

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

JANUARY

Theme: GETTING HEALTHY ON THE PATH

Key dates: [Veganuary](#) (all month) [Dry January](#) (whole month)

Our posts scheduled for: Thursday 24th January

Facebook:

Many of you kicked off 2019 watching what you eat, hitting the trails or taking part in a January abstinence and we'd love to know if you've managed to stick to these healthy habits! Leave a comment below telling us what you've achieved and what's helped you along the way. Maybe you discovered a new vegan café, a B&B that offers a low-calorie breakfast or a pub with an interesting menu of non-alcoholic drinks! Or maybe you found a new walking route on the Path that helped you to keep focus on your goals. #healthkick

Twitter:

If you've been on a healthkick this January, tell us where's helped keep you on the wagon! A vegan café, healthy B&B stay or non-drinker friendly pub? #southwestcoastpath #recommendations #toptips #veganuary #dryjanuary #health #swisbest

FEBRUARY

Theme: PASTIES

Key dates: Feb 24th – 2nd March CORNISH PASTY WEEK (including Cornish Pasty championships on 2nd March at the Eden Project, Cornwall)

Our posts scheduled for: Thursday 21st February

Facebook:

This Sunday marks the start of Cornish Pasty Week and it's making us hungry already! So, whether you like to keep it traditional with meat and veg, a cheeky cheese & onion or something more exotic – tell us where in Cornwall serves up the best pasty! #cornishpasty

Twitter:

#CornishPastyWeek is coming! So we want to know where in Cornwall serves the best pasties? #recommendations #cornishpasty #triedandtested

MARCH

Theme: Bed & Breakfast

Key dates: 24th March National B&B day / 30th – 7th April English Tourism Week (click [here](#) for ideas on how to get involved) / 31st March Mothers Day.

Our posts scheduled for: Thursday 21st March

Facebook:

The Great British B&B can trace its history back to ancient times, when people opened their doors to weary travellers, making even the most remote areas of the country more accessible. Today, B&B's are the cornerstone of British hospitality and many people visiting the region favour this charm-filled option and experiencing the 'real South West'. This Sunday, we're celebrating National B&B Day, so take this opportunity to sing the praises of our unsung hospitality heroes and tell us about your favourite B&B! #B&B

Twitter:

This Sunday is National #BandBDay & time to sing the praises of our unsung hospitality heros! Where was your most memorable stay on at a B&B on the #southwestcoastpath and why?