



#### Do... resist the temptation to humblebrag

A shot of sun-bleached sand on a tropical beach, into which are etched the words 'how's your Monday looking?'; a snap of your lunchtime cocktail alongside a trashy novel and a pair of designer shades, captioned, 'It's a hard life, but someone's gotta do it'; a screenshot of the weather forecast where you are, cruelly contrasted with the storm warnings of home. The final twist of the knife: #sorrynotsorry.

**Pro tip:** We get it. You're loving life. Tone down the taunts, pronto, or expect to be 'unfriended'.



#### Don't... think social media activity counts as staying in touch

Broadcasting your breakfast to the world can seem like the ideal way to touch base while travelling; everyone can see that you're still alive and enjoying yourself - with a muffin the size of your face. But this one-to-many mentality just doesn't cut it, particularly on long-term trips.

**Pro tip:** Make sure you set time aside for Skype calls and personal email updates so your loved ones don't end up feeling like fans instead of friends and family. Your mum wants a postcard, not a Facebook poke.

#### Do... opt for originality

Before you cast another careless titbit into the online abyss, at least make it creative. Find a way to slice through the white noise: an unusual perspective on a place beats the leaning tower of Pisa trick hands down, and hair-raising views trump hot-dog legs any day. Have fun and don't feel pressured to strip off on a mountain or divulge the details of an oh-so-average meal just because everyone else is doing it.

**Pro tip:** What quirky discoveries have you uncovered on your adventures? Share the unusual details and lesser-known sights, or depict the showstoppers in a new light.

#### Don't... succumb to hashtag fever

Ah, hashtags. Designed to aggregate global conversations, essentially tracking the zeitgeist, they soon devolved into a

means of adding cheeky asides and ironic quips to our tweets... #guiltiascharged. These days, anything goes, but adding 50 hashtags to your sunset shot isn't going to make it stand out from the other 93 million on Instagram, so why bother?

**Pro tip:** Go for the less-is-more approach: tag destination names so your followers can find more content from that region if they wish and drop the #funtime #wanderlust waffle.

#### Do... master your medium

The best social media posts inspire or entertain their intended audience. So whether you're sharing six-second clips on Vine, curating your travel snaps on Facebook or liveblogging your trip on Twitter, the goal should be the same: strive to make it better than the guff that the majority of the population are spewing into cyberspace.

**Pro tip:** Hone your craft - see social media as an art form; take a photography class or read up on video editing; follow influencers who inspire you and attempt to inspire others in your own way.

#### Don't... experience your travels through a screen

Reaching for our smartphone the instant we encounter something spectacular has become second nature for today's tech-savvy generation but it can leave us feeling detached from our experiences.

Watching whales breach through a lens diminishes the magic of the moment, while the stress of capturing the perfect shot to share with your friends eradicates all enjoyment. When social media commitments start to feel like chores, it's time to switch off and live in the present.

**Pro tip:** When you spot an Instagram-worthy view, pause and count to 10 before framing your shot. Soaking up the scene is more important. If more extreme measures are required, read our traveller's guide to digital detoxes.



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That moment #Angkor #Cambodia #SEAAsia #travel #life #hot #ip #bestofthetoday #travelpics #wanderlust #traveling  
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#### Do... upload your 'wow' moments

Sometimes it's impossible to keep schtum on social media - and that's OK. Rewarded with an epic panorama after a tough hike? Go ahead. Found the world's best gelato? Let your friends in on the secret. We don't want to go all Zuckerberg on you, but this is what sharing your travels is all about: celebrating the world, telling stories and starting conversations.

**Pro tip:** Captioning is key. Expressing joy and positivity online is most likely to engage your audience. As we've already covered, showing off - even if tongue-in-cheek - is alienating and quite frankly, old. — [www.lonelyplanet.com](http://www.lonelyplanet.com)

