

Appendix I: Posting schedule social media

	Date	Topic	Channel	Post	Photo/Video
Monday		Good start of the week.	Facebook		<i>Link to picture in database</i>
Tuesday		Highlight of place to go	Twitter		<i>Link to picture in database</i>
Wednesday		Did you know...?	Facebook		<i>Link to picture in database</i>
Thursday		Hotel/Accommodation tip	Twitter		<i>Link to picture in database</i>
Friday		Activity	Facebook		<i>Link to picture in database</i>
Monday		Event of the month	Facebook		<i>Link to picture in database</i>
Tuesday		Highlight of place to go	Twitter		<i>Link to picture in database</i>
Wednesday		Did you know...?	Facebook		<i>Link to picture in database</i>
Thursday		Hotel/Accommodation tip	Twitter		<i>Link to picture in database</i>
Friday		News Thais Verkeersbureau	Facebook		<i>Link to picture in database</i>

