

Where should we post and why?

The #vanlife dominates TikTok and Instagram as audiences are eager to watch these social media nomads go about their excursions. Videos of camper conversions and migratory daily routines attract just as many likes as the sweeping landscapes and breathtaking horizons (Murray, 2021).

On TikTok, the #vanlife hashtag has been viewed more than 12 billion times, while Instagram returns upwards of 15 million posts (Prendergast, 2024).

TikTok demographics and usage

Number of monthly active users: 1.7 billion

Largest age group: 18-24 (36.2%)

Gender distribution: 49.2% female, 50.8% male (no data on other genders)

Time spent per day: 53.8 minutes

Takeaways from TikTok demographics for 2024

TikTok hasn't surpassed Facebook and Instagram in number of monthly active users. But its growing popularity and increased usage could soon change that.

Gen Z is driving this growth in popularity, with 78% of US Gen Z using it in 2023.

Not only is TikTok's user base booming but also its daily activity. TikTok boasts the highest average time spent per day of any network. Daily time spent on the platform grew by almost 10 minutes compared to the previous year's 45.8 minutes (Zote, 2024).

Instagram demographics and usage

Number of monthly active users: 2 billion

Largest age group: 18-24 (30.8%)

Gender distribution: 48.2% female, 51.8% male (no data on other genders)

Time spent per day: 33.1 minutes

Takeaways from Instagram demographics for 2024

The platform's growth remains steady in spite of a slowdown in recent years.

As far as social media age demographics go, Instagram maintains a firm hold on both Gen Z and millennials. These groups make up roughly two-thirds of their base.

Time spent on the platform increased from the previous year's 30.1 minutes. A 2-minute increase indicates that people are spending more time engaging with Instagram content (Zote, 2024).

How many times should we post?

For Instagram;

According to Vizart, et.al there is not an ideal strategy when it comes to posting. However there are key considerations that we can keep in mind.

For brands, the aim is to post three to five times a week for their main Instagram feed. But keep in mind that sharing fewer excellent posts is preferable to sharing a lot of low-quality content because quality should always come first. Just make an effort to post frequently and steadily over time (Team, 2024). Because of this research, we are going to post 4 times a week.

Let's move on to timing, because when is the best time to post on Instagram?

Once more, there is no one-size-fits-all method for the best outcomes when it comes to timing (Mathur, 2024). But you can position yourself for success by adhering to a few general guidelines.

First, consider your audience's everyday routines. Are young professionals your target audience? These people are more likely to work a standard 9–5 schedule with a midday lunch break. Here, posting content a little before lunch is a great move. However, posting between 7 and 9 pm guarantees that, if you are targeting busy new mothers, people will see your content during those valuable hours when the baby is sleeping.

Secondly, keep in mind that the weekend posting schedule should be different because people tend to have more time. The hours between 10 a.m. and 3 p.m. on Saturdays and Sundays are typically when Instagram usage peaks.

The best option is to monitor your audience behavior for some time and find out at what times or what days you will have the most engagement (Team, 2024).

For Tiktok

It's usually advised to begin posting on TikTok three or four times a week. You can increase the frequency as you become more at ease and gain a deeper understanding of your audience. On TikTok, regular posting keeps your audience interested and can increase your visibility. Therefore, consistency is essential. A variety of elements, like sharing pertinent, interesting, and high-quality content, influence the final outcome when posting. Even with the ideal posting frequency, you won't get the results you want with lower-quality content. The visibility of your post is also influenced by the way your audience engages with the content (likes, comments, and shares) and its features (audio, video, captions, and hashtags) (Supliful, 2024).

Because of this research we aim to post three times a week on Tiktok.

What time should we post on tiktok?

Not surprisingly, the majority of TikTok users use the app most during their free time, which is typically later in the day.

As per Macready (2024) the optimal periods for posting on tiktok are:

- Monday, 3 PM
- Tuesday from 3 to 5PM
- Wednesday, 3PM
- Thursday: 3PM
- Friday: 12 PM

This is when most users are active on Tiktok.

The data also indicated that businesses should avoid posting on TikTok during the weekends.

What content should we post?:

According to Choi et al. (2023), Generation Z travelers would use Instagram marketplace. The target group would have confidence in the marketplace and be positively influenced to buy products and services from sellers. They would trust sellers when interacting. This indicates that our target audience is interested in buying stuff. Services to buy from the Instagram Marketplace and thus they are highly engaged there. We could take advantage of this by using Marketplace itself or posting something on it. Or information about sales. Sellers or being able to give tips on our own Instagram account.

According to Ramgade and Kumar (2021), Gen Z is still growing in economic strength, but one thing that is very profound about this generation is that they are very aware of environmental issues and their effects and are thus more concerned about ecological balance. Furthermore, the target group finds it very important to have eco-friendly options while travelling. These travellers are looking for sustainable authentic experiences. Therefore, it is important to use On our social media platforms to discuss the most eco-friendly or ecological tips or products.

From Google's report (*Gen Z Trends & Insights*, 2021). Turns out the trend among generation Z. is the following. They have an effort arc of 0.8 seconds. They please see everything through video 's. See themselves as authentic. Further believe that companies should prove themselves by doing rather than talking. These following points indicate that as a company, we should mainly use videos to capture the attention of this generation. That our videos can never be longer than 0.8 seconds or that within the few seconds that we have we should grab attention right away. Furthermore, we need to be as company showing. Do things like that instead of mainly saying it, so posting. Actions would have a positive effect on this generation.

Travellers are actively seeking and choosing destinations that offer a more authentic and immersive travel experience. It's no surprise that up to 41% of travellers are actively seeking smaller, lesser-known destinations. Says Mirko Lalli, (2024). This would mean that in our posting on social media, we should take into account that we post places and activities that are a little less. Popular and a little less frequented. That way, you get the authentic and the special. What our target audience is looking for.

What suits our company and what do other companies post?

The fact that young people have been traveling more and more in recent times has not gone unnoticed. Goboony has seen a significant increase in bookings (De Graaf, 2023). In one year, the number of campervan rentals has increased by almost 30 percent. Goboony is a Dutch company that rents out campers on their website, it is like Airbnb for the campers. They also have an active Instagram account where they share travel ideas and promote their company (Instagram, n.d.). What is also part of this is the following. Generation Z is increasingly aware of sustainability and the environment. They are increasingly aware of what their actions now have on their future (Prayag et al., 2022). This also affects destination

marketing, where places (cities and countries) have to position themselves differently and how they have to brand themselves to tourists (Kolb, 2017).

Campsite definitely sees Goboony as an example for our own Instagram. What Goboony does very well is targeting the consumer. They show a lot of destinations and places for inspiration. Research has also shown this. It shows that social media is more effective than 'traditional' marketing. It also has a positive impact on things like brand loyalty and brand awareness (Ninan, Roy, & Cheriyan, 2020).

Another Instagram account that does this very well is 'thegoldenroad'. This account explains a lot and very well what the camper life looks like and how they experience it. They also really try to convince people to also start living this camper life (Instagram, n.d. -b). Camper_4_ever is a German account, so we can not understand everything. But when you look at their feed, the right side is full of quotes. Viswanathan (2022) also talks about this, 'you set up a long term relationship. They might share the link to your profile and feed to others, spreading the word about your account'. Once you look at the likes and comments, these posts do significantly better than the rest of their posts. But what they also do very well, and what we as Campsite can also do better, is give a lot of tips for camper life. This account is really like a kind of diary of her travels for her (Instagram, n.d. -c).

References

De Graaf, C. (2023, April 28). Aantal verhuurders van campers neemt fors toe.

Goboony.

<https://www.goboony.nl/blog/aantal-verhuurders-van-campers-neemt-fors-toe>

Choi, M., Choi, Y., & Lee, H. (2023). Gen Z travelers in the Instagram marketplace: trust, influencer type, post type, and purchase intention. *Journal of Hospitality & Tourism Research*, 48(6), 1020–1034.

<https://doi.org/10.1177/10963480231180938>

Instagram. (n.d.). <https://www.instagram.com/goboony/>

Instagram. (n.d.-b).

<https://www.instagram.com/theggoldenroad?igsh=MWp3OHJiN2l4Yms4Mw==>

Instagram. (n.d.-c).

https://www.instagram.com/camper_4_ever?igsh=aGJucmhnMTg0cmRh

Gen Z Trends & Insights. (2021). [Report].

Kolb, B. (2017). Tourism marketing for cities and towns. In *Routledge eBooks*.

<https://doi.org/10.4324/9781315543413>

Macready, H. (2024, 24 september). *Best time to post on social media: 2024 data for all networks*. Social Media Marketing & Management Dashboard.

https://blog.hootsuite.com/best-time-to-post-on-social-media/#Best_time_to_post_on_TikTok

Mathur, A. (2024, 23 augustus). *Best Times to Post on Social Media in 2024 (Each Platform)*. SocialPilot.

<https://www.socialpilot.co/blog/best-times-to-post-on-social-media>

Mirko Lalli. (2024). *5 Megatrends Reshaping international Tourism in 2024*.

Murray, E. (2021, October 6). *Van life trend takes over the internet*. The Fordham Ram.

<https://thefordhamram.com/culture/van-life-trend-takes-over-the-internet/#:~:text=The%20%23vanlife%20dominates%20TikTok%20and,sweeping%20landscapes%20and%20breathtaking%20horizons>.

Ninan, N., Roy, J. C., & Cheriyan, N. K. (2020). Influence of social media marketing on the purchase intention of Gen Z. *International Journal of Advanced Science and Technology*, 29(1), 1692-1702.

Prayag, G., Aquino, R. S., Hall, C. M., Chen, N., & Fieger, P. (2022). Is Gen Z really that different? Environmental attitudes, travel behaviours and sustainability practices of international tourists to Canterbury, New Zealand. *Journal of Sustainable Tourism*, 1–22. <https://doi.org/10.1080/09669582.2022.2131795>

Prendergast, A. (2024, July 11). *How is #VanLife evolving and diversifying?*. Roadbook.

<https://roadbook.com/travel/van-life-evolving-trend-movement/#:~:text=Since%20Huntington's%20original%20surf%2Dand,upwards%20of%2015%20million%20posts>.

Ramgade, & Kumar. (2021). CHANGING TRENDS OF HOSPITALITY INDUSTRY: EMERGENCE OF MILLENNIALS AND GEN Z AS FUTURE CUSTOMERS AND THEIR INFLUENCE ON THE HOSPITALITY INDUSTRY. In *Vidyabharati International Interdisciplinary Research Journal* (Vol. 12, Issue 2, pp. 110–116).

<https://hmct.dypvp.edu.in/Documents/research-papers-publication/Research-Papers/12.pdf>

Supliful. (2024, 10 september). *How often should you post on TikTok? Best practices for 2024*. Supliful.

<https://supliful.com/blog/how-often-should-i-post-on-tiktok-to-grow>

Team, V. (2024, 25 july). *How Often To Post on Instagram: A Complete Guide to Build Your Audience*. Vizard Resources.

<https://vizard.ai/blog/how-often-to-post-on-instagram>

Viswanathan, N. (2022, May 25). *How your Instagram feed can help your brand succeed*. Manychat Blog. <https://manychat.com/blog/instagram-feed-brand/>

Zote, J. (2024, February 14). *Social media demographics to inform your 2024 strategy*. Sproutsocial.

<https://sproutsocial.com/insights/new-social-media-demographics/>