

Team 4: Content Plan

(Aya Al-Asmaie & Rania Ibrahim)

1. Objectives and Goals

- Increase awareness of Tunis Village as an eco-tourism destination.
- Educate people about the sustainable practices in the village and how they contribute to eco-tourism.
- **KPIs:** Engagement (likes, shares, comments), follower growth, brand awareness (measured through reach and impressions), and clicks to learn more about eco-tourism in Fayoum.

2. Target Audience


➤ **Demographics:**

- **Age:** 18-45 years (eco-conscious travelers, nature enthusiasts, young professionals).
- **Interests:** Eco-tourism, sustainable travel, nature, adventure, cultural experiences, and Egyptian heritage.
- **Location:** Primarily local and international travelers interested in Egypt, sustainable tourism, and cultural exploration.


➤ **Psychographics:**


- People who are looking for unique, off-the-beaten-path travel destinations.
- Those interested in environmental sustainability and supporting local communities.


➤ Persona 1: Egyptian Woman


	Bio Sara is a nature-loving professional teacher who is passionate about sustainability, wellness, arts & crafts, and local culture. She values authentic experiences and enjoys exploring new ways to lead a fulfilling life.	Motivations Sara is motivated by making a positive impact on the environment, learning new things, and supporting local artisans and cultural traditions.	Devices Smartphone, laptop, tablet
	Goals To promote environmental awareness among her students, practice a sustainable lifestyle, immerse herself in local culture, and develop her skills in arts & crafts.	Pains Sara may feel overwhelmed by the fast-paced modern world, struggle to find time for self-care and creative pursuits, and face challenges balancing work and personal interests.	Brand Affiliations Sustainable lifestyle brands, wellness retreats, local artisans

Sara


Age/Gender
30/Female


Location
Cairo, Egypt


Occupation
Professional teacher


Family Status
Single

3. Content Themes & Topics

- **Eco-Tourism Education:** Explain what eco-tourism is and how it benefits local communities and the environment. Share statistics or facts to highlight the importance of responsible travel.
- **Sustainable Practices in Tunis Village:** Showcase the eco-friendly initiatives being practiced in the village (such as waste management, renewable energy, organic farming, or local craft production).
- **Local Culture & Heritage:** Introduce the history of Tunis Village, its local traditions, and the culture that makes it unique.
- **Community Involvement:** Feature stories about the people in the village, particularly locals involved in eco-tourism initiatives.
- **Nature & Scenery:** Share breathtaking photos and videos of the village's landscapes, the natural environment (e.g., lakes, desert, plants, and wildlife), and outdoor activities (e.g., hiking, bird-watching).
- **Eco-friendly Travel Tips:** Share tips on how travelers can reduce their environmental footprint while traveling (e.g., minimizing plastic, conserving water, staying at eco-lodges).

4. Content Types

- **Images:**

- Beautiful scenic shots of Tunis Village and surrounding nature.
- Portraits of locals engaged in eco-tourism activities.
- Photos of eco-friendly accommodations and experiences.

- **Videos:**

- Short videos showing eco-tourism practices in action, like sustainable farming or waste management.
- Behind-the-scenes footage of community efforts, tours, and activities.
- Mini-documentaries on Tunis Village's heritage or eco-tourism impact.

Instagram Stories/Facebook Stories:

- Polls or Q&A sessions about eco-tourism in Egypt.
- “A Day in Tunis Village” series showcasing daily life.

Infographics:

- Facts about Tunis Village's sustainability efforts.
- Eco-tourism tips for travelers.

User-Generated Content:

- Encourage tourists to share their experiences and use a specific hashtag (e.g., #EcoTunisVillage or #SustainableFayoum).

Carousels:

- Step-by-step guides (e.g., “How to Travel Responsibly in Tunis Village”).

- "Did you know?" series with interesting facts about the village and its eco-tourism practices.

5. Content Frequency & Posting Schedule

- **Frequency:** Aim to post 3-5 times a week to keep engagement up without overwhelming your followers.
- **Posting Times:** Use insights from Instagram and Facebook to track when your audience is most active. Typically, early morning and evening times work well for tourism-related content.
- **Content Calendar:** Plan content one week ahead, focusing on a mix of educational, promotional, and engagement-driven posts (e.g., Monday: Educational Post, Wednesday: Local Highlight, Friday: Community/Engagement).

6. Content Creation Plan

- **Photography and Videography:** Since this is a new page, high-quality, authentic visuals will be crucial. If possible, collaborate with local photographers or videographers to showcase the village's beauty.
- **Storytelling:** Focus on storytelling rather than just showing the village. Tell personal stories of local artisans, eco-tourism guides, or tourists who have visited. This adds a human touch and connects emotionally with your audience.
- **Content Approval Process:** As a new page, keep a simple approval system where key stakeholders (community leaders or village representatives) can approve the content before posting to ensure accuracy.

7. Engagement Strategy

- **Interaction with Followers:** Respond to comments and messages to build a community around the page. Share polls, quizzes, and ask questions to spark discussions.

- **Hashtags:** Use popular and relevant hashtags such as #EcoTourism, #SustainableTravel, #VisitEgypt, #Fayoum, #TunisVillage, and #EcoFriendly.
- **Engagement with Other Pages:** Engage with other eco-tourism or Egypt-based social media accounts to cross-promote content.

8. Influencer or Collaboration Strategy

- **Local Influencers:** Reach out to eco-friendly influencers, travel bloggers, or environmental advocates who would be interested in sharing Tunis Village's story.
- **Collaborate with Eco-Tourism Networks:** Partner with eco-tourism organizations, NGOs, or local tour guides to spread awareness.

9. Paid Campaigns (Optional)

- If you decide to use ads later, you can boost posts to target travelers interested in eco-tourism and cultural travel. Focus on spreading awareness rather than immediate conversions.
- Run a "Learn More" campaign linking to an informational blog or website about eco-tourism in Tunis Village.

10. Content Performance Tracking

- **Facebook Insights & Instagram Analytics:** Monitor which types of posts get the most engagement (likes, shares, saves, comments) and adjust your strategy based on what resonates most with your audience.
- **Monthly Reports:** Track follower growth, engagement rates, and reach to gauge your progress and identify areas for improvement.

11. Content Repurposing Strategy

- Repurpose video content into shorter Instagram Reels or Facebook Stories.
- Turn educational posts into carousels or infographics for better engagement.

- Use testimonials or user-generated content in multiple formats to showcase community support.

Content Calendar for Facebook and Instagram

Week 1:

- **Monday:** Educational Post about Eco-Tourism
- **Wednesday:** Local Highlight of Tunis Village
- **Friday:** Community/Engagement Post

Week 2:

- **Monday:** Sustainable Practices in Tunis Village
- **Wednesday:** Nature & Scenery Photos
- **Friday:** Eco-friendly Travel Tips

Week 3:

- **Monday:** Local Culture & Heritage
- **Wednesday:** Community Involvement Stories
- **Friday:** User-Generated Content

Week 4:

- **Monday:** Mini-documentary on Tunis Village's Heritage
- **Wednesday:** Behind-the-scenes Footage of Eco-tourism Practices
- **Friday:** Polls or Q&A Sessions about Eco-tourism in Egypt