

Best Tourism Villages by UNWTO Network Masterclass

The Use of Social Media in Rural Destinations Promotion

Thursday, 30 June 2022
13:30-15:00 (CEST) – Zoom online meeting
English Session

Provisional Agenda

Speaker: *Mr Oskar Braszczyński, Government, Politics & Nonprofits Partner
Manager, CEE, Meta. GPN EMEA*

Chair: *Ms Federica Iellici, Programme Officer, Tourism Market Intelligence and
Competitiveness Department, UNWTO*

- 13:30-13:35 **Opening and welcome**
*Ms Sandra Carvão, Chief, Tourism Market Intelligence and
Competitiveness Department, UNWTO*
- 13:35-14:35 **Introduction**
The importance of Meta tools for the travel industry
- Account Basics**
Safety and security
- Organic Best Practices**
How to communicate on social media: Facebook & Instagram
- Advertising Best Practices**
Ads and Creative Best Practices on Facebook & Instagram
- Messaging Solutions**
How to best leverage Messenger & WhatsApp to communicate with
audience
- 14:35-14:55 **Q&A / Discussion**
- 14:55-15:00 **Closing remarks**

