

FOR BUSINESS AND TOURISM ASSOCIATIONS

GO SOUTH — GO LOCAL

YOUR GUIDE TO SUPPORTING LOCAL BUSINESS

PROUDLY BROUGHT TO YOU BY



HOW CAN YOUR ASSOCIATION GET INVOLVED?

Go South Go Local has been developed by the City of Onkaparinga to support our local business community to recover and grow. Let's showcase the amazing products and services available in our region and promote the incredible stories of the Onkaparinga business community.

A set of digital assets has been created for the businesses community to use in their own marketing and promotion. The City of Onkaparinga has also allocated funds to help spread awareness about the campaign during the initial twelve-month period. All local businesses and associations are encouraged to get behind the campaign and embrace it as their own to extend its life beyond council's funding period.

Together we can rebuild our local economy, grow our local business community and ensure local people continue to be employed.

ENCOURAGE YOUR MEMBERS TO:

- email the ON Business Partner Program team at onbusiness@onkaparinga.sa.gov.au if they would like to receive an introductory pack. The pack includes branded stickers and a shelf wobblers to display in shops, offices, food trucks and cars.
- list their business for free in our [online business directory](#) so they can be found by residents who are looking to shop locally. They will then receive access to all our networking and education events, business advice, offers and promotions.

GET THE CAMPAIGN ASSETS

- [Download](#) the digital assets to use in your business and tourism association marketing and promotion.
- Whilst creating an Instagram story, tap the face icon and search for #GoSouthGoLocal to add the animated GIF to your story.

GET SOCIAL

- As an association, follow the City of Onkaparinga on Facebook and Instagram and like, comment and share the Go South Go Local social media posts.
- Follow and use the #GoSouthGoLocal and #Onkaparinga hashtags to promote your association and stay up to date with the local content in your newsfeed.
- Tag @CityofOnkaparinga in your Instagram stories and let us help spread the word.
- Encourage your followers to like, comment and share your social media posts.
- Tag other local business owners you know who would benefit too.

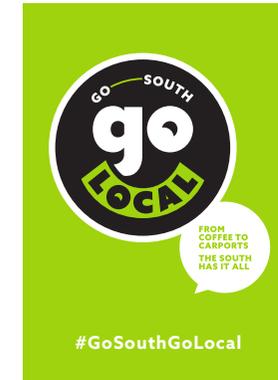
GET CREATIVE!

We want you to embrace this campaign as your own. You might like to produce branded merchandise that promotes your association and the campaign, or you might like to run a competition within your mainstreet areas to encourage people to shop locally - the ideas are endless!

HOW TO USE THE DIGITAL ASSETS

Generic and suburb-specific Go South Go Local logos have been produced for the business community to use on social media, websites, email signatures and merchandise.

- Simply [download](#) the assets you wish to use. If you don't have design software, please use the PNG files. Reverse versions of the logos are for use on dark backgrounds and will look invisible when you open the file.
- Create your own social media posts and videos including the logos and use the hashtags [#GoSouthGoLocal](#) [#Onkaparinga](#).
- Check out all the taglines you can [download](#) to promote local business.
- Encourage members to get creative and use the logos on merchandise for promotion and to create further awareness of the campaign.



examples only

SOCIAL MEDIA MARKETING TIPS

PLAN

There are three important things to consider before you start creating content for social media:

- 1 your target audience
 - who do you want to reach?
- 2 your objective
 - why do you want to reach them?
- 3 your call to action
 - what action do you want them to take as a result of seeing your post?

PURPOSE

Reach your audience with thumb-stopping content

People scroll through their social media newsfeed for interesting content. The number one purpose of any social media post is to:

- show up in your intended audience's newsfeed
- stop people in their tracks as they scroll through their news feed.

This can be achieved by using an eye-catching video or image together with an enticing introductory sentence or headline on your post.

The second purpose is to get them to do something as a result. This is the 'call to action'. The call to action is closely linked to your objective (the reason for creating a post in the first place).

BUILDING AFFINITY WITH YOUR AUDIENCE

The ultimate goal is to build an online community over time - loyal followers who will share your content with the community. Never buy followers to boost your audience size. Focus on quality not quantity.

Ask questions and give your audience a reason to want to like, comment, or share your content with others.

The secret to success is to work out what your audience most want to see and publish more of that. This is a process of trial and analysis. View the insights engagement data to determine the top ten most popular posts each month.

PUBLISH

Schedule your content to appear in advance at peak times and use the following software to do this:

- on desktop: Facebook's Creator Studio
- on mobile phones: download the Facebook Business Suite app.

When is the best time to post?

When your target audience is most likely to:

- be online
- have time to read, watch or take action.

Weekends are peak times. Also try weeknights (Monday-Friday 7-9pm) and early mornings.

How frequently should I post?

Be consistent (daily, twice weekly or three times a week).

If you post more than once a day, space out your posts with a 3-4 hour gap between them to avoid overcrowding your audience's newsfeed.

SOCIAL MEDIA TRAINING

The City of Onkaparinga is rolling out a series of social media training sessions to assist businesses in getting the most out of the campaign by utilising the digital assets effectively.

To ensure your members are notified about these training sessions, please remind them to [register](#) their business on the ON Business Partner Program website if they haven't done so already.

LEARN WITH FACEBOOK BLUEPRINT

Facebook provides free social media training which you can do at your own pace online.

View all the course content [here](#).

Use the filter to choose relevant topics based on your experience level; for example beginner, intermediate or advanced.

Lessons are presented in short sessions.

Log in with your Facebook account to record your progress and work towards Blueprint accreditation.

FACEBOOK FOR BUSINESS

View all the course content [here](#).

INSTAGRAM FOR BUSINESS

Everything you need to know to set up and use a professional account on Instagram is available [here](#).

DIGITAL MARKETING MENTORING

The City of Onkaparinga is offering an exclusive one-on-one digital marketing mentor session for business and tourism association chairs and social media representatives in conjunction with the Go South Go Local campaign.

The purpose of the session is to enable each association to grow their digital marketing skills and online presence. The skills gained can then be used to promote the Go South Go Local campaign by using the digital assets available.

Further, these skills can then be transferred to association members who may also need or want some advice in this area.

Business and tourism associations are entitled to one complimentary session each.

YOUR MENTOR: FIONA BLINCO

Fiona has worked with numerous small businesses across southern Adelaide in understanding and growing their online presence.



From developing websites, working on Google Ads, search engine optimisation (SEO) techniques or social media and email marketing.

For more information about Fiona visit diydigital.com.au or [LinkedIn](#).

To book your one-on-one digital marketing mentor session, please email onbusiness@onkaparinga.sa.gov.au