

BUILD A SOCIAL MEDIA STRATEGY

1. AUDIENCE

Looking at prior guest details, analyze their genders, ages, nationalities, income levels, and travel purposes.



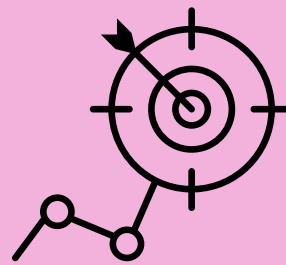
2. PLATFORMS

Each social platform comes with its own unique features. Knowing these can help determine which one is best for your hotel.



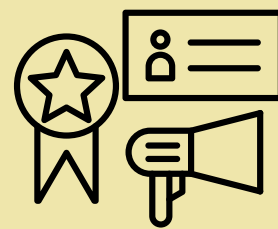
3. SET GOALS

Establish attainable and measurable goals: engagement, brand awareness, acquisition, content marketing, or customer service.



4. BRAND VOICE

Set a clear brand image but also give your social media a human touch. Adjust your voice and tone to fit each platform you utilize.



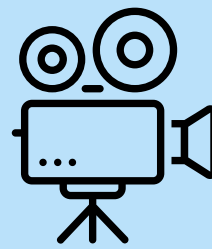
5. BUDGET

Being on social media is free, but putting money behind your initiatives can grow your audience and engagement beyond organic reach.



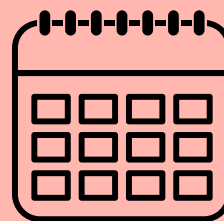
6. CONTENT

Periodically hire a photographer or videographer for professional content or capture what you already have access to!



7. POSTING

Digitally or physically lay out a calendar and start filling it out with the content check-list. Adhere to popular posting times.



8. MEASURE

After a few months of posting, you may need to adjust the strategy based on what works well and what doesn't.

