



JUST the TIP



Level up your social media in 10 minutes



With RAVI ROTH



@RaviRoundTheWorld



What's Your WHY



Understanding our **WHY** as a business lets
our audience know exactly who we are

WHY you
WHY now
WHO cares?

We gotta get Specific AF

WHY YOU?

I am the voice of the LGBTQ future, I embody Millennial and Gen Z travelers with my innate curiosity while brands & DMOs around the world hire me to tell their story through my lense.

WHY NOW?

There are 69 countries where homosexuality is illegal so until we have equality for all we do not have equality at all.

WHO CARES?

Women, gay men, straight men who want to laugh, baby boomers who want to travel, Gen Z to learn about destinations and brands.

What
is your FAB 5?



What is a fab 5?

5 super-specific qualities that represent your social media online presence.

GENERAL

- Funny
- Aspirational
- Warm
- Over it
- Bold



SPECIFIC AF

- Hilarious
- Vulnerable
- Uplifting
- Self Deprecating
- EXTRA AF



*if someone screenshots
your social does your fab 5 read?*

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- Vulnerable
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What is in *your* FAB 5?

Be Specific



- Online Personality = what you want the world to see
- If unsure ask a member of your team
- **Will someone book a tour after looking at your social?**
- If someone took a screen shot of your IG would your fab 5 reflect your company?

INSTAGRAM GRID PIX

- **Vertical** over *horizontal*. Do not play the YouTube Thumbnail Game.
- **WHY?** Sharing to stories is awkward with so much dead space
- **TAKE UP REAL ESTATE HENNY!**
- **Grid Aesthetic** Authentic OVER Aesthetic
- **SS** Sharable Savable
- **CALL TO ACTION** Ask a question in every post. Make it about US not just YOU!
- **Caption** Be mindful- be engaging- don't be self indulgent! Always leave a CALL TO ACTION
- **Hashtags** 5-8 super specific

9:06

TikTok

RAVIROUNDTHEWORLD

Posts

ravioundtheworld Old Town. Gamla stan. Stockholm

...

View insights

Boost post

Liked by barb.chan and 655 others

ravioundtheworld Oh Helloy Stockholm!

After arriving in the brisk air in Stockholm, my human... more

3:09

RAVIROUNDTHEWORLD

Posts

ravioundtheworld Valparaíso, Chile

...

View insights

Boost post

Liked by 246ohwon and 509 others

ravioundtheworld Valparaíso= Color Scheme DREAM! 🌈

3:15

RAVIROUNDTHEWORLD

Posts

ravioundtheworld Mount Bonnell

...

View insights

Liked by barb.chan and 190 others

ravioundtheworld If I could chase sunsets every day I would. It is the perfect moment to reflect & realize you are EXACTLY where you are supposed to be. This is my... more

View all 41 comments

amyo Gorg!!! Glad u had an amazing trip

levi.levitated That sky in!!! 🥰🥰🥰

Don't be like this
YOUTUBE THUMBNAIL

CAPTIONS & INTERACTIONS

- What is your **CALL TO ACTION**
- Is your post giving the **SS** Savable, Sharable
- Is your post adhering to your fab 5
- Does your post reflect your WHY
- Be **unique** in sharing your Company/Story
- **Giveaway/Partner** with influencers to grow
- **ENGAGE** with COMPETITION, NON-followers

REELS/ TIKTOK

- You DON'T NEED TO DANCE you DON'T NEED TO TWERK
- Shoot Vertical not YouTube Thumbnail
- GIVE VALUE: Educational, Informational, trends, tips, market, advertise BUT be weary to advertise ON THE NOSE. Think Outside the box
- For Ideas go to Title-Generator.com and type in your niche
- BE CREATIVE * GET TO THE POINT
- ALWAYS add a cover photo on IG
- Find native sounds in each APP
- Add in Closed Captions if speaking
- 15 seconds is the ultimate SS
- Are you adhering to your fab 5?
- Is your WHY still present in video content

GIVE VALUE!

1	2 Ways You Can Use GAY TRAVEL To Become Irresistible To Customers
2	It's All About (The) GAY TRAVEL
3	Use GAY TRAVEL To Make Someone Fall In Love With You
4	Why You Never See GAY TRAVEL That Actually Works
5	You Can Thank Us Later - 3 Reasons To Stop Thinking About GAY TRAVEL
6	The GAY TRAVEL Mystery Revealed
7	Should Fixing GAY TRAVEL Take 60 Steps?
8	What You Can Learn From Bill Gates About GAY TRAVEL
9	Top 10 Tips To Grow Your GAY TRAVEL
10	GAY TRAVEL Iphone Apps
11	The Ultimate Guide To GAY TRAVEL
12	How To Start GAY TRAVEL With Less Than \$100
13	14 Days To A Better GAY TRAVEL
14	What Alberto Savoia Can Teach You About GAY TRAVEL
15	Why I Hate GAY TRAVEL



Slide in my DM's

Was this overwhelming? Remember you do not have to do this. It is all a suggestion. You can also outsource to someone who can help grow your social presence. Do you want more? Slide in my DM's to schedule a consult. If our brands align who knows? We may be able to create magic!

Regardless keep kicking ASS!

Most important
DON'T FORGET YOUR WHY!

@Raviroundtheworld

