

# TouriSME Communication package

Some material to help you communicate about your commitment!



# TOURISME

Improving Sustainability of Tourism SMEs Through Knowledge Transfer, International Cooperation and Multi-Stakeholder Engagement



Co-funded by the COSME programme of the European Union



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Implementing sustainability in a company is never an easy task: Change can be scary, time consuming, and habits are always very hard to break. Knowing so, not many companies will go the extra mile to go beyond legal obligations when it comes to sustainability... But you did, and for this reason, you need to stand out!

During [our webinar dedicated to communication](#), we gave you a few tips on how to establish an impactful communication around your sustainability actions. Here is a bit of practical help for you to communicate about your commitment to lowering your impact!

## 1. Social media posts

We provide you with a main visual, feel free to add other pictures, for instance from the training and matchmaking event etc. This particularly applies to Facebook and Instagram.

### Facebook



Facebook can be the media where most of your audience is. While posting there can be good, the post will probably be buried in the publication feed very quick. For this reason, it might also be good to mention your sustainability action in your biography!

You can post as many pictures per post as you want, contrary to Instagram.

#### Post suggestion

*SUSTAINABILITY | We hear about it all the time. Let us tell you what it means for us!*

*We're proud to announce that we have been working hard over the last 3 years in order to reduce our overall footprint*

*on the environment. As we know, tourism can be a very damaging sector, and we are aware of the importance of safeguarding our planet.*

*For 3 years now XXX (SMEs name) have been an active player in @Tour4SME project, which selected over 60 SMEs in Cyprus, France, Italy and Spain to embark on the adventure.*

*For 3 years now, we have been working on reversing the trend by changing our habits, our practices, and learning more about sustainability, for the planet's benefit, but mostly yours and ours!*

Find out more about our actions here: [LINK TO YOUR WEBSITE ARTICLE](#)

## Instagram



### Publication

Instagram publications can count up to 10 pictures and videos, you can mix different formats in this sense. Preferably, this picture could be the cover picture of the publication, as it would probably stand out of your feed and attract attention.

Post suggestion:

*Sustainability has been in our core focus but the past few years!*

*We have been part of TouriSME's project, which selected over 60 SMEs in Cyprus, France, Italy and Spain, who committed to work hard to shift towards more sustainable practices!*

*How so? We got to travel to France, Italy and Spain to learn about sustainability management, sustainable practices, and labels.*

*For 3 years now, we have been working on reversing the trend by changing our habits, our practices, and learning more about sustainability, for the planet's benefit, but mostly yours and ours!*

*If sustainability is a topic that matters for you too, find out more about our actions on our website 😊”*

### Stories

A story visual is also put at your disposal!

Stories are a good way to attract the audience's attention without forcing them to scroll for too long before finding your post. It is also a good way to escape the algorithm.

You can use this image and repost your publication. You can attach a link to your website article in the swipe-up option if available.

Tip: To make sure your sustainability actions really are visible on Instagram, we would advise you to save your stories so they remain pinned in the upper section of your profile!





## LinkedIn



LinkedIn is most often used as a professional social media, so you may talk to other companies or stakeholders though this platform, while your clients will mostly follow you on other channels. We would suggest that you take another angle for this post and talk more about the professional experience than your personal experience.

Post suggestion:

*How to best implement and manage sustainability in a company?*

*This is what we wanted to achieve back in 2019 when applying to TouriSME Project!*

*We have been part of a selection of 65 SMEs across Cyprus, France, Italy, and Spain, embarking on a journey towards more sustainable practices.*

*How do you increase sustainability in your activities? How do you share your vision with your team? How do you make sure your clients and stakeholders will get the best out of your services?*

*We have traveled within Europe to follow trainings with experts in the field, in order to reduce our impact and renew our practices!*

Find out more about our achievements here: [LINK TO YOUR WEBSITE ARTICLE](#)

## Twitter



This social media is not ideal as it does not give you the option to publish a proper text. We would advise you to only post the one image we provide you with to attract the user's attention.

Post suggestion:

Have you ever wondered what it's like being part of a European project ?

We have the answer to your question!

We're proud to be part of [@Tour4SME](#) a project that aimed at boosting sustainability in 65 SMEs in Cyprus, France, Spain and Italy !

Find out more: [LINK TO YOUR WEBSITE ARTICLE](#)

## Setting an article or section on your website

As the project is ending, it is time to draw conclusions from what it brought you. Besides putting your hard work in the spotlight, it could also encourage other stakeholders to take part in such an approach.

However, writing an article is not always easy and inspiration may not always show up! To guide you in these steps, here are simple questions you can answer to, to write your article.

What are your main activities and why did you choose to apply for TourisME?

*Did you already have best practices in place and wished to improve these? Did you face a particular problematic back then?*

How was your experience in TourisME? What training did you take part to?

*Let people know you went out of your way to learn more about sustainability and offer them the best services. 😊*

What new practice did you set up since the beginning of the project?

*Did you change your suppliers? Did you trade single-use plastic for reusable items? Did you cut your water consumption? Did you raise awareness? We want to know everything!*

Did you apply to a label? Which one?


*If you applied and earned a label, do not forget to highlight it in your overall communication! This is a proof of your hard work and will help you earn the consumer's trust. Do not hesitate to explain what the label is about!*

What is your main intake from TourisME?

*Do you have concrete figures that you wish to highlight? Did you enjoy your experience? What did you learn about sustainability?*

**Tips:** Keep in mind that your audience may be international and that the language you are writing in may not be their mother tongue. Keep the sentences concise and to the point!

Make sure that you include key words in your text for a better indexation of your website in google!

A decorative footer consisting of a horizontal row of overlapping, semi-transparent colored squares in shades of green, orange, and purple, mirroring the style of the TOURISME logo.





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