



SOUTHERN FORESTS & VALLEYS

“a world away
from the everyday”

SOCIAL MEDIA KIT

*Balingup | Bridgetown | Boyup Brook | Greenbushes
Manjimup | Nannup | Northcliffe | Pemberton | Walpole*

www.southernforestsandvalleys.com



The Southern Forests and Valleys respectfully acknowledges the Noongar people as the traditional custodians of our lands and we pay our respects to their Elders past, present and emerging. We celebrate the diversity of the Noongar people and honor their continuing connection to Country, culture and community.



CONNECT WITH US

The Southern Forests and Valleys Social media kit has been designed to assist the us, our partners, stakeholders, tourism organisations and the media in the digital promotion of the Southern Forests and Valleys region as a tourism destination.

The information in this kit has been compiled to assist you in sharing our region's many experiences and stories easily, clearly and authentically, and to help you engage with us across social media.

The Southern Forests and Valleys is a destination tourism brand created, and managed by the Warren Blackwood Alliance of Councils, to represent Balingup, Boyup Brook, Bridgetown, Greenbushes, Manjimup, Nannup, Northcliffe, Pemberton and Walpole.

Mission: Deliver strategic tourism leadership, guide the development of the visitor experience, build industry capacity, and grow customer awareness of the region's tourism offering.

Vision: The Southern Forests & Valleys region is recognised as a highly desirable visitor destination, with a prosperous and sustainable tourism industry contributing to the region's sustainable future.

Aims: To showcase, promote and highlight our region's tourism operators, attractions, events, and trails, delivering strategic tourism leadership across the Southern Forests & Valleys region. Together with our stakeholders, we aim to grow the visitor economy through leadership, promotion, and development, building the Southern Forests & Valleys regions' image, driving visitation, and boosting the economy. Ensure that our visitors have the best possible experience and that our region continues to thrive.

OUR DESTINATION

The Region

Unlike other regions, the Southern Forests and Valleys is full of undiscovered adventure, with amazing forests, scenic country drives, pristine beaches and local produce at every turn.

The Southern Forests and Valleys region is home to some of the most beautiful natural landscapes and charming small towns in the entire South West; it's a world away from the every day.

Key Messaging

The Southern Forests & Valleys region is undiscovered. We have unique nature, amazing adventure and an abundance of art, heritage and culture. Our region is home to some of the most beautiful natural landscapes and charming small towns in the entire South West, and is regarded as the food bowl of the South West.



OUR BRAND



Tag Lines

A world away from the every day

We've made space for you

Hashtags

#southernforestsandvalleys

#aworldawayfromtheeveryday

#wevemadespaceforyou



Image library

A picture is worth a thousand words, and our comprehensive destination image library is worth plenty more. If you need specific images for a marketing campaign or promotional material, please contact our team and we will help with imagery where we can.



Experience Pillars

Our marketing activities focus on our five key experience pillars:



Adventure

No matter if you like to walk, cycle, paddle, drive or horse ride, the Southern Forests and Valleys is a massive outdoor adventure playground just waiting to be explored.



WA's Food Bowl

From farm gates, farmers markets and cafes, to restaurants, wineries and breweries - enjoy endless opportunities to taste the region when you come and visit.



Individual Towns

Each one of the Southern Forests and Valleys' towns play host to charming attractions, characters, experiences and events that present the very best of the region in easy to digest bites.



Unique Nature

National parks, state forests, white sandy beaches, pretty picnic spots, rolling hills, tranquil rivers and picturesque landscapes await you in the Southern Forests and Valleys – the perfect place to relax in nature (rain, hail or shine).



Art, Heritage & Culture

Living heritage, artistic experiences, historic sites, traditional and Indigenous cultures, music and performing arts; engage with the heart of our community in genuine and interactive ways.

CONNECT WITH US

Across all our social media platforms we post recommendations of places to go and things to see and do, share tips for planning a holiday in our region as well as showcasing events, activities and tourism businesses.

Share your stories, news and updates with us by tagging us and using our hashtags.



Instagram

Follow us on Instagram: @southernforestsandvalleys

- Mention us in your stories using the '@mention' button (Type "@" and then begin typing our name, it will come up as an option for you to select)
- Tag us in your posts
- Tag us in the comments of post about our region



Facebook

Follow us on Facebook: @southernforests&valleys

- Tag us in your stories using the '@tag someone' button
- Tag us in your post
- Tag us in the comments of post about our region

CONNECT WITH US



LinkedIn

Connect with us on LinkedIn: Warren Blackwood Alliance of Councils

- Mention us in your posts using the '@mention' button
- Tag us in posts about the region



You Tube

Follow us on YouTube: @southernforestsvalleys

- Share our videos
- Like and comment on our videos
- You can share these videos on your own social media channels and embed them in your website too.

Join the conversation and share

The best way to get noticed is to join the conversation. If you see a post relevant to your tourism offering, make sure you comment, like and share. If you set up feeds to follow us, you can easily see if a post of ours is relevant to you so you can join in.



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CONTACT US

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