



THE TOURISM MARKETERS' **2025 SOCIAL MEDIA ALGORITHM GUIDE**

LET'S GET DOWN TO BRASS TACKS.

**How can you practically boost your tourism brand's social presence?
Grab a po-boy (or your snack of choice) and take note of these actionable tips:**

- 1. Serve Value on a Silver Platter:** Make every post either entertaining, inspiring, or useful (ideally all three). A stunning photo of a hidden beach is great, but a stunning photo *with a caption sharing a little-known travel tip or a fun fact is even better*. When people stop scrolling and actually read or interact, algorithms do a little happy dance. Aim for content that makes travelers think *"I'm glad I saw this!"* – the algorithms will probably make sure more people do.
- 2. Mix Up Your Content Formats:** Don't put all your eggs in one basket. Yes, short videos are king right now, but that doesn't mean abandon photos or longer videos entirely. Diversify: Lives, Stories, Reels, carousel posts, even the occasional meme. Different formats get preference in different algorithms. For example, going Live on Facebook can notify followers and get you a temporary boost, while a well-edited Reel on Instagram can land you on the Explore page. By mixing it up, you cover more bases and keep your audience engaged with fresh content.



3. **Optimize for Each Platform's Quirks:** Each social network has its own "personality" – and its algorithm rewards different things.

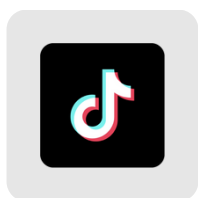
HERE'S A QUICK CHEAT SHEET FOR 2025:



Facebook: Prioritize community and conversation. Maybe start a Facebook Group for travelers interested in your destination. Post interactive content on your Page that asks questions or encourages sharing stories. And don't forget Facebook Reels – yes, they exist, and Facebook is pushing them hard to rival TikTok. Using Facebook's newer features like Reels and Stories can give you a slight edge in reach.



Instagram: Reels. Lean into short, catchy videos showcasing your tours or destination. Use trending audio clips to hop on the virality wave. Also, leverage Instagram Stories for engagement – polls, quizzes, question stickers – these tiny interactions (someone tapping a poll option) are signals to the algorithm that people like your content. And keep an eye on your DMs; responding to people and even just getting shared in DMs can boost your favorability in Instagram's eyes.



TikTok: Consistency and creativity win here. The TikTok algorithm is spookily good at matching content to the right people. Focus on storytelling in the first 3 seconds (hook them fast!), and don't shy away from trends if you can put a travel-themed twist on them. Did a dance trend go viral? Maybe your tour guides can do a fun version on a mountain summit. Also, engage with comments, because a quick witty reply or a follow-up TikTok video answering a question can keep the engagement snowball rolling.



YouTube: Do not forget the world's second-largest search engine. For longer content, YouTube's algorithm in 2025 still loves watch time and engagement. A beautiful 5-minute video of the top 10 hidden gems in your city could keep future travelers glued to the screen. Plus, YouTube Shorts (their version of Reels/TikTok) are **hot** – use them to tease your longer content or just share quick travel hacks. Many tourism brands see Shorts as a gateway to reach new audiences with snackable content, who then subscribe for the full tours and travel guides.



Pinterest: It's not just for brides and recipes – travelers use Pinterest to plan trips too! Pinterest's algorithm works more like a search engine. Consistently pin high-quality images (with descriptive captions like "New Orleans Jazz Bar Hidden Gem") to show up in searches. It's a slower burn compared to the flash-in-the-pan virality of other platforms, but over time, it can drive steady traffic to your site as your pins circulate.

- 4. Encourage Saves and Shares:** A little secret for you: not all engagements are equal. In many algorithms, a "Save" (bookmarking a post) or a "Share" (sending it to a friend) is gold. It signals that your content was so good, people wanted to keep it or spread it. For a tourism brand, think about content that people want to save for later: maybe an infographic of "Top 5 Sunset Spots in Hawaii" (useful, so they'll save it), or something share-worthy like a funny travel meme or a breathtaking photo that screams "show this to someone." When brainstorming posts, ask yourself, "Would I share or save this?" If yes, go for it. If not, tweak the idea until it has that magnetism.

- 5. Stay Human, Stay Social:** At the end of the day, social media algorithms are designed to highlight content people value. People value authenticity. Don't be afraid to show the human side of your tourism business. Feature your tour guides, tell the story of how your company's founder fell in love with travel, or share user testimonials in a heartfelt way. The more your brand comes across as real people who love what they do (as opposed to a faceless company just selling something), the more likely folks are to engage. And guess what more engagement means... yup, more algorithm love. It's a virtuous cycle powered by genuine connection.



For the Latest on Social Media Algorithms & More!

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