

LET'S GET SOCIAL



We have almost 40,000 people following us across Facebook, Twitter and Instagram who are all very passionate about the South West Coast Path. They love hearing about the work we do to look after the Path, which of course is helped by your business membership fees, as well as getting other things from us like travel tips, holiday inspiration and all the local insider knowledge about where to eat, drink, stay and what to do whilst visiting the South West.

When it comes to sharing the best about the South West, we know no one knows your local area like you do! So why not join in the conversation and start talking to our growing audience? To help, we're giving you a sneak peak on some topics that might be particularly relevant to help promote your business. We're also introducing Post About the Path Thursdays, a new monthly social media post we'll put out that you know will be coming and can like, share or comment on to reach new users. Scroll down to see what business topics we'll be posting about over the next quarter and follow us to make sure you don't miss anything else we put out!

POST ABOUT THE PATH THURSDAYS

On the third Thursday of every month, we'll post about something topical, seasonal and relevant for businesses like yours, giving you a chance to raise your profile on the Path and reach walkers looking to stay, eat and drink and take part in experiences along the way. For example, we'll be asking people to recommend their favourite pasty shop, campsite or boutique B&B. The post will encourage our followers to comment and tell us about places they love to visit on the Path – which might include you! We'll also be telling you about upcoming National Days/Weeks/Awareness Months that might be relevant to you, as they can be a great way of attracting more customers to your business at key points through the year.

Here's how you can use the following monthly posts to get the most out of them for your business

Share: Share the post on your own social media pages and add your own comment about your business. Make your comment relevant to any special offers or news that's relevant to the post and link it back to your website where customers can find out more or book.

Comment: Post a comment on our social media page under the post - make sure it's short, relevant and newsworthy and links back to your own website for more information.

Follow us: Follow us on Facebook, Twitter and Instagram. Following us means that our social media posts will appear in your timeline, making sure your existing and potential customers know you're a supporter of the Path and welcome walkers.

Hashtags: Use the suggested hashtags when you share the post on your own page as a way of capturing new social media followers with an interest in walking.

SOCIAL MEDIA CALENDAR



APRIL

Theme: EASTER (19th April)

THE GREAT EASTER OUTDOOR EXPERIENCE HUNT

Spring is well and truly on it's way and we're on the hunt for new experiences along the Path which are helping you to complete your great outdoor Easter experience. So whether it's paddleboarding, dolphin watching or learning to surf, or taking in local heritage and visitor attractions, tell us what you've found to make your great coast path experience even better.

Theme: Dog Friendly Accommodation

Our Paws on the Path competition is coming to an end on April 14th - if you're a dog friendly accommodation provider, share out posts during this month with your guests and help them to win prizes for themselves and their dogs! (<https://www.southwestcoastpath.org.uk/love-the-coast-path/competitions/>)

Theme: UK Coffee Week 16 – 22 April National Tea Day 21 April

GRAB A COAST PATH CUPPA

To celebrate national UK Coffee Week and National Tea Day this month, we'd like to know where you enjoy your favourite coast path cuppa or coffee.

MAY

Theme: National Camping and Caravanning Week (28th May – 1st June)

NATIONAL CAMPING AND CARAVANNING WEEK

Over 60% of campers and caravanners say that hiking and walking is their favourite thing to do, What's your favourite camping spot, glamping experience or place to park up your van along the Path?

JUNE

Theme: Beer Day Britain 15th June

PINTS ON THE PATH

There's nothing better after a day's walking than a great pint of British beer, where's your favourite place to stop off for a pint on the path?

Theme: National Cream Day 28th June

The big debate is on - jam on the bottom or the top? Where on the Path will you be enjoying your cream tea?

