VISITBRITAIN CONTENT GUIDEBOOK
How to turn great strategy and thinking into even greater content.
VisitBritain has had a little re-vamp to help push and re-define the way we look and speak to our customers. This guide gives you practical, hands-on advice on how to create unmissable content. It's aim is to get the right message, to the right person, at the right time, and in the right place. Sounds like a lot, but it's easier than you think, and if it helps our audience decide to come and visit us, it's all worth it.

Use the handy links below to jump straight to what you're looking for:

Our new Brand Proposition & Digital Principles
Content Objectives & Strategy
Our Global Audiences
How we look
How we talk
Our channels
Good Housekeeping
Creating a more vibrant, experience-led brand
Our new brand proposition and digital principles

Call it ambition
At VisitBritain, we’re taking a more emotional and experientially driven approach to portray Britain as ‘the world’s most wonderfully unexpected island’. We have new tone of voice and visual guidelines to reflect this, giving you all the information you need to go out and get creative.

More experiential
We’ll create content which delves into activities and contrasts cities with countryside to give people a more multi-faceted view of what it’s like to live in Britain. Highlighting these experiences also creates greater engagement for our audience – which is further brought to life by blending the expected with the unexpected, leading to a journey of self-discovery. And it’s all about the journey.

Video impact
Video now plays an increasing role in people’s consumption habits, and lends itself to showcasing experiences. We’ll be creating more video content and boosting its reach using paid media, as well as syndication. However, styles and formats which we know work well will remain, such as lists, blogs, short form content and images.

Smarter feedback
We’re putting a greater emphasis on making sure each piece of content has a clear role and set of KPIs. Using the Test & Learn programme, we’ll develop fresh hypotheses for what makes content great, along with our on-going quest to become more data-informed.
Urgency-driving digital principles
Our new brand proposition and digital principles

Inspire everyone, everywhere
Planning a holiday can take you on different paths. And when people engage with VisitBritain, we don’t know which stage of the holiday planning process they’re in. That’s why every moment and every touchpoint should inspire people to come and visit us, right here, right now.

Scale up
We want to reach more people than we currently do. By investing in activities such as paid social media, you can reach a larger proportion of your target audience(s).

Focus
By minimising the number of digital channels used, you can achieve more scale and impact in the right context with the ones you do.

Mobile first
Create content with mobile and tablet use in mind, even during the planning stage where desktop is typically used more.

Use our channel ecosystem
While we trial the balance of paid media verses earned/owned media, use ‘Paid support’ and ‘Partner syndication’ to go beyond fans and target a broad audience.
Content objectives and strategy
What to consider before getting started
The customer journey to the world’s most wonderfully unexpected island

When creating content, choose a job for the content to do, the type of content you need to make, and the channel(s).

Customer journey stage
- passive inspiration
- active ideation
- exploring options
- building itineraries
- growing anticipation
- on the ground
- sharing & advocacy

Customer want
- Inspire me
- Help me decide
- Make booking easy
- Help me plan
- Reassure me
- Show me what’s around
- Make it easy to share

Content type
- Inspiration content
  - Showing the variety and richness of the experiences people can have in Britain: Inspiring people to choose Britain as their destination

- Trigger content
  - Reasons to come now: Showing people that Britain is bursting with ‘must see/do now’ activities

- Planning content
  - How to make it happen: Helping people plan a remarkable trip

Function of content
- Buzzseekers: Enjoyment
- Explorers: Discovery
- Buzzseekers: Immediacy
- Explorers: Curiosity
- Buzzseekers: Possibilities
- Explorers: Depth

Ampification content
- Sharing UGC on our channels about great experiences people have in Britain

Paid & Owned
Paid & Owned
Paid & Owned
Paid & Owned
Paid & Owned
Paid & Owned
Earned & Owned
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Earned & Owned
Our content mission

To ensure that Brand Britain has a world class content marketing ecosystem that’s compelling, coherent, comprehensive and cost effective in its approach to encouraging more visitors to Britain.

1. ALWAYS ON CONTENT
   Commissioning, curating, co-creating and creating. Developing frameworks, guidelines, tools and providing expert industry advice driven by customer centric data insights that address audiences’ differing content needs across the decision journey.

2. DISTRIBUTOR
   Build and extend relationships with ‘high reach’ partners to create, co-create and curate content that adds value and goes to wherever the customers are.

3. (contingent on 1. & 2.) LEADER
   Advising other members of the ecosystem on content creation and optimisation in order to nudge the decision to visit Britain more effectively.

Enablers

| The right tools and tech to enable agile working and collaboration |
| Governance structure to facilitate collaboration between ecosystem partners |
| Staff with in-depth specialist skills and experience to lead on and share content best practice |
| Test and learn methodologies embedded to drive insights, innovation and effectiveness |
Our content marketing model

**Top tip:** Always start with customers and clarity about the role and purpose of the content being created across the customer journey.

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
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<tbody>
<tr>
<td>Customer centric</td>
<td>Identify the key customer segments and the role and purpose of the content being created.</td>
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<tr>
<td>Data-driven audience insights and continuous data analysis</td>
<td>Continuous insights to understand our varied audiences’ needs, wants, goals and behaviours across the customer decision journey. Data should be forward looking, not an afterthought.</td>
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<tr>
<td>Clear objectives and KPIs</td>
<td>Pinpoint specific objectives for content across the decision making journey.</td>
</tr>
<tr>
<td>Relevant and engaging content</td>
<td>Identify the right functional, emotional, cultural, and contextual cues for storytelling that fit with our brand and tone of voice.</td>
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<tr>
<td>Distribution</td>
<td>Surfacing the right stories in the right channels at the right time and in the right context.</td>
</tr>
<tr>
<td>Agile delivery, measurement and optimisation</td>
<td>Continually measuring, learning and striving to improve effectiveness.</td>
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</tbody>
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First things first

Before creating new content, we need to ask ourselves the following…

- What is the role and purpose of this content?
- Is there anything on the site or in the asset library that could be re-used, edited or re-purposed to fulfil the brief?
- Is it the only/best way to achieve the goal?
- Where would it sit in the Global Content Calendar, and do we have enough time to produce it? (see slide 11 for more detail)
- Is VisitBritain the best organisation to make this content?
- Who else could/should contribute to this piece?
- Is VisitBritain the best organisation to publish this content?

In most cases your answer will be yes to all of the above. But it’s always good practice to double check.
Once we have understood the need to create content, we need to get the brief right. Here’s some questions you should ask yourself:

- Why are we creating, co-creating or curating this content?
- What business objectives/priorities does it meet?
- Who are the key stakeholders?
- Which KPIs should be monitored and how will we measure? (use slide 11 for starting points)
- Who is the target audience?
- What is the best channel to reach them on?
- What data insights do we have?
- What is the opportunity for joined-up working?
- How will will we share insights and learning?
- How much budget is/should be allocated?
- Should it be supported with paid media?
Aligning with the Global Content Calendar and scheduling

- Refer to the shared Global Content Calendar to understand what’s being produced and when.
- Schedule posts up to three months in advance – possibly longer for evergreen and core content.
- Have a clear rationale and structure for posting at least two weeks ahead to make sourcing and writing copy easier, and ensure it’s joined up to other channels.
- Plan keywords in advance and add them to the calendar as soon as possible, so social teams can use them as a starting point for hashtags and copy.
- Use seasonal themes to guide what content should be posted.

Access the Global Content Calendar here >
Paid, owned and earned media channels

**INSTAGRAM**
Use for inspiration and amplification.
Primarily for Buzzseekers. Visual inspiration filled with experiences, impact and engagement are key.
OWNED, PAID & EARNED

**YOUTUBE**
Video hub to serve video content at all relevant stages in the consumer journey.
OWNED

**FACEBOOK**
Use for inspiration and trigger.
Carry all audiences through their consumer journey with relevant and timely content for each stage.
OWNED, PAID & EARNED

**WEBSITE**
Use for trigger and planning.
The VisitBritain website helps all audiences plan their journey. People will come here from social/paid or search. Be useful, engaging and enable action.
OWNED, PAID & EARNED

**PARTNERS/INFLUENCERS**
Broaden reach and engagement across the customer journey.
PAID & EARNED

**EMAIL**
News and must-do information to inspire subscribers to book, and to give those who have already booked more to do while they are here.
OWNED & PARTNER

**TWITTER**
Use for inspiration and trigger.
Sharing timely, trend and news driven content for all audiences, especially Buzzseekers. Retweet content from partners and influencers.
OWNED, PAID & EARNED
Our global audiences
That’s who we are talking to, what they care about, and how they behave
What does our audience want?

Buzzseekers
- Consider themselves trendsetters.
- Prefer to be spontaneous: always looking for more and searching for new ideas.
- Driven by fun – even better when it’s twinned with personal growth.
- More likely to use alternative accommodation like Airbnb.
- Heavily digital and mobile-first – some are mobile natives.

ALL-IN CONTENT
Content that projects excitement and dynamism: an assault on the senses
- Much shorter, digitally native and multimedia formats. Video content is key.
- Digitally savvy – reflecting broad trends in digital culture.
- Bright, fast-paced and punchy tone of voice.
- Film, music and celebrity cultural references.
- ‘Unexpected’ framed as **unmissable experiences for the insatiably up-for-it.**

Tonal references

Explorers
- Prefer to plan most things in advance and are not overly concerned with image, brands or kudos.
- Like to live ‘like a local’ off the beaten track, with some predictability and comfort.
- Motivated by nature, culture, history, and ‘must see’ experiences.
- Tend to use more offline media (guidebooks, leaflets, and printed newspapers) as a source of inspiration and guidance.

KICK-BACK CONTENT
Content that stimulates curiosity and new ideas
- Longer content and stories for more leisurely reading.
- More practical information to build a sense of security and help with planning – including interactive tools.
- ‘Classic’ cultural references – historical and literary figures.
- ‘Unexpected’ framed as **discoveries and rewards for the curious and independently minded.**

Tonal references
What does our audience need?

**BUZZSEEKERS NEED ALL-IN CONTENT:**

- We reflect Buzzseekers’ hunger for new experiences that show them another side of a place – or themselves.
- Our web content should give a sense of the buzz they’ll experience – they should feel vibrant, exciting and dynamic – and help Buzzseekers to make these vivid dreams a reality.
- Social proof is key – they need to feel that other Buzzseekers have discovered and enjoyed their experience – so tell stories and show examples of Buzzseekers enjoying everything Britain has to offer through user generated content (UGC).

**EXPLORERS NEED KICK-BACK CONTENT:**

- We reflect Explorers’ desire to learn and grow from their trips and show them discoveries and places ‘off the beaten track’ that they’ll love, and help them to plan in enough detail that they will feel comfortable to explore for themselves.
- Posts should give a sense of exploration and curiosity – they should feel full of intrigue, full of promise and still have a sense of the good things in life.
- Personal satisfaction and enjoyment is key – show hidden gems and unique, personal experiences.

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“Some of my friends made [Britain] sound amazing. How can I make it an even better trip for me?”
- US Buzzseeker

**Inspiration content**

- Buzzseekers: Immediacy
- Explorers: Curiosity

**Trigger content**

- Buzzseekers: Excitement
- Explorers: Discovery

**Planning content**

- Buzzseekers: Possibilities
- Explorers: Depth

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“It has been on my bucket list for a while…”
- Explorer Australia
Visual identity and tone of voice

How we look and sound
Brand Britain: How we look

By reflecting our brand values in our imagery, we’ll show Britain at its Instagramable-best.

**Top tip:** Imagery should tick at least 3-4 of the following boxes:

- **Unexpected** – offering a new perspective on icons
- **Emotion**
- **Pace/energy**
- **People**
- **Colour**
- **Experience**

Use images and videos that show a variety of experiences and aspects of Britain, helping to inspire people to find out more.
Brand Britain: On-brand images

Images with emotion, pace/energy, people, colour, experience, unexpected perspectives on icons.
Brand Britain: Off-brand images

Images that are washed out, flat, dull, straight on shots of well known icons.
How we look in Stories

Stories are similar across Facebook and Instagram.

Pro: Stories provide an immediate connection to early adopter audiences, so are likely to work best for Buzzseekers.

Top tips for Stories:

- Use them to post time-bound, eye-catching content that is clearly labelled to excite and educate the viewer.
- For paid Stories, consider recycling content e.g. 24 hours.
- Stories are a mobile format and have to be posted from a phone (though it's possible to use existing images).
- Stories display vertically and take up the whole screen.
- They are timed and expire once watched, but can be saved as features on each channel, adding a richer user experience.
- For organic content, users expect to watch content that has been created live to give a more authentic 'in the moment' experience.
- Stories are a vital way to support partner activity, promote influencer activity in themed batches and can also drive traffic to the website.

How-to guide from Social Media Examiner: https://www.socialmediaexaminer.com/how-to-use-facebook-stories-for-marketing/
How we look in Videos

Video will mostly be content that inspires, with media spend behind it to find our audiences while they are browsing.

**Top tips:**

- The first three to five seconds are key – and on mobile there is even less time (as little as 0.25 seconds) to capture people’s imaginations, so make sure the first few frames are eye-catching and impactful. Even a skipped view is valuable.

- Many people are scrolling through videos with their sound turned off, so colour, movement and subtitles are key.

- Tell an engaging story.

- When posting a video to Facebook, all videos should be posted to Facebook’s own video library feature.

- Twitter and Instagram are also worth considering when posting video content.
Brand Britain: How we talk

Britain is a vibrant place filled with experiences, quirks, things to see and do. When we speak, we want to embody all the things that make us unique.

Diagram:

TONE OF VOICE

- Playful
- Helpful
- Knowledgeable
- Celebratory

and not...

- Irreverent
- Instructional
- Pompous
- Smug
PLAYFUL:
We don’t take ourselves too seriously and like to be playful with our traditions and quirks.

PASSIONATE:
We’re unashamedly passionate about all that’s brilliant, bonkers and utterly British about our country – but we don’t reinforce clichés. We’re here to show our other side.

STRAIGHT-TALKING:
We’re not detached. We don’t boss or bore, and we’re not try-hard or ultra-hip. We’re straight-talking with an unassuming charm.

UNEXPECTED:
From unexpected experiences in all our corners and cultures, there’s always something new to discover – even for us. We get the same excitement as the traveler and love to share our knowledge.

E.g. We’re not usually the type to boast. Britain is where the show simply goes on, come rain or shine. Just think of all those bodies dancing in the mud at Glastonbury or the theatregoers in their transparent rain ponchos gasping at the last scenes of an outdoor performance of Othello. We’re a spritely bunch in the rain and nothing short of rapturous when the sun’s out, even if it’s only 13 degrees C.

E.g. Glasgow parties hard. And there’s a sprawling hangover busting brunch culture to revive the city. Start at Stravaigin, the Scottish word meaning ‘to wonder aimlessly with intent’. This homely place serves everything from full Scottish breakfasts to Indonesian nasi goreng.

E.g. There’s plenty to love about Scotland's ancient capital, from swish cocktail bars in historical landmarks and quirky museums to volcano climbing and secret caves. Here’s how to spend 24 hours in Edinburgh.
Brand Britain: Tone of voice – Dos

Use short, active sentences
Stick to a simple structure with one key idea per sentence. Use a variety of verbs to inject some energy and action into the content. And avoid using too many adjectives.

Signpost using sub headers
Use clear subheads to break up a long paragraph. So, if you’re talking about eating and drinking in a city, split it into two clear sections – this also helps boost Search Engine Optimisation (SEO). E.g. ‘How to get to Liverpool’ rather than ‘Getting there’.

E.g. Swap your daily commute for an adventure in the Elan Valley. This wild playground in the heart of Wales is best explored by bike. Bring your own or hire one from the Visitor Centre and get ready for epic views with every gear change.

Walk off lunch on the self-guided Leeds Owl Trail. Twenty-five owl statues roost along the route past key Leeds’ heritage sites. Look carefully and you’ll spot owls everywhere, from the modern Trinity Centre to the Victorian Town Hall. Why owls? Three of them feature on the Leeds Coat of Arms.
Bring excitement, if it’s authentic
Make the reader want to be there, to experience a destination or event, and to share it with their friends. Zoom in on details to create an atmosphere. If you haven’t been to the destination you’re writing about, put in a little extra effort to research it and celebrate it.

Think like a local
Show how multi-faceted Britain is with both expected and unexpected experiences together – either as a complement or contrast. Or find a unique angle to describe our expected icons in an unexpected way.

Use keywords naturally
Never crowbar them in. Stuffing keywords into your content can lower the SEO ranking. And when it comes to headlines and subheads, try to think about the terms people use when searching for information online.

E.g. The pub reigns supreme on every front, from the imaginative interior created by local craftspeople to the cool clientele (Jude Law was snapped here recently). The food and drink follow suit… think lush local craft beers and seasonal small plates. Oh, and why not pick up a load of sourdough on your way out too.

E.g. There’s plenty to love about Scotland’s ancient capital, from swish cocktail bars in historical landmarks and quirky museums to volcano climbing and secret caves. Here’s how to spend 24 hours in Edinburgh.
Brand Britain: Tone of voice – Don’ts

**Use empty adjectives**
Make every word count. Describe what makes something amazing, beautiful, stunning or cosy. Don’t just state that it is. Otherwise you’ll come across like an Estate Agent, and no one wants that.

**Use superlatives**
Unless you’re 100% sure that something is indisputably the biggest, smallest, most expensive etc. – and isn’t likely to be overtaken any time soon.

**Use jargon**
Always use the full name of attractions. That way our international audience can easily understand.

E.g. The ancient town centre of Bath boasts stunning architecture. Visit the jaw-dropping countryside of Yorkshire. The picturesque Peak District offers 555 square miles of beautiful valleys, quaint hamlets, and secluded wooded glades.

E.g. ‘Shakespeare’s Globe theatre’ not ‘Shakespeare’s Globe,’ or ‘St Paul’s Cathedral’ not ‘St Paul’s’.
**Brand Britain: Tone of voice – Don’ts**

**Tell people what to do**
You don’t know if something is ‘perfect’ or ‘ideal’ for the reader. Likewise, don’t tell the reader they ‘must’ do this, or that they ‘will love’ that. Let them make up their own mind.

**Don’t overuse the same words or phrases**
Almost every writer has one or two favourites which seem to creep into every article.

**Don’t sacrifice sense for style**
You can be informal, but always be grammatically correct.

**Don’t assume knowledge**
Don’t assume any product or geographical knowledge. Always mention the area of the country as well as the county to help give context.

E.g. ‘However’, ‘as well as’, ‘why not…?’ or ‘that’ throughout the copy too many times.

E.g. ‘East of the England’ makes more sense than simply saying ‘Suffolk’.
Six rules for writing

Top tip: bear in mind George Orwell’s ‘Six Rules for Writing’. Genius.

1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word or a jargon word if you can think of an everyday English equivalent.
6. Break any of these rules sooner than say anything barbarous.
Our channels
Channel nuances and what content is best in each
Six rules for writing

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Website</th>
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<tr>
<td>• Think short and snappy. Posts of 40 characters or less are ideal. Try not to go over 100 characters.</td>
<td>• Posts that are punchy and enticing alongside our Instagrammable images tell a deeper story.</td>
<td>• Despite the increased word allowance to 280 characters, try keeping your Tweets short and snappy.</td>
<td>• Make sure that all the key information about a piece of content is contained in the first paragraph.</td>
</tr>
<tr>
<td>• When doing paid activity it is essential to predefine what you want the content to do, and factor this into the strategy accordingly.</td>
<td>• Ensure that copy contains hashtags that are trending in travel and also content-specific, so the posts are easy to find and are more discoverable.</td>
<td>• Ensure that copy contains hashtags, with a focus on what is trending. Two or three is the recommended maximum. #LoveGreatBritain is our hashtag, but doesn’t need to be incorporated into every post.</td>
<td>• Ensure that copy contains keywords that relate to H1 tags, but don’t over-do it. As long as words are used naturally in the content, they will work for Search Engine Optimisation (SEO)</td>
</tr>
<tr>
<td>• You can longer use ‘click bait’ call to actions in copy, e.g. vote using emojis, tag a friend, share to win. This is penalised by Facebook and may affect each/engagement.</td>
<td>• For Instagram Stories, always use location tags to educate followers, and so the content gets pulled into a geo-tagged story. Hashtags are also a great tool for Stories to get your content discovered by users who aren’t necessarily followers.</td>
<td>• Add in emojis so users can interpret information in the Tweet faster. They add colour, context and can also be used in place of words. Though these need to be used sparingly, and always need to be relevant to the content.</td>
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How we talk – in hashtags

Keywords – in the form of hashtags – form the basis of search for Instagram and are important for discoverability on Twitter. That way our audience can find VisitBritain content while they are browsing through subjects.

Trending hashtags are a source of inspiration and news, and can often be used in a playful and interesting way. Look out for trends and tag these when relevant.

**Top tips:**

Think about how a trending hashtag could apply to your post – either literally or with a sense of humour. And always use the #LoveGreatBritain hashtag on Instagram – it also reminds our followers to use it, so we can find great UGC.

**Instagram**
- Use multiple hashtags. E.g. where the image was taken (tag as closely as you can, as well as regionally and to the nearest well-known town or city).
- Remember users may not necessarily be searching for Britain, so broader travel hashtags help users looking for inspiration.
- Use trending travel hashtags over content-relevant ones as these make content more discoverable.
- Only after you’ve used travel-specific hashtags is it then good to narrow down to image specifics.
- What type of image is it (a landscape? A close-up? Does it fit within any trending images types or fads?)
- What is the most prominent colour in the image (if there is one). Does it show adventure, fun, culture, countryside?
- It’s good practice to also add in the DMO’s Instagram hashtag.

**Twitter**
- Always try and link a Tweet to a trending topic.
- However if it doesn’t fit into any category and is quite niche think about the content of the tweet – what one word would you use to describe it?

**Facebook**
- Hashtags have very limited functionality and use on this channel.
How we talk – in SEO

SEO should always be at the heart of our content – not only in the content itself, but in how we use tags and metadata. We use SEO best practice to make sure our content is easy to find when our audiences are searching through engines like Google.

Pick the right keywords

- Google AdWords and SEO keyword tools can help us to find the best keywords to optimise our content.
- Make sure that you’re not being spammy in how these keywords are used – they just need to be included in the copy in an honest, authentic way.
- Certain high priority keywords should also be used in titles and subtitles.

Link to trusted sources and ask for backlinks

- We can improve our visibility on Google by linking to other trusted sources – like the VisitBritain shop or our commercial partners.
- It’s just as important for our partners to link to our website. Backlink building like this can take time, as you’ll need to build up a professional relationship with our partners, but it’s worth the effort.

Use headers and alt-tags to tell search engines about our content

- The way Google reads web pages means it’s always important to make sure that the content of the page matches all the information about that page, AKA, the metadata.
- Titles are important to Google. Make sure the subject is really clear, and that similar words are used in the title and the content.
- Using descriptive alt-tags on all images is great for accessibility, and helps Google to see that the information is related and belongs together – which improves our page rank.
Tagging

We use tags to understand how people are finding and using our content, and what they’re most interested in (as well as what we have).

Attribution tagging

• All content must be tagged for attribution, so we can better understand what’s really happening for our audiences as they plan and book their trip.
• We need to know what it is that really compels them to come to Britain – so we can do more of it in the future.

Tagging for relevance

• It’s important that we understand the kinds of things people are most interested in, so we can form the right partnerships, make the right types of content and be highly relevant to our audiences.
• Subject-based tagging also means we know what we have available to us. We’ll also be able to see where our content gaps are, which will then help us plan our editorial calendar over time.
How to create great content for VisitBritain’s Instagram

What sort of content works best for us?
• Thumb-stopping, well-tagged images that show another side to Britain.
• Great user content showing the depth and breadth of experiences available in Britain – and the stories behind them.

What should we create for this channel?
• Draw on film and TV references as well as influencers, trends and our own seasonal content to engage and entertain our audiences.
• Re-gram eye catching UGC that celebrates the brilliant and bonkers side of Britain.

Getting the mix just right
• We can use a mixture of our own/partner organisations’ content and re-gram user generated content. The majority of posts should be UGC content, and where possible partner content should also be UGC.
How to create great content for VisitBritain’s Facebook

What sort of content works best for us?

- Entertaining, immediate and accessible stories that people will want to share, so Britain becomes part of people’s one-to-one and networked conversations.
- Post an even mix of ‘kick-back’ and ‘all-in’ content to make the most of the Explorer audience on Facebook and help both audiences find the exciting, unexpected and vibrant to Britain that they are looking for.

What should we create for this channel?

- **Impactful** stories, videos and image that will inspire the idly curious.
- Seasonal and experience-based content linked to other parts of the VisitBritain ecosystem (e.g. website and partner sites) to **trigger** people to book things they wouldn’t want to miss.
- **Links** to itineraries, list and to-dos to help our audiences.
- **Draw.** On pop culture references, as well as influencers, trends and our own seasonal content to engage and entertain our audiences.

Getting the mix just right

We can use a mixture of our content and content from partners (80%) and share timely and relevant user generated and news content (20%).
How to create great content for VisitBritain’s Twitter

What sort of content works best for us?

- Immediacy is crucial on Twitter. Post timely, relevant tweets that link to our deeper content and help our audience see the richness and variety of Britain and think of it as a place to visit now.

What should we create for this channel?

- Use a fast-paced, news-style approach to share content to a broad audience, and be a part of current trends and conversations to ensure we are seen as vibrant and current.
- Tweets that entice our audience to our content and our partners’ content on other platforms.
- Twitter cards, showcasing UGC and our own posts from Instagram.
- Retweet interesting and inspiring content from influencers, partners and our audience.
- Listen out for pop culture, local or passion-related references that we can be part of.

A watch-out

- Be aware of the tone of conversations – Twitter is full of light hearted banter, but it’s also home to controversial opinions, adversarial conversations and outright trolling.
- If in doubt, don’t engage.
- If something is heavily political, attacks the brand of VisitBritain, or is escalating past one user trolling a post, it should be screengrabbed and flagged to the corporate team.

Getting the mix just right

- Use a mixture of our own content and re-tweet influencer, partner and user generated content.
- Twitter is growing younger as a channel, so lean towards Buzzseeker rather than Explorer content.
What sort of content works best for us?

- Trigger and planning content, with a clear focus on utility and helpfulness.

What should we create for this channel?

- We will use our website as a hub of content to show our audiences what they might experience on a trip to Britain and to help them plan their visit.
- Interest-based content – including film and TV-related content - that brings together related experiences across several locations to show that the whole of Britain is vibrant and bursting with things to do.
- Experience-led content that helps our audiences to picture themselves enjoying the best of what Britain has to offer.
- Location-based content with a wide range of options that will appeal to a specific audience (based on a city or city/country contrasts, or within a radius).
- First person content that offers a fresh perspective on the possibilities of a trip to Britain, such as posts from influencers or guest bloggers.

Formats

- Practical, helpful itineraries, maps and tools to help people plan.
- Numbered lists and listicles work well for our web content. We can use this as a core format.
Good housekeeping
Things to remember when creating content
Two ways to share UGC and influencer content

Re-tweeting others’ posts

• Check the user’s account first to make sure there are no potential problems with the things they say: we don’t want to be seen to be giving publicity to people who don’t share our values, or who regularly post controversial things.

• Make the most of Twitter’s new 280 character limit and add a little commentary or context to the retweet – aim to stay under 100 characters though – essays aren’t good look.

• Link to an action or a next step wherever possible.

• Make sure all the information is included from the original tweet.

• Always tag #LoveGreatBritain and use relevant tags for searchability.

• Always seek permission when updating information or uploading images and videos featuring consumers or companies.

• Always ask permission for any copyright protected content or assets.

Twitter Cards

• We use Twitter Cards to share great images and other types of content.

• We re-post content from our Instagram feed and showcase great UGC, adding consistency to our channels.

• The sources we use are similar to Instagram:
  • Instagram inbox images sent to us directly
  • Images which have been tagged with @VisitBritain

• Always make sure that creators are properly credited and include a link to the original source of an image or piece of content.

• If you are unsure about image rights or technical details, check before posting.

Re-gramming

When posting:

- Always tag the image creator in the image and include them in the copy.
- Always add a geo-location tag to the image.
- Always add a fact about the destination or repurpose the original creator’s comment/story.
- Always include #LoveGreatBritain and use other relevant hashtags for searchability.
- Don’t use the term ‘re-gram’ as this doesn’t feel authentic.
- Always seek permission when updating information or uploading images and videos featuring consumers or companies.
- Always ask permission for any copyright protected content or assets.
- Where possible, always tag the relevant DMO into the image.

Where are the images taken from?

- Instagram inbox images sent to us directly
- Images which have been tagged with @lovegreatbritain
- Its best to search for images through the search function on Instagram. This will give you the top performing posts, as well as the most recent.
- It’s fine to use an image that we haven’t been tagged in or that hasn’t used our hashtag, as long as we get written permission from the user.
Our review cycle

Freshness plays a key role in our audience’s experience – and in SEO. That’s why we review and refresh our content using two cycles.

**Trigger content – six month review**
- All content created for this stage of the consumer journey needs to be checked every six months to ensure that links still work, that the content is still relevant and any dates or linked events or attractions are updated or removed.
- If a piece of trigger content is performing well and is kept on the site as evergreen content, it will become part of the continual optimisation programme.

**Planning content – annual review**
- Planning content should have a longer lifespan, and needs less frequent updates to links, dates and subject matter (e.g. annually).
- This content should be frequently reviewed (at least monthly) to optimise its performance, based on audience insights and KPIs.
The content we create and use across our paid, owned and earned channels is the perfect way to engage with our audience and showcase Britain as ‘the world's most unexpected island’.

If you have any questions that relate to anything in this guide, please contact the team who will be happy to help.

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