MERCURY

Tourism Media and Promotion Through Social Media

20 – 24 June 2027
Sharm El-Sheikh (Egypt)



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Ref: 15683_1083137 **Date:** 20 – 24 June 2027 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction:

In today's digital age, the tourism industry has transformed, largely driven by the rise of social media. Social media platforms have become essential for promoting tourist destinations, enhancing brand visibility, and engaging with a global audience. The ability to share captivating content, real-time experiences, and visually appealing imagery has revolutionized how travelers discover and select their destinations.

This Tourism Media and Promotion Through Social Media course explores the strategies, tools, and techniques tourism professionals can use to maximize their reach and impact. From understanding the dynamics of various social media platforms to crafting compelling promotional campaigns, it provides a comprehensive guide to effectively harnessing the power of social media for tourism promotion.

Social media tourism marketing is a pivotal component in contemporary tourism promotion strategies. Integrating social media tourism statistics into campaign analysis helps industry professionals glean insights into traveler behavior and preferences. Participants will delve into tourism social media campaigns that have captured global attention, learning how to curate posts that resonate with audiences.

Through a blend of theoretical knowledge and practical exercises, learners will accumulate a deep understanding of how to promote tourism through social media. The Tourism Media and Promotion Through Social Media course underscores the definition of tourism promotion, examining various activities to spur innovative tourism promotion ideas.

This Tourism Media and Promotion Through Social Media training emphasizes the importance of tourism promotion and arms participants with actionable tourism promotion strategies to drive their tourism promotion campaigns forward. The ultimate goal is mastering a tourism social media strategy that aligns with a brand's voice and effectively captivates the intended audience.

Targeted Groups:

- Travel Enthusiasts.
- Social Media Influencers.
- Tourism Boards and Agencies.
- Hospitality Industry Professionals.
- Digital Marketing Specialists.
- Content Creators and Bloggers.
- Travel Agents and Tour Operators.
- Destination Management Organizations DMOs.
- Event Planners in the Tourism Sector.
- Cultural and Heritage Promotion Entities.

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Course Objectives:

At the end of this Tourism Media and Promotion Through Social Media course, the participants will be able to:

- Understand the role of social media in modern tourism promotion.
- Develop effective social media strategies tailored to the tourism industry.
- Master the creation of engaging and shareable tourism content.
- Learn to leverage influencers for tourism marketing campaigns.
- Analyze social media metrics to measure campaign success.
- Implement techniques to enhance audience engagement and interaction.
- Explore best practices for managing tourism brands on social media.
- Integrate cross-platform social media strategies for comprehensive promotion.
- Address challenges and crises in social media management for tourism.
- Create visually appealing and impactful promotional content.

Targeted Competencies:

By the end of this Tourism Media and Promotion Through Social Media training, participants competencies will:

- Social Media Strategy Development.
- Content Creation and Curation.
- Audience Engagement Techniques.
- Brand Storytelling and Messaging.
- Visual and Video Content Production.
- Analytics and Performance Measurement.
- Influencer Marketing and Collaboration.
- Crisis Management on Social Media.
- Campaign Planning and Execution.
- Cross-Platform Integration and Management.

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Course Content:

Unit 1: Introduction to Social Media in Tourism:

- Overview of social media platforms and their relevance to tourism.
- Key trends shaping tourism media and promotion.
- Understanding the impact of social media on travel decision-making.
- Case studies of successful tourism social media campaigns.
- Identifying target audiences and their social media habits.

Unit 2: Crafting Effective Social Media Strategies:

- Setting clear objectives for social media campaigns.
- Developing a comprehensive social media plan.
- Choosing the right platforms for your tourism promotion.
- Creating a content calendar and scheduling posts.
- Establishing key performance indicators KPIs for success.

Unit 3: Content Creation and Management:

- Techniques for creating engaging and visually appealing content.
- Utilizing photography and video to showcase tourist destinations.
- Writing compelling captions and headlines.
- Incorporating user-generated content into your strategy.
- Tools and apps for content creation and management.

Unit 4: Influencer Marketing and Collaboration:

- Identifying and selecting suitable influencers for tourism promotion.
- Building and maintaining relationships with influencers.
- Designing effective influencer marketing campaigns.
- Measuring the impact of influencer collaborations.
- Navigating contracts and agreements with influencers.

Unit 5: Analytics and Optimization:

- Tracking and analyzing social media performance metrics.
- Using insights to refine and improve social media strategies.
- A/B testing and optimizing content for better engagement.
- Responding to feedback and managing online reviews.
- Adapting strategies based on trends and audience behavior.