

Getting Started with Social Media: Tips for Experience Operators



Table of Contents

3 Know your Audience

4 Match Your Content to the Platform

5 Start Small and Test the Waters

6 Get Inspired by Others

7 Free Social Media Tools

8 Adjust as You Go

Looking to give your experience business the best shot on social media? Choosing the right platform can be daunting, but the key is knowing where your audience spends their time and what content style suits your brand. Whether you're highlighting adventures, tours, or unique experiences, the right platform can make a difference. To help you get started, here are seven tips to find the best channels for your business and take your social media presence to the next level:

1. Know your Audience

It's important to understand who you're trying to reach.

Think about:

Who is your ideal customer?

Are you targeting young adventure-seekers, families, or older travellers looking for unique experiences?

Where do they spend their time online?

Different platforms cater to different demographics and interests.



Different Social Media Platforms:

Instagram: A great fit for visually driven audiences who love travel inspiration, particularly Millennials and Gen Z.

TikTok: Perfect if you want to connect with a younger crowd and showcase dynamic, fun, or behind-the-scenes moments.

Facebook: Ideal for reaching an older audience and promoting community events, reviews, and detailed updates.

YouTube: If you're comfortable creating longer videos, this is the place for travel guides, immersive experiences, or "how-tos."

Pinterest: A solid choice if your business lends itself to planning and inspiration, such as group tours, retreats, or destination weddings.

2. Match Your Content to the Platform

It would be a lot simpler if all content worked everywhere, but unfortunately, that's not always the case. Each platform has its own strengths, and your strategy should play to them:

- **Instagram:** High-quality photos, short Reels, and Stories work best. Show off stunning landscapes, quick snippets of your experiences, or customer reactions.
- **TikTok:** Trendy, short-form videos perform well. Think behind-the-scenes looks, staff stories, or “day in the life” clips that make people smile.
- **Facebook:** Share announcements, detailed posts, and customer testimonials. It's also great for building community through groups or events.
- **YouTube:** If you can produce videos, go for full tour showcases, tips for travellers, or “best things to do in [your area]” content.
- **Pinterest:** Post travel tips, packing lists, and visually appealing photos that encourage clicks back to your website.

Hashtag Tip:

To get your content seen by more people, mix popular hashtags with specific ones. For example, if you run a kayaking business, try combining #kayakingadventures with #kayaklife. Stick to 5-10 hashtags per post so it feels natural, not overcrowded.

You don't have to be perfect - authentic, raw content often performs better than overly polished posts. In fact, 70% of consumers say they prefer content that feels real over something that's too staged or perfect (source: Stackla Consumer Content Report).



3. Start Small and Test the Waters

The truth is, you don't need to be everywhere. Focus on one or two platforms where your audience is most active and start there.

- **Experiment and observe:** Post consistently for a few months and track what works. Are you getting likes, shares, or comments?
- **Watch your competitors:** Take note of what similar businesses are posting and where they're succeeding.
- **Check your analytics:** Platforms like Instagram and TikTok have built-in tools to track your performance. If you're getting website clicks, bookings, or solid engagement, you're on the right track.



4. Helpful Resources

Ready to get started? Check out these helpful links:

- [TikTok Small Business Marketing Guide](#)
- [Instagram Marketing for Small Businesses: The Complete Guide](#)
- [Learn how to use Facebook ads to target your ideal customers](#)
- [YouTube Creator Academy: Improving your YouTube skills](#)
- [Grow your business on Pinterest](#)

5. Get Inspired by Others

Check out how some businesses are using social media to connect with their audience:

[Arrojet Boating \(Instagram\)](#): Their feed is full of action-packed moments and stunning views, perfectly capturing the thrill of their jet boat rides. Their Reels are especially fun and energising!

[Sea World Cruises \(Instagram\)](#): From breathtaking cruise shots to customer experiences, Sea World Cruises uses Instagram to tell a story about their unique offerings. The Carousel posts let them dive deeper into what makes each cruise special.

[Oz Jet Boating \(TikTok\)](#): They're all about high-energy, fun content on TikTok. With fast-paced clips and a real sense of excitement, they show what it's like to be out on the water and it's hard not to want to join in!

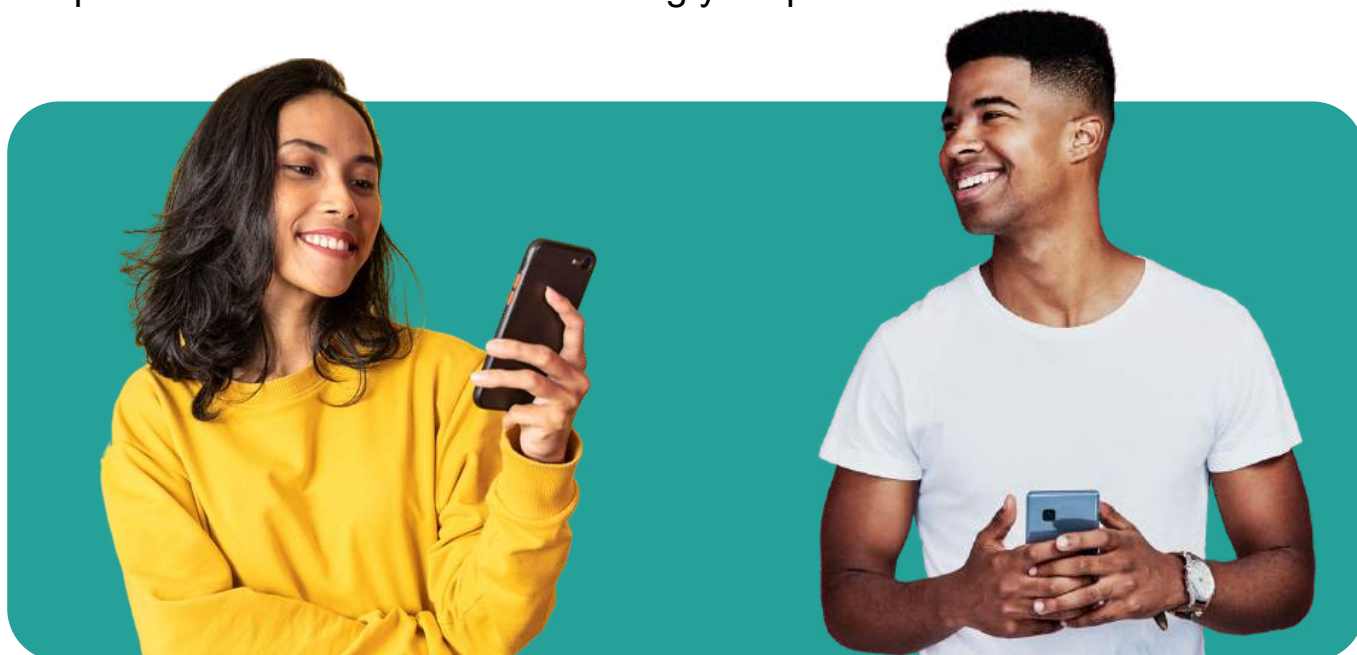


These businesses show how you can tap into what makes each platform work for you whether it's sharing stunning photos on Instagram or fun, attention-grabbing videos on TikTok.

6. Free Social Media Tools

There are plenty of free tools that can help you create stunning content, schedule your posts, and track your results without the hassle. Here are some tools that can make your social media management hassle free:

- [Canva](#) - Design eye-catching posts, stories, and videos with ease. Whether you're creating a promotional graphic or a beautiful Instagram Story, Canva offers templates that are perfect for small businesses on a budget.
- [Buffer](#) - Buffer lets you schedule posts across multiple platforms, making it easy to stay consistent. You can manage up to 3 accounts for free, which is perfect for smaller businesses that want to save time.
- [CapCut](#) - If you want to create engaging videos for TikTok or Instagram Reels, CapCut is a great platform. It's an easy-to-use free video editor with a lot of features, including effects, transitions, and templates, perfect for creating high-quality content.
- [Bitly](#) - Bitly shortens URLs and gives you detailed insights into how often your links are clicked. It's especially useful for sharing booking links and promo codes without overwhelming your posts.



7. Adjust as You Go

Social media isn't static, and neither is your audience. The platform you start with might not always be the best fit, and that's okay. Pay attention to what's working, and don't be afraid to switch platforms if needed.

At the end of the day, you don't need to master every platform to see results. Focus on creating content that feels true to your business, connects with your audience, and makes them want to book with you.

Start simple, stay consistent, and let your experiences do the talking. You got this!

Get Inspired and follow us:

- **RedBalloon:**
[Instagram](#) | [TikTok](#)
- **Adrenaline:**
[Instagram](#) | [TikTok](#)
- **Experience Oz:**
[Instagram](#) | [TikTok](#)



About Big Red Group

Big Red Group is the largest experience network in Australia and New Zealand. A powerful connector that provides more than 3,000 experience operators with quality customers and the tourism industry with trusted intelligence and partnership.

Australian owned, Big Red Group operates an industry-leading platform, enabling the wholesale distribution of experiences through domestic and international partners, powering its renowned domestic marketplaces RedBalloon, Adrenaline, Experience Oz, and Everything NZ. Equipping in-destination experience retailing through hotels and travel agents through its Local Agent offering. As well as a suite of software products and services to support experience operators grow their businesses.

With a purpose to 'shift the way people experience life', Big Red Group seeks to reduce the tide of consumption. Encouraging people to choose 'stories over stuff' at every opportunity. Together with our experience operators, we are on track to deliver an experience every second by 2030.
www.bigred.group/