



Ministero del Turismo

Direzione generale tecnologia, retribuzione,
digitalizzazione e statistica

SOCIAL MEDIA GUIDELINES AND STRATEGY – ITALIA.IT

This document presents the working methods and communication strategies adopted by the editorial team of Italia.it (Ministry of Tourism) for the management of social media channels.

SOCIAL MEDIA CHANNELS USED

- [Instagram](#)
- [Facebook](#)
- [YouTube](#)

STRATEGY

The main objective of the strategy implemented across all platforms is to promote a **more authentic and “unusual” Italy**, away from mass tourism flows. To achieve this, priority is given - within the main strategic assets of tourism to niche sub-segments. Examples include: lesser-known itineraries, small villages, rural areas, UNESCO heritage sites, traditions, craftsmanship, hospitality, customs, folklore, events, theatre, anniversaries, music, food and wine (e.g., typical products, denominations, recipes, wine and olive oil routes, Italian cuisine, events...).

Some segments are featured throughout the year. Below is a (non-exhaustive) list:

- Sports
- Food and Wine
- Art cities (museums, unusual museums, collections, exhibitions and events, focus on specific figures, anecdotes linked to historical personalities or artworks) and architecture
- Events, festivals, shows, concerts
- Sustainable tourism
- Nature: forests, woods, plateaus, plains, hills, lagoons, rivers, lakes, mountains, national parks, Dolomites, Alps, Pre-Alps, Apennines, etc.



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RULES

The promotion of commercial activities (accommodation facilities, businesses, restaurants, wineries, etc.) is prohibited. Avoid mentioning their names or selecting UGC (user-generated content) from corporate profiles.

The only exceptions to this rule are activities offering services to citizens and tourists (e.g., pumpkin patches in Italy, shelters and bivouacs, ski resorts, private museums and foundations).

FANBASE – TARGET AUDIENCE

The social media communities of Italia.it are mostly made up of **international users**. Therefore, communication mainly follows a global approach, using English as the primary language.

CONTENT

COPY

Where possible, differentiated copy should be created for each platform, to better tailor the content to its specific target audience.

The tone of voice is friendly, informal, and evocative. Avoid formality. The narrator's voice is that of a local friend guiding you through Italy. Here are some key points:

- In English, the names of specific attractions and locations are not translated but kept in Italian. Example: *Chiesa di Santa Maria della Neve* — **NOT** *Church of St. Mary of the Snow*
- Avoid using superlatives (e.g., *Basilicata is the most beautiful region in Italy; the Christmas markets in Bolzano are the most charming*) as this may come across as biased or **exclusionary**
- When citing specific features of a location (e.g., a region has X UNESCO heritage sites, or Lagazuoi is X meters high), or certain "records" (e.g., the Italian city with the most lakes), ensure 100% accuracy and reliability of the information. Use only official and authoritative sources
- Avoid overly direct and forceful imperatives such as:
Activities you must do in Verona → *Unmissable things to do in Verona*



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MULTIMEDIA MATERIAL SELECTION – BEST PRACTICES

- Avoid photos with visible vehicle license plates
- Do not include children in the foreground
- Avoid images showing litter, graffiti, or signs of urban decay
- Avoid images with people wearing masks (COVID period)
- Avoid posed individuals (e.g., models)
- Do not use heavily edited or artificial photos
- Avoid images with children
- Avoid images with watermarks, logos, or copyright elements

Note: Pay special attention when selecting photos and videos of geographical areas that span multiple regions (e.g., Dolomites, Lake Garda, Pollino National Park, etc.).