



GLAMP FOR CAMPS SOCIAL MEDIA BEST PRACTICES GUIDE

PURPOSE

Social media is a simple way to share your participation in Glamp for Camps, highlight your values, and invite your community to be part of something meaningful. These posts help raise awareness and support for pediatric oncology camps funded by Care Camps Foundation.

CORE MESSAGE

Keep your message focused on partnership and impact. You are supporting pediatric oncology camps that provide safe and accessible, medically supervised camp experiences for children with cancer and their families. Keep it simple, clear, and aligned with your brand voice.

TAGGING

Always tag Camps Foundation when possible. Tag in the caption and on the image if the platform allows. This helps increase visibility and allows for shared posts and recognition.

LinkedIn: Care Camps Foundation

Facebook: carecamps

Instagram: carecamps

HASHTAGS

Use a small, consistent set of hashtags. You can also include your own branded or location hashtags.

#GlampForCamps

#CareCampsFoundation

#TravelWithPurpose

#OutdoorHospitality

#GiveBack

CONTENT STYLE

Show real experiences rather than promotional graphics. Use photos of your property, outdoor spaces, and guest experiences. Keep visuals natural, warm, and true to your brand.

CAPTION BEST PRACTICES

Focus on one idea per post. Keep captions short and easy to read. Use inviting language such as:
“We are proud to support...”

“Join us in...”

“Be part of something meaningful...”

Avoid overly detailed explanations or heavy fundraising language.

POST IDEAS

Rotate simple themes to keep content fresh:

- Partnership announcement
- Why this matters to your property
- A featured experience that gives back
- A seasonal or moment-based post
- A reminder that every stay can make a difference

POST FREQUENCY

Consistency matters more than volume.

Suggested approach:

- One announcement post
- One reminder or storytelling post
- One seasonal or experience focused post

Even a few posts over time can create strong awareness.

PROFILE VISIBILITY

Pin or feature your partnership post when possible. Save to highlights on Instagram if applicable. This helps new visitors see your involvement right away.

COMMUNITY ENGAGEMENT

- Tag local partners when collaborating on experiences.
- Respond to comments with simple, warm replies.
- Thank your community for being part of the impact.

TONE

- Keep your tone aligned with your brand.
- Warm, genuine, and inviting.
- Focus on shared values and meaningful experiences.

FINAL TIP

You do not need to overthink it.

A simple post with a clear message and a strong image is often the most effective way to share your partnership and inspire others to be part of it.