




# A HOTELIER'S GUIDE TO TIKTOK & INSTAGRAM REELS



# INTRODUCTION

A woman with long brown hair, wearing a white blazer over a black shirt and black pants, is standing in what appears to be an airport or travel setting. She is smiling and looking off to the side. She is holding the handle of an orange suitcase. The background is blurred, showing airport lights and structures.

Social Media has evolved rapidly over the past two decades. The landscape of digital channels like Facebook, Instagram, YouTube, and now TikTok continue to have new users, algorithms, and features that make keeping up to date with traveler needs quite tricky. Social media plays a pivotal role in a hotel's digital marketing strategy, and knowing how to navigate the social landscape correctly is crucial when trying to engage with travelers and capture their hotel bookings.

Incorporating dynamic media into a hotel's social strategy is the primary tool that separates a hotelier from its competitors and is the most effective way to attract travelers to a property via social media. Video content has emerged as the king of guest engagement on social channels as it keeps audiences entertained and informed. Another powerful use of videos is sharing a hotel's voice, which aims to educate guests on what makes the hotel one of a kind and why travelers need to book their stay at the property instead of at others in the respective area. The best video tools to help accomplish any digital marketing goal are Instagram Reels & TikTok.

## WHAT YOU WILL LEARN

- Key Similarities & Differences of Instagram Reels & TikTok
- Effective Video Content Ideas
- How to Track and Increase Viewer Engagement
- Best Practices for Social Video Beginners



# COMPARING THE PLATFORMS



Instagram Reels and TikTok have a lot in common and a lot that differentiates them from one another. Both are video content tools primarily designed for short-form media, but Instagram Reels consist of more polished and high-quality videos. Contrarily, TikTok is notorious and loved for its simple and unrefined videos. The goal of leveraging these two forums is to tailor the social video content to the platform so that the content is as relevant and impactful as possible. Creating generic content that fits both platforms is a major mistake many hoteliers make when traversing social media. Furthermore, embodying the tone and vibe of each social site leads to more guest engagement, an increased social media presence, and a more robust online reputation.

Due to the nature of Instagram, Reels excels at being versatile for either short-form or long-form video content. Whereas TikTok is only suited for videos with a short duration, typically 35 seconds or less. Keep in mind that short-form media is preferred because viewer watch retention drastically decreases the longer a video is. Remember to be direct and to the point if you are trying to portray an important message or entice travelers to book. Additionally, TikTok has more of a comedic tone and is excellent at making people laugh through entertainment, and Reels is more informative, making the viewer feel as though they are having a conversation.

This is not to say that these platforms will always be black and white for every social media post, but these are general advice to follow at the start as a hotel establishes its foundation on Reels or TikTok. Lastly, refraining from posting video content on these digital channels will negatively affect a hotel's online presence by potentially reducing the overall number of traveler bookings due to inadequate social exposure and visibility. Most of the competition in the hotel market is already actively posting dynamic media, so choosing to opt out will put your properties at a disadvantage.

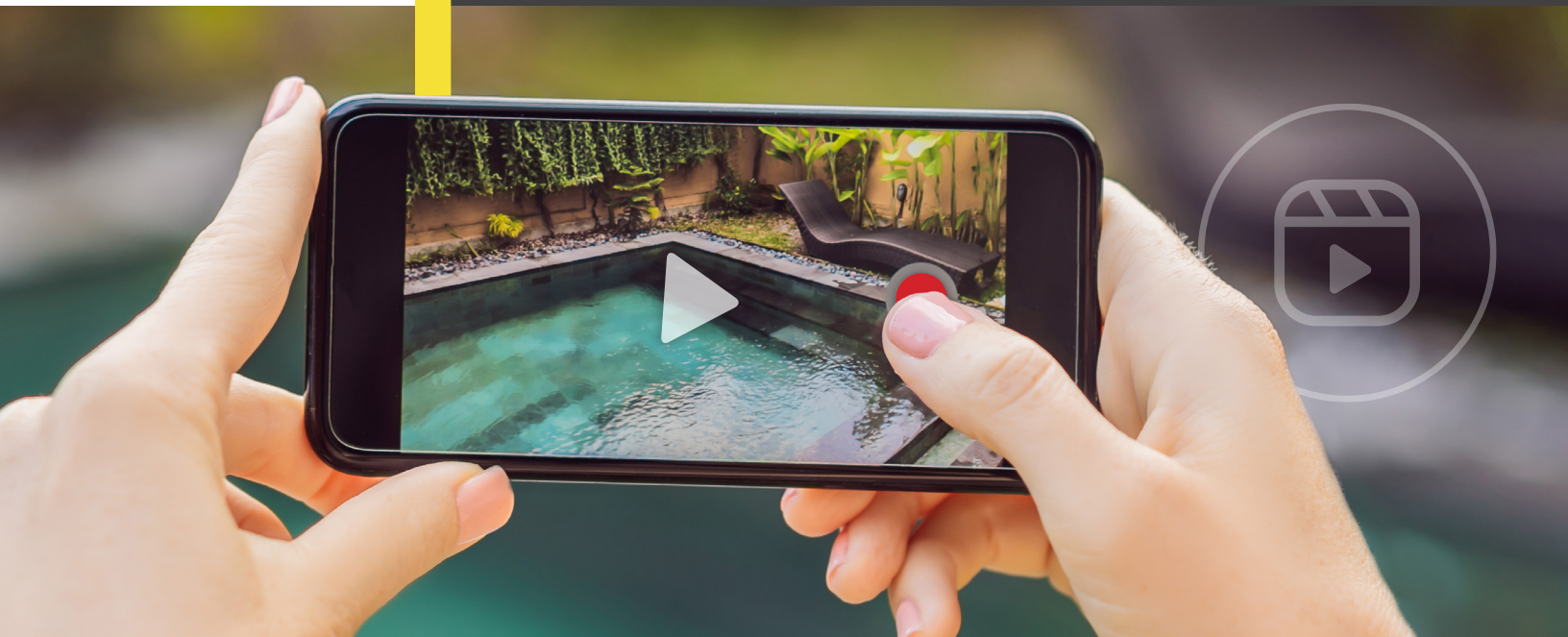
**SHORT-FORM MEDIA  
IS PREFERRED  
BECAUSE VIEWER  
WATCH RETENTION  
DRASTICALLY  
DECREASES THE  
LONGER A VIDEO IS.**

# CONTENT IDEAS

Sometimes, a little push in the right direction from the onset does wonders for achieving a goal that much faster. Try out some of these video content ideas the next time you hit the record button, and keep their objectives in mind:



- **Room tours**  
*(Familiarize travelers with the property)*
- **Hotel Staff Interviews**  
*(Establish guest comfortability before arrival)*
- **Amenity Highlights**  
*(Promote excitement and what guests can look forward to)*
- **Hotel Restaurant/Dining Showcase**  
*(Educate guests on available food options)*
- **Scenic Property Views**  
*(Give travelers that “Wow” factor and entice them to book)*



These ideas are a fantastic way to get your Instagram Reels and TikTok video strategies going with content that will fill your hotel's and audience's social media feeds. Ensure that you switch it up from one video to the next to keep the content fresh and eye-catching for travelers. Posting the same type of content is a recipe for disaster, no matter how good the content is.



# BEST PRACTICES

Healthy social media habits will go a long way for your video marketing strategy. Implementing tactics that support and reinforce your social media goals will help prevent unsatisfactory post performance and guarantee that the right video content reaches the right audiences consistently. As you begin creating videos, aim to incorporate at least three of these best practices into your TikTok and Instagram Reels video strategy.

- Maintain Hotel Voice
- Plan Content in Advance
- Stay Up to Date on Social Trends
- Establish a Consistent Posting Cadence
- Use the Educate, Entertain, Inform Format
- Schedule Videos via a Social Media Scheduler
- Keep Things Fresh by Posting Different Content
- Always Choose High-Quality Video/Image Resolution
- Interact with Guests via Comments & Direct Messages
- Use Brand Specific Hashtags



# THE PROOF IS IN THE METRICS

RETENTION

COMMENTS

REPOSTS

Results speak for themselves, and both TikTok and Instagram Reels provide in-depth analytics to show how your videos perform on the two platforms. The top three engagement measures to know for your videos are Retention, Comments, and Reposts. Simply put, retention is how long users watch your video, reposts are how often users share your content with others, and comments are self-explanatory. Many individuals believe that video views are the most crucial aspect of a strong video strategy, and while that may be true on other platforms like YouTube, the algorithm for Instagram Reels and TikTok rewards creators for more user interactions on their videos and longer watch times.

Average retention times for short-form media at the beginning of video creation can be very discouraging, as many users who see your content will likely scroll through and not watch it. However, finding your hotel audience and reaching additional travelers will make the process easier and lead to better performance in the long term. Check your hotel's video metrics frequently to assess what types of videos resonate with viewers and which do not. Being versatile and adapting your hotel video content to user engagement numbers is the recipe for success.

# WRAPPING UP



## KEY TAKEAWAYS

- ▶ Understand the strengths/weaknesses of Instagram Reels and TikTok. Short-form videos are preferred, but longer videos may be needed depending on the type of video.
- ▶ Create compelling Instagram Reels and TikTok videos for guests that align with your hotel brand and share your hotel voice.
- ▶ Brainstorm different video content ideas to keep things fresh and exciting for viewers.
- ▶ Apply a few social media best practices, such as high-quality video resolution and using a content scheduler.
- ▶ Consistently check video analytics, as these will help guide your hotel video marketing strategy in the long run.



Utilizing videos in a digital hotel marketing strategy is quickly becoming the standard. Hotel guests search for content from their most beloved hotel brands and unique independent properties. As guests continue to include a hotel's social media presence in their booking decisions, hoteliers need to guarantee that their Instagram Reels and TikTok videos effectively communicate value to travelers.



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