

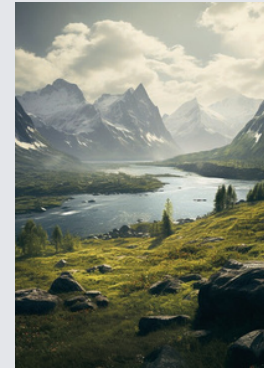
AIRBNB X INSTAGRAM

NORDIC STAYS EDITION

MOCK EXAMPLE



Airbnb Experiences:
Hiking, Kayaking & Sauna
Rituals

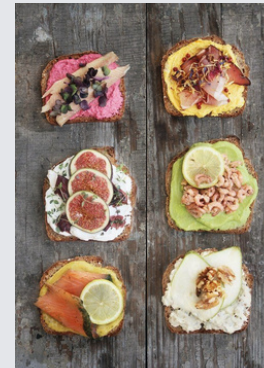


Beyond the Fjords:
Hidden Gems in
Scandinavia

mix of carousel posts and reels!
(see info on next slide!)

Hygge Vibes Only: The
Most Snug & Stylish
Airbnb Stays

Stay Under the Northern
Lights – Unforgettable
Arctic Airbnbs



Guest's Experience: "My
Weekend in a Remote
Nordic Cabin"

From Smørrebrød to
Cinnamon Buns: Airbnb Homes
Near the Best Nordic Eats

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MOCK EXAMPLE

NORDIC STAYS EDITION

Content for Stories

- Poll: "Which Nordic Country Is Your Dream Destination?"
- Snippet of Airbnb 'Guest Experiences' reel.
- Top 5 Nordic Cabins to Escape Winter Blues.

Content for Reels

- Airbnb Experiences: Hiking, Kayaking & Sauna Rituals.
- Host Stories: Interviews with Airbnb hosts.
- Guest's Experience: "My Weekend in a Remote Nordic Cabin."

Engagement & Community Growth

- Partner with Nordic travel influencers and lifestyle bloggers.
- Feature Airbnb 'Guest Experiences' and 'Host Stories', to create authenticity.
- Host giveaways for free stays and experiences in Nordic locations.

Hashtags & SEO Optimisation

- Research and ensure to use searchable keywords in captions, followed by hashtags.
- Encourage engagement in comments with captions, such as 'Tag a friend you'd like to discover the Norwegian fjords with!'
- Let users share their Airbnb stories under a branded hashtag.

And ofcourse, use Insights regularly to track the content's performance!