

Your First 9 Social Posts

Getting started on your business social media can be an intimidating task but we are here to tell you it doesn't have to be!

Here is your guide to what your first 9 social media posts should be.

Although these are the best posts to start with, don't worry if you have already started posting on social media. These 9 posts can still be added and pinned on your profile.

For more inspiration on your first 9 posts, check out the customizable captions and photos in this bundle!

Please Note: CTA means Call To Action and TA is a Travel Advisor.

1. Introduce Yourself

Share who you are and why you do what you do. This is a great place to share your niche and/or specialty and why you're passionate about it. Make sure to pin this post!

CTA Options:

- Give 3 Truths and a Lie in the post and ask people to guess the lie in the captions.
- Share what you drink first thing in the morning in the post and have the readers share theirs in the comments.
- Share where you are originally from and have readers share where they are from in the comments.

2. Explain What You Do

Share more about what a travel advisor is and what they can expect by working with you. Give 3-5 points that may surprise them about a travel advisor. Make sure to also pin this post!

3. What Should They Do Next?

Introduce your Facebook Group and explain what they can expect by joining it. Make sure to pin this post!

- Remember, you can add the link in the caption of Facebook so that CTA should be "click the link to join". You will also want to give a CTA such as "DM us for the link or drop an emoji below for the link" when posting on IG.

4. Make it Personal

Share some of your personal vacation photos and tell your followers what travel means to you. Give the top three vacations you've ever been on. After that, share with them what you hope your clients will gain by working with you.

5. Destination-Focused

Pick a destination you know the most about and share three things everyone should know about visiting there. Tell the reader how you will help your clients prepare to travel to their destination.

6. Travel Challenge

Share about a time when something went wrong on vacation for you. Tell the reader how you'll help clients manage any crises that may come up.

7. Travel Mistake

Share a mistake you made on vacation once followed by three common vacation mistakes people make. Tell the reader how you'll help them avoid mistakes with your training and expert knowledge.

8. Destination Myth

Pick the destination you want to sell first and share a myth you've heard about it. Tell the reader how you will help them navigate all the bad information out there.

9. Specialty-Focused

Talk more about your niche or specialty. Get very specific about who you help and how you help them. If you have a personal reason for that niche or specialty, share more about it.