

# He tīwhiri me te rauhanganga kōrero paki Storytelling tips and tricks





# He tauira o te kōrero paki

## Storytelling content examples

Our stories are gathered around our brand essence through themes that help us express who we truly are and what our destination can offer.

### Tāmaki Makaurau Auckland's themes are:



#### A place of mana

Māori values  
Life essence



#### Collective worlds

Bicultural  
Multicultural  
Unity in diversity



#### Playground for ideas

Inspiration and innovation  
Young and welcoming  
Good growth



#### Urban oasis

Balance  
Quality of life  
Restorative city

The story starters on the following pages show how you can apply content marketing principles to bring Auckland's themes to life.

# He tauira kōrero – he whakairinga

## Content examples – posts



### A place of mana



### Collective worlds



### Playground for ideas



### Urban oasis

 **Auckland – Smart Move** September 5

Tiffany found it easy to make the transition to Auckland and found New Zealand society to be open, caring and culturally accepting. So what are you waiting for, could you make this your place?



What could Auckland, New Zealand offer you?

1603 Likes 12 Comments 36 Shares

 **Elemental AKL** August 2

It's a wrap! That's it for #ElementalAKL 2019  
From dynamic theatre productions, delicious culinary experiences to world-class light installations, what an incredible 31 days it's been with over 65 events and 120 eateries across Tamaki Makaurau!  
Subscribe to our newsletter for updates here – <http://www.elementalfestival.co.nz>  
We'll be back in 2020!



258 Likes 6 Comments 14 Shares

 **Visit Auckland** October 13

We think Auckland City looks perfect from every angle, especially from the Michael Joseph Savage Memorial Park #VisitAuckland  
Photo: [instagram.com/wander\\_pip](https://www.instagram.com/wander_pip)



356 Likes 6 Comments 33 Shares

# He tauira kōrero – he whakairinga

## Content examples – posts



A place of mana



Collective worlds



Playground for ideas



Urban oasis

**AucklandNZ.com** @Auckland\_NZ

A fish out of water

EmiratesTeamNZ @EmiratesTeamNZ · Nov 8

Is there a better sight than Te Aihe on the Hauraki Gulf?

#AmericasCup #AC36 #Auckland2021

9.4k views

0:13 / 0:58

4:08 PM · Nov 8, 2019 from Auckland, New Zealand · Twitter for iPhone

**Visit Auckland**

November 4 at 7:00 PM

Ever wanted to try a hāngi?

Introducing The Māori Kitchen New Zealand's first commercial hāngi located on Auckland's Queen's Wharf. Discover the ancient Māori cooking traditions and native history through Appetite for Auckland here: <https://bit.ly/31ZcfB7>

THE MAORI KITCHEN

125 Likes 14 Comments 18 Shares

**studyauckland** · Following Waiheke Island

Get into Nature!

Partnered with @gottogotout\_adventures International students become Kaitiakitanga, Guardians and Protectors of Auckland. This year students are planting trees and weeding invasive species on Waiheke island, making sure one of our national treasures retains its beauty

by @dannyer22

#studyauckland #visitauckland #auckland #aucklandcity #aucklandnz #tamakimakaurau #nz #studyabroad

Liked by aut.international.students and 1,556 others

## Te kōrero paki mā te kiko o roto

### Storytelling through content

#### Creating and collecting effective content

Always focus on your audience when creating content or finding content made by someone in your community. This way you will have a better chance of sharing content that is engaging and relevant.

Ask yourself this question before you publish: Who is my intended audience, and what makes this content valuable to them?

Effective content should tick one or more of these boxes:

- ✓ Inspires interest/intrigue; motivates action and travel, video/photo albums
- ✓ Grabs attention; stops people from scrolling and focuses them immediately
- ✓ Entertains; shows striking visuals
- ✓ Informs; provides local tips/ information, or event dates and time-of-year to visit
- ✓ Adds value; exclusive deals or demonstrates value in terms of money and time

Keep these five areas in mind when creating content or curating content to share on your channels.

#### Why do people share content on social media?

Think about the content you engage with on your personal social channels.

- ✓ What do you share?
- ✓ What do you tag your friends in?
- ✓ What do you react to with a Like or Comment?
- ✓ What videos do you save to watch later?

Then, think about your motivations for sharing. This will help you understand why some content drives people to act or engage while some do not.

- ✓ Does it make you look fun, cool, interesting or smart?
- ✓ Does it make you think of a friend or family member who would also enjoy it?
- ✓ Would someone you know benefit from seeing the content?
- ✓ Does it reflect the activities you enjoy?
- ✓ Does it surprise you with something you didn't know or hadn't seen before?
- ✓ Does it represent the community that you are a part of?



#### Social media recommendations

Social media platforms hold some of the greatest potential for audience engagement. Each social network varies according to audience, optimal posting tactics, engagement and tone, which makes it important to structure your posts for maximum impact. Use the following recommendations to help you create content tailored to each of your social media channels.

# Ngā kiko ā-Pukamata me ngā tikanga tōtika rawa

## Facebook content and best practice

### Image posts

Powerful images capture attention and improve post visibility threefold. Be consistent with your photo captions and use the same writing format from post to post. This helps people better connect with your brand. For example, how do you credit the photographer each time? Do you use parentheses, or the camera emoji followed by their username? There is no right or wrong way, but choose a method and stick with it.

### Video posts

Facebook users watch over eight billion videos per day ([source](#)). Your audience likely has some video-watching habits too. These tips will help your video posts succeed:

#### Upload directly to Facebook.

You will get higher reach from posts that contain a video uploaded to your Facebook page, versus posts that contain a YouTube link. A day or two after posting, check your analytics. The platform provides data that includes total views, length of views and audience retention. [Learn from these insights to constantly improve your video offerings.](#)

#### Make it compelling.

The first few seconds of a video are crucial to draw in the viewer. Whether you choose to post short-form or long-form video, make sure the content is compelling and engaging the entire way through. [Look at the retention rate on each video you share by using the insights page and adjust accordingly to improve over time.](#)

#### Make it visual.

85 per cent of the time, people watch Facebook videos without sound ([source](#)). Use your video to show, not tell. It is an opportunity to attract attention through the most stunning visuals you have access to. If your video has a voiceover, add subtitles so that people can understand it with the sound turned off.

#### Maximise the mobile screen.

Vertical or square cut video works best on Facebook because people are most likely to watch on a mobile device. 47 per cent of users only use the mobile app ([source](#)).

### Facebook Live

Facebook users spend three times longer watching live videos than regular video posts ([source](#)). Use this feature to make announcements, share special offers and events, or simply show off your surroundings on a remarkable day. Facebook Live is also a great platform to conduct interviews with relevant experts or influencers.

### Link posts

Add a link to your post to generate a link preview that includes an image and the title. Facebook includes link clicks in its News Feed algorithm and rewards high-traffic links by showing them to more users. Here are a few tips for link posts:

#### Select a relevant link.

Make a list of the most relevant topics to your audience. Then, try a quick Google search of your topic or your business name. Searching Pinterest for the name of your organisation can also reveal new images and links.

#### Post a short, appealing caption.

The link is the focus of a link post. Do not draw attention away from it with a lengthy caption.

#### Use enticing headlines.

The more intriguing the headline, the more likely a user is to click on it. Headlines which include numbers, such as “Top 5” or “6 Best”, perform particularly well, as do headlines that evoke emotion. Though you can not change the headlines or images on third-party articles, you can be selective of those you share.

### Facebook best practices

- ✓ **Make it valuable.**  
Always ask yourself why your post will be valuable to your followers. Create content that resonates best with your Facebook audience.
- ✓ **Be consistent.**  
Try to post around a regular schedule so your followers know what to expect. The goal is to ensure your content is seen and engaged with.
- ✓ **Share stories and conversation pieces, not sales pitches.**  
Be human. Use a friendly, conversational tone. Respond as soon as you can and be helpful.
- ✓ **Share unique, diverse content.**  
You can choose exactly who sees it through targeting.
- ✓ **Share user-generated content.**  
This encourages fans to share their own stories. Unless you own the content, always credit photos and videos.

# Ngā āhua ā-Kapoata me ngā tikanga tōtika rawa

## Instagram content and best practice

### Image posts

Like Facebook, Instagram's feed runs on an algorithm that favours some posts over others. With this in mind, always consider the value of what you are posting. Create content that resonates best with your audience as measured by engagement. Adjust your efforts based on what you learn from looking at Instagram Insights data. The better your content, the more likely people are to follow you and interact. Poor-quality, inconsistent or uninteresting posts will not be able to compete.

### Video posts

Publish your most polished video content on your main Instagram feed. As on Facebook, keep these videos short. Between 15-30 seconds is ideal here. You can trim the length of the video within the app and choose a cover image to optimise performance.

### Instagram Stories

Use Instagram Stories for candid moments, destination tips and trip planning. As these videos are only available to view for twenty-four hours after posting, they are the perfect avenue to show your personality and share time-sensitive information. Post behind-the-scenes content,

make announcements, share special offers and events, or show off your surroundings on a beautiful or remarkable day. The Live Video feature in Stories is also a great tool to conduct interviews and Q&As with staff, guides, experts and influencers.

### Instagram Stories highlights

If you wish to extend the life of select Instagram Stories, save them as highlights to sit between your main feed and your bio. When deciding how to organise your highlights, think of it in terms of your website navigation bar. Ask yourself, what information is most relevant and useful? Answer frequently asked questions or how to get to your destination, top things to see and do, and trip inspiration.

### Instagram best practices

- ✓ **Post your very best content.** Instagram is all about quality images. Accounts with curated, cohesive feeds attract more followers. Stick to content themes and ensure your photos have a similar look and feel.
- ✓ **Follow a consistent style.** Use scheduling tools such as Planoly, Later or Iconosquare to plan out the look and feel of your Instagram feed.

Formatting captions in a consistent way will also help you create a distinct and recognisable style.

- ✓ **Make it valuable.** Always consider the value of what you are posting. Create content that resonates best with your Instagram audience.
- ✓ **Keep your caption short and get to the point.** Most Instagram captions are cut off after the first eighty characters, so lead with what you need to say in order to make people curious enough to press the "more" button.
- ✓ **Engage with others to grow your network.** Like, comment and follow accounts that are posting and talking about similar experiences. A well-crafted comment can often be enough to gain a follower. Avoid comments that are generic and overused such as "Great capture!". Genuine comments resonate best because they show you care.
- ✓ **Be consistent.** Try to post on a regular schedule so your followers know what to expect. The goal is to ensure that people see and engage with your content.

- ✓ **Keep your profile current.** Choose an identifiable profile picture and provide a clear description in the bio with your business address, hashtag and website link. Switch to a business account if you have not already. This will make it easier for potential customers to get in touch with you.
- ✓ **Use hashtags wisely.** Only use hashtags that are related to your product or to Auckland. Always include the destination hashtag. For a more impactful caption, post the majority of your hashtags in the first comment.
- ✓ **Add your geo-location.** Always include the geo-location of where your photo was taken and encourage users to tag their location too. This is one more opportunity to engage with people and help new followers find your content.
- ✓ **Maximise the mobile screen.** Post square or vertical videos and photos for best results. People can only post on Instagram via mobile, and only rarely access the platform via desktop computer.



## Ngā āhua ā-Kapoata me ngā tikanga tōtika rawa Twitter content and best practice

### 1. Add images and video.

Tweets with images receive 150 per cent more retweets than tweets without images ([source](#)). Follow the Facebook image post guidelines and use attention grabbing photos to make your posts stand out as users scroll past.

### 2. Use hashtags and keywords.

Hashtags make it easier to find related tweets. Add one or two relevant hashtags to your messages. Then, take the time to explore those conversations and interact with other users. Identify keywords associated with your organisation or with Auckland and listen to what people are saying through them.

### 3. Keep Twitter content original.

Twitter requires a different posting style than Facebook does, so linking the two together (i.e. posting the same content on both channels by connecting them) does more harm than good. If you have content that you want to share across multiple platforms, create and write separate posts.

### 4. Post frequently.

If possible, share one or two tweets per weekday (along with a couple of retweets and as many replies as needed). Get in the habit of scheduling a number of posts per month. This can help you keep a consistent frequency when paired with live posts.

### 5. Think of your Twitter account as a customer service centre.

Frequently check your mentions and respond to any interaction. If someone retweets a post, take time to thank them. You will build a positive impression when followers see you interacting with others.

### 6. Use Twitter in real-time.

Despite developments on other channels, Twitter is still the most relevant tool for real-time information and conversation. For example, it is the most effective platform for informing people that you are closing early for the day.

### 7. Know your audience.

Use Twitter's audience insights to understand the demographic profile and passion points of your followers. This information can help you create new content themes and ideas.

## Ngā kiko ā-Pae Tukutuku me ngā tikanga tōtika rawa

### Website content and best practice

Your website is your home base; the place where you can tell your story online exactly as it needs to be told. Here are five tips for producing valuable web content:

#### 1. Help your customers.

To do this, you need to know their needs better than anyone. Think about the journey your customers take as they make the decision. An effective website can help people in many stages, from awareness to consideration to purchase, by providing the right information at the right time. Great websites are easy to navigate and display helpful information clearly. Do not be clever with your copy, especially with the navigation menus on your site; be clear.

#### 2. Provide contact info.

Not everyone will use social media to ask you questions, so you need to provide other options. Make sure your contact information is complete and easy to find. Many organisations have a contact page that includes phone numbers, email addresses, team members, chat services and social media channels.

#### 3. Avoid information overload.

Less is often more when it comes to clear communication. Design your website's information architecture to provide the most useful facts and stories at exactly the right time in the user journey. Often, the best approach is to keep most web pages – especially homepages – minimal and focused, saving lengthy descriptions and detailed histories for blog posts. This way, your web visitors will spend less time and energy searching and sifting, and more time getting closer to your mutual goals.

#### 4. Build your website to be social.

What is your website's role in your digital marketing strategy? Ideally, it is part of your online ecosystem that includes social media. Think of your website as a content source that can break down into smaller, shareable pieces. The pieces go out through social media, but the website holds them all together.

#### 5. Help your customers find you through search and social.

Make sure people can find your most helpful pages by consistently updating the details in the backend of your website. This is just as important as managing the content in the front.



## E waru ngā mātāpono kia whai kiko papai i runga ipurangi

### Eight principles of great online content

1 

#### Make it valuable

Valuable content can take many forms. Value can be insider information. It can offer a deal or a prize or a distraction from a busy day. There is opportunity to provide value everywhere.

2 

#### Make it easy to share

Content that is difficult to share will not be shared. This includes off-brand content, heavily-branded content, low-quality content and uncommon formats.

3 

#### Speak like a human

Use simple, personable language. Dry or sales-oriented copy tends to underperform on social media. Instead, add humour, ask questions and include “you” and “I” where possible. This will help your audience feel that they are having a real conversation.

4 

#### Respond to questions

Answer questions promptly and directly with relevant information. Make sure that links take people to the correct pages and contain useful information.

5 

#### Share other people’s stories

This is a great way to build trust in your brand. By sharing real stories from real people, you can reassure your audience that others like them have gotten involved with your organisation and had a great experience. User-generated content can come from Auckland residents and visitors alike.

6 

#### Be creative

When taking photos or shooting video, look for new and interesting angles. Think about the stories that are unique to you and to Auckland, and how you can align them with the Auckland brand.

7 

#### Be consistent

Without consistency, people are not likely to come back to your channels. Being consistent means keeping a similar rhythm in your posting schedule from day to day and week to week; sticking to a visual style that may use the same filters on photos; and using captions that follow a consistent format per channel.

8 

#### Promote your content

Asking people to share your content helps you reach people beyond your own networks. You can create a list of bloggers and influencers connected to your organisation and its interests, and reach out to them with relevant content.

Example message:  
“Hi @travelinfluencer, we know you write about Auckland’s best cultural experiences. We thought these photos may be relevant to you. Feel free to mention or use as you see fit :)”.

## Te uara o te kiko i waihangatia e te kaiwhakamahi

### The value of user-generated content

User-generated content (UGC) can build trust within your audience by showing how others like them are also enjoying what Auckland has to offer. Effective UGC, reused with permission, has been shown to generate engagement that is almost seven times higher than brand content ([source](#)).

Follow these steps for sourcing UGC:

#### First, find content to re-share.

Begin with outreach to find content from new audiences. Doing this regularly will help to grow your community. To understand how it works in more detail, we have shared the process for Instagram on this page.

#### Then, ask permission to re-share.

It is always best practice to ask the creator before you re-share their images, videos, or stories. It is the polite thing to do, but it also builds goodwill and creates a connection between you and the content owner. Consider a variation of the below copy depending on the social platform and always wait for a “yes” reply before sharing the content.

Suggested copy:  
“Hi @InsertUserHandle, we love this photo! Would you mind if we shared it on our own Instagram account with credit to you?”

#### Outreach process for Instagram

1. Use the search bar on Instagram to input a term that is relevant to your business. Look at the results under Places and Tags. Places will show you all of the content that is geo-tagged from a certain location, while Tags gives you a list of relevant hashtags around your search term. Think beyond official hashtags to all the combinations that people might use. You can tell how active each tag is by reading the number of posts beside each one.
2. Keep a list of commonly used location tags and hashtags. Check these regularly.
3. In the mobile app, use the save function (it appears as a flag at the bottom right of each post) to organise content into collections.
4. Use your organisation’s account to send a message to people in a friendly tone, asking permission to share their content with credit to them. This is also a good way to gain engaged followers by personally introducing them to your account.  
  
Example message:  
@InsertUserHandle, what a beautiful photo of the museum  
Would you mind if we shared this on our Instagram account with credit?
5. Regularly check saved posts for replies and permissions.
6. Once permission has been granted, use a downloading service like [dredownload.com](#) or [gramsave.com](#) to download the original images and share on your own platform with credit.



## Ngā whakatairanga utu Paid advertising

Marketers are used to equating advertising with one-way messages to a mass audience. Billboards, newspaper ads and television commercials are all examples.

However, you now have access to tools that let you connect with exactly the people you most need to talk to. The principles of powerful storytelling still apply and so does the goal of matching the right people with the right experiences.

By targeting audiences according to their passions and interests, you can dramatically increase the impact of your ads. To do this, you need to know your audience. Who wants what you are offering, and why? Think about grouping people according to their interests rather than their demographics. For a gallery advertising a new exhibit, it is more important to know that the target audience of the ad loves art than it is to know whether they belong to a certain age group.

Facebook, Twitter and Instagram all offer interest-based advertising tools that allow you to focus on the most relevant audiences for your business. Through Google Ads and other platforms, you can send messages to people who have visited your website. Some of these tactics are more advanced, but they allow you to track the path to purchase in great detail. You can encourage your niche audience to take a series of actions toward the goal, whether that's making a purchase, subscribing or something else. Then, you can measure the results of each step, optimising the experience and stories told along the way.

**To Get Started:**  
Visit the Facebook Business page ([link](#)) to learn how to create ads for Facebook and Instagram that match your specific goals.