



Facebook is still the leading social media platform with a whopping 1.79 billion monthly active users! According to research from Visit Britain, it is the most popular go-to channel for all stages of a holiday-making process - particularly when travellers are deciding to visit Britain.

Here are some of my top tips for how you can improve your Facebook Marketing.



**BE CONSISTENT WITH YOUR POSTS - EVEN DURING WINTER MONTHS**

People start planning their holidays up to 2 years before committing, so make sure your business is being seen at all times to generate maximum exposure.



**ENGAGE IN CONVERSATIONS**

As well as replying to comments on your own posts, Visit Isle of Wight Facebook has over 29k followers and receive plenty of post comments - TIP: Use this as an opportunity to interact with these conversations and generate further exposure for your business.



**USE PLENTY OF IMAGES IN YOUR CONTENT**

With so much noise on Facebook, the use of images will draw more attention to your posts. You can use images found at:

- [www.visitwightpro.com/toolkits](http://www.visitwightpro.com/toolkits)
- [www.flickr.com/visitisleofwight](http://www.flickr.com/visitisleofwight) (Please credit: Visit Isle of Wight)



**USE YOUR COVER IMAGE AS A BILLBOARD**

Change your cover image regularly to attract attention (Facebook posts an auto-update on your timeline when you change it) - TIP: use it to advertise special offers or current Isle of Wight marketing campaigns (see: [www.visitwightpro.com/toolkits](http://www.visitwightpro.com/toolkits)).



**ENSURE YOUR PROFILE IMAGE REFLECTS YOUR BUSINESS**

Your profile image appears everywhere - in your timeline posts, replies in comments, comments & posts you make on other pages, and at the top of your page. Use your logo or a high-quality image that represents your business well.



**DON'T BE TOO PROMOTIONAL! KEEP IT SOCIAL**

Share relevant, fun daily updates to keep your content engaging. I recommend sticking to the 80/20 rule each week - make sure a maximum of 20% of your posts are promotional and 80% of your posts are really valuable. This could be anything from inspirational quotes to useful pieces of information for Isle of Wight visitors.