



Tāmaki Makaurau  
He Aratohu  
**Auckland**  
**Playbook**



# Nau mai, haere mai ki Tāmaki Makaurau

## Welcome to Tāmaki Makaurau Auckland

Tāmaki Makaurau Auckland is a friendly and attractive place with a high quality of life. Shaped by maunga (volcanic cones), harbours and coastal waters, the landscape blends softly between varying shades of blue and green. From our beaches to our bush and our parks, this colourful and calming scene forever connects us to the whenua (land).

Home to iwi (tribes) of Tāmaki Makaurau, the origins of voyages and settlement frame the history of the Tāmaki Makaurau we know and love today. As a diverse city, we embody the Māori values of whanaungatanga (kinship), wairua (wellbeing) and kotahitanga (unity). We welcome you. We share this abundance with you. We open our doors to you. You are safe with us.

A region rich in resources and surrounded by water, Tāmaki Makaurau is a place of enchanting beauty and economic strength. We are immensely proud of all that it contains and creates.

Alive with diversity, our people are travellers, migrants and locals alike. We welcome all to our shores with open arms and extend everyone equal opportunity to thrive and succeed in our home. Driven by an entrepreneurial spirit and a youthful energy, we work together to turn small ideas into great things and push Auckland towards a bright future.

Whether it's a quick visit or a lifelong home, Tāmaki Makaurau Auckland has a soul that will enrich you forever.

Tāmaki Herenga Waka.  
Tāmaki Herenga Tāngata.  
Tāmaki Makaurau.  
Auckland, the place where canoes gather.  
Auckland the place where people gather.  
Auckland, the place desired by many.







# Rārangi kōrero

## Contents

<b>Welcome to Tāmaki Makaurau Auckland</b>	<b>2</b>
<b>Introduction</b>	<b>4</b>
Playbook	5
The Auckland challenge	6
Process	7
Research	8
<b>Place DNA™</b>	<b>9</b>
Place DNA™ and narrative gaps	10
Assets	11
Personality traits	12
<b>Reputation framework</b>	<b>13</b>
• Purpose	14
• Model	15
Place DNA™	
• Statement	16
• Story	17
• Promise	18
• Essence	19
<b>Themes</b>	<b>20</b>
Auckland themes	22
• Place of mana	23
• Collective worlds	24
• Playground for ideas	25
• Urban oasis	26
<b>Storytelling tips and tricks</b>	<b>27</b>
Storytelling content examples	28
Storytelling through content	31
Content and best practice	
• Facebook	32
• Instagram	33
• Twitter	34
• Website	35
Eight principles of great online content	36
The value of user-generated content	37
Paid advertising	38
Playbook pattern motif	40
Credits and acknowledgements	41



# Kupu whakataki Introduction





A brand in city marketing is the sum of the experiences a city offers plus the stories that people tell about those experiences



# He aratohu Playbook

## Auckland's playbook defines:

- Auckland's Place DNA™, or place identity
- the framework for Auckland's brand
- the themes that will guide our brand stories.

In city marketing, a brand is more than a set of colours, fonts, logos and communications guidelines. It is a collaboration that comes from within the city and is expressed outwardly through the passionate people who bring it to life.

Residents, visitors, students and business people each have a voice and a stake in the decisions that affect their communities. They tell the stories that shape public perception; they create meaningful experiences that make a place what it is; the brand belongs to them.

This document is designed as a tool to help partners across the city communicate what makes Auckland unique and desirable. This is Auckland's narrative and positioning, which stems from significant research into our true city identity. This will help us align our communications, with the aim of increasing Auckland's reputation as a great place to live, work, study, invest and do business.

# Te whakataki o Tāmaki Makaurau

## The Auckland challenge

Auckland is performing well overall. We are ranked third on the annual global Quality of Living survey from *Mercer* (2019) and is the first Antipodean city on the list. Auckland nearly tops the list again with its well-balanced economy, four harbours, idyllic environment and high levels of personal safety. Furthermore, we are number 12 on the most liveable cities index from *The Economist* (2018) and one of the world's greenest big cities on the planet, running on 80 per cent renewable energy, *Bloomberg* (2018).

Auckland underperforms for its reputation. The *Resonance Consultancy* Best Cities report ranked Auckland 79<sup>th</sup> overall, 36<sup>th</sup> on the *Anholt-GfK Roper* Index (2016). Auckland did not rank or get mentioned in many other brand indexes.

Conclusion: The reputation of Tāmaki Makaurau Auckland, New Zealand's largest city, is not keeping up with the booming growth of the country as a whole.

Auckland has a high rational appeal (performance) but a low emotional one (reputation). Closing this gap is the challenge for its entire community in order to keep growing and prospering in the future.



Rational  
appeal



+



Emotional  
appeal



# Tukanga Process





The increased competitiveness of Tāmaki Makaurau Auckland hinges on successful collaboration among the entire city and its different entities, people and businesses.

As such, the process leading up to the development of Auckland's Place DNA™, reputation framework and corresponding key themes was based on extensive research and working closely with local partners, businesses, institutions and residents.

Auckland Tourism, Events and Economic Development (ATEED) led and commissioned this work out of a directive from the Destination AKL 2025 strategy; to offer a clear and unique positioning for Auckland, which industry and stakeholders can rally behind.

Input and consultation with stakeholders and the wider community, paired with project partners Destination Think's proven, comprehensive, qualitative and quantitative approach ensures that an inclusive perspective sets the foundation for a new, data-driven direction to guide citywide storytelling efforts.

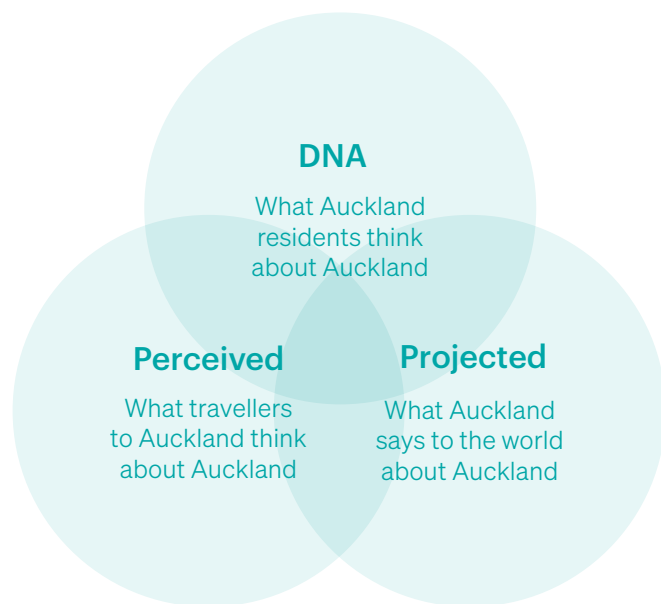
This playbook is written using the combined knowledge gained from our comprehensive research process:

- **1 Place DNA™**  
Uncovering Tāmaki Makaurau Auckland's core identity, which is a collection of its defining attributes.
- **2 Reputation framework**  
Beginning to express Tāmaki Makaurau Auckland's Place DNA™ by defining the city's story, promise, and essence.
- **3 Themes**  
Identifying core ideas and concepts that will complete the foundation for Tāmaki Makaurau Auckland's stories, resonate with its people, and remain true to its identity (Place DNA™).
- **4 Playbook**  
Defining guidelines for implementing the new reputation framework and Tāmaki Makaurau Auckland's themes through communication and experiences.

# Rangahau Research

City reputation is stronger when how we view ourselves, what we tell others about ourselves, and how others perceive us, are aligned.

The more alignment, the stronger our reputation.



**Desk Research** – see appendix, page 41

This work is informed by in-depth and comprehensive research, including:

## DNA

### Resident workshops and survey

**410**

Representative survey

**200+**

Attendees in six Auckland-wide workshops and presentations

### Engaging Auckland residents through a Place DNA™ survey, workshops and interviews.

To gather current resident sentiment, ATEED worked with project partner Destination Think and surveyed a representative sample of Auckland residents for their input. The Place DNA™ survey is a quantitative assessment that identifies the Auckland attributes and assets locals deem most important. Surveying residents ensures the city brand resonates with local perspectives, creates loyal brand ambassadors and aligns the experiences of residents, businesses and students with future brand promises.

Destination Think spoke with community leaders, entrepreneurs, people from several businesses and residents, ATEED employees and experts from the tourism industry.

## Perceived

### Sentiment analysis and traveller survey

**91,068,765**

Online conversations analysed

**500,000+**

Online sources

**2,524**

Travellers surveyed

### Sentiment analysis of 90 million+ online conversations from around the world.

To better understand Auckland's reputation, Destination Think evaluated sentiment of 91,068,765 online conversations from 500,000+ online sources that occurred over a period of two years. Sources include established media hubs, public social media posts, comment threads, and blogs.

Additionally, a quantitative survey was in market to research travellers' perceptions of Auckland asking those who had and had not visited Auckland for their opinions on the city. In total, 2,524 travellers responded to the survey.

## Projected

### Channel observation

Analysis of key Auckland organisations and business online activity

### Assessing Auckland's existing communication channels.

Destination Think completed a detailed review of the online activities from a representative sample of Auckland organisations and communication channels. The review examined websites, social media channels, social media tactics and general online communication skills to understand how Auckland projects itself to the world.



# Te pītau ira ā-wāhi Place DNA™

# Te pītau ira ā-wāhi

## Place DNA™

As the country's largest city, Auckland's identity is inextricably linked with our urban identity. But this does not solely define us. We are ready to tell our story and share our pride for this beautiful green place at the edge of the ocean we call home. Tāmaki Makaurau Auckland is a place that has been shaped by the connections it forges between people, nature, and across time.

## Ngā āputa kōrero

### Narrative gaps

The research identifies that Auckland's combination of economy, Māori identity, cultural diversity, nature and urban-ness is what makes it unique.

However, two of these essential parts of Auckland's identity are not being communicated to the world.



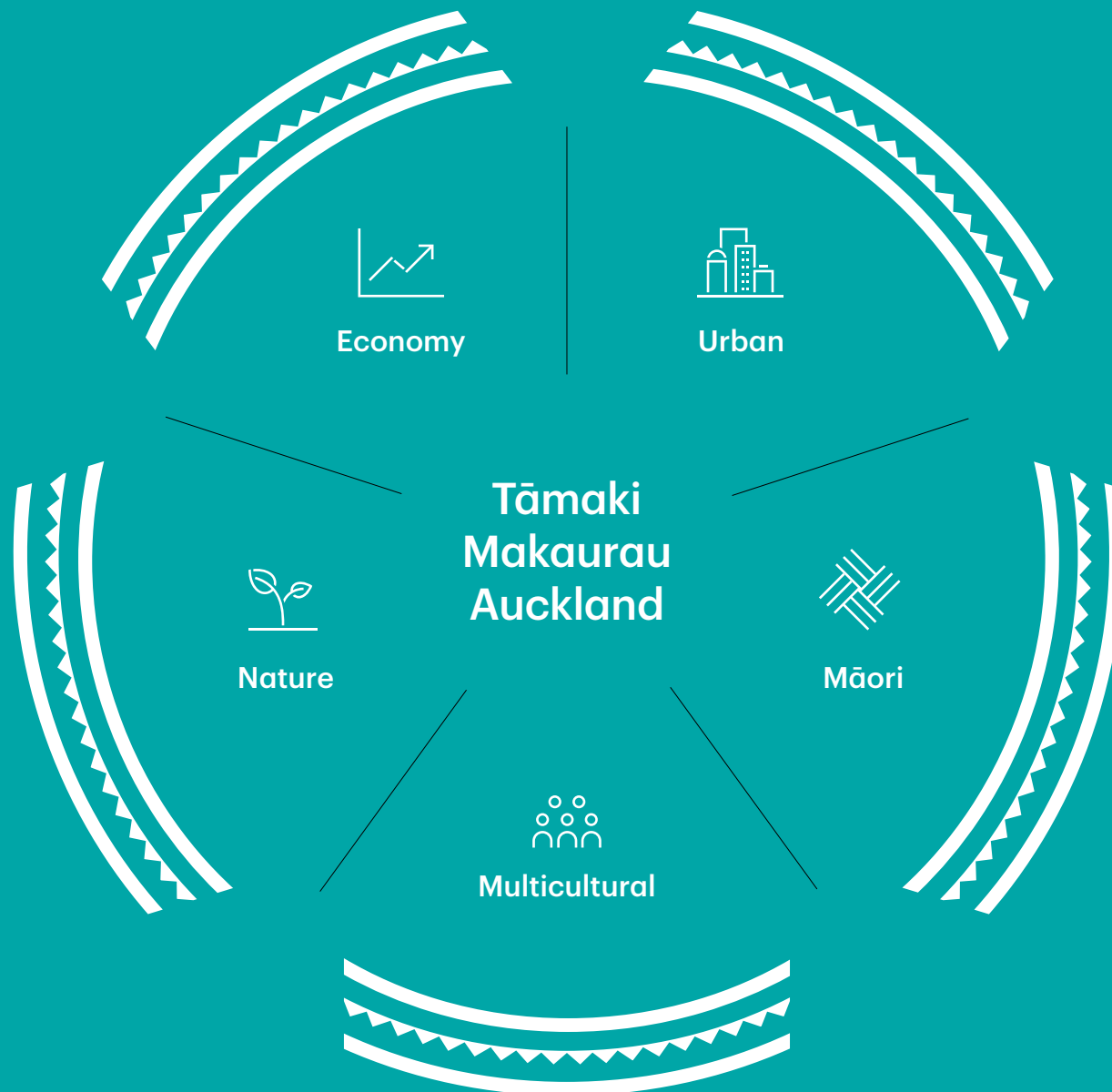
#### Gap 1: Urban

Aucklanders are proud of their city and see themselves as urbanites but the outside world does not see Auckland as a vibrant, urban place. There is a perception Auckland is only a gateway to the rest of New Zealand.



#### Gap 2: Māori

People from overseas do not know how profoundly Māori values and the Māori world view continue to shape and influence Tāmaki Makaurau, making it a dynamic, indigenous capital.





# Rawa Assets



## Captivating beauty

The beauty of Auckland speaks for itself. Characterised by lush green parks, volcanic cones and sparkling blue sea. Auckland is a place that beckons you to explore your environment. Set amongst four harbours, the architecture of the region complements its natural surrounds with towering glass buildings and sleek bridges. Watch as sailboats pass by from a city known for its elegance and ease.



## Cultural diversity

Auckland is home to a diverse range of cultures from all over the world, and because of that, there is never a dull moment. From the thriving art and music scene, to a wide-ranging culinary community, Auckland is always engaging, interesting and colourful.



## Māori culture

Auckland's history is celebrated with great pride. Home to Māori of Tāmaki Makaurau for many generations, the stories of spirited voyages taken long ago by their tūpuna (ancestors) can still be seen and heard today. Tāmaki Makaurau is a place that connects the past and present of Aotearoa (New Zealand), and Māori culture is with you wherever you are.



## Pacific Ocean

Auckland is a city of the Pacific. Tūpuna (ancestors) first crossed the Pacific by waka (canoes) to a volcanic landscape forged by fire with fertile soil and cinder cones fit for settlement. Today, this same ocean represents opportunity. We can touch it, smell it, feel it. Full of aspirations, the Pacific is part of what we are, and we visit it frequently.



## Surprisingly urban

Auckland is the economic powerhouse of Aotearoa (New Zealand), a rapidly changing city forging a place for the future. As the cultural and culinary capital of Aotearoa, eating out is always a treat to savour. A UNESCO City of Music, you're never far from a concert or gig, and Auckland's original and international arts and entertainment scene delights the senses. It is a place where our young spirit roars, where tech hubs thrive and businesses are put on the world stage. It is a place that inspires you to be the best you can be.

# Āhua tuakiri

## Personality traits



### Youthful energy

With a median age of 35, we are a young population compared to the rest of Aotearoa (New Zealand). The vibrancy of youth is evident in every part of the city. We are driven, optimistic and seeking opportunities in the connections we make every day. Our innovative nature and will-do attitude allows us to succeed alongside larger cities globally.



### Open-minded attitude

We embrace the excitement presented by opportunity. Actively, not passively. We are considerate, kind, generous, helpful and trustworthy. We value getting along with others and have an optimistic view of human nature.



### Easy-going & relaxed

We are welcoming, relaxed and collaborative. We come together to help each other succeed. We can and do access nature easily, and enjoy freedom in a safe environment, where we can raise our families, find balance and live our dreams.



### Intimate & connected

Auckland is a thriving urban centre, but our connection to each other gives our city an intimate feel. Auckland is metropolitan, but still maintains a kind and friendly nature. Its residents look out for each other, and this approach permeates the entire city, extending a warm welcome to visitors as well.



# Poutarāwaho rongonui Reputation framework



# Pou tarāwaho rongonui

## Reputation framework

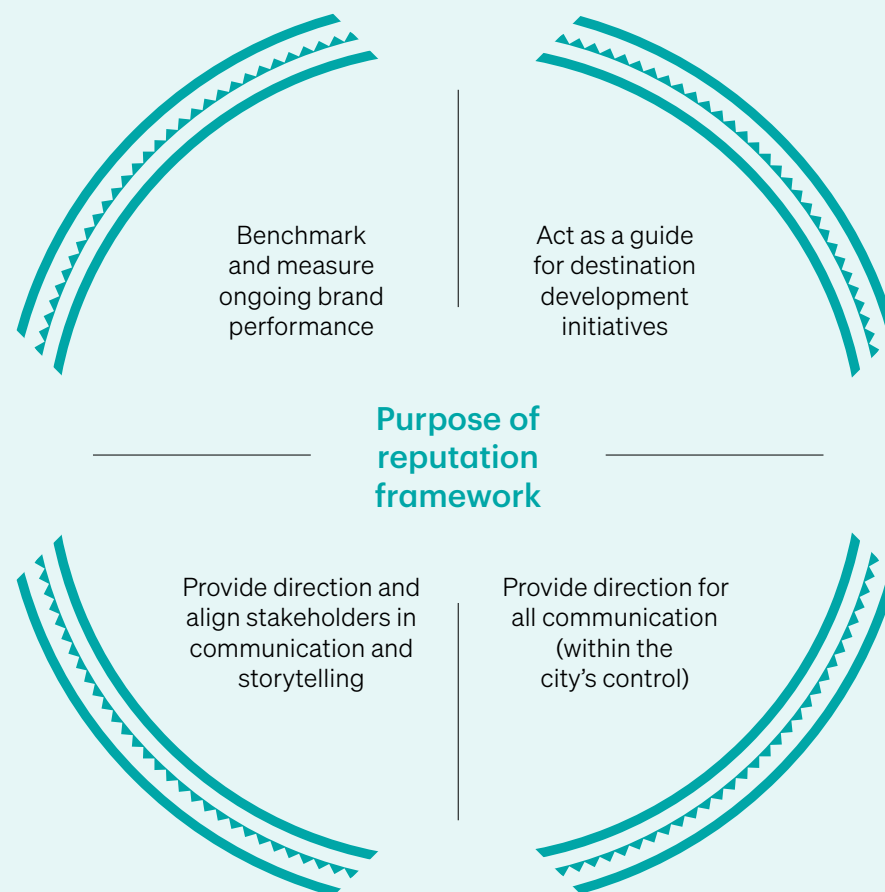
### Pūtake Purpose

Our identity is not a choice; it is a representation of who we are. Our brand, is a choice; it is how we actively present our identity to the world to enhance our reputation. By grounding our brand in our Place DNA™, we present ourselves in a genuine way that attracts the right residents, visitors, students or businesses.

A city's brand is truly the sum of its parts. City marketers can not create a brand - instead, the city brand is shaped by the people who live there, the experiences that happen within it and the stories those experiences create. Every interaction with a place affects how a person perceives its brand, which is why it is vital to understand what makes Auckland unique and ensure that the brand flows naturally from its identity. The reputation framework for Auckland is based on Auckland's Place DNA™.

A brand is a living thing and is perceived differently by every person. A Christchurch family with young children visiting in winter will see Auckland differently to a student from Germany who is considering Auckland as a place to study, or a prospective business from the United States contemplating a new location. This means that Auckland's reputation framework should serve as a template to deepen the experience and communication for each audience group.

Building a true city brand is a collective effort. Instead of leaving Auckland's brand to be owned and executed exclusively by a single organisation, the reputation framework and corresponding playbook should empower each entity to emphasise their unique attributes and contribute to a citywide story. This document has been created to help guide, inspire and unite the city of Auckland, partners, individuals and businesses in a common vision that strengthens the city's reputation. The framework serves as the compass that guides the communications and experience delivery.





# Pou tarāwaho rongonui

## Reputation framework

### Tauira Model

The heart and soul of a brand.

Essence



A guiding commitment to providing a distinct experience that will positively impact a person's life.

Promise



An articulation of the holistic experience that a destination provides through a person's interaction with the place that clearly conveys its distinctiveness.

Story



The core identity, personality, and defining attributes of a place.

Place DNA™  
Assets and Personality traits



# Tauākī pītau ira ā-wāhi Place DNA™ statement

Tāmaki Makaurau Auckland is a friendly and attractive place with a high quality of life. Shaped by maunga (volcanic cones), harbours and coastal waters, the landscape blends softly between varying shades of blue and green. From our beaches to our bush and our parks, this colourful and calming scene forever connects us to the whenua (land).

Home to iwi (tribes) of Tāmaki Makaurau, the origins of voyages and settlement frame the history of the Tāmaki Makaurau we know and love today. As a diverse city, we embody the Māori values of whanaungatanga (kinship), wairua (wellbeing) and kotahitanga (unity). We welcome you. We share this abundance with you. We open our doors to you. You are safe with us.

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Auckland the place where people gather.  
Auckland, the place desired by many.





## Pūrākau Story

A cohesive articulation of holistic experience that a destination provides through a person's interaction with the place that clearly conveys its distinctiveness.

A region of natural beauty and an unexpected urban scene, Tāmaki Makaurau Auckland invites you to be your best self with ease. Distinguished by volcanic cones, abundant parks and the surrounding sea, its natural environment inspires a land of opportunity and youthful energy that is captured by its dynamic population.

This is where your personal journey evolves as you engage with the residents' diverse cultures, all of which are united by their pride for the place they call home. Here you can experience the story of its origins, beginning with the journey of tangata whenua (indigenous people), and take part in shaping its future as a young, modern city on the rise.

Tāmaki Makaurau Auckland is a place with soul, whose spirit will stay with you long after you've left.





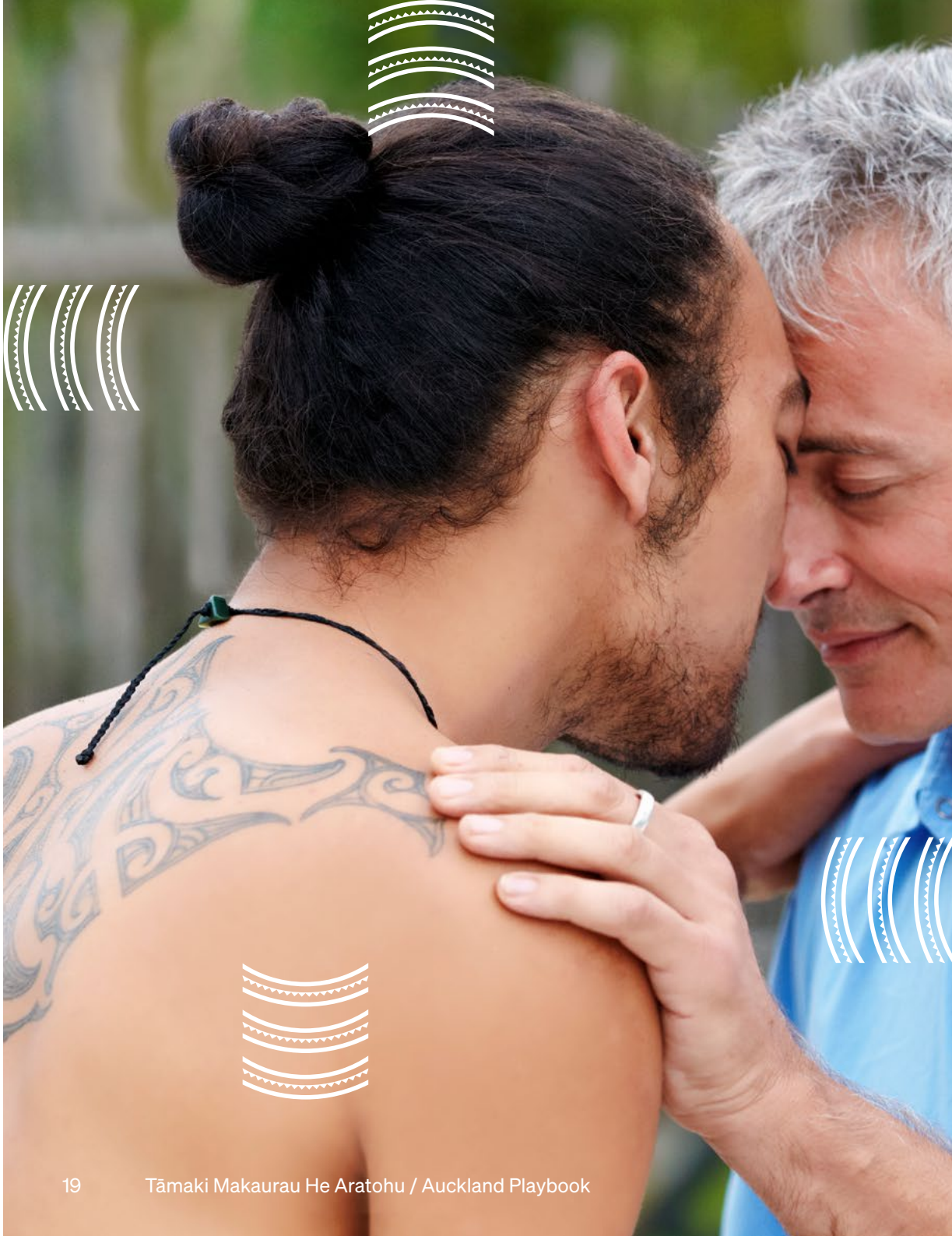
# Oati Promise

A guiding commitment to providing a distinct experience that will positively impact a person's life.



**Tāmaki Makaurau Auckland**  
is an open city where you can  
feel the heart of the earth





## Hā Essence

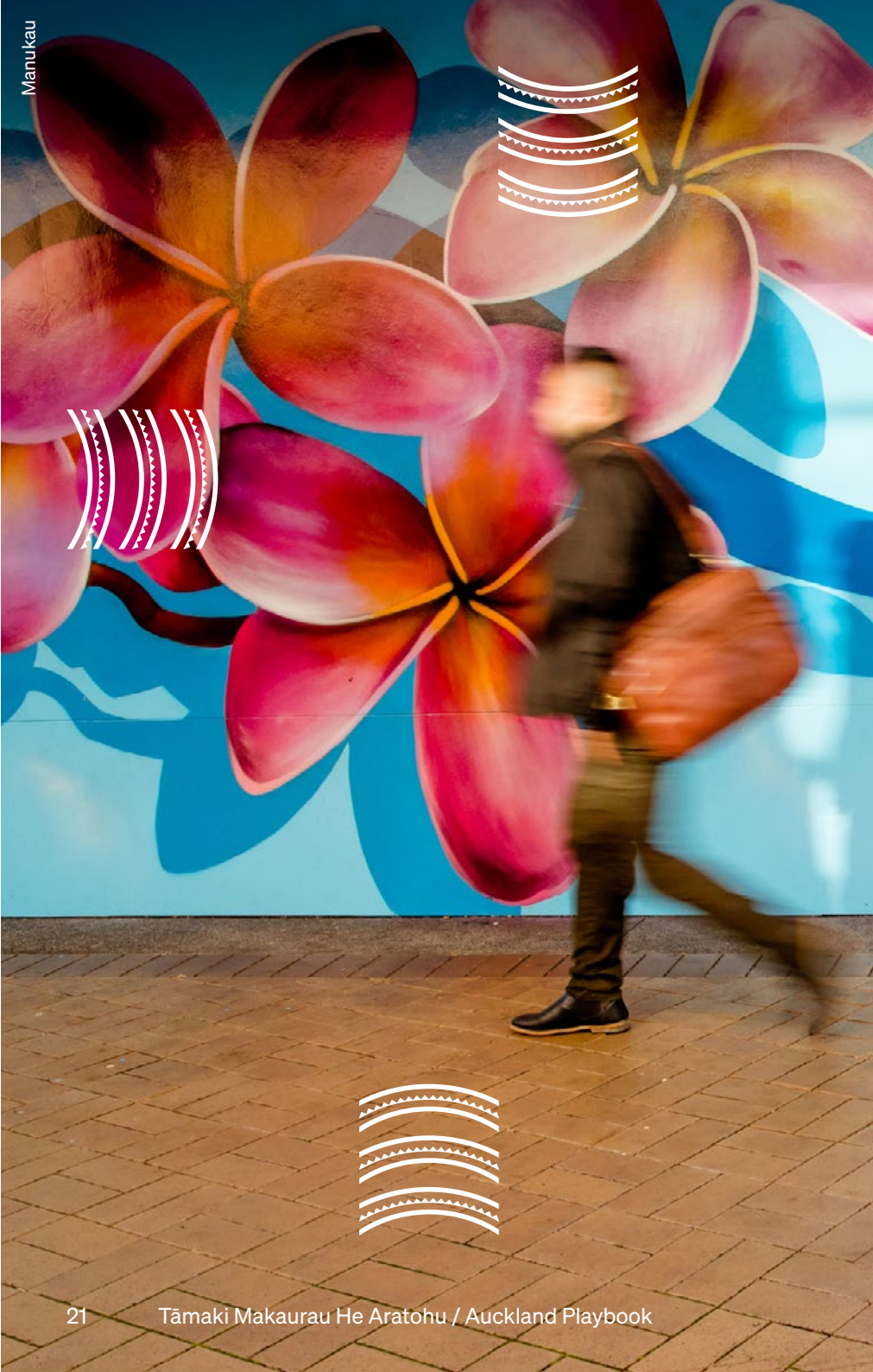
The heart and soul of a brand.

**Tāmaki Makaurau  
Auckland improves  
and enriches you**



# Ngā kaupapa ake Themes





## Ngā kaupapa ake Themes

In literature, a theme is considered the core of a story. It is the connective tissue that holds the story together and conveys a lesson, idea or concept integral to the human experience.

In city marketing, themes help people tell the specific stories that are most closely aligned with the city's Place DNA™.

Themes can also be found in places. Themes within places affect what you see (how a place looks) and what you feel (freedom, relaxation, danger). For example, Las Vegas's appearance is characterised by neon lights, expansive hotels with lagoon-style pools and buzzing casinos. In some ways, it looks like a theme park for adults. How people feel when they experience and interact with the place is aligned too. Everyone knows that "what happens in Vegas, stays in Vegas." People experiencing Las Vegas feel adult freedom, an absence of consequences, and lowered inhibitions.

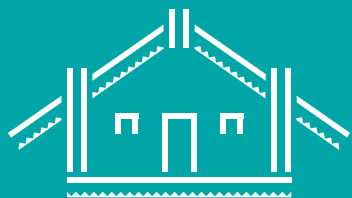
As in literature, the themes of a city are at the centre of its stories. Themes provide a compass for developing experiences and improving communication around the city's core truths. Genuine storytelling supports the themes that grow from the roots of the city's Place DNA™ and are essential to building a strong reputation. Each brand-driven story strengthens perceptions of experiences a place can claim as its own and become known for.

Ultimately, the theme is the source from which experiences and, as a result, stories flow.



# Ngā kaupapa ake ā Tāmaki Makaurau

## Auckland themes



He wāhi whai mana

### Place of mana

Māori values  
Life essence



He tōpūtanga ao

### Collective worlds

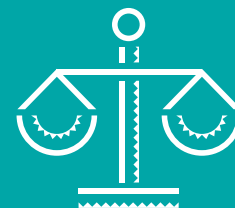
Bicultural  
Multicultural  
Unity in diversity



He wāhi  
whakakaupapa

### Playground for ideas

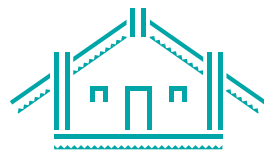
Inspiration and innovation  
Young and welcoming  
Good growth



He whakamarutanga  
ā-tāone

### Urban oasis

Balance  
Quality of life  
Restorative city



## He wāhi whai mana Place of mana

Tāmaki Makaurau Auckland is home to a living, vibrant indigenous culture that reflects the deep connection of our tangata whenua (indigenous people) to the whenua (land). Anyone who sets foot here can feel the warmth of our manaakitanga (our embrace) long before they can fully understand it – and every interaction with it is a truly genuine experience.

From sports to festivals, events to meetings, Māori culture is alive through the language, tikanga (protocols) and values that are practised and seen in our communities. We openly show our aroha (love), welcoming everyone we meet into our whānau (family) and into the korowai (cloak) of our city.

The mauri (spirit) of this city lies deep within its core. There is an extraordinary essence here that flows throughout our city, carrying stories from our tūpuna (ancestors) and delivering them to the generations of our future.







## He tōpūtanga ao Collective worlds

Our city is one of the world's most indigenous urban cultural experiences. And with one in three residents born elsewhere, we are enthusiastic about embracing diversity.

One city with many worlds, we are a hyperlocal collective of unique districts, each with its own identity. It is an outward expression of the many people who live here, where anyone can make themselves at home.

Sharing everything with everyone is our way of celebrating all people. We share our place and our abundance — what the land provides us, in all the flavours of the world. We share our stage as a UNESCO City of Music, with international headliners, local performers, hip-hop artists, Māori and Pacific urban beats and all who listen.

Auckland is both quintessentially Kiwi and surprisingly global, a hidden gem with an unexpected metropolis and the power to transform those who engage with it.







## He wāhi whakakaupapa Playground for ideas

As the youngest population inhabiting the youngest landmass on the planet, we are both young and young at heart. Our creativity is one you can touch, and our playful spirit greets new ideas with a will-do attitude.

Among the first to see the sun and home to four harbours, we are the engine of New Zealand and the gateway to the world; an urban playground where uber-early adopters and forward-thinkers can experiment with new businesses, all of which we welcome with manaaki – respect.

We value the art of inviting others to come as they are. Our openness creates a merging of people, a wealth of ideas and a land of opportunity while our deep-rooted values keep us grounded, placing people, nature and quality of life above growth at any cost. Ours is a place that promises infinite action, a strong community and a warm welcome.





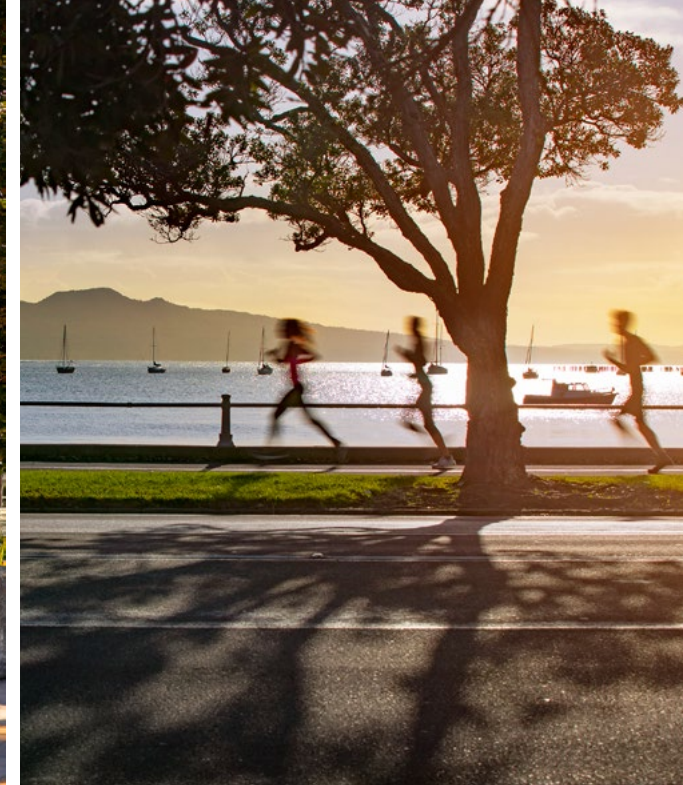


## He whakamarutanga ā-tāone Urban oasis

Surrounded by the Pacific, we let our lifestyle follow its example and flow with ease toward our passions. A mecca for water sports, from kayaking to swimming and surfing to sailing, we live our lives close to the water.

We connect modern experiences, like the America's Cup, to our ancestral roots by nurturing our relationship with nature and protecting our land and waters as kaitiaki (guardians). The land is a taonga, a gift from our tūpuna (ancestors), and we take care to ensure our urban development respects our environment.

Our values make Auckland a city like no other; they are a bridge between our nature, our culture and our future. Here, we have found balance in every part of our existence. Our city is a restorative urban oasis where the quality of life is perfectly matched by its peaceful lifestyle.





# 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



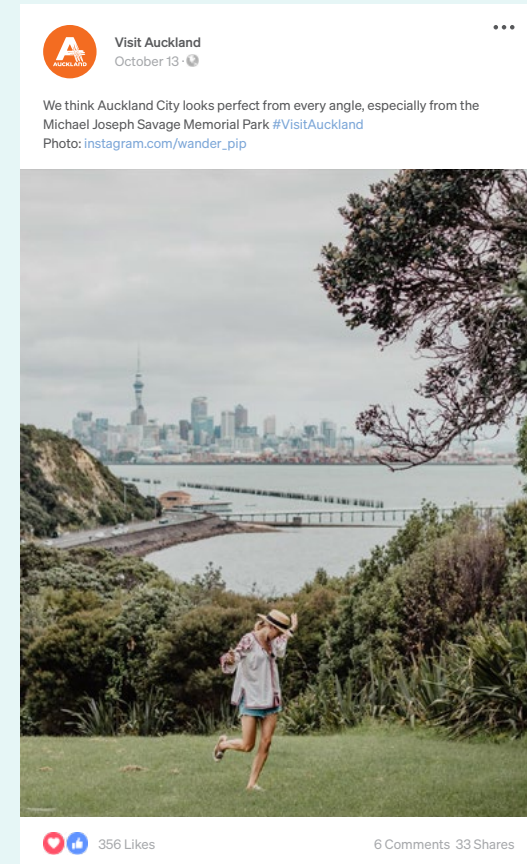
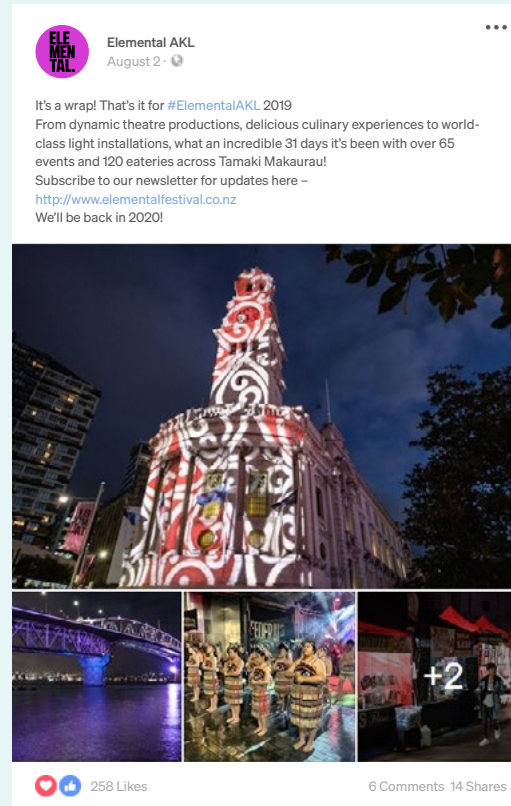
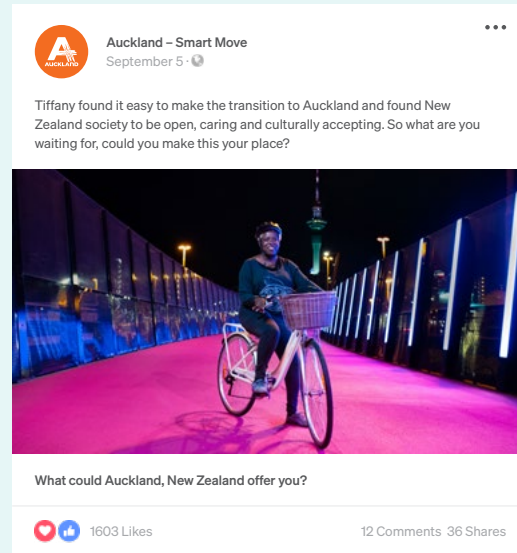
### Collective worlds



### Playground for ideas



### Urban oasis





# He tauira kōrero – he whakairinga

## Content examples – posts



A place of mana



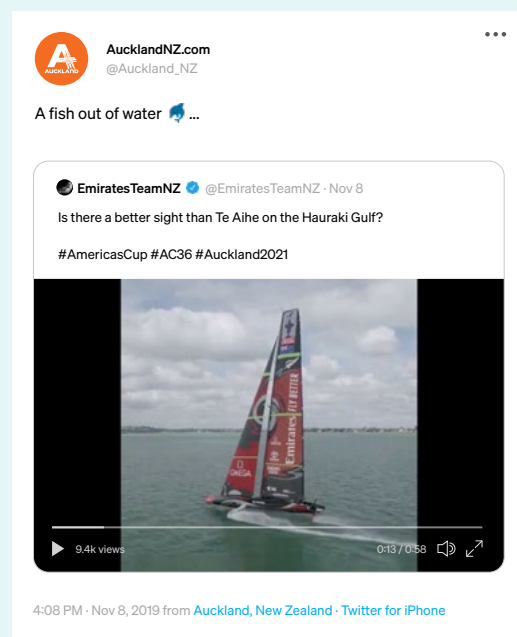
Collective worlds



Playground for ideas



Urban oasis



## 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.



Takutai Square, Britomart



## 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 [dredown.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.



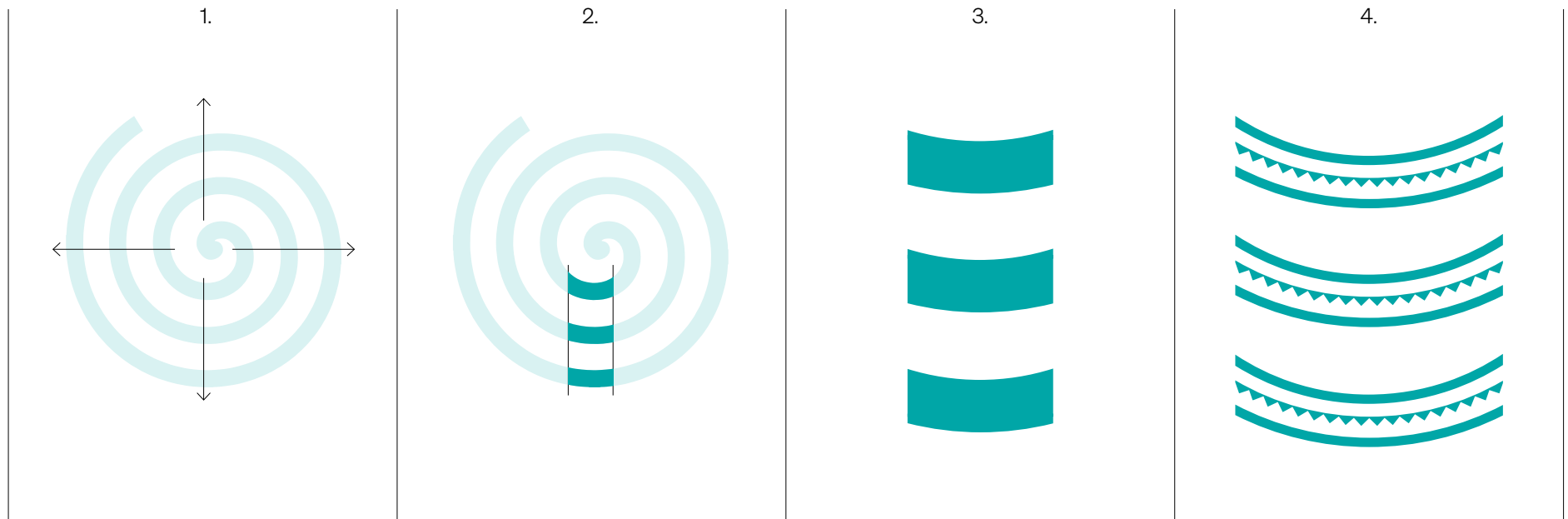




## Waitohu tauira aratohu Playbook pattern motif

This pattern represents the vital essence that runs through Tāmaki Makaurau Auckland - our people and place.

It appears throughout this document and depicts our maunga (volcanic cones), our moana (oceans), the energy and the connection of all things.



## Desk research appendix

Brand Auckland, 2008
Brand Auckland, 2014
AK2 study James Hurman, 2014
Tourism New Zealand brand guidelines, 2015
TRA report on value proposition, 2015
Wealth, Creators journey map, 2016
The F&B sector initial interviews – ATEED 2016
Brand Auckland, 2016
Global Auckland project, background paper, 2015
Feedback from Greg Clark, 2016
Auckland value proposition, 2016
The Global Auckland Story, 2016
New Zealand Story, 2018
National Mood Index, 2018
ATEED digital development discovery phase, 2018
Auckland music strategy 2018-2021
Tino Platform of the Independent Māori Statutory Board

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In alphabetical order.
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ATEED / Leon Rose: Page 9
ATEED / The Hood & Co: Pages 21, 23, 26, 34
ATEED / Todd Eyre: Pages 3, 5, 13, 27, 38
Auckland Art Gallery Toi o Tāmaki / David St George: Page 28
Auckland Council / Greg Kempthorne: Page 25
Auckland Council / Luke Harvey: Page 18
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Getty Images / Deniz Unlu: Page 26
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Getty Images / Mark Meredith: Page 20
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New Zealand Story / David Straight: Page 25
New Zealand Story / Tom Roberton: Page 35
Zoomslide / Faanati Mamea: Page 23

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