

**We  
Lead**



WOMEN IN  
TOURISM,  
HOSPITALITY  
& LEISURE

**GUIDE TO ONLINE**

**CAMPAIGNING**

**Promoting SMEs  
Sustainable Tourism  
Practices**



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## Promoting SMEs sustainable tourism practices and encourage tourists to make sustainable choices.

This **Guide to Online Campaigning** is aimed at **women working in tourism, SMEs and other tourism actors** who want to promote and amplify sustainable tourism practices by launching a targeted and engaging online campaign using Instagram and relevant hashtags.



The guide is a companion resource to We Lead's Facilitator's Manual, both documents are created to inspire and outline the importance of advocacy work relating to empowering female leadership, sustainability and climate action/mitigation within the tourism sector.

The Guide to Online Campaigning is meant to work as a source of inspiration for what a digital campaign can look like and the different strategies that tourism actors and stakeholders can use to raise awareness and start a conversation about the importance of gender equality in leadership roles. It includes tips and tricks to gather interest from your target audience to your campaign and offer suggestions for the types of content you can create for Instagram and/or other social media sites.

By leveraging the strategies outlined in this guide, **We Lead wants to encourage you to launch campaigns that aim to create a vibrant and supportive online community that celebrates and promotes women's leadership in tourism, leisure, and hospitality.**

Through compelling content, interactive resources, and effective digital strategies, you can drive meaningful change and inspire the next generation of female leaders!

A digital campaign strategy has **three key components:**

01

## Content Creation

Develop compelling content including texts, videos, and graphics. Be intentional with the images and captions that you use to capture people's attention and get your message across.

02

## Interactive Resources

Integrate interactive elements to boost engagement. Make use of social media features such as polls, ask questions, or encourage people to share or make their own posts using specific hashtags.

03

## Digital Competencies:

Utilise digital tools and analytics for effective campaign management. Throughout the campaign, take note of what is working and what isn't. Is there a time of day that people are more engaged? Are they responding positively to one element of the campaign over another? Use that to your advantage.



## Content Creation



### Weekly Themes

Focus on different aspects of your business each week. This about the overall story you want to tell with your campaign and create themes throughout the campaign to amplify the message(s) you want to get across. Make sure the themes you choose are tailored to your target audience and represent the stories and values you want to get across, such as:



#### Week 1

Introduction to your business, sustainable practices, and values.

#### Week 2

How tourists can make sustainable choices when traveling and why that matters.

#### Week 3

Special promotions and/or limited-time offers.

#### Week 4

Behind-the-scenes look at your products/services and how you integrate sustainable practices into your work.



## Posts

Utilise the different posting features on social media. However, be strategic in how you use each of them as people engage with each feature differently. You don't have to create completely new ideas for each but the way in which you present the information needs to take each method into consideration. Here are some tips on how you can package your content differently for each feature on Instagram.



### Stories

Daily Instagram Stories showcasing your services, customer interactions, and daily operations.

### Posts on your wall

High-quality images and carousels featuring your services, team, and satisfied customers

### Videos/IGTV

Longer videos providing deeper insights into your business, such as your values or interviews with the founders.

### Reels

Short, engaging videos highlighting key aspects of your business, sustainable practices, special offers, and customer testimonials



## Hashtags

The use of hashtags on your posts are a great way to increase your reach to potential target audiences and catch the attention of interested people. Examples of hashtags you can use are:



**#ShopLocal**

**#SustainableTravel**

**#EcoTourism**

**#SlowTravel**

**#TravelGood**



## Interactive Resources

Throughout your campaign, be creative and get people to interact with your content!



### Quizzes

Create Instagram Stories with interactive quizzes about your sustainability, climate action and your services.

### Polls

Use Instagram Polls to get customer feedback on products, preferences, and ideas.

### Infographics

Share visually appealing infographics that highlight the benefits of your products/services, customer satisfaction, and your company's sustainability milestones.

# Digital Competencies



There are several different tools available that can help you create and manage your digital campaigns.



## Social Media Management

Use tools like [Hootsuite](#) or [Buffer](#) to schedule posts and analyse performance.

## Content Creation Tools

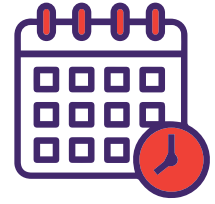
Utilise tools such as [Canva](#) or [Visme](#) for designing graphics and infographics.

## Analytics

Monitor engagement and reach using [Instagram Insights](#) and [Google Analytics](#).



# Campaign Timeline



Before a campaign begins, it is important to have it planned out and content ready for posting.

This will help the campaign keep up the momentum of the campaign and prevent it from losing steam midway through.

01

## Pre-Campaign:

**Week 1-2:**

Plan and create content. Set up accounts and schedule your first posts.

02

## Campaign Launch:

**Week 3-4:**

Begin posting content according to the weekly themes and engage with followers through comments and direct messages.

03

## Mid-Campaign:

**Week 5-6:**

Introduce interactive elements like quizzes and polls.

**Week 7-8:**

Share user-generated content and success stories.

04

## Post-Campaign:

**Week 9-10:**

Analyse data and gather feedback. End by sharing a summary of the campaign's impact and thank participants.

## Example Posts



**Post  
01**

### Business Introduction

**Image:**  
Your storefront or a group photo of your team.

**Caption:**  
"Welcome to [Your Business Name]! We're excited to share our journey with you. #SustainableTravel #SlowTourism"

**Post  
02**

### Customer Testimonial

**Carousel:**  
Series of images showing happy customers on your tours or using your services

**Caption:**  
"Our customers are our biggest supporters! Here's what [Customer Name] has to say about [Product/Service]. #TravelGood #EcoTourism"

**Post  
03**

### Behind-the-Scenes

**Instagram Story:**  
"Ever wondered what our [name of tour] looks like? See the magic happen! #YourBusinessName #BehindTheScenes"

**Post  
04**

### Special Offer

**Image:**  
Promotional graphic.

**Caption:**  
"Don't miss out on our limited-time offer! Get [Discount]% off on [Product/Service]. Use code [Code] at checkout. #ShopLocal #YourBusinessName"



[www.weleadproject.eu](http://www.weleadproject.eu)