



Welcome to the webinar!
We'll begin soon!

10 Simple Social Media Strategies for 2022

Hosted By
Stephanie Gries & Scott Rutz

Thanks for joining us today!



Stephanie Gries

Marketing & Education Coordinator

Scott Rutz

Founding Team Member, Sales & Marketing





About Travefy Academy

A free educational series
to empower today's
Travel Professional.

Let's dive in!

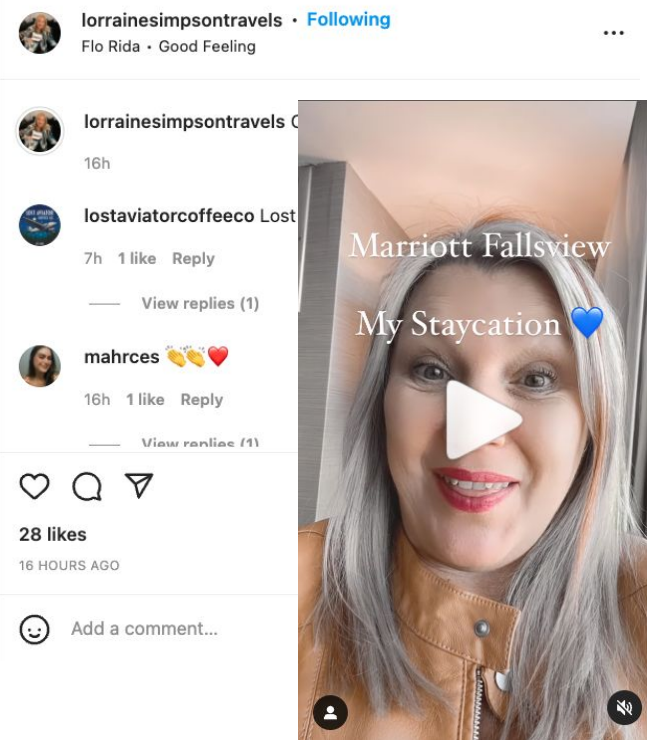
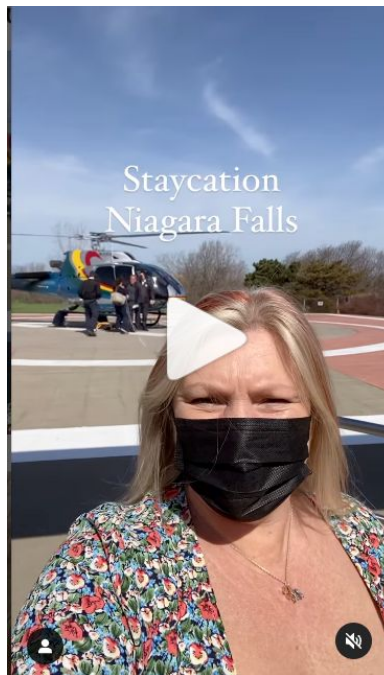
A wide-angle landscape photograph of a canyon, likely Cappadocia, during the golden hour of sunrise or sunset. The sky is a soft, warm orange, and numerous hot air balloons of various colors (yellow, red, white, and blue) are scattered across it. The canyon floor is filled with unique, rounded rock formations in shades of orange, tan, and grey, with patches of green vegetation. The overall atmosphere is peaceful and majestic.

Idea #1

Share Reviews To Your Favorite Places & Experiences

Inspire travel with your own reviews.

- Unique Experiences
- Tours
- Resorts
- Repurpose old content from videos/photos



Videos by Lorraine Simpson via Instagram (@lorrainesimpsontravels)



Idea #2

Collaborate with a Supplier ▶

Photo by Cuvee.com

Supplier Collaboration.

- Share photos or videos
- Make it interactive
- Great way to share new updates and safety protocols for traveling
- Easy way to collaborate via Instagram!

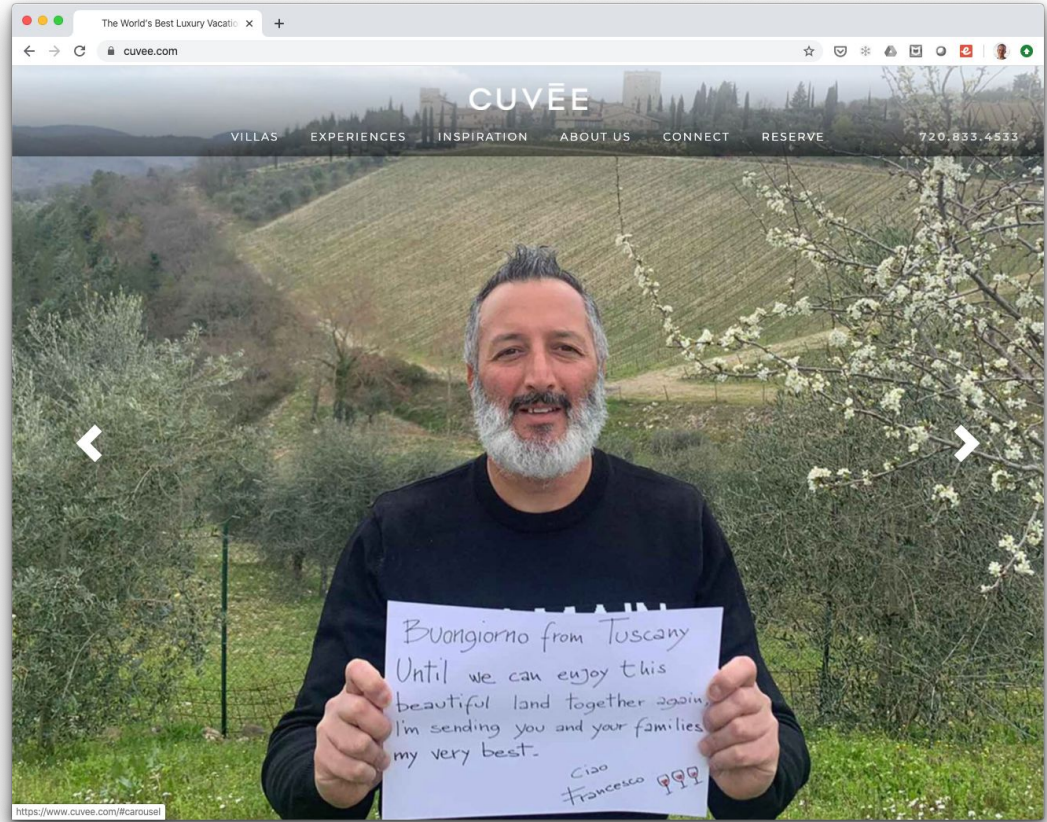
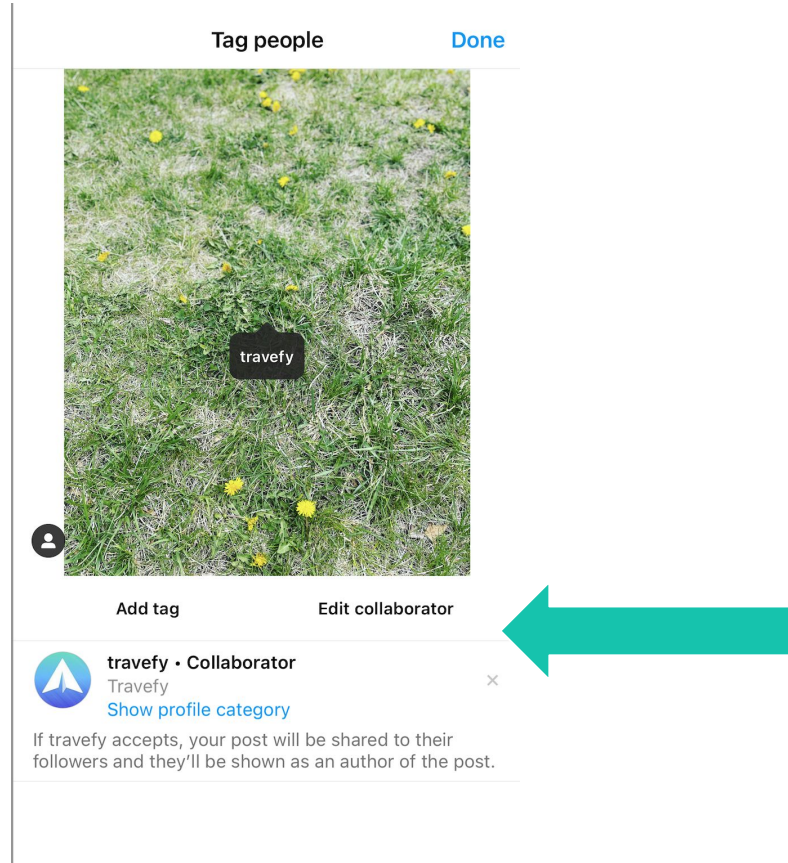


Photo by Cuvee.com

BONUS: How to collaborate on Instagram

- When creating a new post, click “Tag People” and choose the “Invite Collaborator” option.
- *They will need to accept the invite on their end.*





The background image shows a person's hands interacting with a laptop and a smartphone. The laptop screen displays a Facebook profile for 'Austin Distel' (@AustinDistelOfficial). The profile picture shows a man in a white shirt. The cover photo shows a man sitting on a blue couch in front of a city skyline. The text 'Idea #3' is overlaid on a teal bar across the middle of the screen. Below it, the text 'Host a Facebook Live Event' is written in large white letters. The laptop is a MacBook Pro, and the smartphone is held in the right hand, showing a blurred screen.

Idea #3 Host a Facebook Live Event

Go Live!

- Choose a topic (chat latest travel you've been on, what your clients are booking, safety updates, etc.)
- Collaborate with a supplier

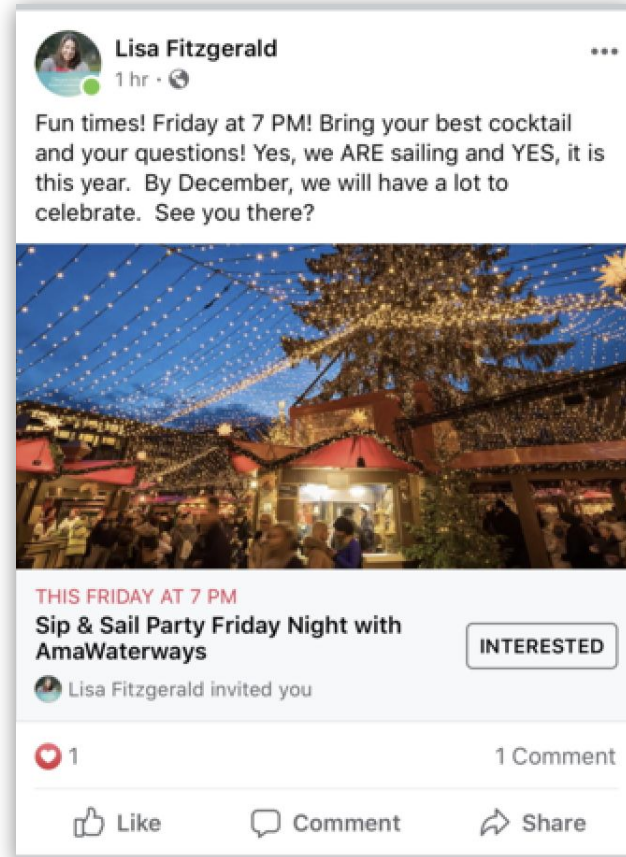


Photo by Lisa Fitzgerald via Facebook

An aerial photograph of a tropical resort. In the upper left, there is a large swimming pool with a blue mosaic tile pattern, surrounded by several palm trees. To the right of the pool is a sandy beach area with a few lounge chairs and a small building. The right side of the image shows the ocean with turquoise water and white waves crashing onto the shore. A person is visible lying on the beach near the water's edge.

Idea #4

Share a Downloadable Item

Image by Netflix

Give clients something to have.

- Ideas: Itinerary, top things to do in a city, packing list, a guide, and so much more...
- Create it as a signup to grab email addresses!



Free Disney Planning Guide from Penny Cooper at Embrace the Magic Travel

A hand holding a smartphone in front of a lake and mountains. The phone's screen shows a camera interface with a view of the lake and mountains. The hand is wearing a white wristband and an orange sleeve. The background is a scenic view of a lake and mountains under a cloudy sky.

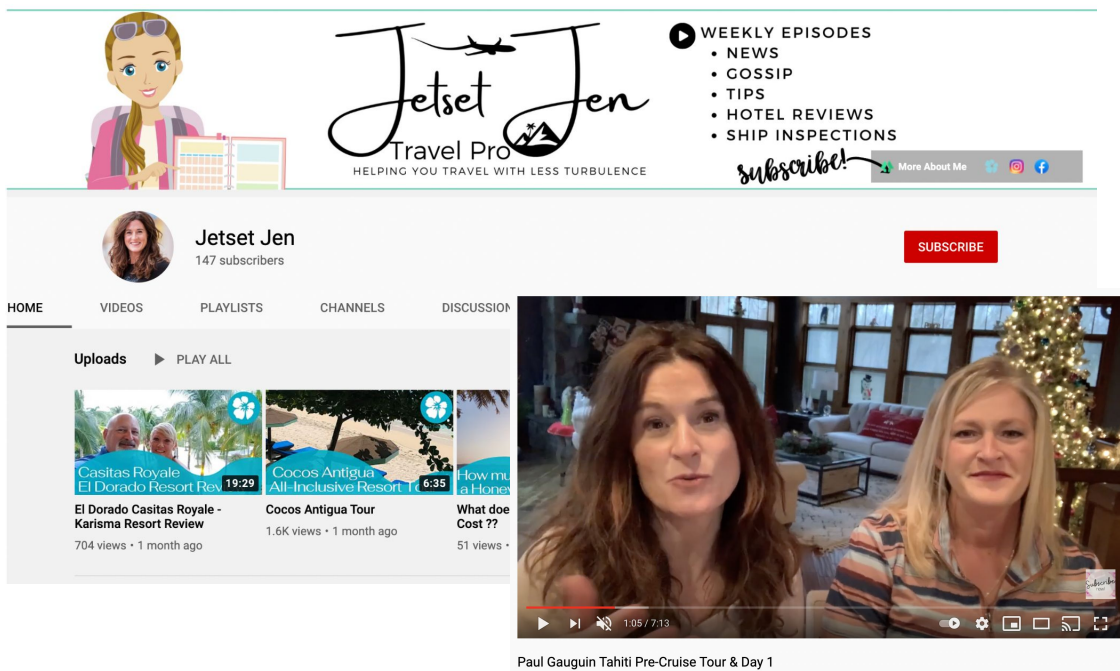
Idea #5

Share Destination Information

Image by Nadine Shaaban / Unsplash

Simple ways to show your knowledge.

- Create video content
- Use DMO and tourism board information and share their content/videos
- Create an itinerary in Travefy with a City Guide!



YouTube: Jetset Jen, Jennifer Wayland from Island Travel Groups



Idea #6

Share A Food Recipe

Inspired by a Favorite Travel Memory

Share Inspired Food Posts.

- Travel inspired
- Share photos/links to recipes
- Use video



Photo by @motheranddaughterabroad on Instagram

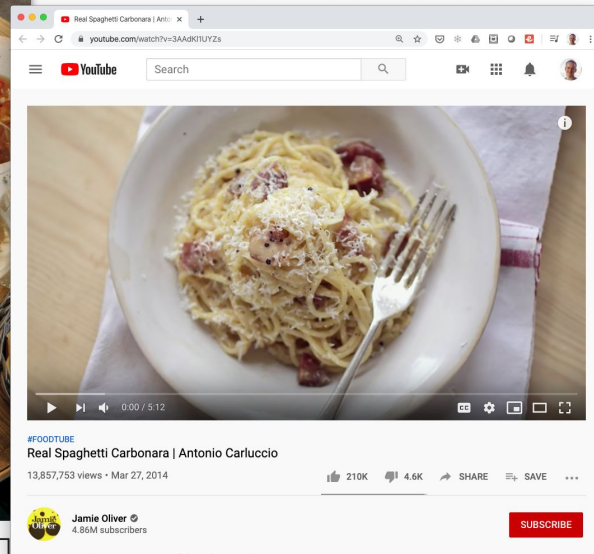


Photo by Jamie Oliver on Youtube



Idea #7

Share Reports of Your Own Travels

Share your knowledge.

- Share your own photos!
- Make a short & simple video
- Share your own travel experiences
- Don't forget to repurpose old content!



Video by Harr Travel via YouTube



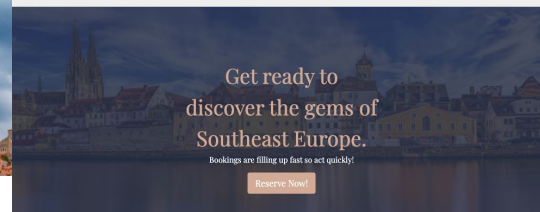
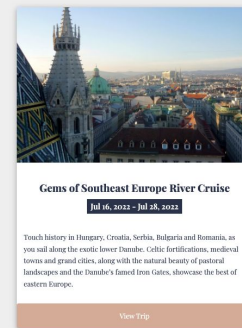
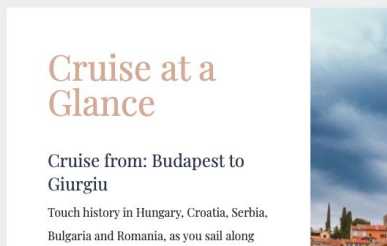
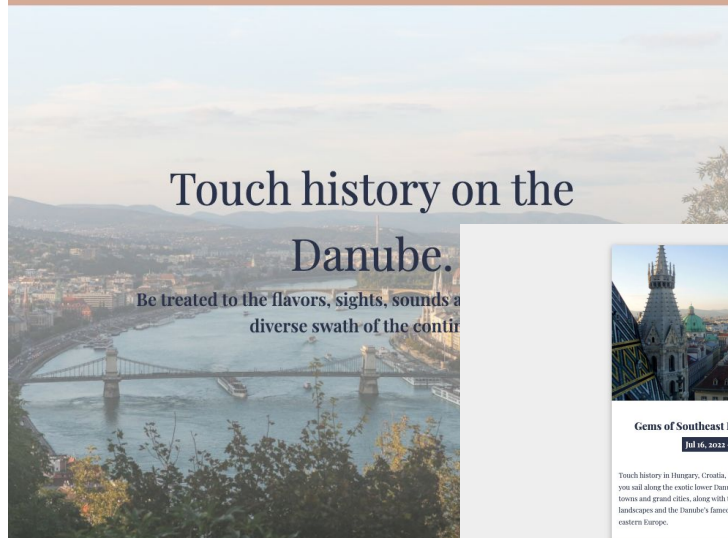
Idea #8

Use Travefy's Landing Page Builder To Market Trips

Photo by Babak Fakhmzadeh on Unsplash

Quickly & Easily Market Your Trip

- Great for group trips, promotions, destination weddings, etc.
- Use Travefy's website builder to drag-and-drop a beautiful landing page with!





Idea #9

Share Interesting

Cultural Facts and History

Photo by Babak Fakhamzadeh on Unsplash

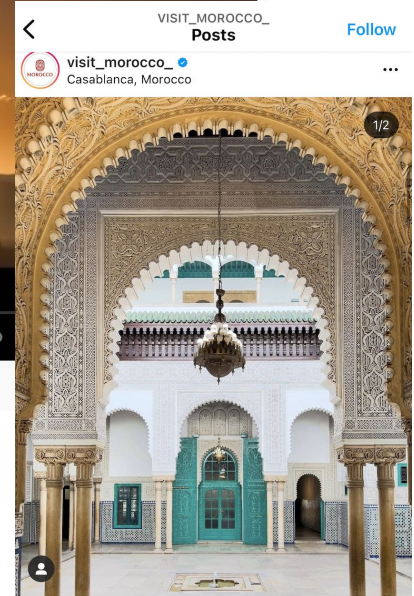
Share facts & history for a specific destination.

- Share videos or photos
- Source from a local DMO or tourism organization
- Highlight a destination or region once a week or daily!



Morocco - Kingdom of Light

Video by Visit Morocco via YouTube
Photo by Visit Morocco Instagram



Liked by nastasiapassport and 2,141 others

visit_morocco_ Whether you look down at the floor or up at the ceiling, Mahkama du Pacha is bursting with stunning design work. 🤩 It feels as if every centimeter of this Casablanca building belongs in an art gallery.

A hand holding a silver smartphone in front of a lake with a forest in the background. The phone's screen is black. The background shows a calm lake reflecting the sky and surrounding green trees. The person holding the phone is sitting on a wooden dock, with their legs and grey sneakers visible at the bottom of the frame.

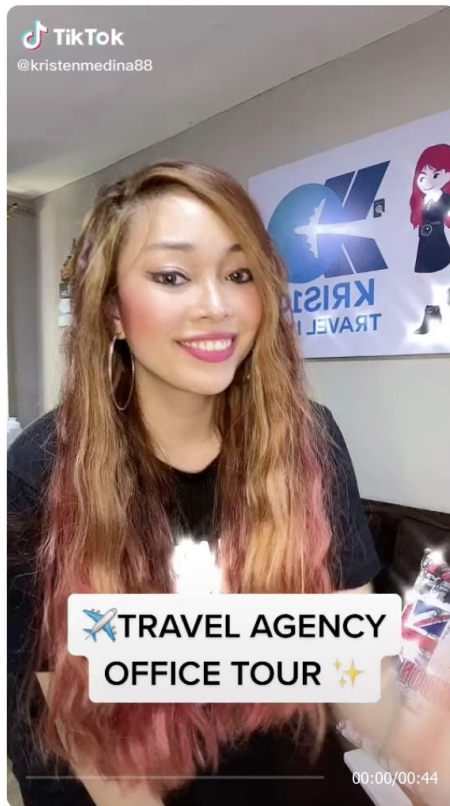
Idea #10

Be Where
Your Customers Are

Photo by Babak Fakhamzadeh on Unsplash

Do research.

- Which social platform can you typically find your customers?
- Embrace short videos and the right type of content



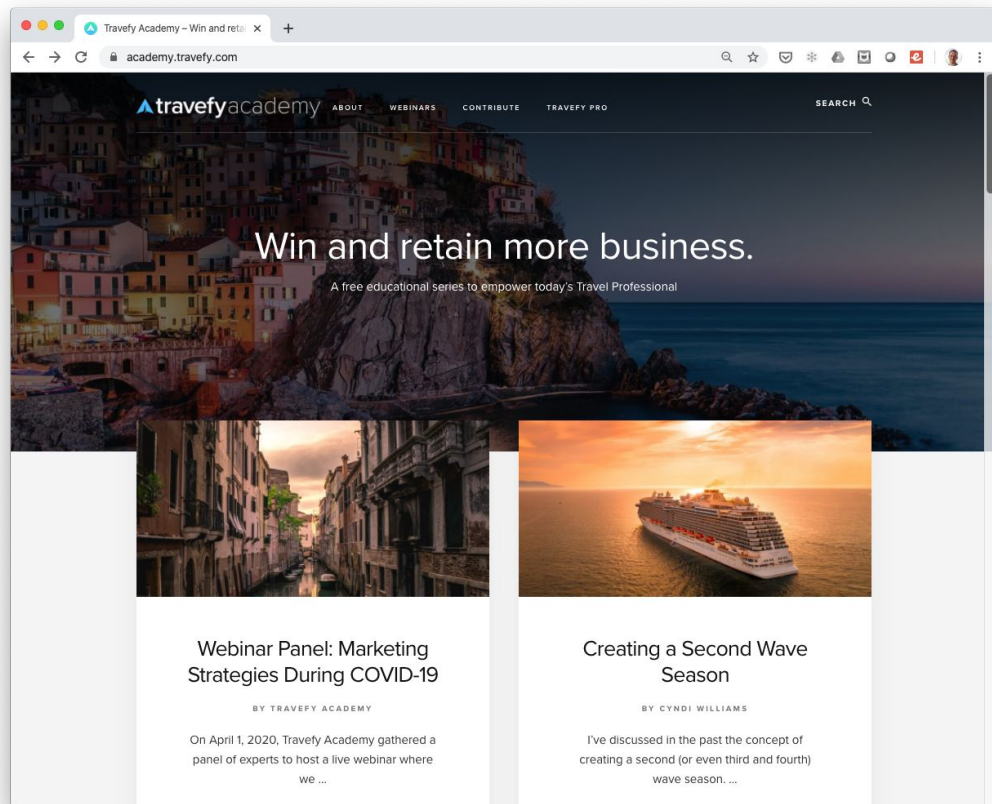
TikTok by Kristen Medina
(@kristenmedina88)



Photo by @travelplanningforyou via Instagram

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