

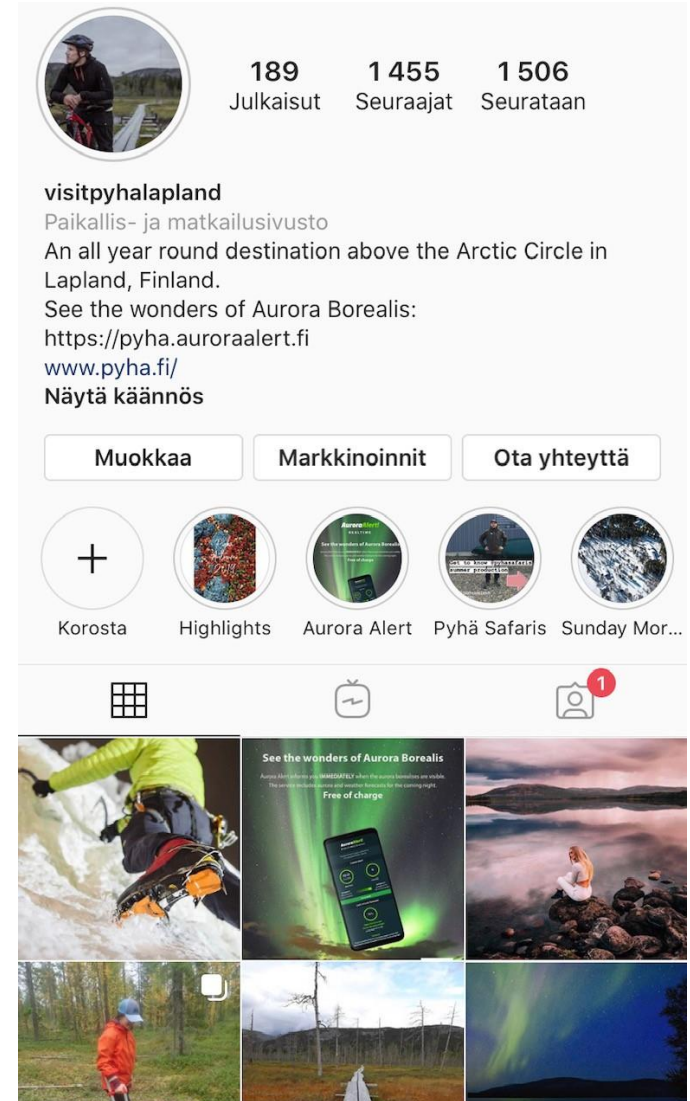
Instructions and guidelines for social media influencers

By: Visit Pyhä-Luosto



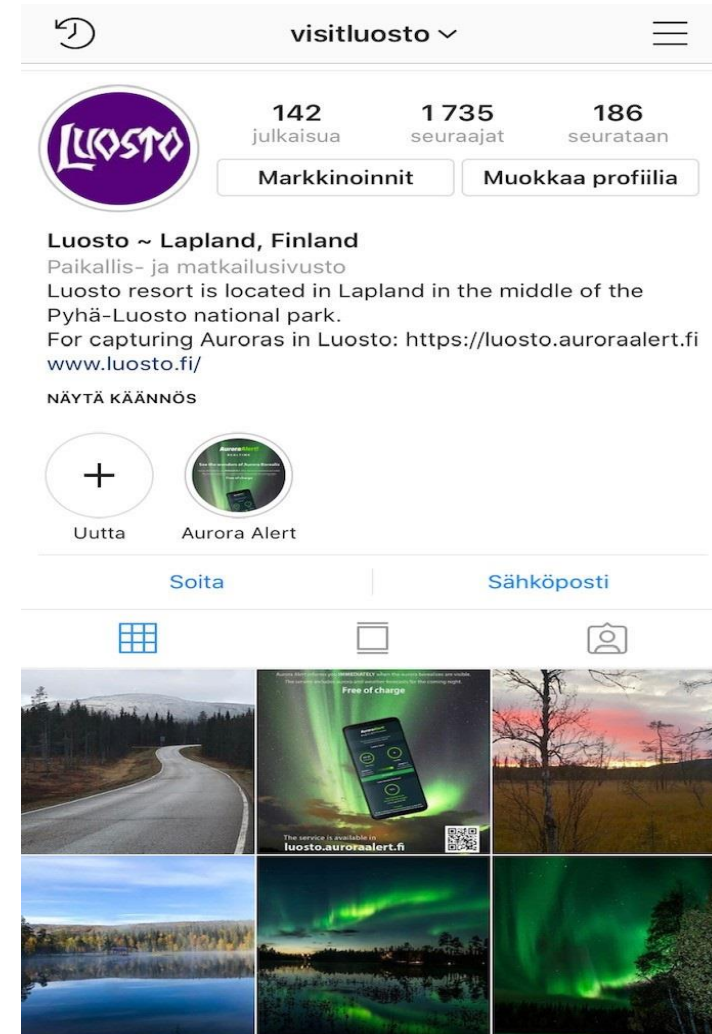
Pyhä in Instagram:

- The destination Instagram-page is [@visitpyhalapland](https://www.instagram.com/visitpyhalapland). It is maintained by Visit Pyhä-Luosto.
- When doing co-operation the influencers IG-stories should be tagged with [@visitpyhalapland](https://www.instagram.com/visitpyhalapland).
- The IG-pictures from Pyhä the influencers IG feed should contain at least [#visitpyhalapland](https://www.instagram.com/visitpyhalapland) [#pyhamagic](https://www.instagram.com/visitpyhalapland)



Luosto in Instagram:

- The destination Instagram-page is [@visitluosto](https://www.instagram.com/visitluosto). It is maintained by Visit Pyhä-Luosto.
- The Luosto destination hashtag is #arcticluosto
- When doing co-operation the influencers IG-stories should be tagged with @visitluosto.
- The IG-pictures from Luosto in the influencers IG feed should contain at least #arcticluosto.

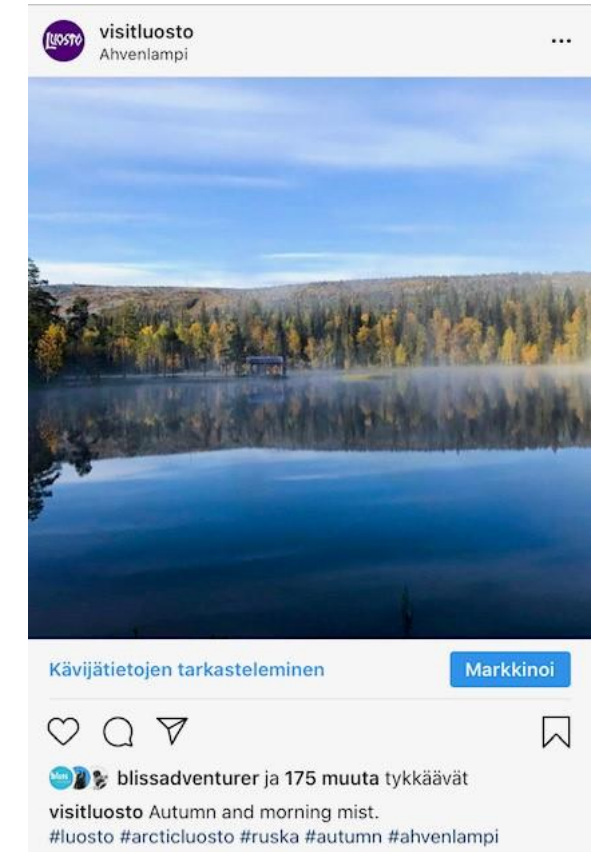




Guidelines for cooperation with social media influencers

When Visit Pyhä-Luosto is operating directly with the influencer:

- Influencer agrees that he/she will publish at least 1 to 2 pictures of the destination/activity etc. in his/hers IG-page using the destination hashtags. Visit Pyhä-Luosto has right to reshare the picture and will tag the influencers in to the picture.
- Influencer agrees that the he/she will share at least one IG-story per day during the visit (tagged with areas IG-page).
- If the influencer has a blog and is writing about their experience/ holiday in Pyhä-Luosto destination, Visit Pyhä-Luosto organisation want's to receive the link to the blog article.
- After the visit the influencer will give data about the IG-posts that was about the area: how many likes, comments , reactions (IG-stories) and how many viewers (IG-stories).
- Otherwise the influencer has free hands with the content.





Guidelines for cooperation with social media influencers

When operating together with House of Lapland, Visit Finland or another organisation:

- The guidelines how the Pyhä-Luosto area is featured in IG and in other social media channels is agreed together with the other organisation case by case. It is always preferable to use destination's hashtags or tag areas IG-accounts or location when possible.



Contact information:

[Visit Pyhä-Luosto](#)

info@pyha-luosto.fi

pyha.fi / luosto.fi

[@visitluosto](#) #arcticluosto

[@visitpyhalapland](#) #visitpyhalapland,
#pyhamagic

