

Promotional Social media content ideas

Below are some examples of posts and suggested photos and videos that you are welcome to use for your promotional marketing activities.

Access our free to use promotional imagery and video suitable for all social media platforms:

- [Promotional Toolkit | Guernsey Trade Media](#)
- [Photo & Video | Guernsey Trade Media](#)

Theme / Topic	Copy suggestions	Imagery suggestions
Is easy and quick to get to	Under an hour from the UK, you can fly to Guernsey from regional and international airports across the UK including London Gatwick, Edinburgh, Dublin, Manchester, Birmingham, Bristol, Southampton and more. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling	Image Collections Guernsey Trade Media
	Under an hour from the UK, but closer to France nestled in the Bay of St Malo, Guernsey gives a feeling that's far away from home. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling	Image Collections Guernsey Trade Media
Respite and reconnection	Whether you're looking to recharge and reconnect or embrace island-hopping and outdoor adventures, there's plenty to explore in the Islands of Guernsey. Guernsey is renowned for its high quality eateries, from beachside kiosks and cafés to local pubs and award-winning restaurants. Delve into the past to explore our heritage. Hike the coastline. Feel the sand between your toes and take a dip in crystal-clear waters. Create memories to last a lifetime. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling	Media Library Guernsey Trade Media
	With crystal clear turquoise waters, secluded coves and panoramic views, The Islands of Guernsey have a variety of beaches to explore. From sandy spots to relax with family to sheltered bays perfect for wild swimming and kayak adventures, each of our five Islands offer unique spots to enjoy and unwind. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling	Beaches and Coves Guernsey Trade Media

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Shoulder/ Autumn months visiting	<p>Autumn is a wonderful time to visit the Islands of Guernsey. The milder weather and warmer sea temperatures make it perfect for all kinds of adventures. Explore the island's clifftops and beaches on a hike, take a dip in clear waters and natural pools, experience local produce and gastronomy, or discover history and culture in the many museums. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Shoulder Months Guernsey Trade Media</p>
	<p>Autumn on the Islands of Guernsey is milder than in the UK, with warmer temperatures and bright skies. It is a wonderful time of year to get outside and explore. Find out about our Autumn packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Shoulder Months Guernsey Trade Media</p>
	<p>The Guernsey Autumn Walking Festival is the perfect opportunity to embrace the fresh air and discover new places, history and heritage. Find out about our Autumn packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Walking Guernsey Trade Media</p>
Outdoor experiences and wellness	<p>The Islands of Guernsey are a great base for sports and those wanting to get active. From hiking and climbing to court sports and golf, there's plenty to explore on land. Our waters are also perfect for all kinds of water sports and activities, including surfing and kayaking. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>guernseytrade.media.com/media/b3kp5vni/9605_vg-2023-campaign_family-edit-15s_1080x1080_px.mp4</p> <p>Images here- Water Activities Guernsey Trade Media</p>
	<p>In the fast paced world in which we live, walking is a great way to slow down and appreciate the stunning scenery of the Islands of Guernsey. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Walking Guernsey Trade Media</p>

<p>Hospitality- High quality food and eateries</p>	<p>One of the beauties of Guernsey is the many fresh, local ingredients on offer from both land and sea. Local growers and producers supply many of the local restaurants, beach kiosks and cafes. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>guernseytrademedia.com/media/1ylaxcgj/tpa_vg_2023_social_oster_15_sec_9-16_portrait.mp4</p>
	<p>Guernsey's main capital, the Harbour of St Peter Port is steeped in history. Explore the cobblestone streets, visit historic castles and houses, enjoy lunch with a view and wander around boutique stores. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>St Peter Port Guernsey Trade Media</p>
	<p>Guernsey is renowned for its high-quality eateries, from beachside kiosks and cafés to local pubs and award-winning restaurants. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	
<p>History and heritage</p>	<p>Hauteville House is writer Victor Hugo's house and work of art in Guernsey, ready to be explored. Built on the heights of Saint Peter Port, Hauteville House was Hugo's residence during his exile in Guernsey with many masterpieces being written here – Les Misérables, Toilers of the Sea, The Man Who Laughs, The Legend of the Ages, Le Théâtre en Liberté, and so on. The house is a work of art by its layout and décor, designed by Victor Hugo himself. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES]</p> <p>@VisitGuernsey #ThatIslandFeeling</p>	<p>guernseytrademedia.com/media/zy5dhyl2/tpa_vg_2023_social_hauteville_house_15_sec_1-1_square.mp4</p>
	<p>Just a 35-50 minute ferry ride from Guernsey, the island of Sark feels like an entire world away. With cars prohibited, the island's unspoilt landscape and charming unpaved roads are best explored on foot, by bike or horse-drawn carriage. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES]</p> <p>@VisitGuernsey #ThatIslandFeeling</p>	<p>Sark Island Guernsey Trade Media</p>
	<p>The Channel Islands were the only part of the British Isles occupied German control during WWII, and there remains plenty of evidence; the beautiful, rugged coastlines are dotted with well-preserved fortifications built by German soldiers, and fascinating museums that recreate those dark days with gripping exhibits. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES]</p>	<p>Attractions Guernsey Trade Media</p>

<p>Island hopping - Neighbouring Alderney, Sark, Herm and Lihou</p>	<p>One of the car-less islands in the archipelago of Guernsey, Herm is a twenty minute island hop away. Boasting beautiful cliffs and sheltered coves with soft sand and clear water, it's no wonder it is often described as a mini tropical paradise. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>guernseytrademedia.com/media/r5gluhpk/tpa_vg_2023_social_herm_ferry_15_sec_1-1_square.mp4</p> <p>Images here- Herm Island Guernsey Trade Media</p>
	<p>Each of the five Islands of Guernsey have their own history and charm. With easy travel between each island the archipelago is perfect for an island-hopping holiday.</p> <p>Sark is considered the crown jewel of the Channel Islands, a wonderful place to escape to. With no cars and unpaved roads, you can step back in time to unspoilt landscape and explore by bike or horse drawn carriage. Sark is the world's first Dark Sky Island, with low light pollution and lack of street lights contributing to spectacular starry nights.</p> <p>Herm is just a 20 minute boat ride from St Peter Port across perfectly blue water, where you may spot some dolphins, is the tranquil island of Herm. With long stretches of white sand, cliff paths with views to the French coast and its own microclimate make Herm an oasis in the Channel and one not to be missed.</p> <p>Alderney- The second largest of the islands is home to historical sites, golden beaches and rich wildlife. With 30 miles of winding lanes and trails you can explore the award-winning museum, the Channel Island's only railway and the renowned birdwatching. The capital, St Anne, is filled with excellent restaurants, showcasing a huge range of homegrown produce.</p> <p>Lihou- Across a cobbled causeway from Guernsey, you will find Lihou Island. Offering a real adventure, you can explore ruins, the tidal Venus Pool and RAMSAR wetlands and marine reserves. Lihou is a birdwatching paradise with over 150 species to observe, and is ideal for rockpooling.</p> <p>Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Find images within each Island collection here Image Collections Guernsey Trade Media</p>

	<p>Guernsey is dotted with green spaces and places to enjoy a view. Impressive gardens, sandy beaches and cliffs and coves, the Islands have it all. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Attractions Guernsey Trade Media</p>
Why Guernsey	<p>The Islands of Guernsey were voted the 6th best island in Europe in the Conde Nast Traveller Readers' Choice Awards 2023. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Beaches and Coves Guernsey Trade Media</p>
	<p>From castles and historic houses to wild swimming, world-class eateries and independent shops, there's so much to do in Guernsey's charming harbour town, St Peter Port. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Attractions Guernsey Trade Media</p>
Solo travel	<p>The Islands of Guernsey are a popular destination for wellness holidays, with wild swimming spots, hiking trails, spas and good food in abundance.</p> <p>They are also known for how safe they are, with low crime rates and friendly people. This makes our Islands perfect for the solo traveller looking to enjoy a wellness retreat. Find out about our packages to visit the Islands of Guernsey here [ADD LINK TO YOUR PACKAGES] @VisitGuernsey #ThatIslandFeeling</p>	<p>Beaches and Coves Guernsey Trade Media</p>