

These sample posts can be used with your social channels with a link to your site and graphics or to one of our assets in SYTA’s Marketing Toolkit. The Toolkit is for SYTA members only, so if you need a link, contact Acannon@SYTA.org. Sample graphics are also available for use below.

A FEW THINGS TO KEEP IN MIND:

Tag SYTA, SYF and/or Teach & Travel by pressing @ and typing the following handles.

Facebook: @SYTA: Student and Youth Travel Association, @SYTA Youth Foundation, @Teach & Travel Magazine

Instagram: @sytaorg, @sytayouthfoundation, @teachandtravelmag

LinkedIn: @SYTA: Student & Youth Travel Association, @Teach and Travel

When posting on Instagram, ensure your link in bio is up to date, and instead of posting your URL within your post, simply reference “Link in bio.”

You are welcome to include any hashtags associated with your company and may also want to consider adding a few of the most popular surrounding student travel:

#studenttravel #youthtravel #educationaltravel #performancetravel #educationaltour #teachandtravel

For more information about responsible travel and thoughts to create your own posts, visit [SYTA’s Responsible Travel Page](#).

INSTAGRAM GRAPHICS



SOCIAL GRAPHICS



POST CAPTIONS

POST 1

Did you know travel significantly enhances young people's social and psychological growth? SYTA is making their journeys responsible too! How can we best teach the travelers of the future to respect our planet and its cultures? Share your thoughts with us in the comments or at Info@SYTA.org.

POST 2

Travel creates opportunity to build community across America and around the world. Ensuring a sense of engagement and belonging is one of the key values of Responsible Travel! Learn about our Responsible Travel itineraries for your student travelers with (Insert company name and link).

POST 3

Travel fosters essential peacebuilding experiences for young people by helping them to navigate differences, learn compromise and develop communications skills across barriers. Responsible Travel is Peaceful Travel. Peace: Pass It On!

POST 4

SYTA believes in the power of travel to shape well-rounded, responsible global citizens. Our commitment to safety, fostering peace, and cultivating a sense of belonging goes hand-in-hand with respecting our planet and its diverse cultures. Learn more about how (insert firm name) nurtures responsible travelers at (link).

POST 5

Safety and belonging are paramount for our student and youth travelers. SYTA is committed to creating journeys where young people can explore and grow with confidence and a strong sense of connection. Responsible travel means ensuring everyone feels safe and welcome. Find out how we make your journeys more responsible at (Firm name and link).

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