

# Social Media Playbook

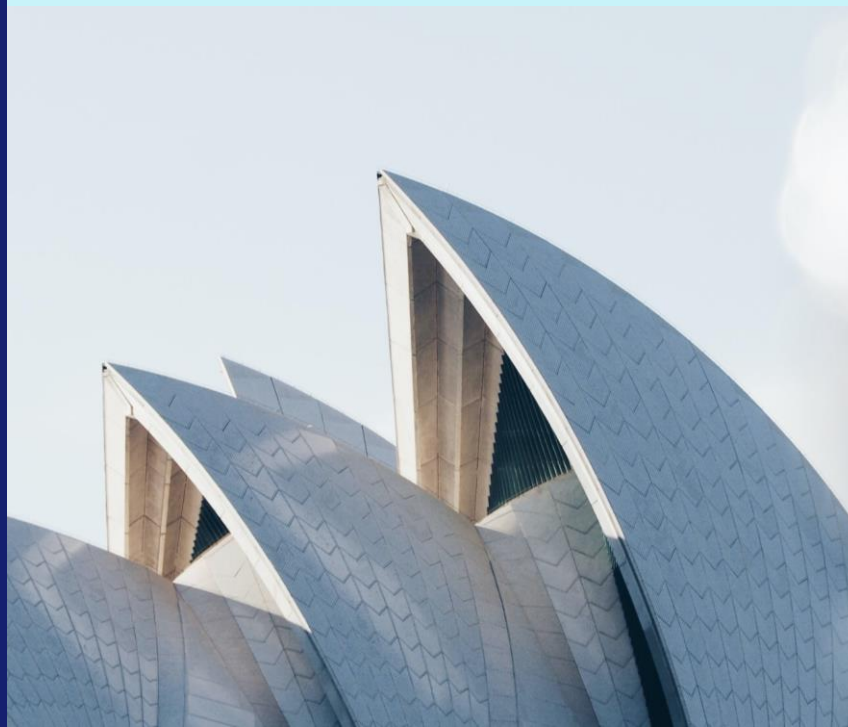


# Be connected

business  
events  
**sydney**

This playbook is designed to help you communicate the Sydney experience to promote your event.

Social media can be a great way to connect with new and existing audiences for your conference, meeting or event. It can help you communicate key information to registered and prospective delegates about your event and host city. It can also give public profile to your program and highlight any key issues and solutions that you want address.





# Let us do some of the work for you!

Business Events Sydney (BESydney) and its partners are your local experts on the ground, with the latest news and insights from Sydney.

If you will use social media to promote your event, share the details of your organisation's official LinkedIn and Twitter accounts with us, so that we can follow you too!

You might find it useful to follow and repost relevant content from the following accounts:

business  
events  
**sydney**



[@BESydney](#)

[@DestinationNSW](#)

[@CityofSydney](#)

[@ICCSydney](#)



[@BESydney](#)

[@destinationnsw](#)

[@cityofsydney](#)

[@ICCSyd](#)



[@sydney](#)

[@destination\\_nsw](#)

[@visitnsw](#)

[@CityofSydney](#)

[@ICCSyd](#)

[@Australia](#)



[@BESydney](#)

[@destinationnsw](#)

# Connect the dots

You may want to create your own hashtag for the Sydney edition of your event, which is always good way to connect threads of conversation on social media.

If you are working in collaboration with BESydney to deliver on a successful bid, please let our team know your preferred hashtag so we can join the dots on our side!

You may also want to use the following hashtags to connect your event and delegates to Sydney:

#sydney

#meetinsydney

#itsgottobesydney

#feelnewsydney

#SeeAustralia



# sample posts

business  
events  
**sydney**



# Sample posts

1.

Let's meet in Sydney in YEAR! A diverse global city, economic powerhouse and innovation gateway to Australia, Sydney is a leading research hub with bright minds and business connections waiting to welcome us for EVENT NAME.

2.

Ready to start planning your free-time itinerary for EVENT NAME in #Sydney? Find the latest on what's on while we are in town:

[https://www.sydney.com/events?gclid=Cj0KCQjwtO-kBhDIARIsAL6LordyjECSo-vvP2aaJ6NVtMLUu2DJHLJCX6mxxEbH\\_eOFZY\\_LmZUxS94aAtlaEALw\\_wcB&gclsrc=aw.ds](https://www.sydney.com/events?gclid=Cj0KCQjwtO-kBhDIARIsAL6LordyjECSo-vvP2aaJ6NVtMLUu2DJHLJCX6mxxEbH_eOFZY_LmZUxS94aAtlaEALw_wcB&gclsrc=aw.ds)

# Sample posts

3.

#Sydney is rich with cultural diversity and home to a thriving arts and culture scene. While we're there, why not explore the city's galleries, museums and cultural experiences? See what's on:

<https://www.sydney.com/things-to-do/arts-and-culture>

4.

#Sydney is one of the world's great food cities – with great cafes by day and bars and restaurants by night. Why not explore its dining precincts and experience a world of cuisine while we're there? Start planning your menu:

<https://www.sydney.com/things-to-do/food-and-drink>

# Sample posts

5.

Whether you want to spectate or participate, #Sydney is full of sporting life! See what's on offer alongside EVENT NAME, and plan your run, cycle, kayak, snorkel and/or surf: <https://www.sydney.com/things-to-do/adventure-and-sport/sports-in-sydney>

6.

#Sydney has opportunities to learn outside EVENT NAME. Engage with and learn from Australia's First Nations knowledge, culture and history while you are on Gadigal Country: <https://www.sydney.com/things-to-do/aboriginal-culture/experiences>



# Sample posts

7.

Lucky enough to have a few extra days to explore while you're here for EVENT NAME? Venture beyond the capital city into NSW to find restaurants, wineries & wilderness, from mountain range to rainforest! Visit NSW  
<https://www.visitnsw.com/>

8.

Did you know that #Sydney is a sustainable destination? It ranks among the top 30 worldwide in the Global Destination Sustainability Index and the City of Sydney has plans to reduce carbon emissions by 70% and divert 90% of waste from landfill by 2030? Read more:  
<https://www.cityofsydney.nsw.gov.au/sustainable-sydney-2030-2050>