

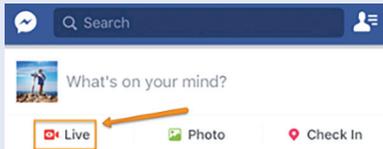
How to Market on a FAM **facebook**

As a travel agent, your friends and followers probably come to your page to get inspired for future trips. Here are some things you can do to market your agency while on an Apple Vacation FAM.

Videos

Live Videos

With a live video, your followers can experience your amazing trip in real time! This is a great way to get people excited about a destination experience. "Live" is only available on facebook Mobile.



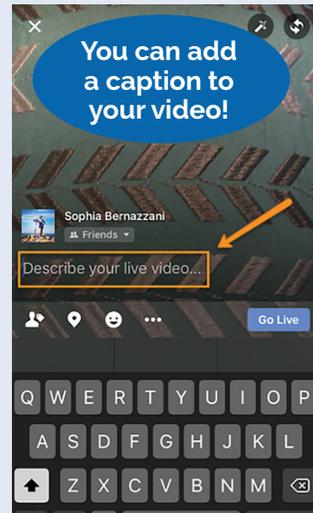
This is a tool to generate excitement, so use it sparingly. If you are posting a live video every 10 minutes, people will stop paying attention. If you limit it to once a day you are more likely to attract more attention.

When you log onto your facebook mobile app, the first screen that pops up allows you to post a "Live" video. Once you're ready, hit the red record button. The countdown starts, and your video will be live!

Posted Videos

A posted facebook video lives on your page, so your followers may look at it when they access your page. These videos can be titled and included in a series of photos and videos. For instance, you can create an album on facebook titled "Montego Bay, Jamaica" and include videos and photos from your trip. You can then label each photo or video with the accurate resort name.

In the same section as your live video, it will give you the option to post a photo/video. You can create an album or just a post.



Create an Album

Post with Purpose! Sometimes a photo or video will get lost on your timeline, especially when you have a series of posts that you want to add. Instead, create an album on facebook, titled with the destination and date of your trip. Your new album can include photos and videos from your trip, labeled with the accurate resort name. This way everything is posted simultaneously, and people visiting your page can go to one place to see all photos and videos from your trip!

