

Social media is a crucial tool for businesses in the outdoor sector to connect with their audience and showcase their products or services. However, it can be challenging to stand out in a crowded social media landscape and capture the attention of potential customers. From creating compelling content to using hashtags effectively, these tips will help you maximise the potential of social media and build a strong presence in the outdoor sector.



Share inspiring outdoor photos or videos that showcase beautiful landscapes and activities that people can do outside.



Use hashtags that relate to the outdoors community to make your content discoverable by people who are interested in outdoor activities.



Host a social media challenge that encourages people to spend more time outdoors, such as a hiking or camping challenge.



Provide useful tips for outdoor activities, such as how to prepare for a day hike or how to choose the right gear for a camping trip.



Share stories and testimonials from people who have had positive experiences spending time outdoors, highlighting the mental and physical health benefits.

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Collaborate with local outdoor organisations or parks to share information about events and activities happening in the area.

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Engage with your community by responding to comments and messages, asking for feedback, and involving them in the decision-making process. This will help to build trust and a sense of belonging among your community members.

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Share motivational quotes or mantras that encourage people to prioritise spending time in nature.

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Host a virtual outdoor fitness class, such as a yoga or stretching session, that people can participate in from anywhere

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Encourage user-generated content: Encourage members of your community to share their outdoor experiences on social media using a branded hashtag. This will help to build a sense of community and inspire others to get involved.