

GUIDE TO WINNING AT CAMP MARKETING WITH Instagram

Why should your camp be on Instagram?

Instagram is one of the top social networks to be on! Your campers, and their parents are using Instagram in huge numbers!

Instagram has over
500 MILLION

active monthly users.

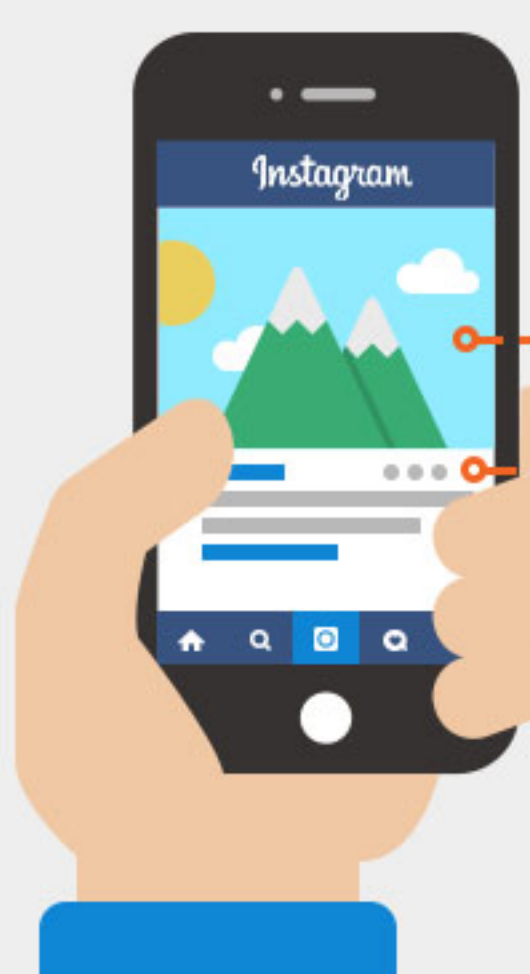
Instagram is a favorite platform amongst younger users.



of Instagram's 500 million users are under 35.

95 million photos and videos.

This makes it a great marketing platform, as well as a great way to connect with campers before, during and after camp!



Social media users, especially young people, prefer visual content over text.

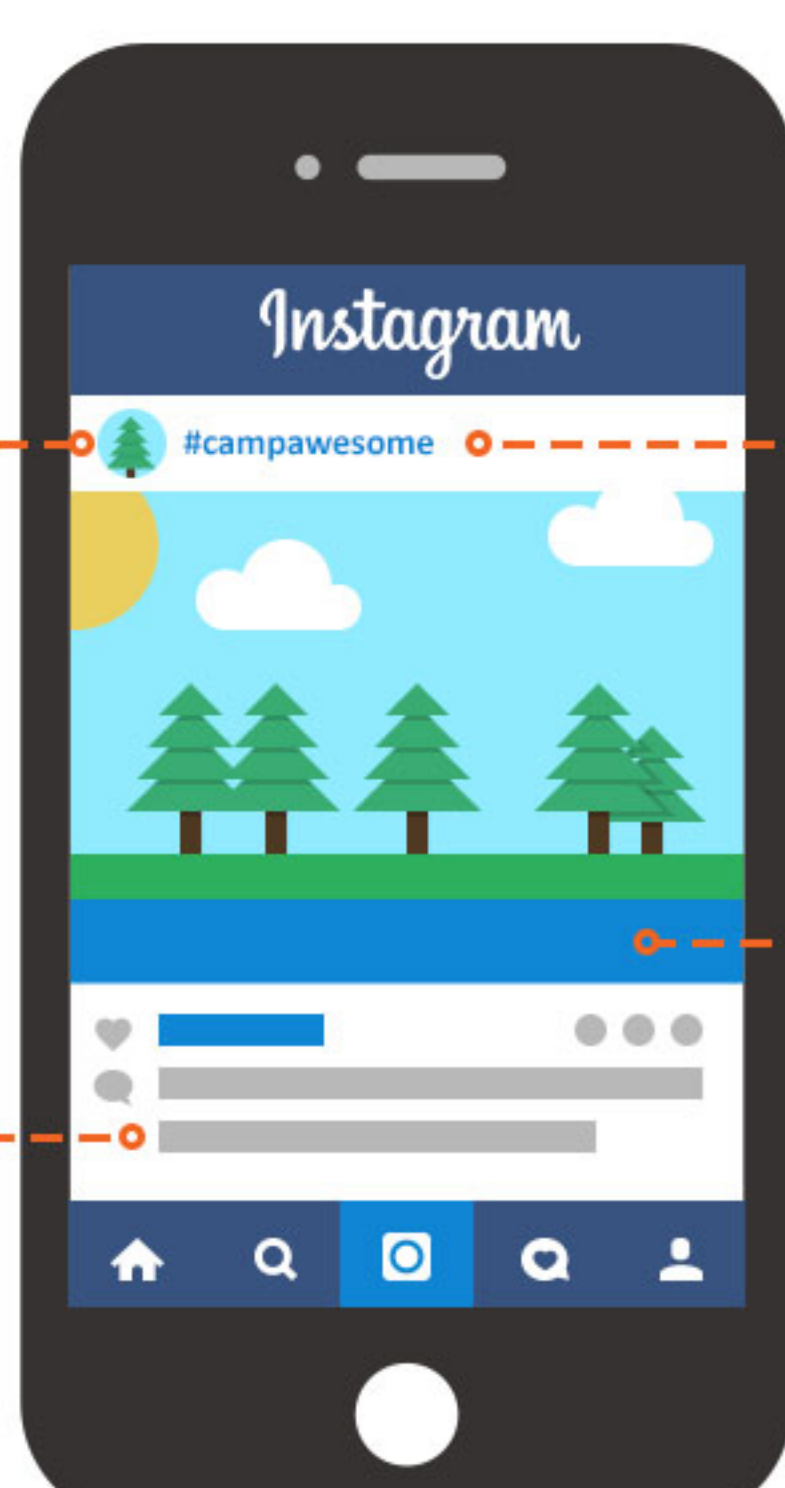


You can push your Instagram posts to Facebook and Twitter.

Anatomy of a Great Camp Instagram Post!

Choose a great profile picture! Consider your logo or a scenic shot of your camp.

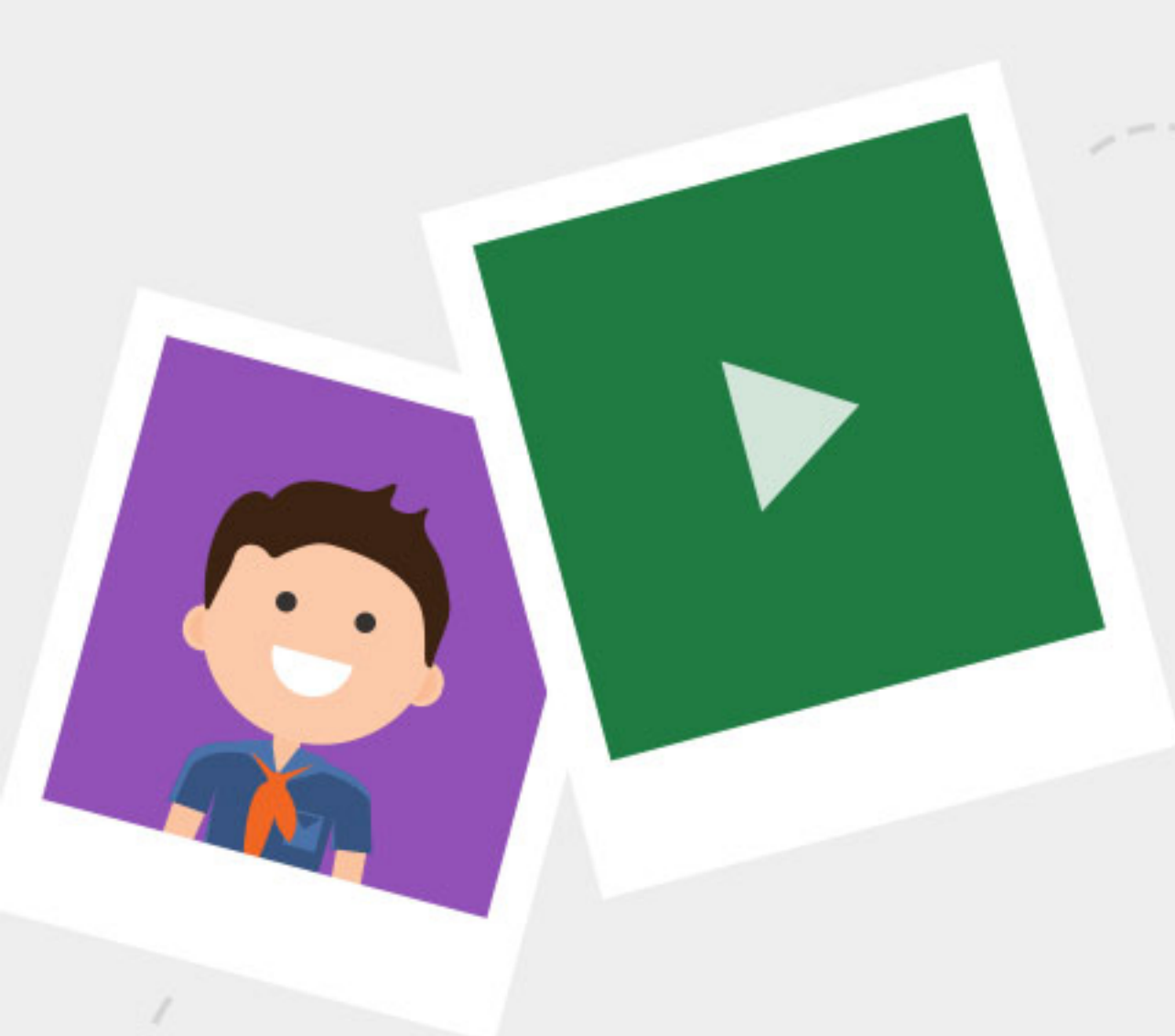
Include your camp #hashtag and any other hashtag that makes sense. Consider using hashtags with the name of your city or other camp specific hashtags, even #camp and #summercamp!



Your username should match any other social media profiles you might have, like Twitter and Facebook. The name should be the name of your camp.

Take a great picture of your camp - whether it's nature, a staff member or camper. Have fun with filters!

Getting Started: Summer Camp Post Ideas



Post photos and videos of campers saying or doing awesome things when camp is in session.



Repost these images and videos when you are gearing up for registration and for next summer!



Post photos and videos of counselors, employee of the month style.



Create a camp hashtag with your camp name. And use it!

Use #hashtags consistently! Use other great hashtags like #camp, #summercamp in your posts!

Encourage your campers to post their own photos using your hashtag. Spread the word about your Instagram account at camp and encourage campers to follow you!



@Adam_S

Tag your campers in your photos by using their @usernames.

Follow your campers back!



Create themes for your post and use #hashtags to encourage others to share. #whyilovecamp #ilovecamp are a few examples.

HAVE FUN!