



FACEBOOK

- Follow Destination Gold Coast (DGC) on [Facebook](#)
- Post high quality photos - 1080 pixels x 1080 pixels is best
- Help us to see your post by posting to our wall and tagging **@DestinationGoldCoast**
- Common themes we are on the lookout for include aquatic, hinterland, coastal, landscape, and food posts
- For members that provide food as part of their business, ensure you take photos of the food with a place setting i.e freshly caught seafood with the river in the background.

INSTAGRAM

- Follow [@destinationgoldcoast](#) on Instagram
- Post high quality photos - 1080 pixels x 1080 pixels is best
- Common themes for content include aquatic, coastal, hinterland, landscape, food and animal posts. We also love shots of sunrises, sunsets, beaches, astronomy and new experiences
- To ensure we see your posts: hashtag #playgoldcoast; mention **@destinationgoldcoast** in your photos and take a photo of us by tagging **@destinationgoldcoast**
- Using Instagram stories? Make sure we see your content by tagging @destinationgoldcoast into your photos/videos.

TWITTER

- Follow [@destgc](#) on Twitter
- We love imagery that reflects the aquatic, coastal, hinterland, food, landscape, animal, astronomy, sunrise and sunset content
- Tag **@destgc** either in the description of your tweet or tag us into the photo/video
- We often re-tweet content that mentions the Gold Coast so ensure you use our hashtag, **#playgoldcoast** so we can see your posts.

MEDIA UPDATES

Subscribe to DGC's consumer and Tourism Matters EDM to keep up to date with the latest on what's new and happening on the coast.

[SUBSCRIBE >](#)

LINKEDIN

- Follow our [LinkedIn Corporate page](#) for information on DGC and industry news and activities
- Follow our dedicated [Business Events showcase](#) page for business events specific industry news and activities
- Post relevant industry discussions.

VIDEO CONTENT

- Submit video content to us by emailing: digital@destinationgoldcoast.com
- Ensure assets are unbranded
- Avoid using text overlay
- Videos should be between 30-60 seconds long
- If using background music, ensure this is royalty free.

CAPTURING EVENTS

Please let us know in advance if you're capturing notable events by emailing digital@destinationgoldcoast.com. We can then work with you to increase the likelihood of your content being shared through DGC channels.

ADDITIONAL TIPS

- We aim to showcase the best possible content taken from around the region. So, when posting, think ASPIRATIONAL, GENUINE & AMAZING
- The more information you can provide with your content, the easier it is for us to tell a more descriptive story about the place or experience
- Shooting in a well-known spot? Use the check-in feature to tag your location
- Tag well-known locations into your Instagram story content. For example, when people search for Burleigh, stories tagged with Burleigh may appear as a location-specific story.