

# TUK TUK SOCIAL MEDIA TIPS



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## THAILAND TUK TUK ADVENTURE

**We suggest putting something about the Thailand Tuk Tuk Adventure on your social media accounts as regularly as possible.**

Try to think of different ways you can do this: things that will catch people's attention, things that are interesting, fun or just different that they will stop and read. The intention is to keep the challenge in people's minds. Even if they have no intention of going, they may speak to someone who might!

Here are some examples you are welcome to use:

1. We are excited to share with you details of the Thailand Tuk Tuk Adventure – the experience of a lifetime. You can sign up now!
2. Are you a bit of a petrolhead? Why not get behind the wheel on our exciting 2024 Thailand Tuk Tuk Adventure?
3. Question: Why is a tuk tuk called a tuk tuk?  
Answer: It's named after the sound its small engine makes! ... Come and explore Thailand with us on our 2024 Tuk Tuk Adventure! (*Link to website info about challenge*).
4. Fancy a Thai? Imagine the delicious and authentic Thai food fuelling you through the breathtaking Thailand Tuk Tuk Adventure in 2024! Don't miss it!
5. *Enquire if there is demand for an information evening (or coffee drop-in one morning) where you can give people more info about the challenge, answer questions, show slideshow etc. They may come along with a friend and you may convince them to give it a go!*
6. Sawasdee! Participants needed, to take on the Thailand Tuk Tuk Adventure for [name of charity]! Join our team!
7. Imagine getting behind the wheel of your very own tuk tuk as you drive through rural Thailand taking in temples, forests, traditional minority hill villages, national parks and waterfalls along the way. Contact us (*include link*) to find out more.
8. *Post a photo of the Thailand Tuk Tuk Adventure Challenge (let us know if you need any more).*
9. *Post info about what the money raised will buy your charities (i.e., £100 = specific piece of equipment etc).*
10. *“You don't have to be a fantastic hero to do certain things. You can be just an ordinary chap, sufficiently motivated to reach challenging goals.” – Sir Edmund Hillary [link to challenge]*
11. We can't wait to get behind the wheel of our very own tuk tuk in our new 2024 Thailand adventure. You can find more details here.
12. How fun does our Thailand Tuk Tuk adventure look! Have you had the chance to check it out yet?
13. Sawasdee! We're excited to welcome our latest team member on our terrific Thailand Tuk Tuk Adventure. Who wants to join them?

## Social Media Suggestions



14. *"When the water rises, hurry to get some."* - Thai proverb  
Make the most of your opportunities while you have the chance! What's stopping you from taking the leap? Join our Thailand Tuk Tuk Adventure today!
15. Looking to do something a little bit different for your next holiday? How does driving your very own tuk tuk around Thailand sound?
16. Don't have a driver's license to drive a tuk tuk on our Thailand adventure next year? Team up with a friend and be a passenger instead! Tag your driver in the comments and both sign up below!
17. We've had a lot of interest for our Thailand Tuk Tuk Adventure and already taken a few bookings. Plan ahead for 2024. Book today!
18. There's so much more to our Thailand Tuk Tuk Adventure than simply sitting behind the wheel. You'll sail downstream on bamboo rafts, trek a jungle, tuck into delicious street food, swim in waterfall pools, stay in homestays with local families and help local Karen villagers prepare a traditional forest feast.
19. Question: How many hill tribes are there in Thailand?  
Answer: There are 7 major tribes - Karen, Hmong, Akha, Lahu, Mien, Lisu and Lawa - but they are split into many distinct subgroups with their own set of customs, laws and beliefs. You will be visiting and staying at some of the hill tribe villages on our Thailand Tuk Tuk adventure.
20. Doi Inthanon is Thailand's highest mountain and actually part of the Himalayan range. You will be spending a night camping in the foothills of this majestic mountain in a traditional Karen village on our 2024 Thailand Tuk Tuk Adventure.
21. Mount Doi Inthanon was named in honour of the last King of Chiang Mai – Inthawichayanon. Spend a night sleeping in a traditional Karen village in the foothills of Thailand's highest peak on our 2024 Tuk Tuk Adventure.
22. The history of Chiang Mai can be traced back more than 720 years as a sovereign state called Lanna Kingdom. This has led to the people in the area speaking a different dialect, eating different food and having their own unique way of life than other parts of Thailand.
23. *"People do not decide to become extraordinary. They decide to accomplish extraordinary things"* – Sir Edmund Hillary
24. *"Friends for a meal are easy to find, friends until the end of life are difficult to find"* – Thai saying. Join our Thailand Tuk Tuk Adventure and make some friends for life!
25. *"I wanted to see Thailand. So I went. And I had a good time."* - F. Murray Abraham, actor. Follow his lead and come to Thailand in 2024.
26. What better way to discover Thailand than to travel like a local and nip around on your very own tuk tuk.

# Social Media Suggestions



27. Have you ever tried lanna food? The style of cuisine comes from the north of Thailand and is generally milder than the food you'd find in central and north-eastern regions. Come and try some on our 2024 Thailand tuk tuk adventure.
28. *"Two roads diverged in a wood, and I – I took the one less travelled by and that has made all the difference."* – Robert Frost.  
Our Thailand Tuk Tuk Adventure truly takes you off the beaten track on a road less travelled. Join us for the adventure of a lifetime.
29. We need you! Have you got what it takes to take our Thailand Tuk Tuk Adventure for [name of charity]? Join our team!
30. Life is an adventure that is best lived boldly. Be bold and take on the Thailand Tuk Tuk Adventure for [name of charity].
31. *If you've operated previous treks/trips, post a throwback photo. #TBT* Look how much fun our 2020 trekkers had in [name of country]. Help us create new memories by signing up to our Thailand tuk tuk adventure challenge.
32. Each year 6 million tourists visit Thailand, but our 2024 Tuk Tuk Adventure keeps you away from the tourist trail and the big crowds enabling you to explore the country in a truly unique way.
33. *"Wheresoever you go, go with all your heart."* – Confucius, Chinese philosopher
34. Do something truly impressive in 2024! You can't get much more epic than whizzing around Thailand in your own tuk tuk! Sign up for our Thailand tuk tuk adventure today!
35. Ever wondered what it would be like to get behind the wheel of your own tuk tuk and drive down small mountain roads, explore remote villages, ride bamboo rafts and swim in waterfalls? All this and much more awaits on our 2024 Thailand Tuk Tuk Adventure.
36. *"The most difficult mountain to cross is the threshold."* – Danish proverb. Take the first step and sign up today.
37. Our Thailand Tuk Tuk Adventure isn't just a holiday. You can fundraise for your favourite charity too.
38. Thailand is the only Southeast Asian country that was never colonized by Europeans. In fact, in the Thai language, the name of the country is Prathet Thai which means 'land of the free'.
39. Over a hundred years ago nearly all northern Thailand was covered in hardwood forests. Today only a quarter of the jungle is left and now logging is completely banned across the country. Our Tuk Tuk Adventure involves trekking through the remaining jungle. Sign up today.
40. Want to live and travel like a local? Hop on a tuk tuk and spend the night at remote hill tribe villages on our 2024 adventure. Visit our website for more details.

# Social Media Suggestions



41. The Lawa Hill tribe village of Ban Lay Oop has only recently opened their community to overnight guests. You'll be staying with local families in a small settlement of around 200 houses as part of our Thailand Tuk Tuk Adventure. Get in touch for more details.
42. What better way to learn about local culture and customs than by staying with the remote hill tribes of northern Thailand. You'll learn all about how they are changing their farming practices to better preserve the environment and help them prepare meals to be shared around the campfire.
43. Thailand's Karen hill tribe are the largest ethnic minority group with an estimated population of around a million. Originally from Tibet they moved south to Myanmar and northern Thailand and live close to the border.  
Want to learn more about their culture and customs? Join us on our Thailand Tuk Tuk Adventure.
44. The language of the Karen hill tribe is tonal and monosyllabic. Historically missionaries Romanised the sounds and now the tribes read and write using the Roman alphabet. Learn more on our Thailand Tuk Tuk Adventure.
45. Chinese/Lunar New Year (10 February 2024):  
"Sin Nee Huad Chai! Happy Lunar New Year!"
46. Makha Bucha (26 February 2024):  
"Today our Thai friends will be waking up early to give alms to monks and take part in candle ceremonies. Learn more about the fascinating culture of Thailand on our 2024 Tuk Tuk Adventure."
47. Chakri Day (8 April 2024):  
"Chakri Day commemorates the establishment of the Chakri dynasty in by Phra Buddha Yodfa Chulaloke (Rama I) in 1782. People in Thailand not only celebrate the coronation of Rama I but the contributions of all the kings in the dynasty."
48. Songkran - Thai New Year (15 April 2024):  
"Sah Wah Dee Pee Mai Kahp! Happy Thai New Year! Celebrating with a massive three-day water fight is an incredible way to mark the occasion don't you think?" *Post with a photo of the Water Festival in Chiang Mai.*
49. Buddha's Birthday (26 May 2024):  
"It is better to travel well than to arrive" – Buddha
50. Asahna Bucha (20 July 2024):  
"Buddhists across the globe will be commemorating the day Buddha delivered his first sermon as part of Asahna Bucha celebrations today.  
Discover more about his teachings on our Thailand Tuk Adventure."
51. Loy Krathong (15 November 2024):  
"How incredible do the Loy Krathong celebrations look? We'll be lucky enough to be in the country to catch next year's festivities! Why not join us?" *Post with a photo of the floats.*

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**52. Post a year before departure.**

“This time next year we’ll be leaving for Thailand! Our Tuk Tuk Adventurers will be heading east on ??th November 2024 - will you be joining them? Start your countdown and sign up today.”

**53. Post when you are closing your bookings/last spot remaining.**

“This is your last chance to join us on our incredible Thailand Tuk Tuk adventure. We have one spot remaining/Bookings will close on [insert date]. Don’t miss out!”

## Dates of festivals you can utilise in your social media marketing

10 February 2024\* – Chinese/Lunar New Year

26 February 2024\* - Makha Bucha

8 April – Chakri Memorial Day

15 April – Songkran – Thai New Year Water Festival

26 May 2024\* – Buddha’s Birthday

20 July 2024\* – Asahna Bucha – first day of Buddhist Lent period

15 November 2024\* – Loy Krathong Festival

\*Please note that when a year is listed the celebration can change dates each year.