



Highway 1 Road Trip Social Media Toolkit



Take the road trip of your life on our spectacular stretch of Highway 1 between Ragged Point and Oceano.

These 81 miles are what make a #Highway1RoadTrip one of the top bucket-list excursions in the world!

Come see for yourself, visit our website for a wealth of local knowledge to ensure you don't miss any stops along the way!

(Carousel of Images tagging partners in each shot)



Soak up some of California's most scenic state parks on your next #Highway1RoadTrip!

At the heart of the California coast, this special stretch of Highway 1 includes over a dozen protected state parks, beaches, and historical monuments.

Go at your own pace and catch a glimpse as you zoom by or hop out and explore them all, this trip is what you make of it!

Link to video: <http://rainstudios.com/h1dr/beaches/State-Parks.mp4> (vertical crop)

Link to web page for Facebook: <https://highway1roadtrip.com/activities/central-coast-state-parks-and-beaches/>



@hearthcastleshm has reopened after two long years and makes for the ultimate road trip stop on Highway 1!

Live like royalty for the afternoon while you explore the grandiose grounds on docent-guided tours.

Wander the gardens and witness ancient artifacts Hearst collected, experience the luxury of the Neptune Pool, the Library, Billiard Room — or even watch historic film footage in the Theatre! With several options to choose from, you're sure to find a tour that satisfies your curiosity.

Images by @colbyjack__cheese

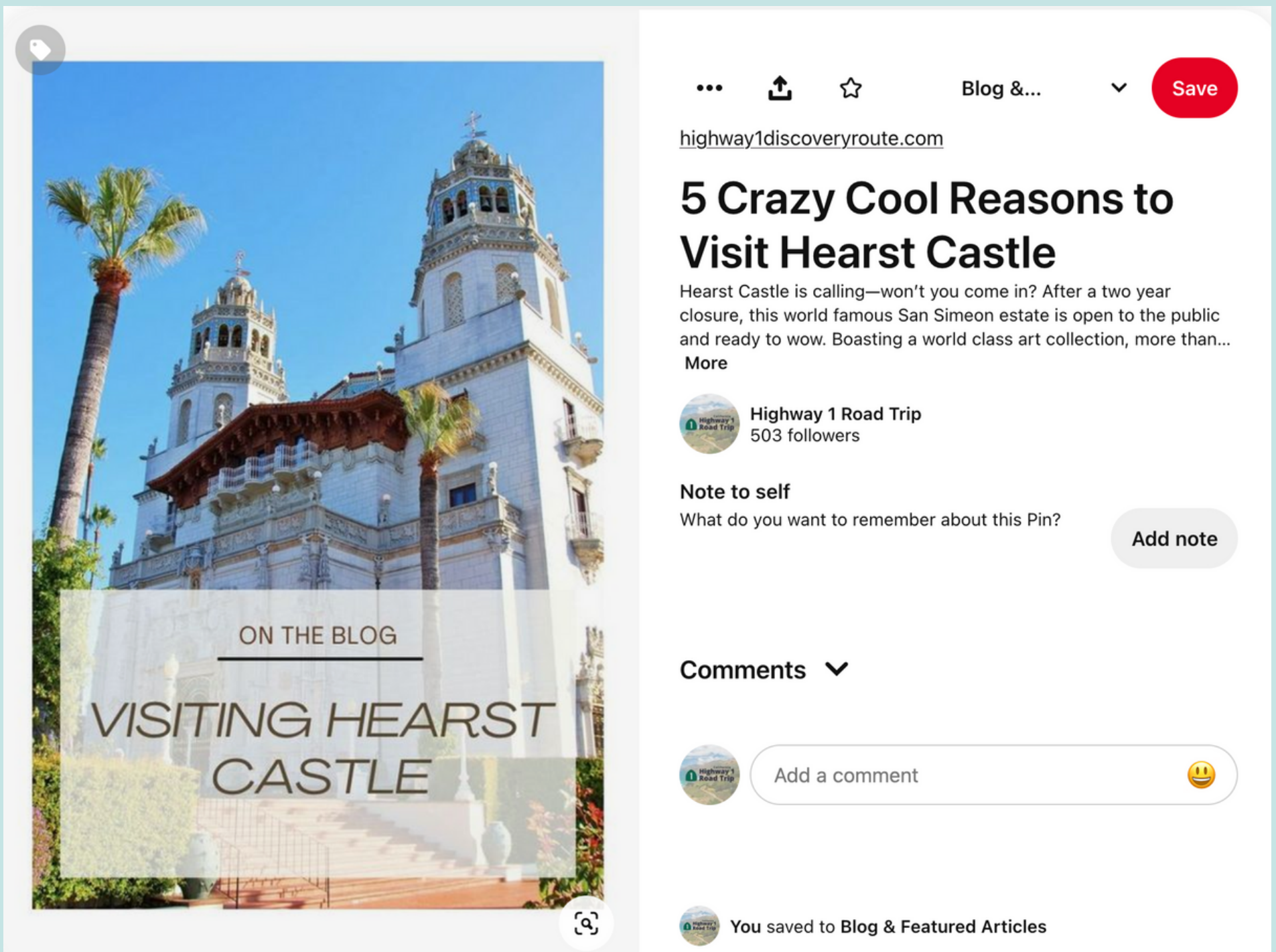


It wouldn't be a complete #Highway1RoadTrip without getting a little sand in your tires in @oceanonipomo!

Did you know our coastline is home to one of the only stretches of beaches and dunes in California where you can drive your car on the beach?

Bonus tip: you can even horseback ride, ATV, and camp on the beach here. Visit @oceanodunessvra to learn more.

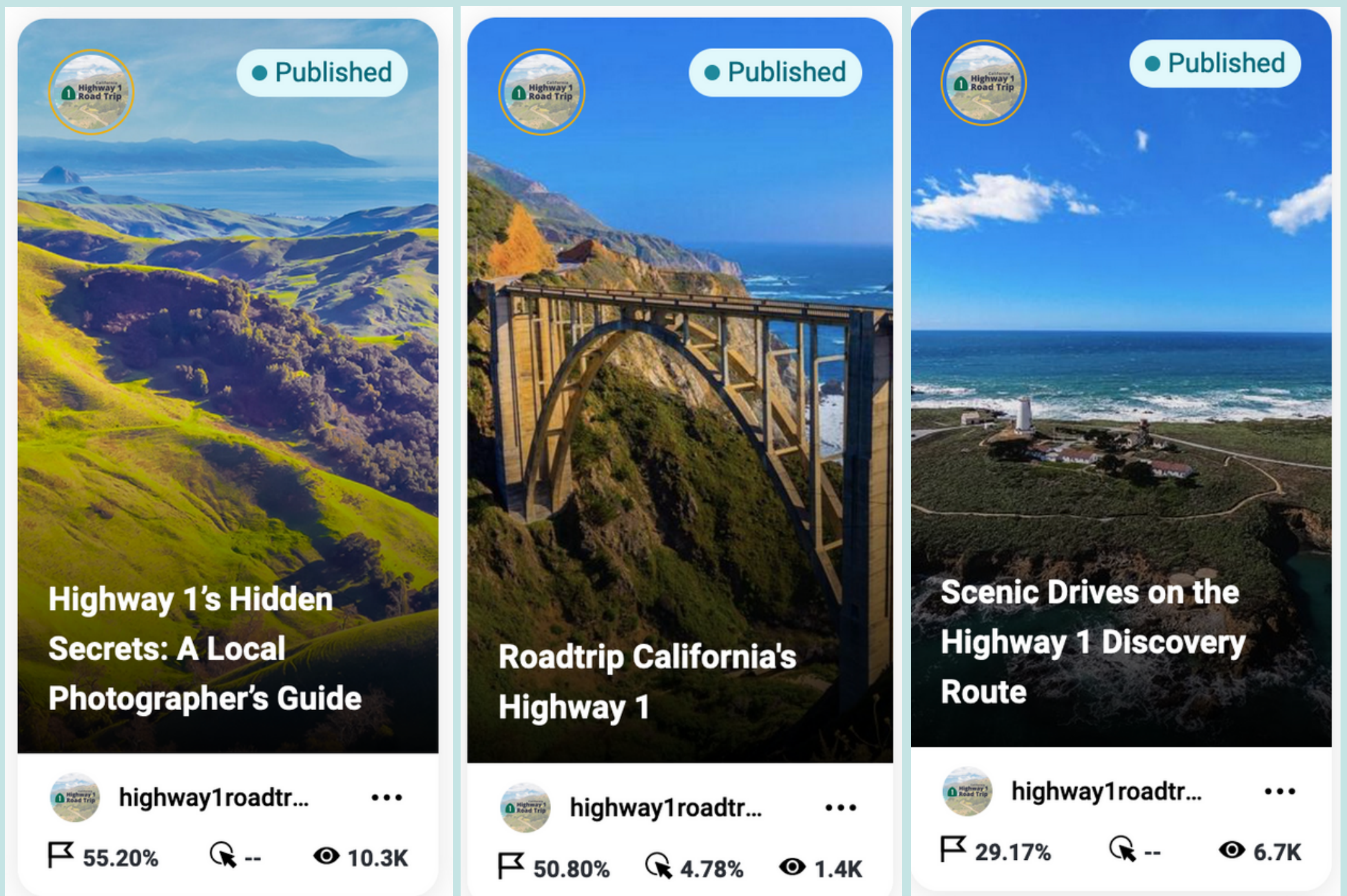
Image by @central_coast_soap



We have been loving making more evergreen content for Pinterest and seeing great interactions as people use the app to plan trips. Some things that have been working for us:

Idea pins: The "stories" of Pinterest garner high engagement and can be made using content from LocalHood
Repurposing blogs: We make the simple graphic template above to feature some of our latest blogs to get more clicks to our website

Keep up with the latest trends on Pinterest: <https://trends.pinterest.com/?topTrends=1>



We've been having fun and getting creative with making LocalHood stories that incorporate the new road trip theme with fresh topics. Some best practices that we have been following to see a spike in engagement:

Embed these on your websites to help increase SEO and views!

Be sure to fill out all links and fields when creating

Choose eye-catching images, we have so many wonderful options in Flickr and UGC on CrowdRiff

Our "Hidden Secrets" themed stories are our two top performing

Suggested Hashtags:

#Highway1RoadTrip #SLOCAL

#HWY1 #Highway1

#CaliforniaCoast

#CaliforniaCoastline

#RoadTripUSA

#RoadTripCalifornia #CABeaches

#LifeisaHighway #RoadTripLife

#nature #travel

#travelphotography #adventure

#photography #wanderlust

#travelgram #explore