

HOW TO PLAN SOCIAL MEDIA CONTENT FOR YOUR ISLE OF MAN ACTIVITY PROVIDERS

Kirsty Lawrence

@kirstymannsocial





This guide to planning content will show you:

- How to efficiently plan content
- 4 sample content plans
- Ideas for posts
- A note on copy writing
- Example Calls to Action
- Sample posts



5 steps to planning successful social media marketing

1. Consistently talk to your customers - are they on one social media platform regularly? Which channel is the most popular?
2. Regularly dive deeper with your customers - what type of social posts do they love? Photos? Up to date info? Holiday inspiration? Nostalgia?
3. Choose 4-6 content buckets for ease of planning (all will be revealed!)
4. Talk to other content creators (photographers, other activity providers, accommodation providers, bars, restaurants, producers) and ask if they are happy for you to share their content if credited (this is not simply 'sharing' posts, this is saving their images and using in your own posts)
5. Decide which days you will post, choose a post format and schedule your posts!

Steps 1 and 2

The more you talk to your customers, the better your social media marketing will be.

If you post without understanding which platform your ideal customers are on you may get crickets.

If you don't know what content inspires, entertains or is useful to your ideal customers you are wasting your precious time.



When it comes to posting, imagine you are talking directly to one particular customer, and write it to them.



Content Planning

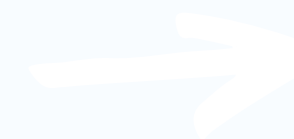
The easiest, most efficient way to plan content is to have different content topic 'buckets' ready to draw from.

Step 3

Define 4 - 6 content buckets

What did you discover in Steps 1 and 2? Is your ideal customer interested in:

- Walking, cycling, water based activities as well as your activity / experience?
- Dining out? Local produce for picnics?
- Heritage and culture?
- Health, wellness or sustainability?
- Food, gifting?
- What's on?
- Secret places to go?
- 'Instagramming'
- Wildlife
- 'Inside knowledge'
- Camping, glamping, hotels, self catering?



See the next page for a mind map of some of the different content buckets you should consider.



**Your conversations with
your customers will inform
which content buckets you
choose.**



**Can you bring some consistency in
to your planning? Shout out
Saturday, Top Tip Tuesday,
Wildcard Wednesday?**

Consider Awareness Days

Step 4

Alongside content you create yourselves, it's great to share other people's content.

Consider investing in a creator to grab some quality images / video for you once or twice a year.

Talk to other content providers (photographers, other activity providers, accommodation providers, bars, restaurants, producers) and ask if they are happy for you to share their content if credited (this is not simply 'sharing' posts, this is saving their images and using in your own posts).

If you can build up a network of people / businesses then together you will have a bigger impact through cross pollinating your audiences.

Engage on each other's content, share each other's content in new posts.

nb sharing the original post is kind, but the Reach is often not great. Hence I suggest saving the image (after requesting permission) and sharing natively.

Step 5

Decide which days to post by looking at your analytics. Stick to this for a few weeks, then revisit your analytics to understand which days are working, and which days need to switch up.

Decide on a format for your post - try to alternate between these (more on this on the next slide)



Schedule your post in Creator Studio (or use an external tool like Hootsuite or Buffer)



Post formats

It's important to mix up your content formats.

- Multi image do well on Facebook, Twitter and Instagram
- Short form videos do well on every platform
- Occasional question posts do well on Facebook and Twitter (just text and choose a background)
- Stunning single images with super short captions do well on Twitter, Facebook and Instagram
- Reels do well on Instagram
- Tik Tok is exploding - short videos of the water, scenery, beauty spots, tours, to the point fun facts all do well there (and also work for Reels)

Find lots of post formats and inspo later in this slide deck.



Post formats

Links are often suppressed on Facebook, as algorithms like to keep audiences on their platform.

Despite this, it's still worth sharing links from time to time.

Test sharing links to websites versus creating your own post about an activity with a stunning photo and see which performs better.

Deciding which format to use

Define topic of post



Define detail of post



Choose format of post



Story



Video



Reel



Sgl image
post



Multi image
post

**Here are 4 example 4-week
content plans to inspire you**

3 posts per week, 5 content buckets

Content Buckets

- 1) Your activity / experience
- 2) Complimentary activity / walking Inspiration
- 3) Manx history, culture & heritage
- 4) IOM hidden gems
- 5) What's On

What's On Highlights	Customer feedback with booking encouragement as call to action	Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music or Best restaurant for a quick bite / for a gourmet experience etc
Fun fact - historic, cultural, wildlife, geographical - choose something that makes sense for your audience. What will engage them?	Multi image post of activity / experience in action and dates of next available spaces plus CTA of 'book your space today'	Share an Instagrammable hidden gem
Images of 1 or more local events (national sports events / festivals / charitable / cultural)	Your activity's features / benefits / offers with booking encouragement as call to action eg share your values or behind the scenes video of preparing for a tour / equipment	Amazing local food/drink to try and where to try it (one place each month)
Fun fact - historic, cultural, wildlife, geographical - choose something that makes sense for your audience. What will engage them?	Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!	Share an Instagrammable hidden gem

3 posts per week, 4 content buckets

Content Buckets

- 1) Your activity / experience
- 2) Complimentary activity / walking Inspiration
- 3) Manx history, culture & heritage
- 4) Hidden gems

<p>Showcase a complimentary activity/experience provider eg Walking guide showcase a Paddleboard company etc</p>	<p>Customer feedback with booking encouragement as call to action</p>	<p>Share a hidden gem - eg cool accomodation or Eatery, beaches, wild swim spot, walks, beauty spots.</p>
<p>Amazing local food/drink to try and an example of where to try it</p>	<p>Multi image post of activity / experience in action and dates of next available spaces plus CTA of 'book your space today'</p>	<p>Heritage visitor site inspiration</p>
<p>Showcase a complimentary activity/experience provider eg Paddleboard provider showcase a Gin tour experience</p>	<p>Your activity's features / benefits / offers with booking encouragement as call to action</p> <p>eg share your values or behind the scenes video of preparing for a tour / equipment</p>	<p>Share a hidden gem - eg cool accomodation or Eatery, beaches, wild swim spot, walks, beauty spots.</p>
<p>Isle of Man wildlife - where & how to see it in an appropriate way (shout out to relevant organisations eg Whale and Dolpihn watch)</p>	<p>Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!</p>	<p>Activity inspiration (alligned to your ideal customer)</p>

2 posts per week, 3 content buckets

Content Buckets

- 1) Your activity / experience
- 2) Complimentary activity / walking Inspiration
- 3) Hidden gems

Share a great walk or mountain bike route	Customer feedback with booking encouragement as call to action
Amazing image of the Isle of Man - a beauty spot / instagram worthy / hidden gem	Multi image post of activity / experience in action and dates of next available spaces plus CTA of 'book your space today'
Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music or best restaraunt for seafood / local produce etc	Your activity's features / benefits / offers with booking encouragement as call to action eg share your values or behind the scenes video of preparing for a tour / equipment
Tips from a local - share an insider tip of something super special your ideal customer would love	Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!

1 post per week, 2 content buckets

Content Buckets

- 1) Your activity / experience
- 2) Hidden gems

Customer feedback with booking encouragement as call to action

Multi image post of activity / experience in action and dates of next available spaces plus CTA of 'book your space today'

Your activity's features / benefits / offers with booking encouragement as call to action

eg share your values or behind the scenes video of preparing for a tour / equipment

Share an incredible photo fo a beauty spot

If you can figure out
what prompts people
to hit 'share' or to
comment you have
struck gold!



Social Selling

Make it about your ideal customer.

Be interested in their opinions, their knowledge, their needs, their questions.

Think Value, Value, Sell

Look out for User Generated Content to share and credit

Videos to Test

Videos can be live, pre-recorded or Reels.

Around 1 minute is good.

You don't need to be in videos, you don't even need to talk over them. You can add info in the captions.

Keep captions short and to the point, but do capture your brand tone of voice.

Consider asking questions at end of caption "where would you like to see next?"

1. Videos of views / in the sea
2. Video of activity leaders / customers (with permission) in action
3. Behind the scenes videos - looking at maps, preparation, sorting gear, checking a route etc
4. Video of sunset, waves lapping, historical site, beauty spot
5. Customer testimonial video
6. Meet the team videos
7. Time lapse videos (dark skies, tide in and out)
8. Slow motion or stop motion videos

Image Posts to Test

1. Multi image posts of your activity / experience in action
2. Incredible single images of the island - taken by you or shared with permission from other accounts. You will start to notice which types of images do well.
3. Multi image posts of customers (with permission) and lovely pics of the island
4. Testimonial graphics with benefits and thanks in the copy
5. Photo of customers with testimonial in the copy
6. Images of sites, walks, activities, food etc
7. 'What makes us different' posts
8. Event photos
9. Behind the scenes posts - showcase your team (these often work REALLY well!), improvements and special touches.
10. PNG guides of walks and routes from Visit Isle of Man website (you can convert PDFs to PNG online)

Other posts to test

1. Drive traffic to website offers. Write enticing copy for the post: "Special Autumn Offer. Don't miss out, book at our special offer price until Aug 10th [link to website]*"
2. Link to websites which provide interesting and educational information related to your Content Buckets. Frame the article with your thoughts, an added point of interest etc
3. Check Awareness Days to find any which align
4. Links to any articles which mention your business
5. Ask simple questions - no image / video required. eg 'Whic part of the island would you love to explore?', 'When's your next Isle of Man holiday', "Where's your favourite IOM beauty spot", What was your favourite experience with us this year?
6. If using Instagram, test using all of the engagement features on Stories - polls, questions, sliders etc

*nb depending how well images from website pull through, you may need to create an image for this. You can use Canva.

**Re-purpose information from your website into posts with an image

Question inspiration

Get to know your audience, make them feel important,
encourage a community feel.

- Which do you prefer? x or y?
- What's your fave way to enjoy the island?
- Where would you like to walk next?
- How do you like to wind up the work week?
- What's your favourite.....? Laxey Beach, the walk up to Albert Tower, a Davidsons ice cream on Peel prom, a trip to Castle Rushen or a pint on Port Erin prom? etc
- Which Isle of Man restaurant would you recommend? (if you don't serve food)
- What song puts you in a good mood?
- What are you doing this weekend?
- Best place for grabbing a coffee in the Isle of Man ?
- When did you last visit the Isle of Man?

Writing Copy



Writing post copy

You need to stop the scroll

- Leave white space between paragraphs - not one block of text
- Mix up post length - test some short and some longer
- Test emojis
- Use strategic hashtags and always use #iomstory
- One clear call to action

Try to catch people's attention with your first line by calling out to your ideal customer in some way.

Remember, this isn't about you - it's about them.



Call to Action

Make it easy for people to take the action you want them to take

Engagement

- Let us know in the comments
- Drop a ♥ / below if you agree!
- Share the love
- Who needs to see this today?
- Who would you ____
- Tell us ____

Engagement

- What do you think (slider / poll in Stories)
- Double tap if you agree
- Tag a friend who needs to see this
- Bookmark/Save this for later
- Which is your favourite?

Deepen connection

- Message us if you'd like to be the 1st to know
- Drop us a DM if you want __
- Ask questions in Stories 'what do you need help with' or 'what would you love to know'

Drive Traffic

- Learn/discover more on our website
- Click the link in our bio
- Watch more (link to another video)
- Add your thoughts over on (other platform)

Build Email List

- Sign up for our latest news here
- Sign up to grab 10% off today
- Join our free group here
- Download your free guide here

Sample Post: User Generated Content

Top Tip

This image was shared in a review on the Port Erin Paddleboard Facebook Page.

Save the picture (right click on it, save as), then share with the testimonial in the copy.



Sample Copy

"Wonderful time Paddleboarding with a hen party at sunset . Amazing experience and one we'll be doing again. Thanks to Sheryl and Jess for taking us out"

Libby Jasmine

Do you have an Isle of Man Story to share? We'd love to hear it ♥

#iomstory #isleofman #paddleboarding #sunset

Sample Post: User Generated Content

Alternative testimonial post.

This image was shared in a review on the Quad Bike Mania Facebook Page.

Save the picture (right click on it, save as), then pull into Canva.

Choose a 'Testimonial' template and copy the testimonial (or a small soundbite) into the image. Then share on your page with Book Now call to action.

nb use your brand guidelines (font / colours) for consistency



Sample Copy

Looking for a group activity which scores 10/10? Book your adventure today [\[link\]](#)

#isleofman #quadbikes #iomstory

Sample Post: showcase activities



Multi image Activity Post:

Use quality images of activities in action - a mix of your activity and others curated, or just your activities - but all with your ideal customer in mind.



Sample Copy

From lush glens of green to extraordinary coastal walks ♥ What adventures are you planning next?

We have spaces for gorge walking next week - book your place today [\[booking link\]](#)

#isleofman #adventure #iomstory

Sample Post: showcase your activity



Multi image Activity Post:

Use quality images of activities in action - a mix of your activity and others curated, or just your activities - but all with your ideal customer in mind.



Sample Copy

From extraordinary coastal walks to leisurely railway wanders, the Isle of Man is a walkers paradise!

We have spaces on x walk and x tour over the next week or so. Comment below if you're interested (or drop us a message)

#isleofman #walking #iomstory

Sample Post: Heritage Site

Educational Post:

Grab the link to Meayll Hill from the Visit Isle of Man website and when you paste it into your post it will pull the image in.

Alternatively, you can right click on your favourite of the images on the web page and save that, pull it into your post and pop the link in (to get the full image affect, rather than the image with link)

Borrow the copy from the web page, or re-work it.



Sample Copy 1

Meayll Circle is a chambered cairn believed to have been built over one thousand years ago!!

A site of legends about haunting and Viking burials, it's not to be missed on your next trip to the Isle of Man ♥

Discover more from @visitisleofman

<https://www.visitisleofman.com/experience/meayll-hill-p1294821>

#iomstory #vikings #heritage

Sample Copy 2

Discover an extraordinary burial site over one thousand years old

<https://www.visitisleofman.com/experience/meayll-hill-p1294821>

#isleofman #vikings #iomstory

Sample Post: Hidden Gem

Inspirational Post:

Grab a photo or video of an incredible view, or the waves lapping the shore, or a sunset / sunrise. Beware not to over-edit, but a small tweak in an app like Snapseed can really enhance your image.

If you don't have time, look out for creator videos/images and request permissions to save and share (you must credit them).

If you have budget, and you want to have super high quality social media, consider commissioning a creator to grab one or two videos and images a month for you.



Sample Copy 1

White Beach, Niarbyl

#isleofman #iomstory #secretplaces

Sample Copy 2

Take a short walk from Niarbyl along the cliffs and you'll be rewarded with this ♥ With a waterfall and plunge pool on the beach, this place is paradise.

Have you been?

#isleofman #iomstory #secretplaces

Sample Post: Activity Inspo

Helpful Guide post

PDFs of the Blueways and Self Guided walk are available on the Visit Isle of Man website.

You can download the PDF, convert to a PNG or JPEG then upload that image to your post.

You can tweak / use copy from the PDF as your caption.

These posts do well usually - because they are super helpful.



Respect the rights of all users & leave no trace.
Please don't stand on the species that live on the rocks or kick the seabed.
Please refer to the Coastal Code & Angling Guide

For information on guided trips, experiences or equipment hire you can book on the Maughold Blueway see www.visitisleofman.com



Sample Copy 1

Maughold's ancient fishing coves are still popular today for paddle boarders, kayakers & nature lovers looking for the grey seal colony. Maughold is a historically important shoreline with 7th century mine shafts and Bronze Age cairns.

It's also believed to be the landing place of St Maughold who brought Christianity to Mann in the 5th century!

Discover Maughold for yourself with this Blueway guide

#isleofman #iomstory #heritage

Sample Copy 2

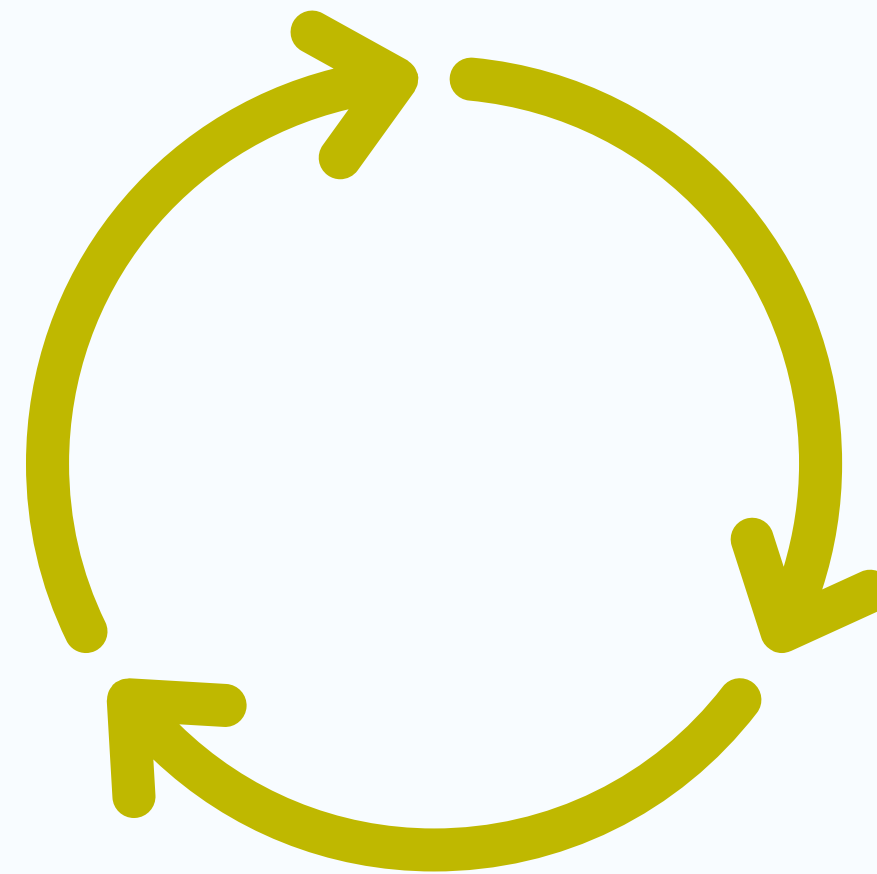
Have you discovered the extraordinary Maughold coastline?

#isleofman #iomstory #history

**The testing never stops.
Platforms are ever-changing**

TEST

MEASURE

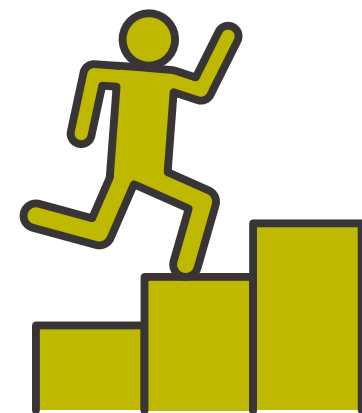


REFINE

Remember...



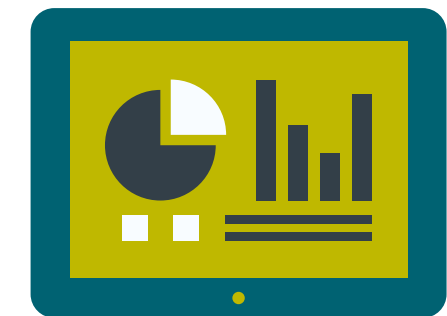
Building an engaged audience takes time & effort



One step at a time. Don't create overwhelm.



Be strategic. Post with a purpose in mind.



Always test. Performance based decisions are key to ROI.

If you have questions, I'm attending
the 2022 Autumn/Winter Industry
Days where I'd love you to 'ask me
anything!'





Page: [@kirstymannsocial](#)
Group: [Leveraging Social Media for Business Growth](#)



[Kirsty Lawrence](#)



Kirsty@manssocial.com



www.manssocial.com