

PROJECT: SOCIAL MEDIA

Project's Primary Objective	<ul style="list-style-type: none">• Engage potential customers and the solo travel community on social media.• Promote our tours and blog posts.• Create a brand image and show that we are living up to our values.
Points that must be included.	<ul style="list-style-type: none">• Tours• Photography of the routes our tours take.• One Truth and Reconciliation Day Post .
Main Call to Action	<ul style="list-style-type: none">• Book Now!