

HOST HANDOUT # 8

Maximising Facebook

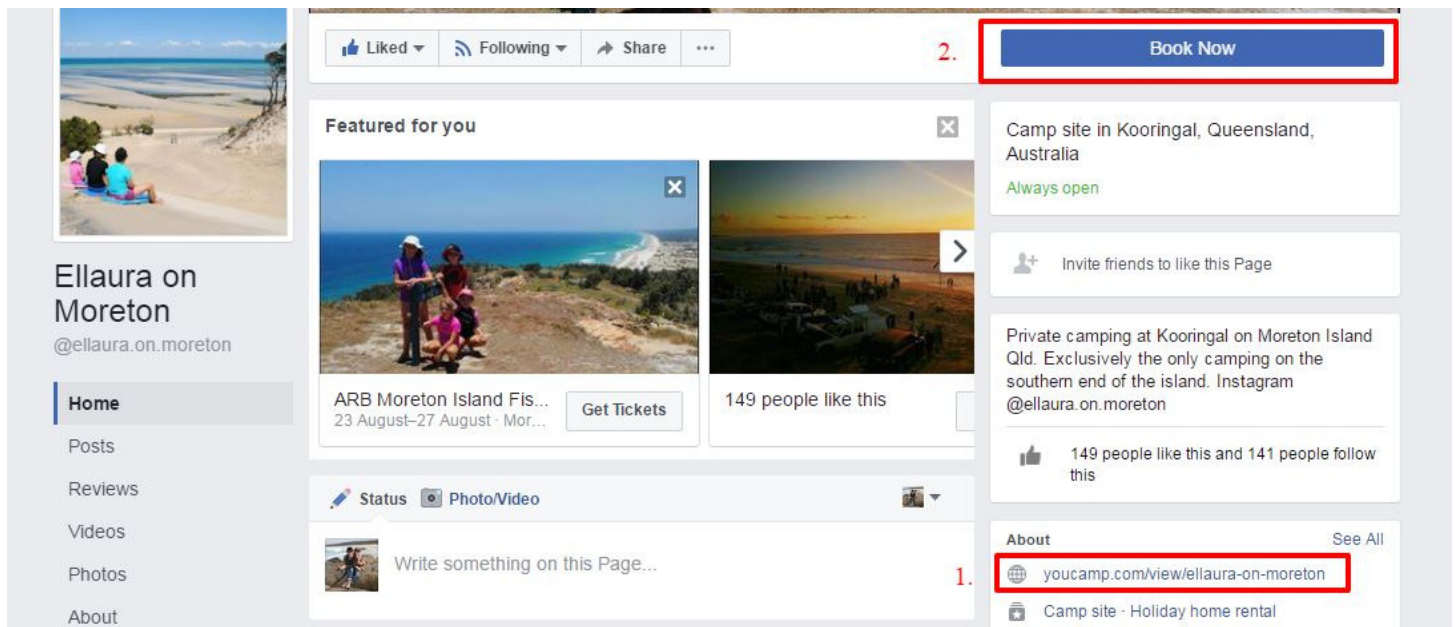


Facebook is a great way to engage with guests and generate more bookings. We encourage hosts to do as much of their own advertising & promotion as possible. The key to turn posts into bookings is to use your Youcamp URL everywhere. When you do this you are giving guests a quick link to more information and a quick link for them to book online quickly and securely.

1. In the ABOUT US section there is a space for your website.

2. There is the option to add a BOOK NOW button.

Use your Youcamp URL in both of these locations. When a user clicks on the link or button it will take them directly to your Youcamp page.



3. Do a post, paste your Youcamp your URL in the post and find the option to 'pin to the top'. This means it stays at the top of your page and is usually the first thing a user will read.

Update your followers regularly with news posts, videos and special offers.

Remember to use #youcamp with every post!

