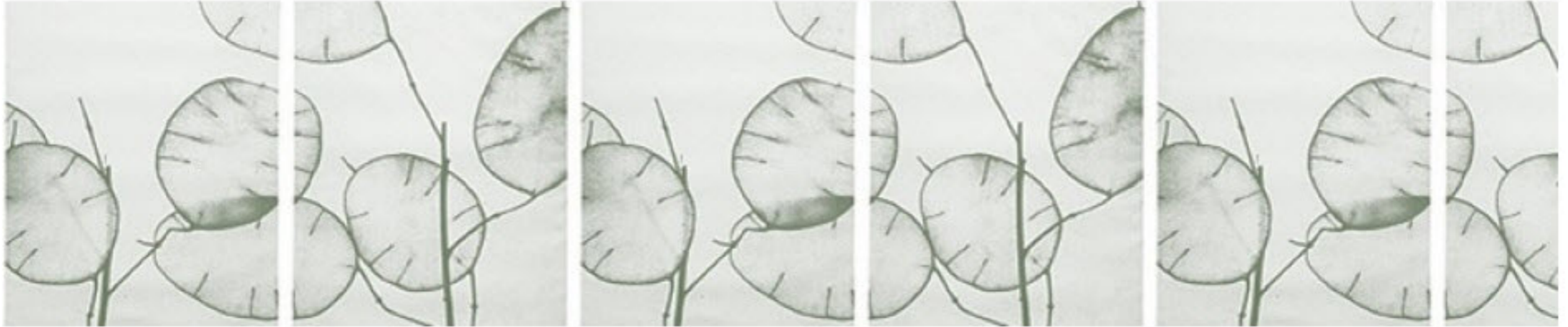


silver dollar words



a new perspective on words

Social Media, Online PR
& Communications

Sarah Shields
0425 318 966

Bringing together classic and online communications

- Engagement in the market:- customers, suppliers, company & media
- Be present in relevant conversations
- A consistent brand message





Social Media Case Study

Southern Ocean Lodge, Kangaroo Island

- Strategy
- Setup
- Content creation
- Online management



the silver dollar

RETREAT LUXURIATE EXPLORE REVIVE ESCAPE



SOUTHERN OCEAN LODGE KANGAROO ISLAND

Southern Ocean Lodge is Australia's first true luxury lodge, offering a unique and exclusive travel experience on Kangaroo Island in South Australia. Floating atop a secluded cliff on a rugged stretch of coast, the lodge commands peerless views of the wild Southern Ocean and pristine Kangaroo Island wilderness. Sensitive, intimate and sophisticated, Southern Ocean Lodge is a sanctuary of refined comfort and luxe, Kangaroo Island style.

Southern Ocean Lodge - Social Us

- Social us - as landing page for all communications relative to engaging with social media. Eg.
 - Guest confirmation
 - Guest enquiries
 - Guest welcome home post stay
 - Email signatures
 - Newsletters
- Instant connection makes it easy for friends to engage with us



the silver dollar

SOUTHERN OCEAN LODGE SOCIAL US

Friends and guests of Southern Ocean Lodge are invited to join us here on our social media forums to discover the latest about Southern Ocean Lodge, Kangaroo Island. Ask us a question or post a comment to share with like-minded travellers around the world. Learn more about Kangaroo Island's dramatic natural environment, its ... native Australian inhabitants and the most luxurious 'base camp' from which to explore it – Southern Ocean Lodge.

[About Us](#)

[Social Us](#)

[Image Library](#)

[Media Releases](#)

[Downloads](#)



The Southern Ocean Lodge blog has lots of fascinating up-to-date news and information about the Lodge and Kangaroo Island. Learn about new packages, products, adventures, recipes and lots about the island and its abundant wildlife. We'd love you to make a comment, or ask us a question to discover more.



Join or log on to Facebook and become a Southern Ocean Lodge fan from afar! Receive brief news updates regularly on this fun forum that everyone is joining!



Gain a better feel for Kangaroo Island and see Southern Ocean Lodge in action with our video selection on YouTube.



Twitter is a fun, fast way to get brief updates from Southern Ocean Lodge and follow links to what our interesting friends are doing.



Trip Advisor is fast becoming a popular tool to research accommodation via guest reviews. We love all great feedback! Read Southern Ocean Lodge's reviews here, or join and post a review to share with similar travellers worldwide.

Social Us at Southern Ocean Lodge is designed to be user-friendly, useful, informative and fun. If you'd like more information, have a comment or a question or need help navigating please always [contact us](#) for assistance.

Southern Ocean Lodge Blog

- Regular updates on
 - Events at the lodge
 - Destinalional experiences
 - Weather
 - Wildlife
 - Food & Wine - recipes, new in season
 - Suppliers news eg. KI Spirits news in International Spirits competition
 - Guest testimonials
 - Media mentions and magazine articles
- Strong organic search benefits
- Update to date info for future & past guests, media, & industry bodies



A QUIRKY DESTINATION: KANGAROO ISLAND

0 comments

Posted on 6th August 2010 by southemooceanlodge in [General](#)



[Kangaroo Island](#)

Baillie Lodges Blogs

- [Baillie Lodges](#)
- [Capella Lodge](#)



Supplier of life's necessities: the Vivonne Bay General Store



You've got mail! Letterboxes at Vivonne Bay



Categories

- [Activities on Kangaroo Island](#)
- [Community](#)
- [Eat & drink](#)
- [General](#)
- [Guest Comments](#)
- [media](#)
- [Sustainability](#)
- [Uncategorized](#)

Twitter - Southern Ocean Lodge

- Look and feel of twitter account is consistent with highly branded logo and background
- Network with key influencers in industry -media, guests
- Monitor conversations about SOL
- Introduce SOL to conversation eg. about food
- Sharing of knowledge & information
- Establishment of SOL as more than a one-dimensional luxury lodge - yes, we are participating in conversations about Kangaroo Island, wildlife by posting images, video and joining groups
- Engagement in real time conversation
- "World of mouth"

Get short, timely messages from Southern Ocean Lodge.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @SthrnOceanLodge**.

[Sign Up >](#)

Get updates via SMS by texting **follow SthrnOceanLodge** to **0198089488** in Australia
Codes for other countries



SthrnOceanLodge

Name Southern Ocean Lodge

Location Kangaroo Island, Australia

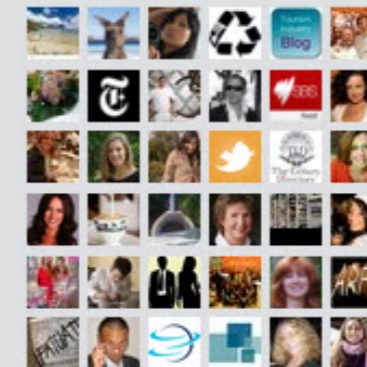
Bio
www.southernoceanlodge.com.au

146 following **139** followers **2** listed

Tweets 101

Favorites

Following



[View all...](#)

[RSS feed of SthrnOceanLodge's tweets](#)

After an Aussie Ashes victory in Adelaide: Lodge Manager Ben Lanyon talks life beyond cricket
<http://bit.ly/9w71Ve>

about 2 hours ago via TweetDeck

It's true - our guests use it RT @KerriganEmmy: TripAdvisor - is travellers bible. How many businesses are actually aware of that? #abnipad

11:36 AM Aug 17th via TweetDeck

Great web design from the boys RT @FriendlyWebGuys: Jimmyweb's latest creation is now live: <http://bit.ly/c6F7Ds>

5:04 PM Aug 16th via TweetDeck

Watch those fingers - why is manager Louise grinning?! Hard yakka with a mulcher at Southern Ocean Lodge #funfriday
<http://yfrog.com/mr7bmj>

3:27 PM Aug 13th via TweetDeck

@SBS_Food @carliratcliff <http://bit.ly/bBPxtF> KI Abalone Farm is a great initiative and solution to overfishing and pesky great whites!

1:13 PM Aug 12th via TweetDeck



Facebook - Southern Ocean Lodge

- Links to blogs, tweets and YouTube videos
- Social Proof
- Written testimonials
- Network of friends and friends of friends
- Opportunity to respond to question and comments in real time



Keep me logged in

[Forgot your password?](#)

Login

Sign Up

Southern Ocean Lodge, Kangaroo Island, Australia is on Facebook

Sign up for Facebook to connect with Southern Ocean Lodge, Kangaroo Island, Australia.



Southern Ocean Lodge, Kangaroo Island, Australia

Like

Wall

Info

Photos

Discussions

Video

Southern Ocean Lodge, Kangaroo Island, Australia + Others

Southern Ocean Lodge, Kangaroo Island, Australia

Just Others

Southern Ocean Lodge is Australia's first true luxury lodge, offering a unique and exclusive travel experience on Kangaroo Island in South Australia.

Website:

<http://www.southernoceanlodge.com.au/>

YouTube:

<http://www.youtube.com/user/baillielodges>

Information

Founded:

March 2008

241 People Like This



Los Larrazabals



Joanne Robb



Sara Nel



Benjamin Ward Thompson



Angelika Wegner



Bronwyn Tofaeono

Favorite Pages



Southern Ocean Lodge, Kangaroo Island, Australia 4 page centre ad for Southern Ocean Lodge and Remarkable Retreat



Good Weekend 26 June 2010

4 new photos

June 24 at 6:04pm · [Comment](#) · [Like](#)

TheSpa Traveller, Steve Anstey, Kim Chater and 5 others like this.

[View all 5 comments](#)



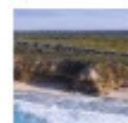
Cindy Bagby Rosenberger very nice..wish I was back at the lodge now...

June 25 at 4:42pm · [Flag](#)



Julie Garcia Ah yes, it's now been about 4 weeks since I was there, and thank you for the memories. I loved my Flinders Suite, I loved the entire Lodge, I loved the wildlife, and I loved my "Heated Floor"! Wonderful! Thank you Ben and Louise!!!! Southern Ocean Lodge is the Perfect 10!!!

June 25 at 5:02pm · [Flag](#)



Southern Ocean Lodge, Kangaroo Island, Australia Keep on the lookout for the whopping 4 page ad coming up in the centre of the Good Weekend this Saturday for Southern Ocean Lodge and our 'remarkable' cool season deal (great for NSW and VIC residents - all 1.6million readers!)

June 22 at 12:34am · [Comment](#) · [Like](#)

Emily Meacham and Marion Livingstone Vale like this.

TripAdvisor.com - Southern Ocean Lodge

- More and more potential guests of all markets look to the web for travel info
- Trip Advisor is valued as "the honest & trustworthy" sharing tool for travellers worldwide
- Other similar sites but Trip Advisor remains best known
- Need to encourage guests to post reviews post stay
- Need to respond to negative issues



- Kangaroo Island**
- Kangaroo Island Tourism
- Kangaroo Island Hotels
 - Southern Ocean Lodge
- Vacation Rentals
- Flights to Kangaroo Island
- Kangaroo Island Deals
- More On Kangaroo Island**
- Restaurants

Home → South Pacific → Australia → South Australia → Kangaroo Island → Kangaroo Island Specialty Lodging → Southern Ocean Lodge

Southern Ocean Lodge Like Be the first of your friends to like this.



[Virtual tour: VFM Interactive](#)

Hotel class **★★★★★**
Hanson Bay, Kangaroo Island, Australia

Do you represent this property? [Add contact info to your listing](#)

TripAdvisor Popularity Index
#3 of 21 Specialty lodging in Kangaroo Island

Rating | Details | Photos (28) | Map

TripAdvisor Traveler Rating
 30 Reviews
93% | [Write a review](#)

"Spectacular, but with some major issues"

Aug 12, 2010 - Albany2000
 "What a place! Just outside secluded on edge of wild
 Jun 12, 2010 - becinsydney

Best deals: Kangaroo Island

[Kangaroo Island: Save on over 100,000 properties Worldwide!](#)
Hotels.com Official Site. Trust the Hotel Experts.

[LifeTime Private Retreats: Great Deals Available Now!](#)
Hotels.com Trust the Hotels Experts. 24 hour Customer Care.

[Seaview Lodge Hotel: Discounted rates](#)
agoda.co.uk Asian hotel specialist. Low price, Instant confirmation

[Waves and Wildlife Cottages: Hotel Deals – Wotif](#)
Wotif.com Book Exclusive Deals on Australia's Leading Accommodation Website.

[View all deals for Kangaroo Island](#)

*Sponsored links **

- Restaurants
- Things to Do
- Travel Forums
- Travel Guide
- Photos
- Videos
- Map
- Kangaroo Island Deals**
- All Travel Offers

Free Newsletter

Interested in **Southern Ocean Lodge** and **Kangaroo Island**?

Reviews you can trust

Show reviews by trip type and rating

▶ All reviews (30) 93% of travelers recommend

Business reviews (0) 30 reviews

What's Your Dream

Beaches History

Casinos Family Fun

[Get Ideas Now](#)

standing and erness"

Vacation?

Romance

Shopping

YouTube - Southern Ocean Lodge

- Opportunity to communicate a better feel for a property, destination or events
- Upload any media (Getaway), TV ads, in-house video with tags to drive SEO
- A video sharing site so people will potentially share your video to market on your behalf
- Some guests relate better to video





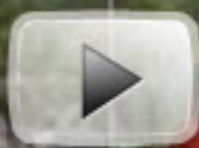
baillielodges's Channel

Subscribe

All

Uploads

Favorites



0:00 / 4:27 360p

[Info](#) [Favorite](#) [Share](#) [Playlists](#) [Flag](#)

Lord Howe Island & Capella Lodge on Getaway

From: baillielodges | March 30, 2010 | 229 views

The most exclusive address on the island, Capella Lodge, has the best views of Mt Gower. It's recently had a \$1 million makeover. It is beach-chic with white-washed walls and timber shutters.

The Lidgbird Pavilion now has a second level with wraparound verandahs, plunge pool an... [\(more info\)](#)

[View comments, related videos, and more](#)



Uploads (6)



Lord Howe Island & Capella Lodge on Getaway
229 views - 4 months ago



Kangaroo Island and Southern Ocean Lodge
264 views - 5 months ago



Postcards - Southern Ocean Lodge
72 views - 6 months ago

[see all](#)

Favorites (4)



There's nothing like Australia.
australia - 37,177 views



No Leave No Life Episode 5 -
NoLeaveNo... - 60 views

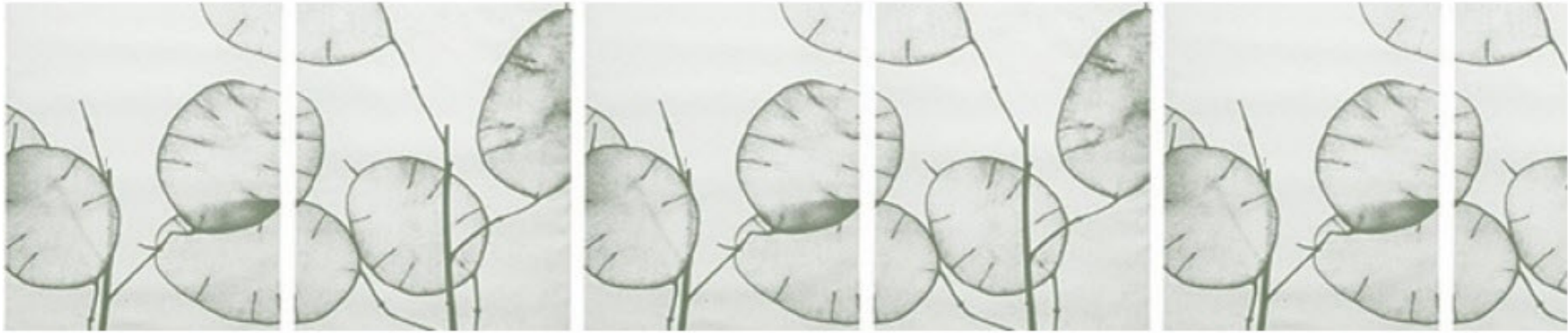
[see all](#)

Measurement and ROI

- Qualitative and quantitative measurement reported at regular intervals lets us know we are reaching the audience and points to ways to improve engagement
- Free online analytics tools are available to measure interactions with key social media platforms (twitter, Facebook, blogs etc)
- ROI may be measured against objectives, depending what they are; if objectives are customer service focused the results will be more anecdotal, if objectives are sales driven results may be directly linked to online sales activities.
- Ideally social media strategies will have a mix of objectives, including sales, customer service, media engagement, adding depth to a product and adding fresh content to drive organic search rankings.
- Implicit aim is to move to a meaningful, real-time dialogue with past and potential customers, media, suppliers, competition and to be part of conversations we otherwise might not have been.
- Measurements allows us to see patterns, admire growth, deplore shrinkage and fix issues. The conversation continues!



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