

# 45 IDEAS FOR YOUR TRAVEL OR TOURISM BUSINESS

The number one thing I hear from my clients is that they lack ideas for content and know they should be posting on social media on a regular basis but simply don't know what to post about and where to start!

**The main thing to remember is that:**

- 80% of your content should be: Educational, Informative, Engaging and Entertaining
- 20% Sales/Promotion

**Before posting think of this:**

- People will get to KNOW you
- Then they will start to TRUST you
- Then they will BUY from you

## 1) QUOTES: HUMOUR, INSPIRING OR MOTIVATIONAL

Quotes work really well as everyone loves a good quote! Post them as is or use a program like Canva, PicMonkey or so many more! Have a beautiful ocean view? Views of the Mountains? Delicious food at your restaurant? Throw a quote on top of your pre-existing picture.

## 2) FILL- IN-THE BLANK POSTS

Ask your followers to fill in the blank about your business. Example: *If I had a million \$\$\$ I would \_\_\_\_\_ while visiting \_\_\_\_\_ business name.*

## 3) POLLS

Most people will click on your poll than answer a question! Include a few polls a month in your feeds. Bonus you can do these directly in a Facebook Group or Twitter.

Think something about your business. *When dining at \_\_\_\_\_ My favorite meal to eat is ( List 4 of your popular food menu items).*

## 4) BEHIND THE SCENES

People want to see what happens in your business, they want the candid, they want to see your products/services, they want to see who else works there and what happens on a regular basis. Give them a glimpse of your day/week.

### 5) INDUSTRY STATS OR DATA

Is there something crazy new or interesting happening in your industry? Chances are someone is interested in this too, so share it along!

### 6) QUESTIONS

I always tell my clients that if someone asks you a business question most likely someone else has the same question so answer it publicly! You can easily share one question a week, and even have it as a recurring post such as *Q & A with \_\_\_\_\_ every Friday.*

*People LOVE to answer questions about themselves, so ASK them their thoughts.*



### 7) REPURPOSE OLD CONTENT

The internet is BUSY and moves VERY fast! Even though you have shared something last month it doesn't mean that all your followers have seen it since you know algorithms so if the information is still accurate share it again! If it's still relevant share it! Do you have a monthly or weekly special? Share it multiple times.

### 8) PROMOTE LOCAL

You know more about your local area than a tourist, so get your thinking cap on and create a local travel guide/Itinerary to give visitors top tips on what to do/ where to eat/stay while in the area.

### 9) SHARE A HELPFUL TIP

Everyone has tips to offer! Related to your business or the local area. People love tips and hacks! You know them? Share them!

### 10) ASK FOR A REVIEW/TESTIMONIAL

Encourage your followers/customers to share their experience! If someone has had a good experience and leaves you a review most likely someone else has had the same experience and they will also give you the praise and high fives!

### 11) FAN PHOTOS

Ask your fans to share pictures of your business or brand ect. The more you share of their stuff the more they will do it.

### 12) RECOMMEND A TOOL/APP

Do you have a tool or an app that you absolutely couldn't run your business without? Share the wealth with your followers! They may even share with you an app or tool that could help you!

### 13) "WHAT TO PACK" GUIDE

Share your favorite packing tips and hacks. Packing for a holiday can be stressful, especially if you're going on an experience weekend like surfing or you're travelling somewhere remote.

### 14) SHARE LOCAL HISTORY

For many, visiting a new town or city is as much about exploring the rich history and culture as it is about having a good time. The key to finding interesting facts and statistics is to talk to the other locals.

### 15) "GETTING AROUND" TIPS

Transportation is often one of the most stressful parts of a holiday. If you're a taxi company, for example, then you could create a "getting around town" guide to help people get from A to B.

### 16) SOCIAL SHOUT-OUTS TO LOCALS

Social Media is all about relationships & connections! Have a favorite local business? Favorite restaurants? Favorite supplier? Promote them and make sure to tag them so they can share with their followers that you are a loyal client of theirs!

### 17) TOP 10 LISTS

What are the Top 10 things to do in your area? Top 10 places to eat? Top 10 adventures to do? This could be multiple posts for your followers

### 18) ASK FOR ADVICE

Need advice for your business? What amenities should you offer? What menu options should you have? What activities should you have on site? What type of content you should create? Ask! People love to give you their opinion.

### 19) THROWBACK THURSDAY MOMENT

People want to know how you got to where you are. When did your business start? How did it start? Did you start in another location?

Throwback Thursday is still a thing! Find some company history and share it.

### 20) STAFF PICKS

Posts staff picks about the area or your business! What are your staff members' favorite things to do at your resort? Favorite thing to eat at restaurant? Favorite local hang out?

### 21) PHOTO CONTEST

Hold a photo contest! Ask customers to share their best use of your product.

### 22) CAPTION THIS

Ask your customers to "caption this" on a picture you share!

### 23) SHARE A YOUTUBE VIDEO

This can be a youtube video that you created OR a pre-existing video that is related to your business (always make sure to give credit and tag whoever you are sharing).

### 24) FUNNY STORIES

Did something happen at your business recently that was funny? Something with your staff? Customers? Share it!

*Have an upcoming sale on a product your customers love? Promote it online!*

### 25) GO LIVE!

Live video is huge right now! Show your followers what to expect when they come to your business.

### 26) OFFER A FREE E-BOOK OR FREEBIE OF SOME SORT

Download a map of the area, Best things to do in the area, or a list of your top 10 recommendations.

### 27) PROFILE EMPLOYEE/OWNER

People love to know who they are dealing with. Showcase your amazing staff and owners.

### 28) AWARDS OR ACCOLADES

Have you been nominated for an upcoming award or received one in the past? Pat yourself on the back and let others know that you are doing amazing things.

### 29) PROMOTE A SALE

Have an upcoming sale or something new in store? Promote it to your followers!

### 30) HOSTING AN EVENT?

Take pictures and promote the event live or the following day. Let people know about events such as parties or weddings to promote those services you offer.

### 31) TRUE OR FALSE QUESTION

Create a buzz or conversation by asking a true or false question related to your business, industry or your area.

### 32) THANK YOUR FANS

This may seem like common sense, but most people don't do this. Thank the people who keep your business open!

### 33) PROMOTE A CHARITY

Does your business promote a specific charity? Attend a golf tournament, gala or do a campaign drive for them? Share it!

### 34) CONTESTS/GIVEAWAY

Hold a contest or a giveaway! Before doing this, please read the most up to date rules... or ask me! **Do not** do a "Like & Share" contest on Facebook.

### 35) SNEAK PEEK

Have a new product/service or event coming up? Give your fans a sneak peek to generate buzz and excitement.

### 36) PROMOTE NEWSLETTER

Do you have a weekly, bi-weekly or monthly newsletter? Do people know that you have one? Promote it!

### 37) SHARE A BLOG POST

Do you have a blog? Promote your own blogs as you write them! Don't have a blog? Share content from one of your favorite bloggers.

### 38) HOLIDAY POSTS

Celebrate the more common ones on social media, but don't forget to explore some of the lesser known ones. Did you know there's a national Nachos day? Grilled cheese day? Beer day? Celebrate them!

### 39) DESTINATION FUN FACTS

Everyone loves a good bit of trivia or little known facts! It's entertaining, informative and can again help position you as an expert in your field. Many tourist boards and hotel properties have fun facts available through their marketing department. Just ask to see if they can help you out. Otherwise, the web is always a good alternative!

### 40) JOB LISTINGS & TEAM MEMBERS

Hiring or just hired someone new? People want to know whose behind your business!

### 41) COMPANY/PRODUCT VIDEOS

Have a new promo video out? Share it!

### 42) USER GENERATED CONTENT

User Generated Content is amazing and so easy for engagement. Ask your fans to tag you in their posts and engage with them and share with your followers!

### 43) REGULAR SERIES

Do you have something that happens weekly that could be of interest to your fans? Start a live series! Or simply take some short videos and share it with your fans!

 **44) SURVEY**

Create a survey related to your business or industry and ask your fans to help you out by filling it out.

 **45) PROMOTE PARTNERS/SUPPLIERS**

Do you work with partners or suppliers that you LOVE? Share your love for them publicly!

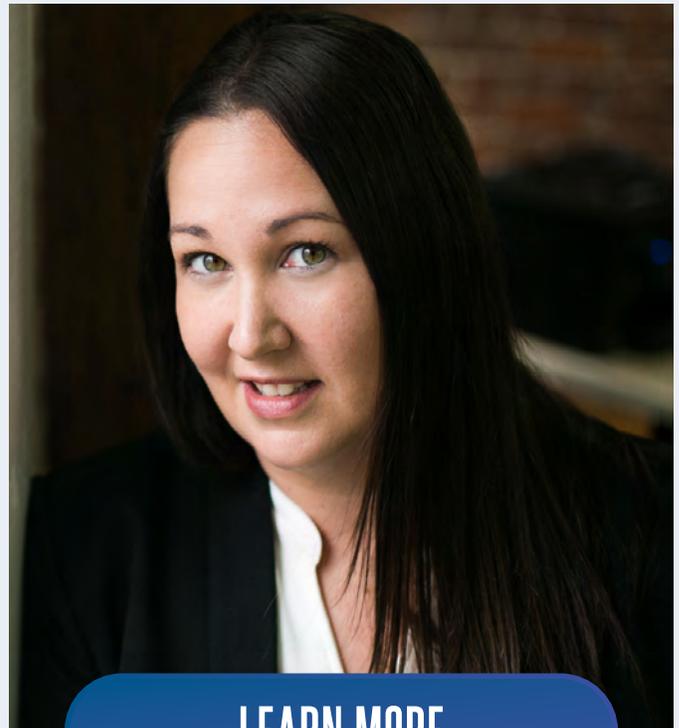
*Book a Consult:*

**GET STARTED**

## KERRA AUCOIN MANSFIELD

Social media comes naturally to Kerra. With a background in Marketing and Human Resources Management, understanding how authentic digital engagement could benefit both customers and companies alike seemed obvious.

But while social media might come naturally, it doesn't come easily to anyone. It takes work. While working in local advertising, Kerra recognized a need in the province and beyond for support and education in the field of social media and KA Social Media was born. Rules, regulations and algorithms change so quickly and companies without full-time social media managers are often left in the lurch.



**LEARN MORE**