

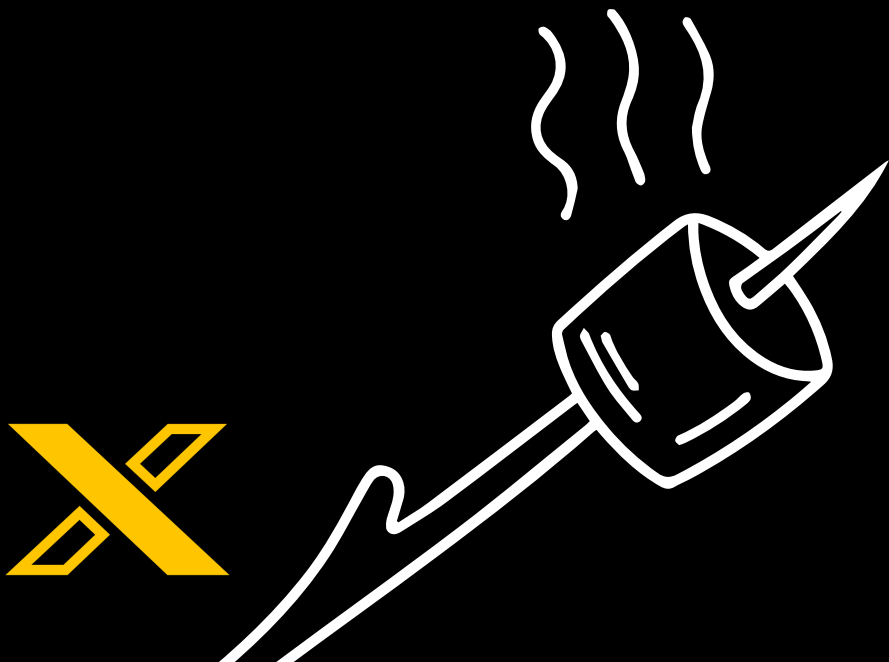
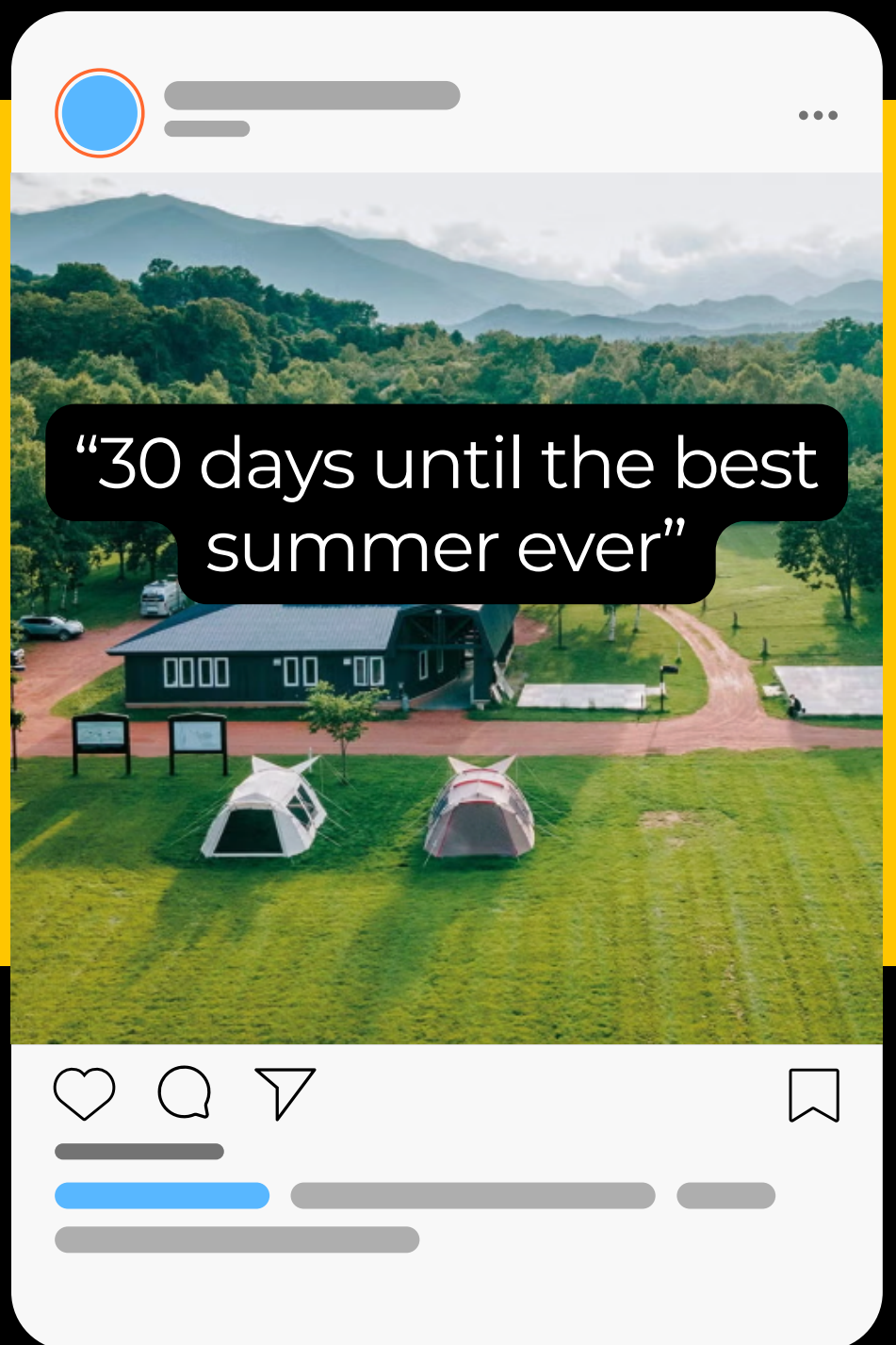
IF I RAN A SUMMER CAMP

Here's what I'd post...



COUNTDOWN -TO-CAMP POSTS

Influence your audience to join the camp countdown, encouraging campers to share their own excitement leading up to opening day.



ACTIVITY SPOTLIGHT POSTS

Each post highlights a different camp activity like ropes courses, canoeing, bonfire nights, or color wars. **Make every day feel like something new and exciting is happening.**



“MEET THE COUNSELORS” POSTS

Introduce staff with personality-driven captions and fun facts so campers feel familiar with them before they even arrive, **building comfort and excitement early.**



FIRST-DAY- OF-CAMP REACTIONS

Authentic arrival moments capturing **nerves turning into excitement** — hugs, unpacking, meeting bunkmates, and that first “this is really happening” energy.



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