

## Social media strategy

The place marketing team manage social media channels for Fremantle. Be part of the story. If your business is active on Facebook, Twitter, Instagram or YouTube we'd love to see you on these pages.

## Fremantle story

Our objective for the Fremantle story social media channels is to generate brand awareness, increase engagement and to be a thought leader for the destination.

## fremantlestory.com.au

You can create your own FREE business and/or event listing on fremantlestory.com.au provided it fits within one of these five leisure categories: Arts & Culture, Eat & drink, See & Do, Events & Festivals and Shopping.



## facebook.com/fremantlestory

Total page likes (followers) 34,208

Ways to be involved:

- » like and follow our page
- » share posts or comment on our posts
- » tag us in @Fremantle story on your posts
- » include #fremantlestory on your posts



## twitter.com/fremantlestory\_

Total followers 5,451

Ways to be involved:

- » follow Fremantle story
- » retweet & favourite our tweets
- » tag us in @fremantlestory to your tweets
- » include #fremantlestory in your tweets



## instagram.com/fremantlestory

Total followers 9,151

Ways to be involved:

- » follow our account @fremantlestory
- » like and or comment on our images
- » tag us in @fremantlestory to your photos
- » include #fremantlestory in your photos

## Contact

Wendy O'Shaughnessy  
Place Marketing Coordinator  
Economic development and marketing  
T 08 9432 9947 | M 0408 671 778  
E [wendyo@fremantle.wa.gov.au](mailto:wendyo@fremantle.wa.gov.au)

