

# The Best of Queensland Experiences Program (BOQEP)

## Social Media Criteria

### Frequently Asked Questions (FAQs)

---



#### What is the social media criteria for 2025?

For the 2025 BOQEP assessment, the social media criteria will be 'Social media presence' – to meet this criteria an operator must have at least one social media channel for Facebook or Instagram, listed in their ATDW profile.

#### How is the criteria measured?

The criteria will be measured based on the information from an operator's ATDW profile. If the operator has an active social media channel URL listed in the relevant field in their ATDW profile, they will meet the criteria and receive the points. The field that needs to be populated is the Facebook and/or Instagram fields.

#### How many points is the criteria worth?

The social media criteria is worth 15 points.

#### Why is the social media criteria changing?

Social media continues to evolve at a rapid pace including how the social media platforms operate, allow access to data along with how consumers engage with social media. The social media criteria for the BOQEP was developed in 2018 and the tracking of data through external company Meltwater has limitations, including our ability to track reels.

We have listened to your feedback through the recent industry survey and acknowledge the current criteria needs to evolve. Given the current limitations on the data we can track, we need to simplify the criteria for 2025 while we scope a better solution for 2026 and beyond.

#### Do I need to post a certain number of times per week or meet engagement rates?

TEQ are no longer tracking the number of posts and engagement of posts on operator social media pages. For the 2025 assessment, you will not be measured on number of posts or engagement, but just on whether you have a presence on social media.

Whilst we are not assessing the number of posts and engagement of your page, it's still vital to ensure you are creating engaging content to inspire potential customers to book your experience.

#### What social media channels are measured?

To meet this criteria, you need to have presence on either Facebook and/or Instagram, measured by having the social media URL in your ATDW profile. We don't currently have the capability to measure any other social media channel URLs.

#### What do I need to do?

Now is the time to check your ATDW profile is live and up to date. Log in and check you have your social media channels (Facebook and/or Instagram) listed in the appropriate fields, along with checking your online booking URL.

#### Have questions?

Please contact [experiences@queensland.com](mailto:experiences@queensland.com) if you have any questions.