Creative Memoir Programme

01 Introduction to Memoir Writing – *6 February*

02 Crafting Compelling Life Stories – *8 February*

03 Creative Writing Made Easy: Tools & Resources – *12 February*

04 Moving In & Around Life in Memoir – *16 February*

05 Navigating Challenges in Memoir Writing – *18 February*

06 Transforming Your Travels into Stories – *20 February*

07 Using Social Media to Share Travel Stories – *21 February*

08 Publishing Pathways – *26 February*



852 PRESS

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07 Using Social Media to Share Travel Stories

- Social media posting fundamentals.
- Benefits and things to be mindful of when posting stories on social media.
- Crafting micro stories for social media.



Travel stories

Purpose: Inform & remember

Focus on:

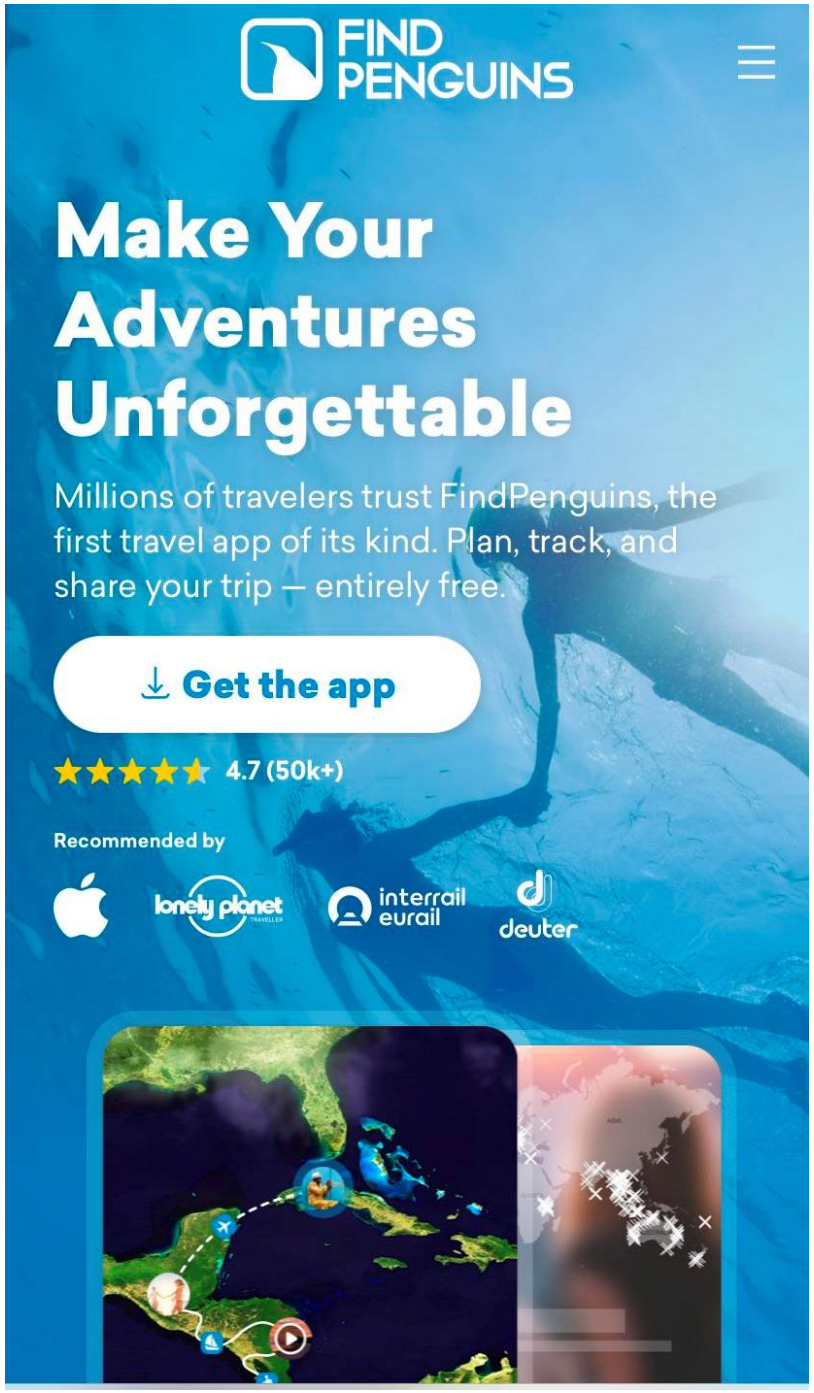
- Discovery
- Everyday interactions & characters
- Emotional impact
- Humour

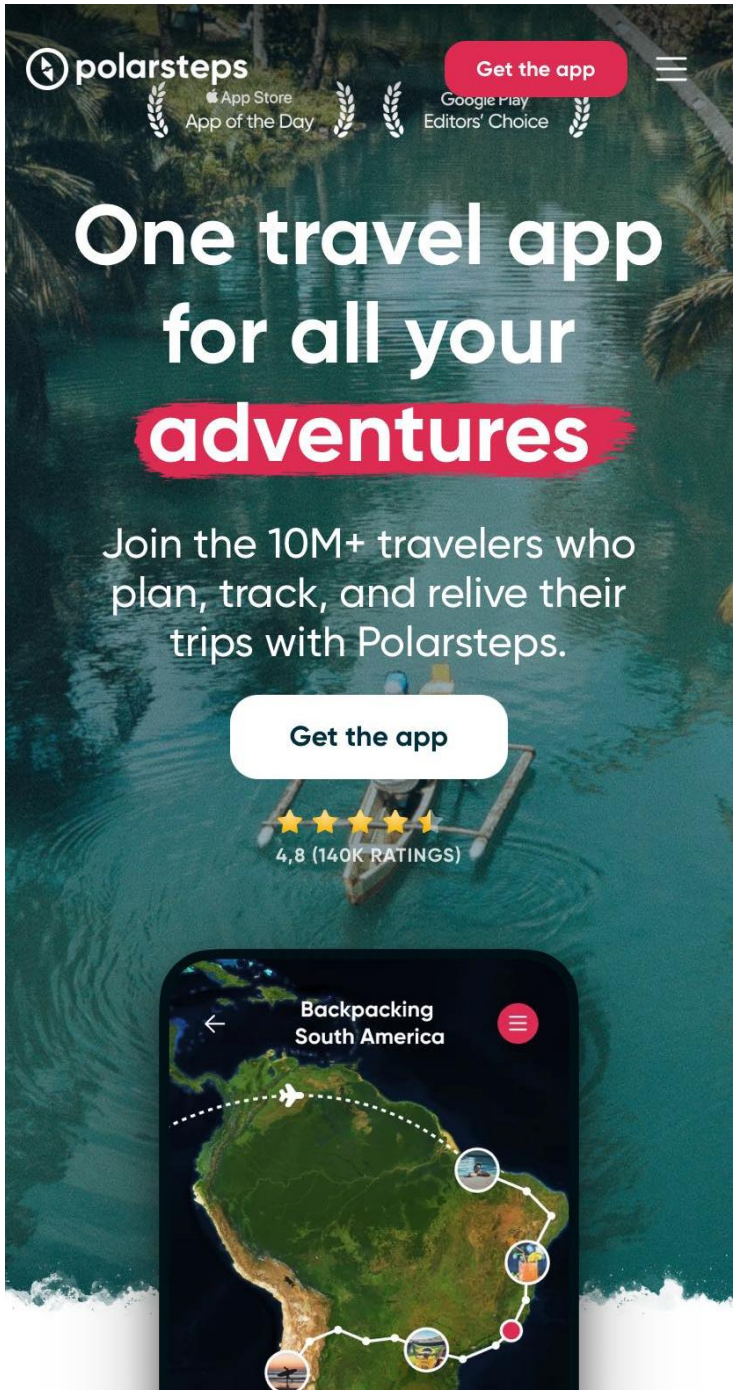
Top tips:

- Observe & take notes
- Find the story
- Balance tour guide with your own experience
- Different tone & perspective




Google
Linkedin
Spotify
Twitter
Facebook
Instagram
Pinterest


FIND PENGUINS
Make Your Adventures Unforgettable
Millions of travelers trust FindPenguins, the first travel app of its kind. Plan, track, and share your trip — entirely free.
Get the app
4.7 (50k+)
Recommended by
lonely planet
interrail eurail
deuter


polarsteps
Get the app
App Store
App of the Day
Google Play
Editors' Choice
One travel app for all your adventures
Join the 10M+ travelers who plan, track, and relive their trips with Polarsteps.
Get the app
4,8 (140K RATINGS)
Backpacking South America

Let’s go live …

Social Media Basics

- *Posts*
- *Like* and *Share* posts
- *Follow* accounts
- Create *groups* (public or private)
- @Tag in your post (for example *@852Press*)
- #Hashtag (for example *#CunardQueenAnne*)
- Emojis



Engagement & Discoverability

- Create something worth sharing
- Engage with your audience
- #Hashtags & @Tag relevant others



852 Press
January 14 at 12:00 PM ·

852 Press Director, Dr Julia Evans, and author Richard Evans are proud to be presenting the Memoir & Creative Writing Programme on Cunard's Queen Anne maiden world voyage.

The Programme includes eight workshops that will be presented during the Southampton-San Franscico and San Francsico-Sydney segments:

01 Introduction to Memoir Writing ... See more



Like Comment Share

Tom and Dom Travel · Follow
January 22 at 2:00 AM ·

Healthy eating on Queen Anne!

Well sort of. The Pavilion is a great location to sit and enjoy a meal and a drink whilst on Queen Anne.

#Cunard #CunardQueenAnne #CUN4RD #CunardLine #TomAndDomTravel #ChooseCruise #Cruise



86 23 comments

Let’s go live …

ChatGPT
Social Media Post

✈️ 🧳 Arrived in Paris! FR

First stop? 🗼 ! Breathtaking views! 🌇 💖

Had some fresh 🥐 and ☕ at a cute café

🎨 Explored the Louvre – saw the Mona Lisa! 🖼️

🚶‍♀️ Strolled along the Seine, watching the sunset 🌅

Ended the day with some 🧀 🍷 at a cozy 🍽️

#Paris #ParisMemories 🌍 ✨



Tips for Social Media Posts

- Headline! Grab attention right away
- Pair micro stories with images
- Vary the formats & lengths
- Show, not tell
- Use curiosity, build intrigue & cliffhangers



Coming up

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Writing Exercises



Post Now!

Take a photo of what's happening right now and write a short social media post about the image.



Travel Post

Drawing on some of the tips presented during the session, draft a social media post about a recent travel experience. Use a good quality photo as inspiration.



Daily Posts

For the rest of your journey, draft a social media post for entry each day focusing on capturing small details and reflections.

These entries do not have to be posted to social media, they can become a series of short travel stories that reflect the tips presented in this session.

Remember to Show, Not Tell and emphasise not just what happens, but how it feels, looks, and sounds.



Tag us!

Feel free to post it and tag in @852Press for Facebook and Instagram or email us (*write@852press.com.au*) and we will post it for you.

Dr Julia Evans & Richard Evans

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