

TOP 5 SOCIAL MEDIA TIPS FOR TRAVEL ADVISORS

1. Don't Sell Right Now

It may sound counterintuitive considering the downturn in business but when people aren't necessarily shopping your wares, you want to focus on growing your community for when things pick up again. Now is the time to build trust in your business, pass on knowledge and share your story.

2. Connect and Comment

Social media users crave authenticity and what could be more authentic than you! Make sure you keep an eye on your posts and reply to any questions and engage in any conversations that evolve.

3. Timing is Everything

Think about when you consume social media, think about the day, the time and your mood. This might have changed from your pre-COVID life. You can use these insights to tailor when you post.

4. Schedule For Your Mental Health

If social media isn't something that you love there is a high chance it will slide to the bottom of your to-do list and possibly fall off it entirely when things get busy and stressful. Instead, take some time once a week or fortnight to plot your posts.

5. Think About Hashtags

Hashtags are a way to connect with an audience outside of your usual group of followers. Your customers use social media to search for things they want and need, and hashtags are how they find you. You want to think about who you're trying to reach, what they might be searching for and what you're selling to come up with a great list of hashtags for your posts.

We get asked about social media and marketing all the time so keep your eyes peeled, we're got a handy little e-book with all our secrets coming soon but in the meantime, give us a shout if we can help you with any of the above!