

Maverick's Top Tips for Standing Out on Socials

As seen in our August 2025 Lunch & Learn Session

The Role of Social Media in Tourism - and what's resonating

For discovery & inspiration

Authentic, raw, honest content

For sharing advice and tips

It's a short form video-led world

As a communication channel

AI-powered recommendations

What's New & Relevant on Each Platform?



Fast-becoming a Search platform in itself. Content is being tagged and captioned for discovery. Live booking integrations are coming.



Holding its ground with groups and events, just as valuable for niche sectors



Hashtags? Gone. Carousels + Reels are your way to reach new visitors. Stories and Highlights are your social media shopfront.



Gaining traction with travellers as a short-form video platform



Offering fresh, authentic, and unfiltered opinions + reactions from real travellers



Used for planning, saving and sharing at the top-of-the-funnel

Finding the Right Format to suit your content

SHORT-FORM VIDEO

Best for reach & discovery

Saves & Shares = strong engagement

CAROUSELS

STORIES & LIVES

Good for connection & community

Limited reach, better for announcements

STATIC POSTS

PROFILE/
BIO

Perfect for browsers and bookers to contact you easily



Some Content Series Ideas to fuel your inspiration

Day in the life / Behind the scenes

5 questions with... / 30 sec Q&As

10 reasons why... / 10 places to...

Carousels: mini-guides, itineraries

POV / Through the eyes of...

Mythbusting / answering FAQs

How you should be measuring Success

Saves (value)

Shares (reach) Comments (conversation)



Engagement Rate - aim for 5%

ENGAGEMENTS ÷ REACH

Tasks for you to try today!

- Find out how people discover you on social
- Create an evergreen content series
- Harness your staff in front of the camera
- Spruce up your profiles, bios & highlights

Key Reminders

- Stop the scroll → Hook them fast
- Keep it raw & real - post like a creator
- Ride trends but stay true to brand voice
- Encourage UGC = credibility + reach

What's the next Maverick Lunch & Learn?

Moving Past Surface-Level Stats: What Tourism Marketers Should Really Be Measuring

Thursday 18 September 2025 | 12:30 - 1:15 pm | Virtual Event

Presented By:



Stu Lil - Head of Client Services

Stu Lill is a tourism pro with a serious love for data. He's all about turning research and reporting into powerful insights that help the industry make smarter moves.



Tim Olson - Technical Director

Tim is a tourism nerd at heart with a love for data, science, and spotting trends. He thrives on turning industry insights into strategies that help tourism operators stay ahead of the curve.

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