



# 30 social media post ideas

for tour guides and tour operators





# Struggling with social media?

On the next page you'll find a month's worth of social media post ideas, specially geared towards tourism professionals.

If you'd like to learn more about marketing your tourism business, visit my website:

[www.campioncopy.com](http://www.campioncopy.com)

# One month of posting inspiration.



Introduce yourself to your followers with 3 fun facts.



List 5 things to do in spring (or the season of your choice).



Bust 3 commonly-held myths about your country.



Share a photo of a typical breakfast. How is it made?



Share a testimonial from a happy customer.



Share a photo of your town 20 years ago. What's changed?



Make a video tour of your favourite district.



Describe a quirky local tradition.



Share a funny word in the local dialect. What does it mean?



Take your followers on a video bike ride or a boat trip.



Make Vox Pops with locals. Ask them why they love their town.



Give 3 budget hacks for your town/country.



Offer advice on local etiquette.



Share a quote from a famous local. What does it mean to you?



Make a 'fly on the wall' video of a local event.



Film a time lapse of rush hour in your town.



Demonstrate how to ask for a coffee in the local language.



Answer a frequently asked question.



Give advice on what clothes visitors should pack.



Share a photo of a 'secret' beach or forest with directions.



Share 3 ideas for luxury treats in your town/country.



List the 3 most interesting souvenirs to buy in your country.



Offer a discount!



Go for a drive and talk about local driving etiquette.



Share a local life hack.



Describe an itinerary highlight.



Share a customer's story. Make it inspirational!



What to do if you have 1 hour/1 day/1 week in your town.



Say why you love your job.



Announce a competition with a fun prize.