

HOST HANDOUT # 9

Maximising Instagram



Instagram is a photography journey that you share with followers. Youcamp features properties frequently on our own Instagram account and we recommend you follow these step to maximise bookings.

1. Complete the bio description such as the example below.
2. Use your Youcamp URL in the bio. This is the only link to the outside world from Instagram. With every post we recommend you encourage users back to the bio - for example: "Link in bio, make a booking today!"

3. Post photos regularly. Remember to include our hashtag (#youcamp) with each post and tag us (@youcamp) with every post.

What's the difference between # and @?

A hashtag # groups all instances of the same hashtag together. Hashtags are used to connect users posting on the same topic.

The @ symbol is used to tag users in your posts. Use the @youcamp tag in the words of your post and tag us in the photo to bring our attention to your post. This gives us the ability to use your content by reposting, therefore potentially growing your followers.

Examples:
#youcamp #lovecamping
#adventure #explore #camping
#campingaustralia #seeaustralia
#visitnsw #campingwithdogs
#campingwithkids #nature
#roughingit #campfire #fun

