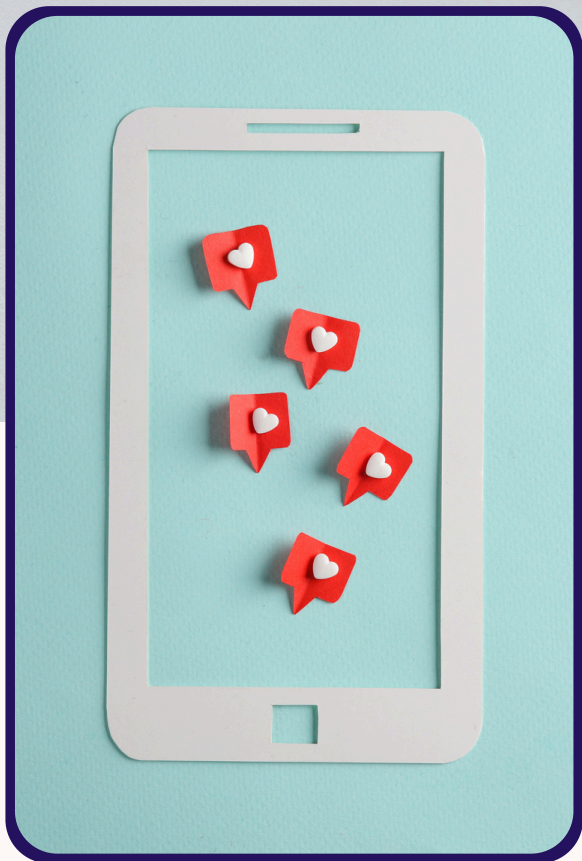




Social Media Toolkit



A step-by-step guide
on how to use the toolkit

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Templates Overview



Promotions

1. This content bucket allows you to highlight various promotions – for a specific destination/hotel or multiple ones. The idea is to add in captivating visuals and strong promotional messaging as a hook. These are fully customizable and provided in 2 colour ways.



General

2. This content bucket allows your audience or customer base to get to know you a little better. This is your chance to share something about yourself and get creative. You can talk about why you're passionate about travelling/any memorable trips you've booked/ client testimonials/travel tips/trip highlights etc.



**Destination
Spotlight
(Carousel)**

3. This content bucket allows you to deep dive into a destination and share your expertise on the things to do, places to stay, things to eat, etc. These are fully customizable and provided in 2 colour ways.



**Destination
Spotlight
(Video)**

4. A video template for creating a destination spotlight.
-

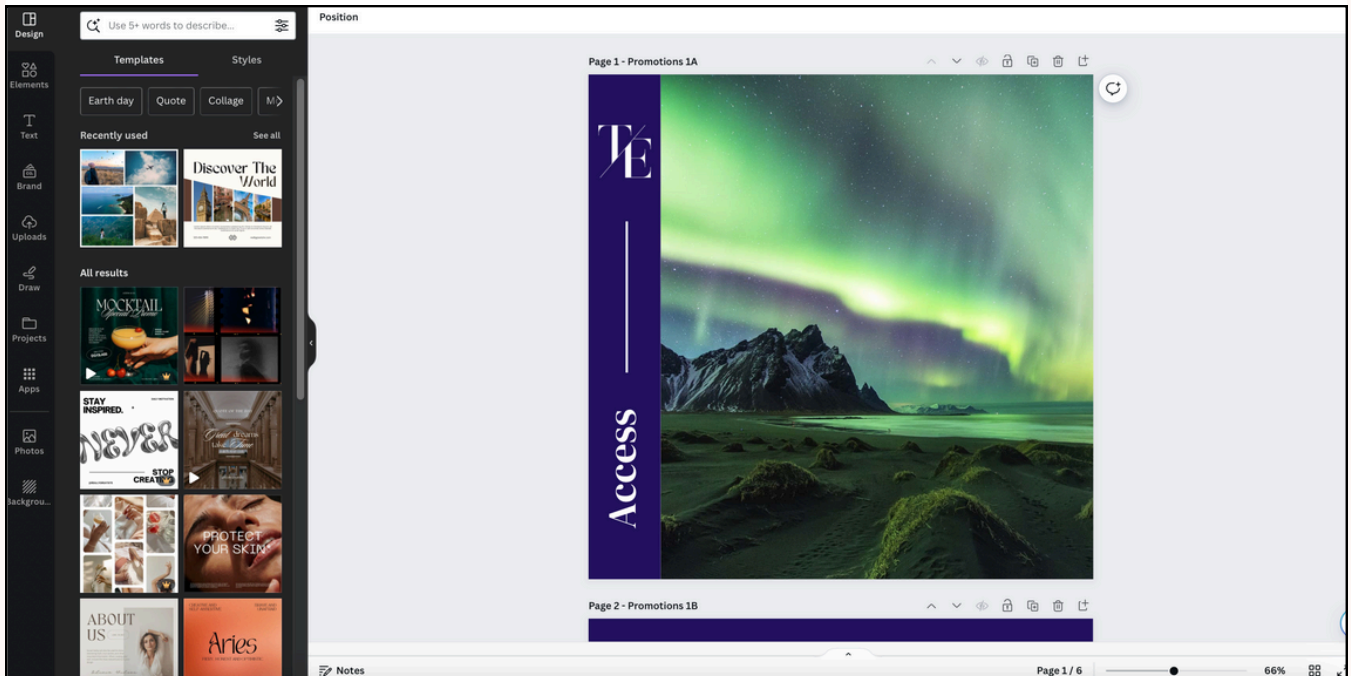
Step by step instructions

1. You will receive the templates via email. Click on the **“Use template for new design”** button to start creating.

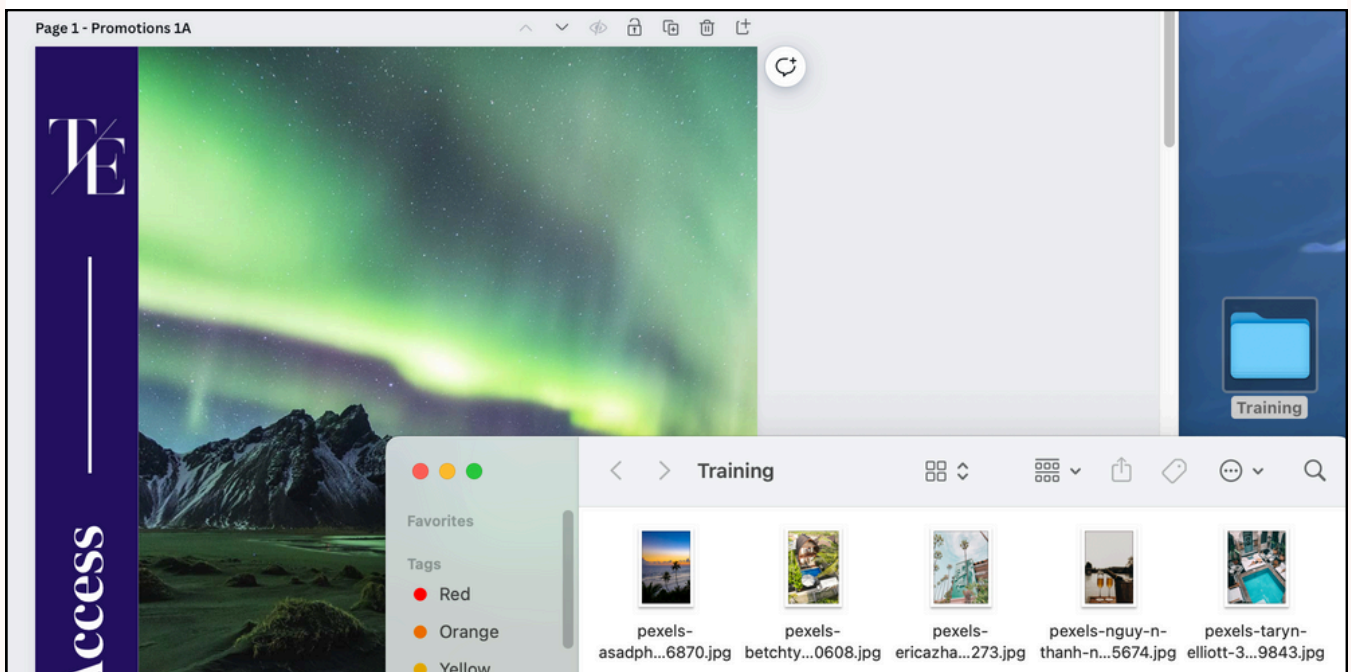
IMPORTANT: Please do not click on the “Edit template” button as it will alter the master template file.



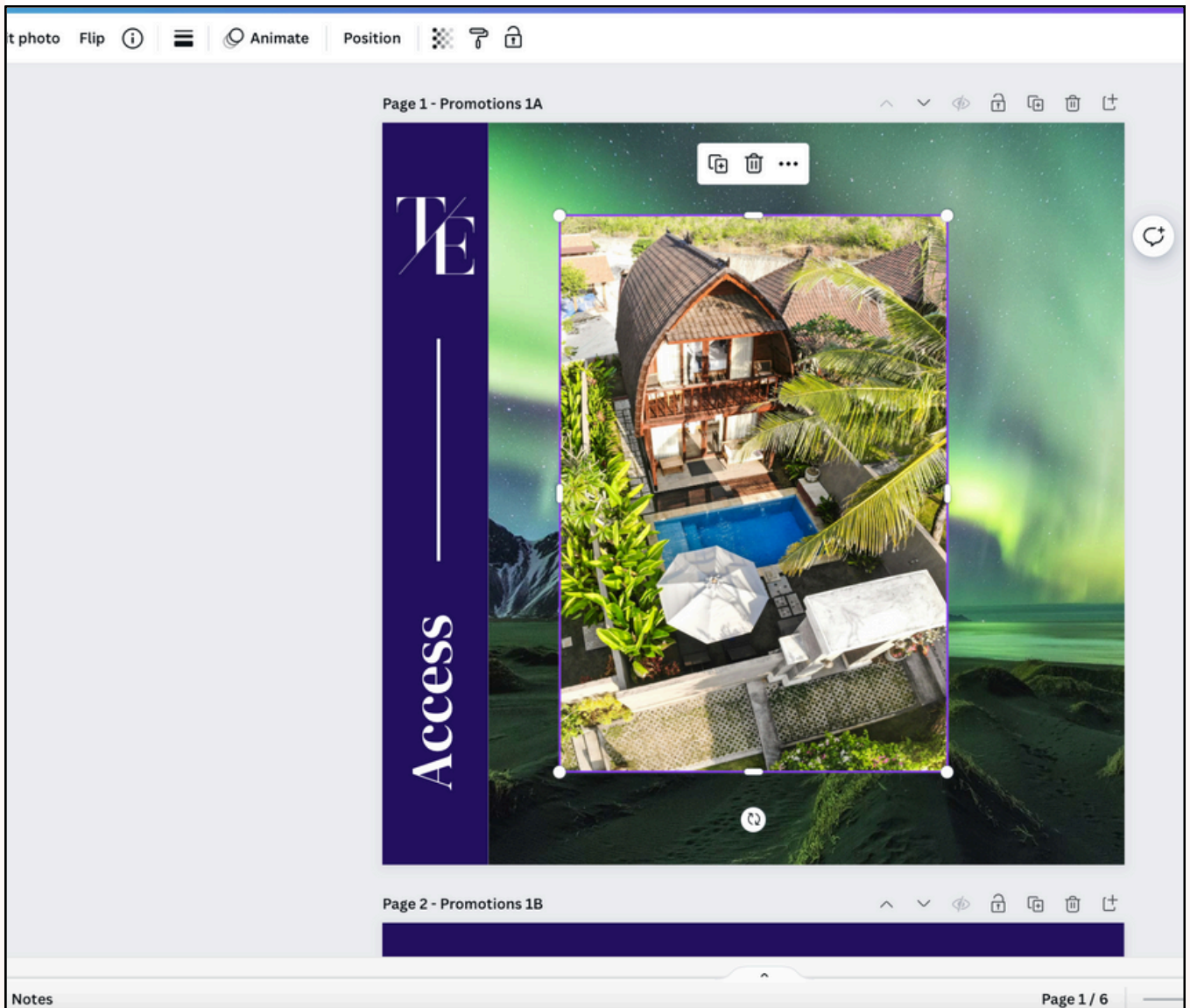
2. Upon clicking the button, you will be redirected to this **designing page on Canva**, with the loaded template.



3. Also **create a folder** on your desktop where you have all your **desired imagery saved**.

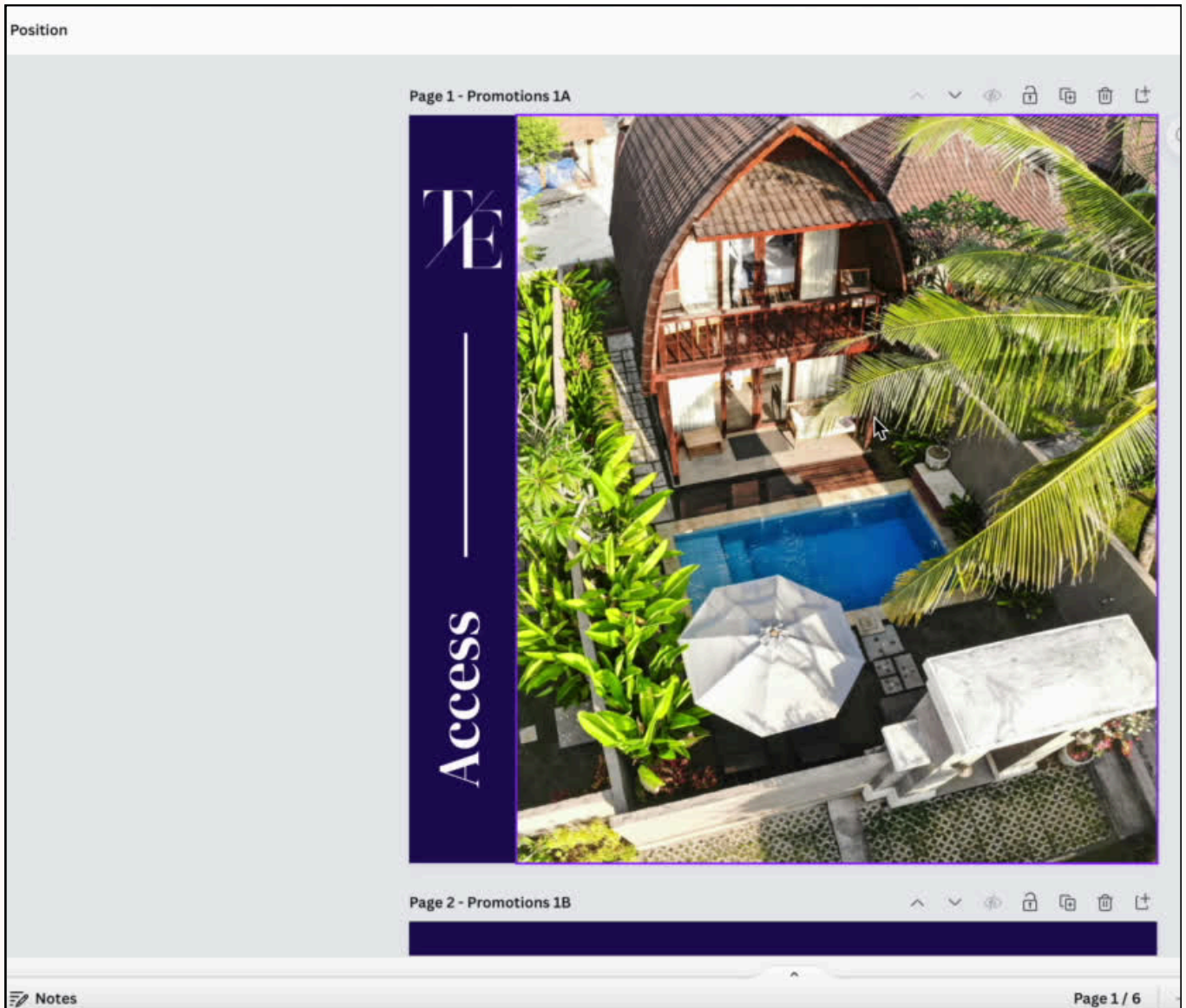


- 4. Drag and drop** the desired image directly from your folder. Upon doing so, you will see it gets placed within your template as shown below.



5. **Click** on the new uploaded image and **move it slightly**, to auto insert itself within the template.

A video has been shared below, **referencing this action**.

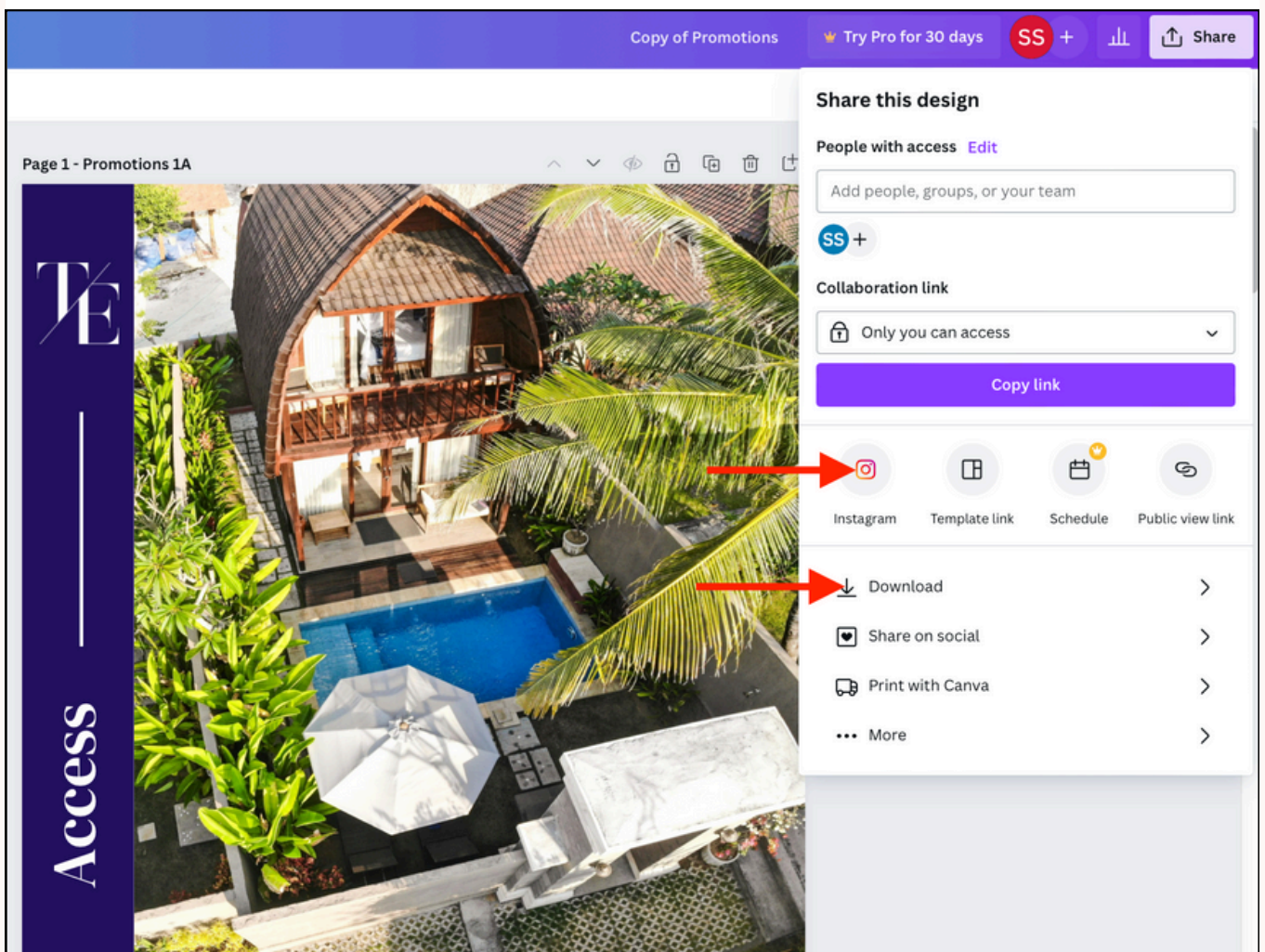


6. Once you're happy with your posts, click on the **'Share'** button on the top right corner of your screen.

You can either click on the **'Instagram'** button to post to your profile directly (you will be prompted to login first)

OR

You can click on the **'Download'** button to save these to your desktop and upload as and where needed.



Mock Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1. Destination Spotlight Italy		3. About Me Introduction	4.	5. Travel Tips Solo Travel	6.
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
7.	8. Important Date	9.	10. Offer Promotion Cruise Deal	11.	12. Destination Spotlight Video	13.
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14. About Me Trip Highlights	15.	16. Travel Tips Best time to visit Portugal	17.	18. Destination Spotlight Portugal	19.	20. Offer Promotion Hotel Deal
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
21.	22. Destination Spotlight Spain	23.	24. About Me Spain trip highlights	25.	26. Important Date	27.
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28. Offer Promotion Airfare Deal	29.	30. About Me Trip Highlights				

Important Dates for Social

MAY'24

- Asian American and Pacific Islander Heritage Month
- 1 May - Global Travel Advisor Day
- 9 May – Europe Day
- 12 May - Mother's Day

JUNE'24

- 16 June – Father's Day

JULY'24

- 1 July – Canada Day
- 4 July – Independence Day USA

AUGUST'24

N/A

SEPTEMBER'24

- 1 Sept - World Beach day
- 4 September – National Wildlife Day
- 27 September – World Tourism Day

OCTOBER'24

- 31 October – Halloween
 - 14- October - Canadian Thanksgiving
-

NOVEMBER'24

- 1 November - Diwali
- 2 November - Day of the Dead/ Día de Muertos
- 28 November – Thanksgiving Day

DECEMBER'24

- 25 December – Greetings for the holiday season

JANUARY'25

- 1 Jan - New Year's Day

FEBRUARY'25

- Feb - Black History month
- 3 Feb - Take a cruise day
- 14 Feb - Valentines Day

MARCH'25

- 1 March - Plan a solo vacation day
- 8 March - International Women's Day
- 17 March - St. Patrick's Day

APRIL'25

- 22 April - Earth Day
 - 24 April - Bucket list day
-

Tone of Voice

Attentive

We place you at the absolute center of our focused attention

We speak directly to the audience.

We are always engaging in direct, intelligent dialogue. Our communications replicate the experience of a discussion with an informed designer or mentor.

We ask informed questions.

We connect by questioning. Our questions indicate deep knowledge. Are you the kind of person who? Do you find (x business issue) frustrating?

We anticipate, assume, deliver against needs.

Our copy indicates a thorough understanding of the expectations of an audience with high standards: “for those who”, “in order to avoid”, “we have arranged”, “let us help you”.

Provocative

We exist to raise the bar

Rhetorical questions imply judgement.

Have you ever thought? Isn't it a little bit? Surely there is...? Shouldn't you expect...?

We are suggestive.

We master the discrete, pointed suggestion that opens up imaginations. Journeys that are incomplete without champagne. Resorts that simply have to be experienced before being recommended. A car to take you to the Soho house after the big pitch.

Sophisticated

We are as genuinely sophisticated as our audience

We maintain a high standard of references and humor.

If we are making a reference or a joke they should stand a test of genuine sophistication. If it must be the Ivy, only West Street. When we provide knowledge it is genuinely surprising and useful. No puns. No fruit plates.

We are discrete.

We maintain a tone that is measured and elegant. Our statements, emphasis and jokes speak for themselves. No exclamation points. Cash incentives are handled delicately - we never suggest incentives are a need, only a reward.

Tone of Voice (examples)

Knowledgeable/ Sophisticated

We write in a way that is refined and articulate. Composed and self-assured. Confident, but never boastful. With authority, but without coming off academic or superfluous.

We'd say:

Go on a trip choreographed to your every desire from an experienced advisor, with a level of access that'll change the way you see the world.

Not:

The sweeping knowledge and consummate expertise of our internationally recognized Travel Designers allow them to curate bespoke luxury travel experiences that are second to none. (Tully)

Tone of Voice (examples)

Inclusive/ Empathetic

We write sincerely. Naturally, with a conversational tone. Approachably, like someone you can trust. We break big thoughts down. And alternate between long and short sentences to create a colloquial rhythm.

We'd say:

Travel is changing a little every day. We're here to keep you updated on the big changes, including any pre-travel COVID-19 testing or quarantine musts and mandates.

Not:

Travel requirements are changing rapidly, including need for pre-travel COVID-19 testing and quarantine on arrival. (Expedia)

Imagery Guide (characteristics)

- luxury
 - warmth
 - intimate
 - young to mature age range
 - calm to active
 - diverse
 - singles and couples and/or groups of friends/families
 - the range of what we show can also be broad - people at concerts or sporting events, doing urban stuff, hiking/adventure
-

Imagery Guide (resources)

- Visit our [Preferred Partners](#) social or travel partner portals such as [Marriott](#), [Cruising Power](#), or [Four Seasons](#).
 - Use sites such as [Unsplash](#) or [Pexels](#) for accessing a **free image and video library** of assets
 - [Canva](#) and [CapCut](#) for image and video templates (**free platforms!**)
 - Use some of TE's Social content: [Instagram](#), [Facebook](#)
 - TE's [Image Bank](#)
-

Imagery Guide (examples)

Avoid big groups or seas of people

Groups of people that suggest a large group tour, or congested large crowds



Embrace private - smaller groups

Visuals that showcase couples, families, or small group of friends traveling together



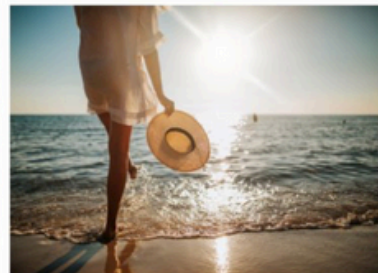
Avoid cold & moody tones

Visuals that are too dramatic, uninviting, cool and moody



Embrace warm tones

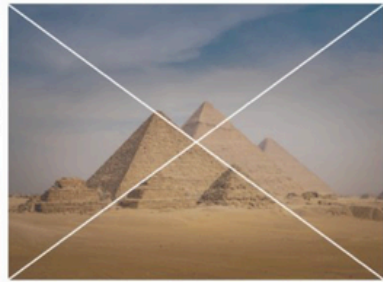
Visuals that feel warm, inviting and evoke feelings of happiness and inspiration



Imagery Guide (examples)

Avoid clichés

Landmarks or locations that are expected or well known, and feel too 'professional stock photographer' ie. symmetrical, overly saturated, perfect time of day, etc.



Embrace unique

Visuals that showcase unique experiences, or that show a more popular spot/landmark from a unique angle and perspective.



Avoid extremes

Visuals that are too extreme and are geared more towards adrenaline junkies.



Embrace calm - mild adventure

Our audience seeks more refined experiences, so images should have calm to active feel.



Questions?

Write to us at marketing@traveledge.com
