

## GTT CONTENT CALENDAR FOR 24 WEEKS

### Month 1

- **Week 1:**
  - **Post 1: Aesthetic Video (5s):** Stunning sunrise over the Nile.
  - **Post 2: Text-Based Carousel:** "5 Essential Tips for Your First Luxury Uganda Safari"
  - **Post 3: Aesthetic Video (5s):** Close-up of weaver bird building a nest.
- **Week 2:**
  - **Post 1: UGC - Customer Feedback:** Quote graphic featuring a glowing client testimonial.
  - **Post 2: Internal Video - Educational:** "Uganda's Gentle Giants: All About Mountain Gorillas"
  - **Post 3: Aesthetic Video (5s):** Close-up of luxurious lodge details.
- **Week 3:**
  - **Post 1: Internal Video - Explainer:** "How Globetrotters Crafts Your Personalized Luxury Itinerary"
  - **Post 2: Text-Based Carousel:** "Packing Guide for a Luxury Fly-in Safari in Uganda"
  - **Post 3: UGC - Influencer Reel:** Influencer reel showcasing a chimpanzee trekking experience.
- **Week 4:**
  - **Post 1: Aesthetic Video (5s):** Brief glimpse of wildlife (e.g., giraffe walking).
  - **Post 2: Text-Based Carousel:** "Quick Guide: Ugandan Currency & Tipping Etiquette for Luxury Travelers"
  - **Post 3: Internal Video - Product News:** Announce a new exclusive partnership with a luxury lodge.

### Month 2

- **Week 5:**
  - **Post 1: Text-Based Carousel:** "Top 3 Luxury Lodges in Bwindi Impenetrable Forest"
  - **Post 2: Aesthetic Video (5s):** Slow-motion shot of traditional Ugandan dancers.

- Post 3: **UGC - Customer Feedback:** Video snippet of a client sharing their favorite trip moment.
- **Week 6:**
  - Post 1: **Internal Video - Educational:** "Beyond Safaris: Uganda's Rich Cultural Heritage"
  - Post 2: **Aesthetic Video (5s):** Drone shot over a scenic tea plantation.
  - Post 3: **Internal Video - Educational:** "Did You Know? Fun Facts About Uganda's Wildlife"
- **Week 7:**
  - Post 1: **Text-Based Carousel:** "Uganda Visa Requirements Explained Simply"
  - Post 2: **UGC - Influencer Reel:** Influencer showcasing a luxury boat trip on Lake Victoria (with permission/credit).
  - Post 3: **Aesthetic Video (5s):** Time-lapse of a sunset over Queen Elizabeth National Park.
- **Week 8:**
  - Post 1: **Internal Video - Explainer:** "What Makes Globetrotters' Luxury Experience Different?"
  - Post 2: **Aesthetic Video (5s):** Water splashing from a hippo's mouth in Kazinga Channel.
  - Post 3: **UGC - Customer Feedback:** Graphic showcasing a positive review about the seamless booking process.

### Month 3

- **Week 9:**
  - Post 1: **UGC - Customer Feedback:** Text graphic with a review highlighting exceptional service.
  - Post 2: **Text-Based Carousel:** "Best Time of Year to Visit Uganda for Luxury Travel"
  - Post 3: **Aesthetic Video (5s):** Vibrant colors of a local market scene.
- **Week 10:**
  - Post 1: **Internal Video - Product News:** Introduce a limited-time offer on gorilla trekking permits booked through Globetrotters.
  - Post 2: **Aesthetic Video (5s):** Majestic Crested Crane (Uganda's national bird) in flight.

- Post 3: **Internal Video - Educational:** "Conservation Efforts Globetrotters Supports in Uganda"
- **Week 11:**
  - Post 1: **Text-Based Carousel:** "5 Unique Ugandan Souvenirs (and where to find them ethically)"
  - Post 2: **Aesthetic Video (5s):** Panning shot across Lake Bunyonyi's islands.
  - Post 3: **Aesthetic Video (5s):** Reflection of a safari vehicle in a waterhole.
- **Week 12:**
  - Post 1: **UGC - Influencer Reel:** Repost influencer reel capturing the luxury dining experience at a partner lodge (with permission/credit).
  - Post 2: **Internal Video - Explainer:** "Booking Process: From Inquiry to Arrival"
  - Post 3: **Aesthetic Video (5s):** Dewdrops on lush rainforest foliage.

#### Month 4

- **Week 13:**
  - Post 1: **Internal Video - Explainer:** "What 'Luxury Accommodation' Means in Uganda"
  - Post 2: **Text-Based Carousel:** "Luxury Travel with Kids in Uganda: Is it Possible?"
  - Post 3: **UGC - Customer Feedback:** Screenshot of a positive comment on a previous post (with permission).
- **Week 14:**
  - Post 1: **Aesthetic Video (5s):** Tree-climbing lions in Ishasha sector.
  - Post 2: **Internal Video - Educational:** "Understanding Different Safari Styles in Uganda (Fly-in vs. Drive-in)"
  - Post 3: **Internal Video - Product News:** Highlight an upcoming specialised tour (e.g., Photography Safari).
- **Week 15:**
  - Post 1: **Text-Based Carousel:** "Must-Try Ugandan Foods on Your Luxury Trip"
  - Post 2: **Aesthetic Video (5s):** Murchison Falls powerful cascade.
  - Post 3: **Text-Based Carousel:** "Highlighting Local Artisans: Where to Find Authentic Crafts".
- **Week 16:**

- Post 1: **UGC - Influencer Reel:** Final influencer collaboration highlight reel (with permission/credit).
- Post 2: **Aesthetic Video (5s):** A toast with drinks at sunset on safari.
- Post 3: **Internal Video - Explainer:** "Why Choose Uganda for Your Next Luxury Adventure?"

## Month 5

- **Week 17:**
  - Post 1: **Text-Based Carousel:** "Luxury Packing Essentials You Didn't Know You Needed for Uganda"
  - Post 2: **Internal Video - Educational:** "Spotlight on Kidepo Valley National Park: Uganda's Hidden Gem"
  - Post 3: **Aesthetic Video (5s):** Coffee beans being sorted at a local plantation.
- **Week 18:**
  - Post 1: **UGC - Customer Feedback:** Graphic featuring a positive review about a specific guide.
  - Post 2: **Aesthetic Video (5s):** Sunbeams filtering through the canopy in Kibale Forest.
  - Post 3: **Aesthetic Video (5s):** Short clip of rain falling on lush forest leaves.
- **Week 19:**
  - Post 1: **Internal Video - Internal Video - Educational: "The Story of the Ankole Cattle: Uganda's Majestic Long-Horns"**
  - Post 2: **Text-Based Carousel:** "Pairing Your Uganda Trip: Luxury Add-ons (e.g., Rwanda, Zanzibar)"
  - Post 3: **UGC - Influencer Reel:** Repost reel showcasing birdwatching highlights (with permission/credit).
- **Week 20:**
  - Post 1: **Aesthetic Video (5s):** Traditional Ugandan craft details (basket weaving, beadwork).
  - Post 2: **Internal Video - Product News:** Announce updated itineraries for the upcoming season.
  - Post 3: **Internal Video - Explainer:** "Understanding Park Fees and Permits in Uganda"

## Month 6

- **Week 21:**

- Post 1: **Text-Based Carousel:** "Responsible Tourism: How Globetrotters Gives Back"
- 
- Post 2: **Aesthetic Video (5s):** Water flowing over rocks in a stream at Semuliki National Park.
- Post 3: **UGC - Customer Feedback:** Video testimonial focused on a family's luxury travel experience.
- **Week 22:**
  - Post 1: **Internal Video - Educational:** "Uganda's Primates: Beyond Gorillas and Chimps"
  - Post 2: **Text-Based Carousel:** "Sustainable Souvenirs: Supporting Conservation Through Purchases"
  - Post 3: **Aesthetic Video (5s):** Close-up of a colourful butterfly.
- **Week 23:**
  - Post 1: **Text-Based Carousel:** "Top Photo Spots for Your Luxury Uganda Safari"
  - Post 2: **Aesthetic Video (5s):** Panorama of the Rwenzori Mountains foothills.
  - Post 3: **UGC - Customer Feedback:** Quote graphic praising the personalized attention received.
- **Week 24:**
  - Post 1: **UGC - Influencer Reel:** Repost reel capturing the experience of staying in a luxury tented camp (with permission/credit).
  - Post 2: **Internal Video - Explainer:** "Best Ways to Combine Gorilla Trekking and Savanna Safaris"
  - Post 3: **Internal Video - Product News/Recap:** "Highlights from Our Recent Luxury Group Tour"