

Social Media Guidelines

experience
abu dhabi

Dear Friend,

Visit Abu Dhabi is thrilled to collaborate with you for the Let's Get Lost campaign #InAbuDhabi in collaboration with Wizz Air.

As our guest, we're confident that you will showcase the exciting range of experiences that this Emirate has to offer. The inspirational content you will post along the way will encourage others to consider Abu Dhabi as their next destination!

This document will help guide you during your travels and content creation. It includes all the details, information and links that you may need to reference.

Content Guidelines

Always lead with human experience, sharing powerful immersive moments.

Elevate and amplify the essence of each experience. For example F1 = High octane.

Establish Abu Dhabi as a living destination, never showing our assets devoid of people and atmosphere.

Shatter misconceptions by sharing the unknown and unexpected assets of Abu Dhabi.

Express our truly diverse range of experience, reinforcing the idea of ‘Find you pace.’

Take a point of view on culture, arts and entertain.

Content Checklist

Essentials

- Usage of UK English language
- Refer to Abu Dhabi or ‘the emirate’
- Refer to UAE not U.A.E. or other variations
- Etiquette of addressing royals and dignitaries on SM.
E.g.: H.H or H.E
- Language to be enticing & user friendly
- To avoid jargons & acronyms
- Be sparing with adjectives, especially hyperbole
- Partnership must not seem forced and obvious
- Proofread. Pay attention to sentence casing & punctuation

Do’s

- Include a call to action - where possible
- Use of hashtag #InAbuDhabi in all posts
- Appropriate usage of Emoticons
- @tag relevant destination partners
- Write in the possessive, e.g. ‘Abu Dhabi’s beaches...’ or ‘the emirate’s attractions...’
- Words in parentheses should only be used when essential to make a meaning clear
- Ensure CTAs has the correct/working links
- Include your Abu Dhabi Trip on Instagram highlights

Don’t’s

- Do not bring in any religious or political angles to the content (ex. do not use the call of prayer music)
- Do not endorse sensitive topics such as LGBTQ in the content
- Do not mention other emirates or use their hashtags
- Do not use acronyms or abbreviations (unless they are very widely understood)
- Avoid usage of negative words – re-frame in the positive where possible
- Do not highlight any facts that are not endorsed by VAD website.
E.g. Abu Dhabi is the richest country in the world
- Do not duplicate punctuations like ????
- Do not hide likes from Instagram posts

Cultural Guidelines

Dressing attire

Please be respectful with appropriate attire in religious areas during your visit and in photos (no shoulders showing and no short clothes above the knee). Photos and poses in these areas should not be provocative and kindly avoid nudity in images.

Alcohol

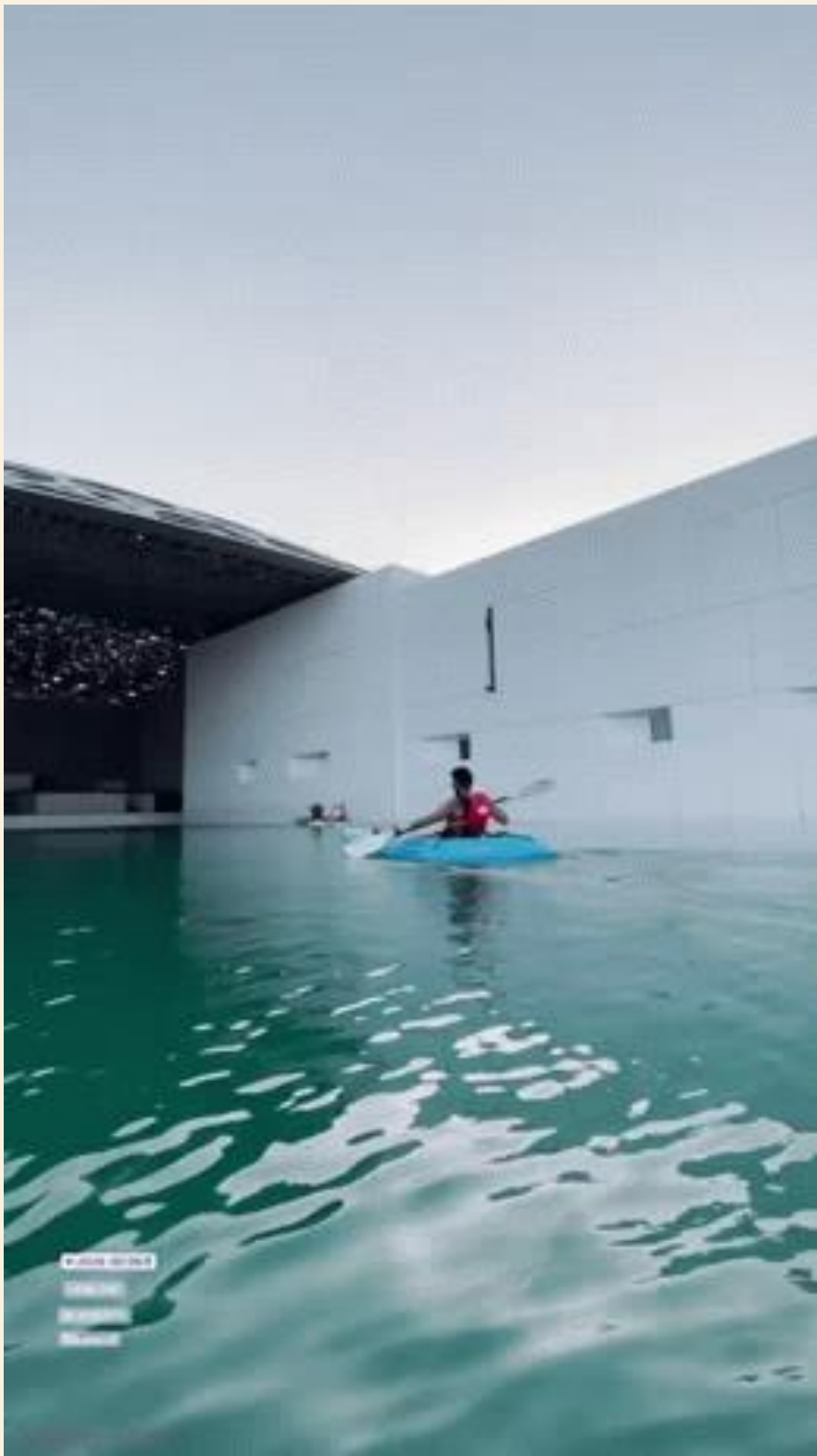
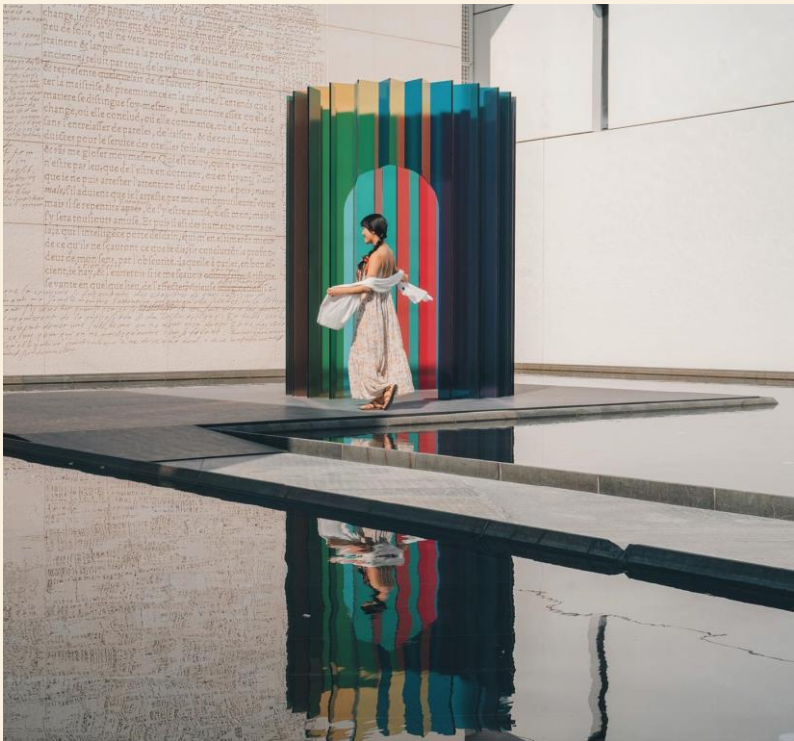
Images that show alcohol are allowed as long as the beverage is not the main focus of the image and no one in traditional attire appears in the background.

Abu Dhabi

You are here to experience and enjoy Abu Dhabi, so please ensure the content shows the city in a positive light!

#InAbuDhabi Moodboard Inspiration

Showcasing your experience in Abu Dhabi on social media



Instagram Deliverables

Tags & Hashtags:

@visitabudhabi
#InAbuDhabi
+ Geolocation

For Arabic speakers:
#أبوظبي_في

*Specific deliverable allocation and partner tags will be provided in the itinerary

X IG Posts

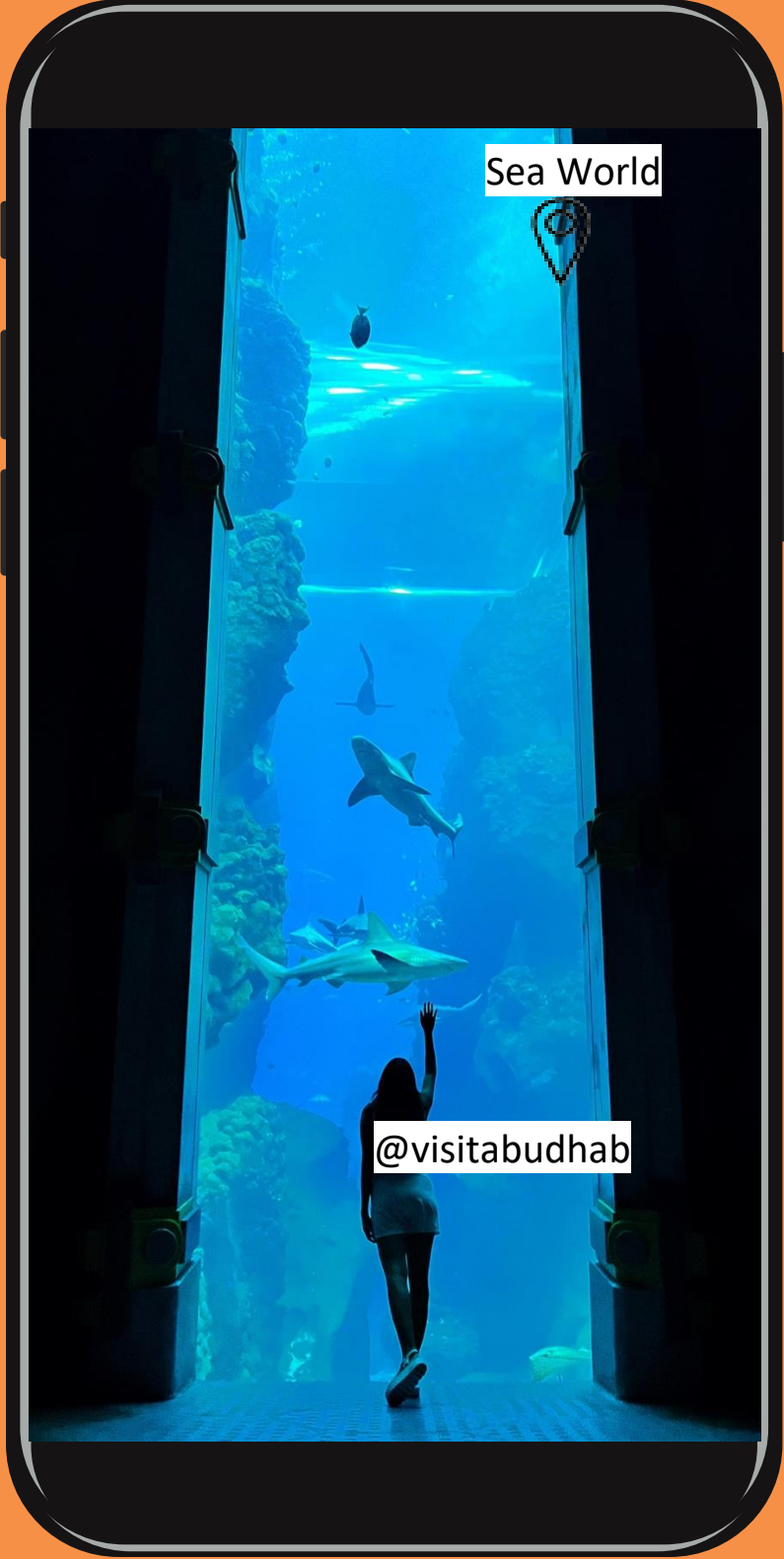


Geo-tag

Tag
visitabudhabi
in photo

Tag &
Hashtag in
Caption

X IG Stories

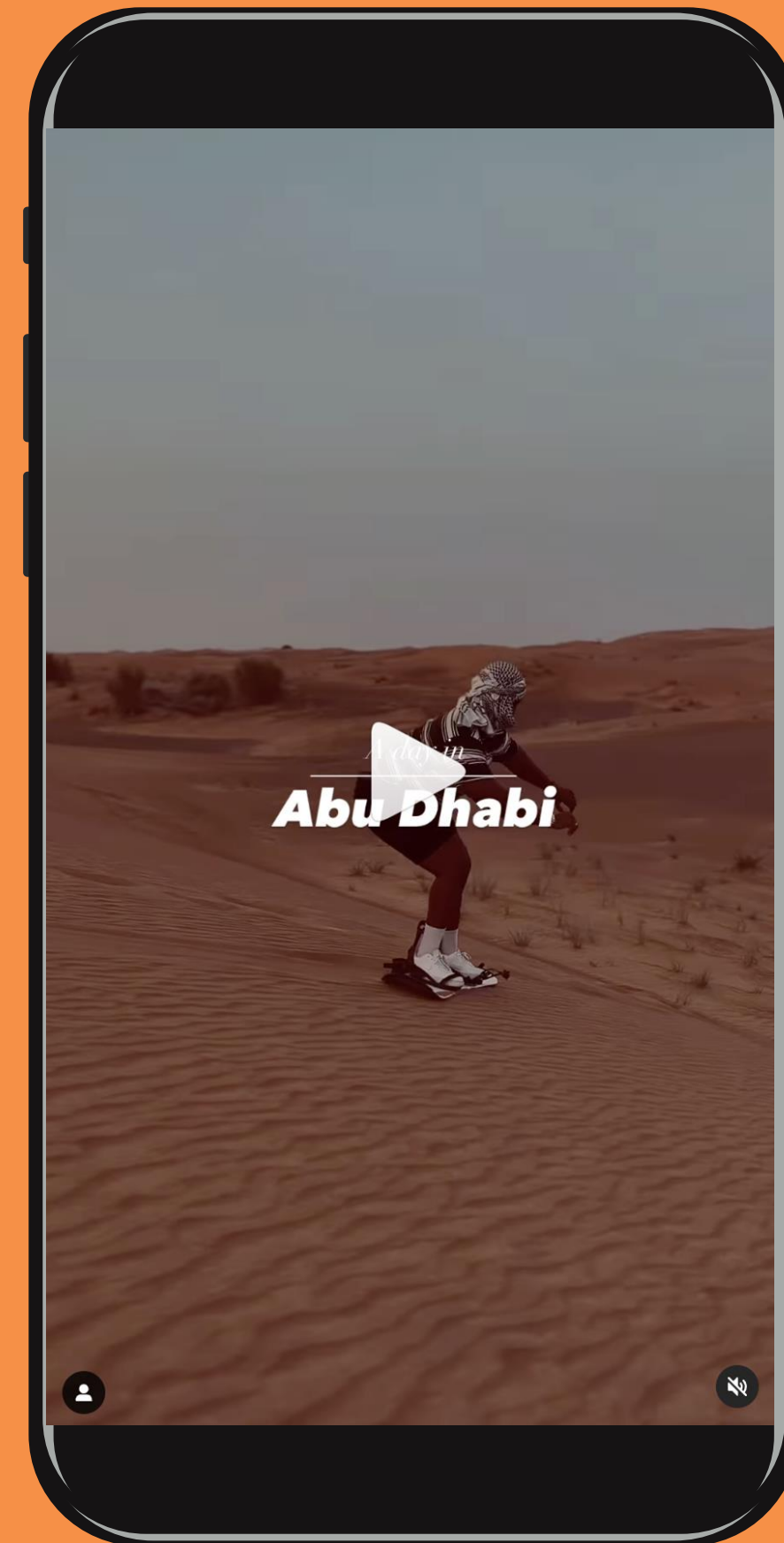


Geo-tag

Tags in Caption

example content

Tik Tok Deliverables



X Tik tok video

Tags & Hashtags:

Tik Tok:
[@inabudhabi](#)
[#InAbuDhabi](#)

For Arabic speakers:
[#أبو ظبي_في](#)

[@visitabudhabi](#)
[#InAbuDhabi](#)

+ Geo Tag to be used in all content pieces

101 Things to do in Abu Dhabi

Discover the **101 things you can do in Abu Dhabi**. Whatever experience a traveller is looking for whether you're travelling as a family, couple or a group of friends, there is something for everyone to enjoy, at your own pace.

An exciting, inspiring and restoring line-up of events and experiences, catering to every type of traveller. Speaking to them in their own languages.



What should be the focus of my content?

INSPIRE CULTURE

Deep dive into the magnificent culture in Abu Dhabi. Among the 101 things you can discover in the city will be the rich culinary traditions, the beautiful contrast between historic and modern art & architecture, the splendid hospitality of the culture & heritage, and countless unexpected hidden gems.



What should be the focus of my content?

RESTORE LEISURE

You will discover and share with your audience the countless wellness activities from spas to beach clubs, the iconic local retail and shopper's paradise, as well as the many ways you can connect with nature in Abu Dhabi.



What should be the focus of my content?

EXCITE ENTERTAINMENT

To add to the 101 things you can do in Abu Dhabi, you can experience the vibrant nightlife, the countless exciting events from international to local concerts, and the heart racing attractions which keep the city buzzing with life.



What should be the focus of my content?

ABU DHABI'S USP'S

Lastly, you'll recount to your audience the proximity of the city to many destinations and the accessibility thanks to the array of flight options available. Undeniably, you will notice the exceptional safety in Abu Dhabi, share your experience with your audience to bring awareness to these two attributes.



THANK YOU

experience
abu dhabi





Wizz Air

Let's Get Lost Italy



GUIDELINES

about WIZZ



- **Wizz Air** is European Ultra-Low-Cost airline that was the preferred choice of **62.8 million passengers in 2024**.
- One of the world's **top ten safest airlines** (airlineratings.com)
- **'Most Sustainable Low-Cost Airline 2024'** for the fourth consecutive year by World Finance. **EMEA's Environmental Sustainability Airline Group of the Year 2024** by CAPA.
- We fly across Europe and beyond with **800 routes** to nearly **200 destinations in 52 countries**.
- **Wizz Air Abu Dhabi** operates 30+ routes in 21 countries, connecting Europe with unique destinations such as the Maldives, Uzbekistan, Kyrgyzstan, and many others.

1. our socials



@wizzair



@wizzair

2. hashtags:

#LetsGetLostItaly

#LetsGetLostWithWIZZ

3. correct naming:

Wizz Air, WIZZ

No WIZZ Air, Wizz, Wizz air,
wizzair, Wizzair

about **Wizz Air** in Italy

- Wizz Air's commitment to Italy is evident through its long-standing and successful presence in the country. From its first flight from Milan to Katowice in 2004, the airline has actively worked to expand and solidify its footprint in Italy. Currently, Wizz Air operates dozens of aircraft across five Italian bases (Rome, Milan, Venice, Naples, and Catania), serving over 200 routes to nearly 90 destinations in over 30 countries.
- In 2024, Wizz Air operated over 90,000 flights in Italy. The airline recorded a 15% increase in traffic compared to 2023, reaching over 18.5 million passengers in Italy.
- Wizz Air is proud to have inaugurated its crew Training Center at Rome Fiumicino on October 1st 2024. This is the company's first pilot training center in Italy and its second facility after the one in Budapest. With an investment of over €38 million, the new training center provides recurrent training to more than 4,800 pilots annually.
- In Rome Fiumicino, Wizz Air has just celebrated a significant milestone of 20 million carried passengers since the start of operations.
- The airline has recently announced further expansion plans for 2025, including connections from Milan to Abu Dhabi, from Rome to Las Palmas, Bilbao, Zaragoza and Sibiu, from Venice to Budapest, Madrid, Barcelona, Athens and Sharm-el-Sheikh, Pisa to Bucharest, Warsaw, and Katowice, from Genoa to Warsaw and Krakow.