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Hotel Social Media Marketing Tips



Social Listening vs. Social Monitoring: A Fly on the Wall Approach to Social Media

You monitor your hotel's social accounts. Logging into Facebook, Twitter and Instagram faithfully to see what type of feedback visitors have posted on your pages. But is it enough? What are your fans (and critics) saying about you behind your back?

When considering your social efforts – social monitoring and social listening are often used interchangeably but there are subtle differences between the two that can make a big difference in learning what is being said about your brand.

Social Monitoring: The practice of monitoring online conversations about a specific phrase, word, or brand. It looks at individual messages coming in across your channels.

Vs

Social Listening: Is more of a proactive approach to social media. It examines what is being said in online conversations around your brand. This practice allows you to see what the online community is saying **ABOUT you, rather than TO you.**

When it comes to social listening, the expression, "I wish I could have been a fly on the wall for that conversation!" Is what immediately comes to mind.

Hotels can take that fly on the wall approach to watch people's feedback, questions, conversations or comments in order to discover opportunities and create interesting content for those audiences. Remember, these are social opportunities that are not using the @ sign for your property's social media page or tagging you directly.

Social Listening vs. Social Monitoring: A Fly on the Wall Approach to Social Media

Why is social listening important?

Social Listening helps to:

- Spark new conversation
- Provides awareness
- Identify social media champions and social influencers
- Builds brand exposure
- Helps find customer support or sales opportunities you may have previously missed

When done right, the combination of social monitoring and social listening can offer engagement opportunities that can help turn a social conversation between strangers into loyal fans and guests who tell all their friends how great your property is. All because you took that fly on the wall approach to social media.

Social Media Crisis Management - Are You Ready?

We have three pieces of advice that are critical to any social media crisis management plan and will help you get through any crisis – social media or otherwise.

Don't Panic about a Social Media Crisis!

OK, here goes...

- 1) Do not panic
- 2) Stop Panicking
- 3) See step 1 and/or step 2

When you go into panic mode, bad decisions are made. A bad decision regarding a crisis on social media is unforgiving. And that is the last thing you need when the responsibility of your hotel's reputation is on your shoulders.

Do not panic. Take a deep breath.

This is where your leadership skills come into play:

- Gather your marketing team, even those outside of social media, and members of whatever department is the focus of the crisis.
- Discuss the situation – Is it a crisis or just an outburst?
- Select one lead person to manage the situation
- Create a plan and strategy for handling the situation

Simple, right? The issue is in the 4th bullet point. How do you create a plan and strategy for a crisis or an outburst on social media? The important part of addressing this question is that the plan needs to be in place BEFORE a social media crisis or outburst arises. The plan will feel like a security blanket and not panicking will be easier than you think.

Social Media Crisis Management - Are You Ready?

Think of it like house insurance. You have it, hopefully never need it. Should there be a fire in your home, you are covered. Having a social media crisis plan in place is like insurance for your reputation.

Yes, social media content is fast paced, immediate and 'fun'. The truth is that social media for businesses is a bit more serious.

Social media planning for businesses involves many areas, including:

- Marketing Strategy
- Advertising Spend
- Content Calendars
- Business Need Focus
- Target Audience
- Crisis Management

This is usually the time when upper management realizes that hiring an inexperienced intern wasn't the best idea. I always joke with my team that posting a picture of a cute kitten is easy, but the cute kitten isn't going to help you in a crisis.

Every crisis or outburst on social media is different and should be dealt with accordingly. If I could offer one piece of advice when creating your crisis management plan, it would be to accept you cannot control the situation but you can certainly influence it.

Influence allows you to change the perception, guide it to where you need it to go, manage the outcries and be human about the issue to your audience.

Do you have a social media crisis management plan in place for your hotel?

About Lodging Interactive

Headquartered in Parsippany, NJ, Lodging Interactive is a full-service digital marketing and social media engagement agency exclusively servicing the hospitality industry. Through its web design and search optimization division as well as its **CoMMingle Social Media Division**, Lodging Interactive provides effective Internet marketing services to hundreds of branded and independent properties as well as management companies, restaurants and spas. The company also offers fully managed Live Chat agents for hotel websites through its **LiveChatForHotels.com** division.

Lodging Interactive is an HSMIA Adrian Award winner, and has won awards from the International Academy of Visual Arts, Interactive Media Awards, Horizon Interactive Awards, Web Marketing Association, Academy of Interactive & Visual Arts, and Travel Weekly's Magellan Awards have recognized Lodging Interactive as an industry leader.

Lodging Interactive is a proud supporter of the Hotel Sales & Marketing Association International (HSMIA) and the company's president, DJ Vallauri, currently serves on the Board of Directors of HSMIA's New York Chapter. For more information, please contact sales@lodginginteractive.com, 877-291-4411 or visit the LodgingInteractive.com.

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- Website hosting
- SEO - organic content optimization
- PPC - Pay-Per Click marketing
- Brand e-Commerce scorecards
- Display advertising
- Email marketing
- Strategic online marketing planning



- Reputation monitoring & management
- Guest review management responses
- Social media engagement
- Social media marketing
- Blogging services
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- Social Voices (24/7/365)
- CoMMingle Live Chat Fully Managed

Thank you!