

Platforms

Reach Platforms

TikTok- Pushes content to non-followers as long as you are using the right keywords and people start engaging (Commenting).

Pinterest- Works like a search engine, if your content answers specific travel questions and is optimized with the right keywords, it can reach people who are ready to plan their trips, even months after you post it.

Reddit- It's a great way to connect with niche travel audiences. While it's highly opinion-driven, sharing genuine, helpful insights can build trust and position you as an expert, which can eventually lead to clients reaching out when they're ready to book.

Community Platforms

Instagram- Instagram builds community through shared experiences and social proof. "people like me did this and loved it."

Facebook- Facebook is the definition of community because of Groups. People actively ask questions, share honest feedback, and validate each other's decisions. Also, Facebook pages allowing people to leave reviews can help you build trust.

LinkedIn- EXPERTISE, Trust here is rooted in authority, people believe you because of what you've done and who engages with your content.

Youtube- YouTube creates community through depth and consistency. Long-form content allows creators to fully show experiences, making them easier to trust. High effort= Long Lasting engagement.

You don't need to be present on all social media platforms, you need to choose the ones that will help you reach your goals.

Formats

Carousels- Multiple images or videos in one single post.

Teach something people want to come back to.

Pro tip: Try to keep it under 10 slides, and make sure slide 1 and 2 include great hooks.



*These images are for illustrative purposes only. This is not a current offer.

Short- Form Videos (Reels, TikTok Videos, YouTube Shorts).

Get discovered by people who don't follow you.

Pro tip: Works best when you entertain first, then sell or educate. The longer people stay watching your video, the more the platform pushes it to new audiences!

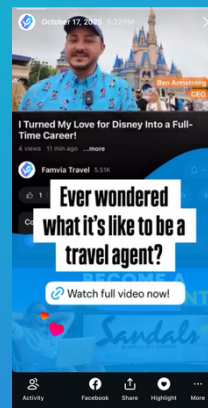
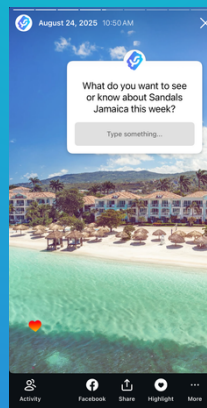


CLICK HERE TO WATCH THE VIDEO

Stories.

Stories might not drive new followers, but they're key for engagement, turning viewers into loyal, connected followers/ Clients.

Pro tip: Use Stories to stay top of mind, build connection, and drive urgent conversions.



Reels / TikTok → Get seen
Carousels → Get saved + interact
Stories → Build relationships + Drive conversions
YouTube Long Videos → Build trust
Text posts → Build authority/ Share your opinion
Communities → Build credibility