



Social Media Playbook

Instagram & Facebook Strategy
for **Kelora Bush Camp**

Elrie Visser
2025-2026



1. Why We Show Up Online

Before we begin

Kelora is a small family-run bush camp in the Lowveld, warm, grounded, unfenced, honest. Our social media is our open door. It allows guests to feel the calm, the intimacy, and the soul of our camp long before they arrive. Social media is how we fill tents, nurture relationships, and stay top-of-mind for future trips. It's where guests discover us, trust us, and begin to imagine their time here.

Unlike big lodges that sell luxury, Kelora sells belonging.

We offer connection to nature, to family, to the land, to the quiet that modern life forgets. Our channels must reflect that.

In a safari world that is often loud, polished, and performative, we choose the opposite. We choose slow visuals, gentle storytelling, real moments, and the sensory magic of the bush.

This is our competitive edge, and our truest expression.

2. Understanding Our Travellers & Seekers

Who we speak to

A. International Travellers (Primary Audience)

Mostly from Europe, North America and the UK. They seek:

- authentic nature stays
- meaningful family travel
- digital detox spaces
- real South African experiences
- personal connection with hosts
- small, intimate camps rather than commercial lodges

They respond strongly to sensory storytelling, quiet visuals, and content that feels human, grounded and sincere.

B. South African Escapers (High Potential Segment)

Local travellers looking for:

- weekend getaways
- unfussy accommodation
- nostalgic, real bush memories
- affordability without compromising nature
- simple comfort and honest hosting

They are especially active on Instagram and Facebook. They value transparency, warmth and relatability. They often book quickly and close to travel dates.

Primary communication priority: International travellers (EU/UK/US).

Secondary: South African escapers.

Messaging adjusts subtly per platform (IG = global inspiration, FB = local conversion).

C. Conscious and Slow Travel Communities

People who travel with intention and purpose:

- slow travel
- minimalism
- eco-conscious stays
- conservation-aligned experiences
- nature-forward experiences over luxury

They seek meaning, calm and places that feel real.

D. Travel Trade and Operators

They evaluate authenticity, reliability, differentiation and guest experience. Social media is how we build trust, demonstrate consistency and show why Kelora is different from commercial offerings.

E. Returning Guests and Word-of-Mouth Referrers

People who have stayed with us and leave with a piece of Kelora in their hearts. They become storytellers on our behalf, sharing posts, recommending us to friends and bringing new families into the Kelora circle.





3. The Soul That Sets Kelora Apart

What makes us different

In a world of polished safari marketing, Kelora stands apart because:

- We are **real**, not curated.
- We are **family**, not staff.
- We are **tent canvas**, not marble bathrooms.
- We are **connection**, not performance.
- We are **quiet magic**, not spectacle.

This is our strategic advantage and the foundation of our storytelling.

Our content pillars turn this quiet magic into everyday posts and reels that feel true to who we are.

4. Our Creative North Star

How we show up

Every post must feel like:

- a deep breath
- a warm hand on your shoulder
- morning light through canvas
- the sound of cicadas rising
- a moment you didn't know you needed

Our content is not about selling nights.
It invites people into a way of being.

It shows them the world through Kelora eyes:

calm, grounded, human, and real.

These sensory anchors guide not only tone but also camera choices:

close-ups, stillness, natural sound, slow pans, and honest framing.





5. The Way Kelora Speaks

Our Brand Voice

Kelora speaks in a way that feels:

- warm
- gentle
- honest
- clear
- human
- emotionally intelligent
- nature-led
- present

Words We Lean Toward

- quiet
- stillness
- breathe
- barefoot
- dawn
- firelight
- belonging
- familiar
- soft
- nature
- simple
- honest
- home

Words We Avoid

- luxury
- exclusive
- premium
- influencer-speak
- clichés: “unforgettable,” “bucket list,” “once-in-a-lifetime,” “dream destination”

Our Strategic Content Pillars

These foundations guide every creative choice: voice, visuals, pacing, and sensory emphasis.

01 Nature as Home

Where the sensory magic begins.
The bush is never a backdrop. We show nature the way we live with it: close, textured, familiar.

Content examples:

- Kelora soundscape reels
- Bush textures and close-ups
- Tracks, plants, insects
- Stormy weather, shifting light
- Night sky visuals paired with natural audio
- Fire crackling, birds at dawn

Tone: poetic, sensory, quiet, observant.

02 Family as Hosts

The beating heart of Kelora.
Guests choose Kelora because of the people who live here. Kristian, Jenni, the kids, Glenda, and Given aren't employees, they are the story.

Content examples:

- Meet the family, one-by-one
- Kids in the bush
- Fire-side chats
- Moments of family life woven into the camp rhythm
- True, unposed moments

Tone: warm, human, relatable.

03 Honest Simplicity

The beauty of what Kelora is, and what it is not.
There is magic in the ordinary. We show our camp as it really is, never glamorous, never curated.

Content examples

- Dusty boots
- Braai smoke rising in the dusk
- Tent zippers and canvas details
- Rain on canvas
- Land Cruiser being fixed

Tone: humorous, real, endearing, unpretentious.

04 Soulful Connection

People connecting to nature and to each other.
Kelora is a place where strangers become friends, families slow down, and shared experiences become lasting memories.

Content examples:

- Shared meals at the table
- Guests walking together
- Story moments, laughter
- Communal fires
- Quiet companionship and still moments

Tone: heartfelt, intimate, reflective.

05 Bush Knowledge

Gentle guiding, thoughtful teaching.
Kristian's quiet wisdom, bushcraft insights, create a "guide persona" that sets Kelora apart from typical safari content.

Content examples:

- Animal behaviour and patterns
- Why certain plants grow here
- Bush safety basics
- Tracks explained
- Seasons of the bush and ecological rhythms
- "Small lessons from the land"

Tone: curious, wise, humble, softly educational.

Two Campfires, Two Platforms

Instagram

Emotion + Aesthetic + Sensory

- **Primary format:** Reels + Photo Carousels
- **Secondary:** Stories (daily life + behind the scenes)
- **Tone:** soft, slow, poetic, grounded
- **Focus:** breathtaking details, tented living, night sounds, bush textures, family warmth

**Instagram is about inspiration, discovery, and emotional attachment.
Instagram is the primary international discovery platform.**

Facebook

Warmth + Community + Education

- **Primary format:** long-form storytelling posts
- **Secondary:** albums + stories + shares
- **Tone:** friendly, warm, locally grounded
- **Focus:**
 - SA families
 - repeat travellers
 - people looking for value, nature, weekends away
 - educational bush content

Facebook is about connection, trust, and conversation.

The Guest Journey: From First Glimpse to Booking

We use a 3-part content ecosystem:

01

Awareness (70%)

Builds emotion + discovery

Examples:

- Listen to Kelora
- Dawn walks
- Fire crackle reels
- Nature close-ups
- Tent light transitions
- Family moments
- Bush storytelling

02

Consideration (20%)

Helps people imagine themselves here

Examples:

- What to Expect
- Behind-the-scenes
- Meet the Hosts
- Bush education
- Packing tips
- Property walkthroughs

03

Conversion (10%)

Gentle, honest nudges

Examples:

- Available dates
- Seasonal stays
- Guest reviews
- “January spots open”
- “Book your bush break”

**We don't hard sell.
We guide.**

9. Where We Show Up & Why

Platform Strategy

Primary Platforms (December to January)

These are where our first stories live. They help us build familiarity, rhythm, and emotional connection.

- **Instagram**
storytelling, visuals, sensory immersion
- **Facebook**
bookings, community, conversations, practical information

Secondary Platforms (Launched Later)

These extend our reach, improve long-term discoverability, and increase the lifespan of our content.

- **YouTube Shorts**
evergreen search value and global reach
- **TikTok**
younger slow-travel audience and sensory discovery
- **TripAdvisor Stories**
traveller intent, credibility, guest decision-making
- **Google Business Posts**
local search optimisation and booking conversion

Why This Matters

Together, these platforms support strong SMO by improving visibility, extending content value, and meeting travellers exactly where they search, dream, and plan.



10. 2025/2026 Best Practices

Social Media Optimisation (SMO)

These practices help our content travel further, last longer, and stay discoverable across platforms.

A. Multi-Layer SEO

SMO begins with intentional metadata. Every post should include:

- keyword-rich captions that reflect Kelora’s themes
- niche and semi-niche hashtag clusters (10 to 18 highly relevant tags)
- ALT text that describes sensory details for accessibility and search
- geotagging for Hoedspruit, Mica, Greater Kruger, and relevant reserves
- seasonal keywords such as “Lowveld summer,” “bushveld mornings,” “canvas camp”

B. Behaviour-Based Posting

We post when our audience is awake and emotionally receptive.

- EU mornings
- South African afternoons
- US evenings

These windows increase saves, shares, and algorithmic reach.

C. High-Value Formats

Formats that consistently perform for nature-based storytelling:

- reels with bushveld soundscapes
- carousel stories with micro-narratives
- caption micro-stories that evoke emotion
- close-up sensory videos (tracks, canvas, boots, fire, weather)
- simple “Listen to Kelora” reels that anchor our sensory identity

D. Community Algorithms

We grow by nurturing the people who care.

- respond within 12 hours to comments and messages
- aim for one save-worthy post per week (usually a reel or educational carousel)
- encourage conversation through open-ended captions
- boost posts that show strong emotional engagement
- maintain a steady rhythm so the algorithm trusts our consistency

E. Cross-Channel Symbiosis

Our digital ecosystem must tell one story. Google Business, Instagram, Facebook, and the website share the same narrative. When they reinforce one another, SEO strengthens, credibility increases, and content remains discoverable long after posting.



11. SMO in Practice

Making Every Post Discoverable

Social SEO

Include sensory, nature, and location keywords:

- bush camp South Africa
- Hoedspruit accommodation
- unfenced bush camp
- tented camp experience
- eco-stay South Africa
- bush sounds
- slow travel South Africa
- family glamping SA
- Greater Kruger bush
- Lowveld nature stay
- digital detox getaway

These improve discoverability across Instagram, Facebook, and Google.

Metadata Best Practice

- Add accurate location tags to every post.
- Rotate hashtag sets weekly to avoid repetition penalties.
- Begin reels with a frame that slows the viewer. Stillness, texture, or sound.
- Use 5 to 8 second soundscape clips at the start of reels. They hold attention.
- Add ALT text that describes the sensory details of the moment.

Engagement Style

We ask questions that spark stories, not votes.
We invite reflection, memory, and emotion.

Example prompts:

- “What sound reminds you of home?”
- “When last did you see the night sky this clear?”
- “What moment in nature made you feel truly present?”
- “Which bushveld sound would you bottle if you could?”

This creates deeper interaction and strengthens the algorithm’s trust in our content.



12. The Pace That Matches the Bush

Posting Rhythm

We plan content monthly, schedule weekly, and leave room for 1-2 spontaneous posts when special sightings or moments happen.

- 3 posts per week
- 1 reel weekly
- 1 soundscape weekly
- 1 soft CTA monthly

We do not chase trends.
We honour rhythm.

Facebook

- 2 posts per week
- 1 long-form story per week
- Stories shared from IG: 3-5 per week based on relevance.

Instagram

- 2-3 posts per week
- 3-6 stories per week
- 1 reel per week minimum



13. How We Bring the Story to Life

Roles & Workflow

Why this matters

A social strategy only works if the roles, flow, and responsibilities are clear. These guidelines keep our storytelling consistent, calm, and true to Kelora's identity.

Who Does What

Elrie — Strategy & Creative Direction

- Designs monthly content calendar
- Writes captions in Kelora's voice
- Edits video + selects imagery
- Manages scheduling & analytics
- Oversees brand consistency

Jenni — Host Voice & Guest Lens

- Approves guest-facing information
- Guides stories that showcase the family
- Provides real-life moments to share
- Ensures accuracy around rates, offers, and experiences

Kristian — Bush Knowledge & Field Insights

- Provides audio notes about sightings
- Shares stories about plants, animals & tracks
- Flags "this moment is worth capturing" opportunities
- Guides educational accuracy

Glenda & Given — Daily Moments & Human Warmth

- Share glimpses of kitchen, camp prep, small moments
- Offer quotes, stories, and behind-the-scenes warmth



14. Measurement & KPIs

How Content Moves Through the Workflow

Capture

Anyone at camp records short videos, images, or voice notes naturally during the day. No forced posing; only real moments.

Upload

Everything goes into the shared “Kelora Content Library” folder weekly.

Selection

Elrie reviews and chooses what fits the pillars.

Editing

Colour-correct, adjust sound, add captions, remove disruptions.

Voice & Captioning

Elrie writes captions in Kelora’s tone

Review

Jenni approves any guest-sensitive information and confirms storyline accuracy.

Scheduling

Content is scheduled weekly (Monday mornings).

Community Engagement

Jenni/Elrie reply to comments privately and warmly. No generic “❤️🙏” replies — only authentic voice.

A person with a beard, wearing a green t-shirt and light-colored shorts, is sitting and playing an acoustic guitar. The guitar has a dark body and a light-colored fretboard. The background is slightly blurred, showing what appears to be a wooden structure.

15. Before you hit post

Content Checklist

1. Does it fit one of our 5 Content Pillars?

- Nature as Home
- Family as Hosts
- Honest Simplicity
- Soulful Connection
- Bush Knowledge

2. Does it sound like Kelora?

- Gentle, sensory, warm, honest
- No hype, no clichés, no corporate talk
- Short sentences, poetic detail, grounded in real moments

3. Does it include a sensory detail?

- Sounds (wind, fire, insects, rain on canvas)
- Light (gold hours, dusk shadows, fireside glow)
- Touch (canvas zippers, dust)
- Smell (smoke, rain, bushveld earth)

4. Is it save-worthy or share-worthy?

- Would someone save this for later?
- Would someone send this to a friend saying “we should go here”?

5. Have we added the basics?

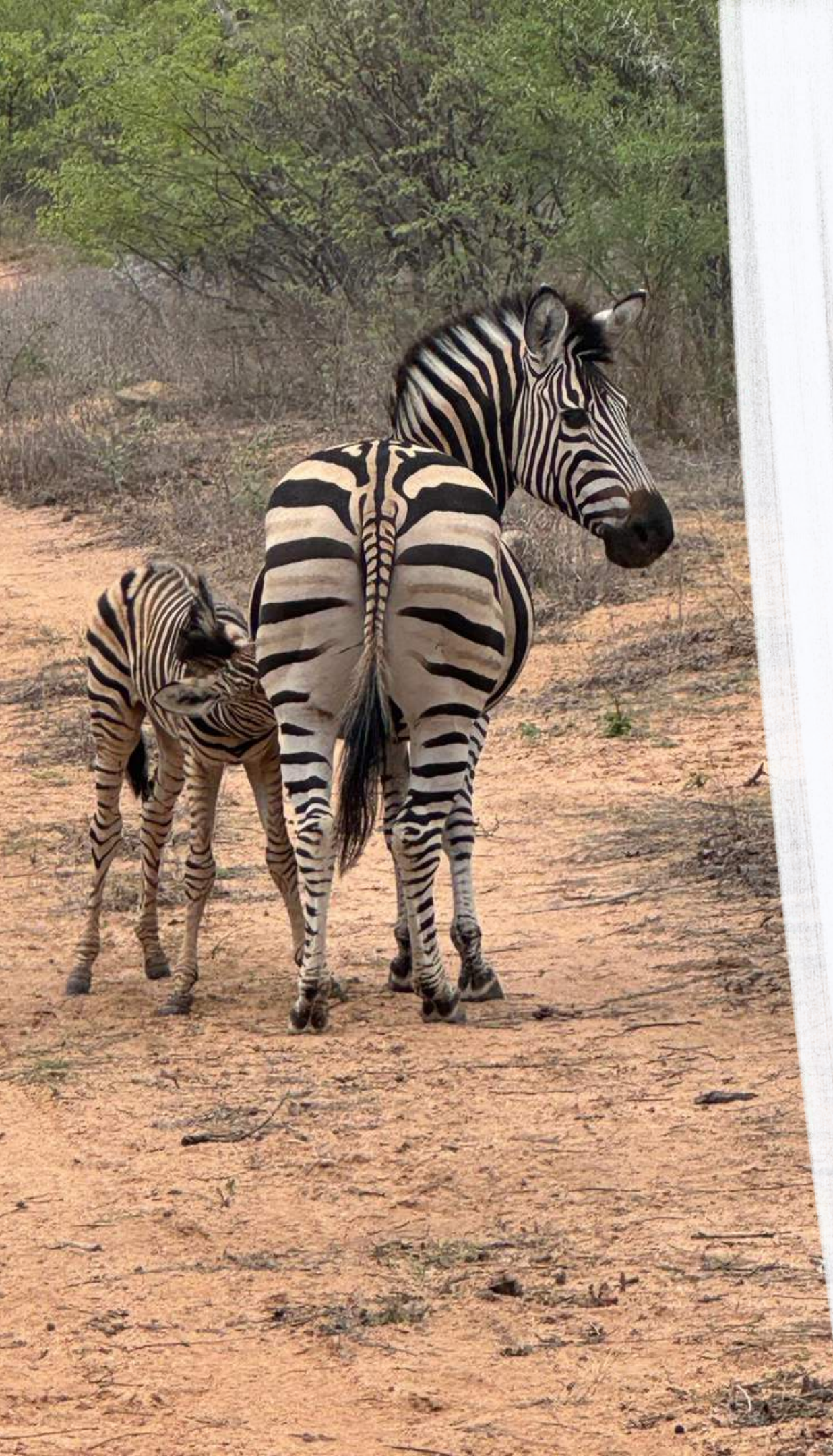
- Geotag: Kelora Bush Camp, Limpopo / Hoedspruit
- Keywords in caption for Social SEO
- Gentle CTA (only if appropriate)
 - Save this moment
 - Listen to the bush at night
 - Meet the people behind Kelora
 - Plan your 2026 stay

6. Does the visual feel natural and honest?

- No over-saturated filters
- No trendy transitions
- No heavy editing
- No luxury-brand glossiness

7. Does it protect guest privacy?

- No faces unless consented
- No sensitive info



16. Before you hit post

UGC Guidelines

Why UGC matters

User-generated content amplifies Kelora's authenticity. Guests show the camp from their own eyes — which builds trust and connection.

What We Encourage Guests To Share

- Slow moments (fires, walks, mornings)
- Wildlife sightings from ethical distances
- Tents, textures, daily life
- Kids exploring the bush
- Meals, braai moments, simple comforts
- Stars, dawn, dusk

Hashtags & Tags to Promote

Tag: @kelorabushcamp

Hashtags:

- #KeloraBushCamp
- #ListenToKelora
- #BushveldMagic
- #EcoStaySouthAfrica
- #HoedspruitBushLife
- #FamilyRunCamp

What We Re-Share

- Anything that aligns with our 5 content pillars
- Honest, unstaged, slow, gentle visuals
- Ethical wildlife views
- Family-friendly moments
- Sensory-focused reels (fire crackling, wind, walking sounds)

What We Avoid Re-Sharing

- Over-filtered, high-contrast edits
- Trend-based reels that don't suit our tone
- Footage of unsafe wildlife behaviour
- Content that shows guest faces without consent
- Anything that feels performative or posed

Community Engagement Style

- Soft, warm language
- Personalised replies: "We're so glad the fireside nights stayed with you."
- No copy/paste responses
- No emoji-heavy or loud replies — always quiet, human, sincere

Note: Guest faces are only reshared with explicit consent.



17. Come As You Are. The Bush Will Do the Rest.

December Content Arc

Focus

December introduces Kelora to the world. This is the month of arrival, exhale, and first impressions. We show the calm, the texture, and the feeling of stepping into an unfenced, family-run camp.

Pillar Weighting

- Nature as Home
- Family as Hosts
- Soulful Connection

These three pillars shape the emotional tone of the month: grounding, human warmth, and quiet magic.



18. Start the year slow

January Content Arc

Focus

January is for resetting the pace. It is a month of reflection, gentle beginnings, and planning the year's travel. We show how the bush invites people into a slower rhythm and a quieter state of mind.

Pillar Weighting

- Honest Simplicity
- Bush Knowledge
- Nature as Home

This combination roots January in clarity, insight, and the soft magic of the veld after the rains.



19. Measurement & KPIs

How We Know It's Working

Primary metric: Saves + Shares

The strongest indicator of emotional resonance.

Secondary metrics:

- Story views
- Profile visits
- Website taps
- Inbox enquiries
- Newsletter signups
- % USA/EU audience
- Comments that express longing or emotion

Every quarter we review which posts were most saved/shared and create 1-2 follow-ups or series from them.

20. What Success Looks Like for Kelora

Success Measures

Not virality.

Not follower count.

But:

- **Guest:** deeper connection, more DMs, more comments about longing, more website clicks, more saves.
- **Business:** full Feb/March stays, more 2026 enquiries and return guests.
- **Brand:** more South Africans and internationals knowing our name.

This is slow, organic, soulful growth — the kind that lasts.





Stay Connected

Thank you for walking through the heart of Kelora.

With our strategy now in place, the next step begins:
shaping the content calendars that will carry this story into the
world.

If you'd like to talk through ideas, refine the direction, or dream
bigger, let's chat.