

SAHARA TREK

SOCIAL MEDIA TIPS



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Sahara Desert Trek

We suggest putting something about the Sahara Desert Trek challenge 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 Sahara trek challenge – the experience of a lifetime. You can sign up now!
2. The word Sahara means 'desert' in Arabic. So when we refer to the 'Sahara desert' we are actually saying 'desert desert'. Have a look at our exciting **(year of trip)** trek through the Sahara!
3. Do you think there are more grains of sand on the earth or stars in the sky? Why not discover for yourself on our Sahara trek. **(Link to website info about challenge)**.
4. *"In the desert, when the sun comes up, I couldn't tell where heaven stopped and the earth began"* – Forrest Gump. Observe the beauty yourself on our 2023 Sahara Desert Trek.
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. As-salamu alaykum! Participants needed, to take on the Sahara Desert trek for **[name of charity]**! Join our team!
7. Imagine resting tired legs and aching feet while drifting to sleep under a blanket of stars in the middle of a desert. Join us for the **(year of trek)** trek through the Sahara.
8. *Post a photo of the Sahara Desert trek (let Different Travel 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. *"People do not decide to become extraordinary. They decide to accomplish extraordinary things"* – Sir Edmund Hillary **[link to challenge]**
11. One of the highlights of our Sahara trips is being given the chance to sleep under a blanket of stars out in the desert. A truly unforgettable experience. **(post with picture of a starry desert sky)**
12. This glorious weather has us reminiscing about our desert adventures. Why not join us as we trek across the Sahara next year?
13. We are loving this amazing sunshine! ☉ Although we never guarantee weather conditions on our treks, it's safe to say the Moroccan Sahara offers plenty of sunshine! Join our **[insert month and year]** trip.

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14. An absolute classic! Trek the Sahara with us in [\[insert month and year\]](#). Full details here: [\[link to challenge\]](#)
15. Ever wondered what trekking in the Sahara is like? Find out here!
16. When a 5-star hotel isn't enough...how about 5 billion stars! Sleep under a blanket of stars on our 2023 Sahara trek.
17. *"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 [\[link to challenge\]](#)
18. Imagine waking up to freshly brewed mint tea and a hearty breakfast in the middle of a desert! You can smell and taste the delights for yourself on our Sahara Trek next March.
19. Question: How big is the Sahara?
Answer: The Sahara covers over 3.6 million square miles (only slightly smaller than the USA!) with 11 countries having part of it within their borders. They are Morocco, Libya, Algeria, Egypt, Tunisia, Chad, Eritrea, Niger, Mauritania, Mali, and the Sudan.
20. *(Post pic of a camel)* Dromedary camels are not native to the desert but have been around for a long time. They are most often associated with the Sahara and were introduced approximately 200AD. Their advantages over horses include soft feet that are aligned so that they can move more quickly and easily through sand and their ability to go for up to 17 days without water or food. Make friends with some of these amazing creatures on our 2023 Sahara trek.
21. Some of Morocco's sand dunes at Erg Chebbi can reach a height of up to 150 meters in places. Altogether they span an area 50 kilometres north to south by 5 to 10 kilometres east to west lining the Algerian border.
Tackle some of these incredible mounds of sand on our Sahara Trek.
22. Fun Fact: It is not hot all the time. Most people think of the desert as a giant furnace but during the months of December to February the night time temperature plunge well below freezing.
We expect more comfortable overnight temperatures on our trek in [\[insert month\]](#). Do you want to experience sleeping outside of your tent under the stars?
23. During the summer season the temperature in the Sahara can exceed 50°C, some of the hottest days on the planet. Can you take the heat? Take up the challenge at [\[link to website\]](#)
24. Question: Does it rain in the Sahara?
Answer: It does rain although not very often! It receives less than 7 cm of rain per year. Rainfall can range from twice in 1 week to extremes of no rain for three years!
25. *(Post a pic of some Moroccan treats and a desert landscape)* Desert or dessert? You'll get both on our Sahara adventure! Sign up today!

Social Media Suggestions



26. *"The land where the stones know you is worth more than the land where the people know you."* – Berber Proverb.
27. *"One who does not travel will not know that value of men."* – Moroccan Proverb.
28. *"Who lives sees, but who travels sees more."* – Ibn Battuta, Moroccan Berber scholar and explorer.
29. *"Travelling – it leaves you speechless, then turns you into a storyteller."* – Ibn Battuta, Moroccan Berber scholar and explorer.
30. *"Travelling gives you home in thousand strange places, then leaves you a stranger in your own land."* – Ibn Battuta, Moroccan Berber scholar and explorer.
31. Have you ever read the Travels of Ibn Battuta? The Moroccan Berber explorer left his homeland to travel the world for almost four decades – clocking up more mileage than Marco Polo! Follow his lead and travel to where it all began on our Sahara Desert Trek.
32. There's nothing quite like freshly brewed Moroccan mint tea to clear the senses and warm your soul. Indulge in this sugary sweet delight and typical Berber hospitality on our Sahara Desert Trek.
33. We need you! Have you got what it takes to Trek the Sahara for **[name of charity]**? Join our team!
34. In need of a fitness goal? Our Sahara trek challenge could be just what you need! With some proper training this is achievable for most people. **(Don't worry we're only trekking part of the desert – not across the whole thing!!)**
35. Life is an adventure that is best lived boldly. Be bold and take on the Sahara trek for **[name of charity]**.
36. **(Let people know when someone has signed up.)** We've just had another supporter sign up for our **(insert year of trek)** Sahara trek. Why not join them. Click here for more details.
37. **(If you've had previous trips post a throwback photo.)** #TBT Look how much fun our **(insert year of trek)** trekkers had in **[name of country]**. Help us create new memories by signing up to our Trek Sahara challenge.
38. *"Wheresoever you go, go with all your heart."* – Confucius, Chinese philosopher.
39. Do something truly epic for **(insert year of trek)**! You can't get much more epic than trekking the Sahara! Sign up for our Sahara trek today!
40. Scenes for the epic historical masterpiece Lawrence of Arabia were shot in the stunning Moroccan village of Ait Benhaddou, a UNESCO world heritage site close to the starting point of our Saharan adventure. 1980s classic The Jewel of the Nile was also filmed in places surrounding Ouarzazate. See the majestic landscape of the Sahara in real life on our 2023 trek.

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41. *Post with a pic of bread being cooked in the desert sands.* Have you been watching the Great British Bake Off? We think this bread cooked in the hot sands of the Sahara would certainly earn a #Hollywoodhandshake! Come and try some for yourself on our (insert year of trek) trek. #GBBO #NationalBakingWeek.
42. We sure do miss sitting around the bonfire in the middle of the desert with our trekking pals. Will you be joining us on our Sahara trek next year? #BonfireNight
43. Eid Mubarak! Why not celebrate the Islamic holy day by signing up to our Sahara Desert trek? Details here!
44. Independence Day (January 11): “Our friends in Morocco are celebrating their independence today! Also known as Takdim watikat al-istiqlal, today is a national holiday in the country and marks the proclamation of independence in 1944 though they didn’t actually achieve full independence until 1957.”
45. Yennaver (January 12):
“Asugas Amaynu! Happy New Year to our Berber friends in Morocco!”
46. Feast of the Throne (July 30):
“We're sure there will be some yummy treats for Morocco's Feast of the Throne celebrations today! The day marks the anniversary of King Mohammed VI's ascension and is celebrated throughout the land.
We always marvel at the incredible feasts our local teams manage to conjure up on our Sahara treks. Taste some delights for yourself on our 2023 trip!”
47. Youth Day (August 21):
“Not only is it the Moroccan king's birthday today but also a day to honour the contribution of the youngsters in Morocco. Happy Youth Day!
Learn more about this fascinating country on our Sahara Desert Trek!”
48. *Post a year before departure.*
This time next year our team will be heading out to Morocco ready to take on the challenge of the mighty Sahara! It's not too late to join them! Start your countdown and sign up today.
49. *Post when you are closing your bookings/last spot remaining.*
This is your last chance to join us on our incredible Sahara trek. 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

11 January – Independence Day
12 January - Yennayer (Berber New Year)
12-22 April 2024* - Marathon des Sables
12 March – 11 April 2024* - Ramadan
12/11 April 2024* - Eid al-Fitr
July* - Marrakesh Popular Arts Festival
30 July – Feast of the Throne
20 July 2024* - Eid al-Adha
5 July 2024* - Islamic New Year
21 August – Youth Day

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