-to-date contact information and contact details.
	Event has an official event hashtag e.g. *#MyEvent.*
	Appropriate hashtags are used on posts, including those of local and state tourism profiles.
	Instagram stories have been grouped into highlights.
	Posts include a location.
✔	**Both**
	Profile photo is representative of the event. If a logo, it is cropped correctly into the circle.
	Consistent posts (at least once/wee during the year and 4–5+ times/week closer to the event).
	Respond to comments and questions as comments on posts and direct messages.
	Content uses different types of media including photos, carousels, stories, reels, etc.
	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 from 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 for accessibility.
	Images include alt text and image description for accessibility.

	Hashtags use CamelCase for accessibility.

Website & SEO Checklist

	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 that are slow to load).
	Website includes information on the destination including accommodation, transport and other local experiences.
	Map of the event location.
	Information that encourages people to stay longer in the region.
	Newsletter subscription.
	Event reviews and testimonials.
	Industry memberships and awards.
	Links to social media.
	Google Analytics is connected.
	Google Search Console is connected. Submit website to Google for crawling and 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 three seconds.
	Website is accessible.
	Accessible colour contrast for accessibility.
	Videos include captioning for accessibility.
	Images include alt text for accessibility.

Australian Tourism Data Warehouse (ATDW) Checklist

	ATDW
	Contact information is correct including 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.
	5–10 quality images have been uploaded showcasing the event.
	At least one video has been uploaded.
	Accreditations and memberships have been added.
	Deals/offers have been added.
	Media story links have been added.