

30-Day Cheat Sheet

Day 1:

Question of the Day. Ask your followers about where they want to travel to.

Day 2:

Quick tips. Post secret tips/hacks for better travel points, savings, discounts, etc.

Day 3:

Tutorials. How-tos and tutorials to help your followers get something done. Post how to track hotel prices for the best rate.

Day 4:

Quotes. Written out quotes or graphics with quotes on them. Ex; Related to inspiration about why traveling is good for you.

Day 5:

Announcements. Launches, business news, updates about the biz.

Day 6:

Curated Content. Post helpful links from bloggers and reputable sources to provide followers with valuable information.

Day 7:

Discounts. Post discounts/offers on products/services that you offer.

Day 8:

Current Events: Post what's going on in your city for people to attend.

Day 9:

Behind-the-scenes: Post images of your workspace, projects in the works, etc.

Day 10:

Introduce your employees: tell their story!

Day 11:

Share something popular: If something is popular on your website chances are it will be popular on social.

Day 12:

Interview a customer: People do business with people that they know, like, and trust. One of the best ways to build that trust is to show real people using or talking about your products or services.

Day 13:

Share someone else's content. Pull from Explore Seattle Southsides content and repurpose it for your social.

Day 14:

Post something seasonal: If it's a hot summer day, offer a way to cool off.

Day 15:

Share an attention-grabbing statistic. It's a great form of shareable content.

Day 16:

Ask your audience a multiple-choice question. Do they prefer this room or this room. This color scheme room or this one etc.

Day 17:

Correct a common misconception that relates to your industry. Education is a powerful tool for building relationships online.

Day 18:

Give a shout-out to another local business or organization.

Day 19:

Post a testimonial from a customer. Not a video just photos.

Day 20:

Post a quick tip of the day.

Day 21:

Post a Poll about something related to your industry.

Day 22:

Post a motivational Monday inspiring photo.

Day 23:

Share a personal story about your travels or experience in the industry.

Day 24:

Host a Facebook Live session where you can answer questions from your followers in real-time.

Day 25:

Share a fun fact about your city or the industry

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Day 26:

Post a throwback photo of a past event or trip.

Day 27:

Host a Q&A session with an industry expert.

Day 28:

Share a recipe from a local restaurant or one that you have tried on your travels.

Day 29:

Post a "Caption This" photo and ask your followers to come up with their best captions.

Day 30:

Thank your followers for their support and share a special offer as a token of appreciation.