

SESSION 5 · 2:00 – 3:00 · 60 MIN

Five things worth showing.

You will never run out of things to post - if you know your 5 categories.

THE CONCEPT

What is a content category?

Think of your posting like the menu at your homestay's restaurant.

A MENU HAS CATEGORIES:

Appetizers • Main courses • Sides • Desserts • Drinks

YOUR CONTENT HAS CATEGORIES TOO:

Wildlife • Culture • Behind-the-scenes • Guest stories • Practical info

Consistency + variety = trust.



You'll never run out of ideas

Instead of thinking 'what should I post,' think 'which category is next.'



Followers know what to expect

They follow you because you deliver a specific mix. Predictability = trust.



Different tourists want different things

Wildlife lovers stay for the safaris. Foodies stay for the meals. Culture-seekers stay for the stories.

TEAM TASK · 10 MINUTES

Before I reveal the 5...

What do YOU think tourists want to see about Bardiya?

In your team, brainstorm 10 things

a Bardiya tourist would love to see and want to visit bardiya?

C A T E G O R Y 1 O F 5

Wildlife & safari moments.



The reason 60% of Bardiya's international tourists come here at all.

P O S T I D E A S

- 1 A tiger sighting (any tiger content will fly)
- 2 "POV: driving into the jungle at 6am"
- 3 A close call - a bird calling, a moving bush, tension

Tharu culture & food.



The unique reason a tourist picks BARDIYA

P O S T I D E A S

- 1 Traditional Tharu breakfast being cooked (close-up of hands)
- 2 A stick-dance video with music at your homestay
- 3 The elder telling a story - subtitles on
- 4 Food plating: dal-bhat, roti, gundruk, chicken

Behind-the-scenes / day in the life.

The most under-used category - and the most human.

P O S T I D E A S

- 1 "A day in the life of a Bardiya safari guide"
- 2 Feeding the buffalo at 5am
- 3 The guide checking equipment before a tour
- 4 Setting the dining table for guests
- 5 The homestay dog / kid / grandmother (real family moments)



Guest stories & testimonials.

Social proof beats any ad you could ever run.

P O S T I D E A S

- 1 A departing guest saying "why they loved it" (60-sec video)
- 2 A group photo with a testimonial caption
- 3 "Where our guests came from this month" — a map graphic
- 4 A guest doing something (cooking with staff, dancing)
- 5 Screenshot of a lovely WhatsApp review, permission granted



Practical info & offers.

The category that converts scrollers into bookings.

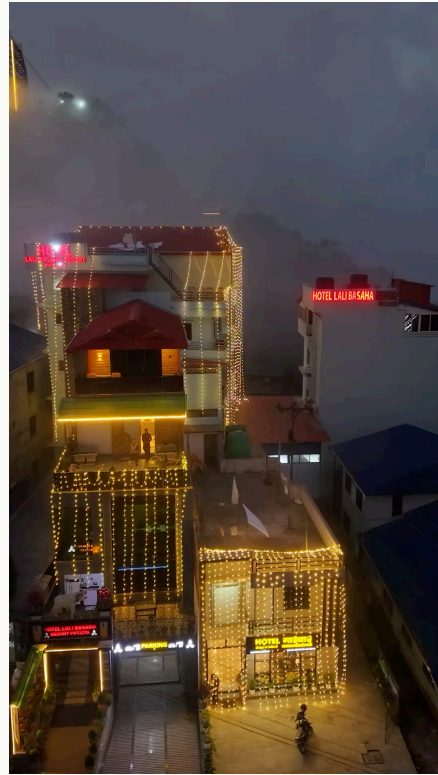
P O S T I D E A S

- 1 "How to reach Bardiya from Kathmandu / Delhi / Lucknow"
- 2 "Best season to visit + tiger sighting probability"
- 3 "3 mistakes tourists make when planning Bardiya"
- 4 Pricing transparency: "What our 3-day package includes"
- 5 Festival / seasonal offer announcements

Wildlife + Culture



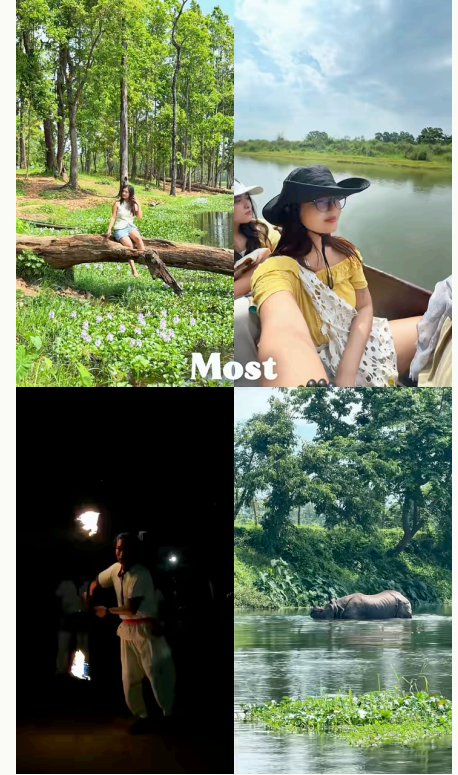
Behind-the-scenes



Guest stories



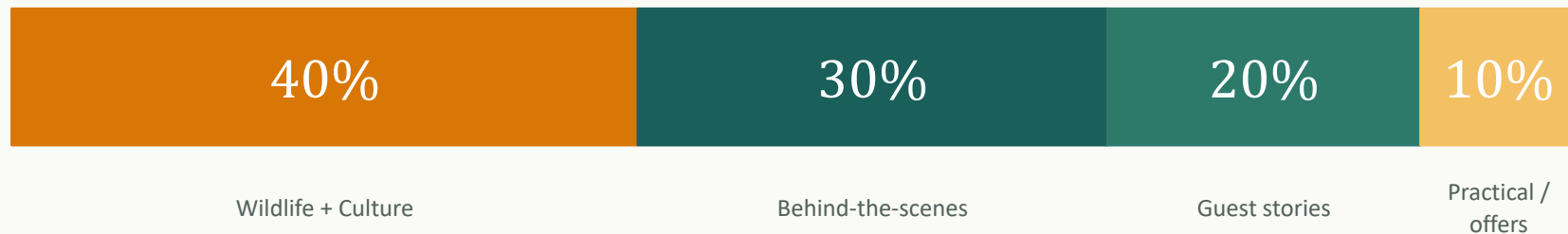
Practical / offers



HOW TO MIX THEM

The 40/30/20/10 rule.

A rough weekly mix that keeps followers engaged and search-friendly.



This is a starting mix, not a rule. The point is: don't let ONE category be your entire feed.