ONLINE CHATTER: SOCIAL MEDIA MANAGEMENT & CONTENT SHARING

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OVERVIEW

• Social media goals
• Creating a content plan
• Engaging & customer service
• Examples
• Platforms & Advertising
  Best practices for:
  • Facebook
  • Twitter
  • Instagram
  • Pinterest
  • Google +
  • YouTube
  • Others: LinkedIn, Snap Chat, Tumblr, Periscope

• Measuring success
• Questions
INSTAGRAM IS DOWN

JUST DESCRIBE YOUR LUNCH TO ME
GOALS OF SOCIAL MEDIA FOR BUSINESS

• Engage new customers
• Raise brand awareness
• Increase traffic to website
• Increase sales
• Enable direct bookings
USES

Engagement
Develop and tell your brand’s story, create and engage brand enthusiasts
   - Result: loyalty, word-of-mouth marketing, incremental bookings

Customer service
Monitor and maintain profiles for feedback/complaints
   - Result: GSR, reputation management

Competitive Intelligence
aka social spying
   - Result: optimize social media based on what competitors are/aren’t doing

Marketing Intelligence
aka research – learn about trending topics and what your customers are talking about
   - Result: new trends and topics, understanding your guests
SOCIAL MEDIA & MARKETING GOALS

MARKETING PLAN GOALS:

Example 1: Create new local partnerships

Example 2: Increase room revenue by 3%

Example 3: Grow New York City traveler base 5%

SOCIAL MEDIA USES:

Example 1: Scout and approach local businesses on social media

Example 2: Use social media to share promotions and special offers

Example 3: Targeted advertising to demographics in NYC
PART I

Content

Engagement

Examples
THE 36 RULES OF SOCIAL MEDIA

1. If all you do is respond to complaints, that's all people will send you.
2. Stop & Ask: Would an actual person talk that way?
3. Everyone says they don't want to be marketed to. Really, they just don't want to be talked down to.
4. The consumer is not for himself, not for you.
5. Don't try to be clever, be clever.
6. As monetization attempts go up, consumer experience goes down.
7. Social is 24/7, not a one-time stunt.
8. Always write back.
9. Have an ROI. Have an ROI. Have an ROI.
10. People would rather talk to Comcast Melissa than Comcast.
11. Solve problems for people who talk about you, even if they don't address you.
12. Not everything will work, and that's fine.
13. Everyone's an influencer.
15. If fans distribute your content without your permission, offer to help.
16. It's okay to drive people to your site instead of Facebook's.
17. Update your page or delete it.
18. Don't make people do X. Y. Z. Stick with X.
19. Embrace negative content about your brand.
20. Become BFFs with your Facebook reps.
21. Social media doesn't exist in a vacuum. Make traditional media and social work together.
22. Mobile is the battlefield.
23. If you don't see financial results, you wasted your money.
24. People fight for their privacy.
25. The only way to scale word of mouth: paid advertising.
26. There is no way to scale word of mouth.
27. Don't use ads to prop up boring content. Use ads to accelerate successful content.
28. If you're bored by social media, it's because you're trying to get more value than you create.
29. People don't want to shop where they socialize.
30. Contests and sweepstakes are fine. If you want to encourage short relationships.
31. People care what you had for breakfast — if you're a food brand.
32. Pinterest works. Your fans own your brand.
33. It's an organism, not a process.
Did you read it?
CREATING A CONTENT PLAN

- Use your marketing plan!
- Posting platforms & making a schedule
- Create and share content to tell your brands story
- Engage with audience

30/60/10 rule
(but every brand is different)

30 - created
60 - curated
10 - promo
CREATE SHARABLE CONTENT

• Strong headlines
• Optimize for network
• Vary content & don’t over-post
• Include link and call to action
FINDING RELEVANT & INTERESTING CONTENT

- Articles that pertain to your location or industry
  - Example: Conde Nast’s Top 5 Things to do in New England
- Local events
  - Example: Local restaurant’s special event or town parade, etc.
- Local news
  - Example: Town updates, new businesses, notable community members
- Sharing partners’ content
  - Example: Local liquor company posts recipes that you make at your restaurant
CREATING YOUR OWN CONTENT

- Tell your story! Take a photo: behind the scenes photos, staff pictures, scenic beauty shots of location and property, anything interesting/funny/relevant
- Write a blog post
- Plan an event
- Run a contest
Repost and engage with pictures from guests - be sure to give credit!
Hoteliers - gray area about revealing your guests.

Do you currently repost from guests in house? Why or why not?

Thoughts on if they post publicly and tag your location...
CONTENT: UTILIZE STAFF

- They are probably posting anyway.. So use it!
- Encourage or even incentivize staff members to post and then repurpose their content with photo cred and mentions.
- Encourage staff members to share your brand’s post.
SUCCESES & BRAGGING ABOUT OTHERS

• Let your audience know when something awesome happens to your company – they follow you because they like you!
• Brag about your guests – ask them beforehand, but most brides, special occasion-goers and even some businesses like to recognized.
• Brag about your partners, town or state – Vermont is constantly making all sorts of national lists, let your followers know why they should visit!
LEVERAGING SOCIAL INFLUENCERS

• Search out people with large followings and connect
• Host influencer trips
• Partner with other brands
Questions?

Examples of brands with content creation you admire?
Engage with your followers!

Like, comment, retweet, favorite...

Let your followers know that you are out there and listening!

This goes for positive and negative comments. It’s always good to send the positives out to the public. Try to reconcile the negatives through direct messaging or take it offline.
More and more people are using social media to connect with businesses...

So it’s important to engage and treat the inquiry the same as an email or call.

Looking forward to getting to @HotelVermont tomorrow. Any chance of the same room as last time? 😔🍂🇺🇸

11/29/15, 5:00 PM

1 LIKE
NEGATIVES & COMPLAINTS

- Remember this is a public forum
- Ask them to DM you for more details
- Apologize but talk to your staff to hear both sides of the story
- And sometimes you get an awesome self-policing social community
ENGAGEMENT

Positive or negative, always try to engage.

Thoughts or questions on social media engagement?
EXAMPLES
NATIONAL, REGIONAL & LOCAL BRANDED SOCIAL MEDIA
Taking a pretty boring product and giving it a funny, emotional connection and sharing across networks.
KING ARTHUR FLOUR

Full Circle Engagement
- Creating content: recipes, beautiful food shots, tips and baking inspiration
- Repost and highlight followers’ pictures of the King Arthur’s recipes
- Tag partner companies - i.e. Cabot
- Comment on followers’ pictures
- Getting information out to the public
- Shape the conversation
- Engage with community members on issues and respond in real time
Questions or comments on sharing and creating content?

Engaging with guests? Other examples?
PART II: PLATFORMS

Pinterest
Social site that is all about discovery
Largest opportunities
Users are: 32% male, 68% female
70 million active users

Twitter
Micro blogging social site that limits each post to 140 characters
Largest penetration in the US
5,700 tweets happen every second
560 million active users

Facebook
Social sharing site that has 1 billion users worldwide
Largest opportunities
Users share 2.5 billion pieces of content each day
1 billion active users

Instagram
Social sharing site all around pictures and now 16 second videos
Many brands are participating through the use of #hashtags and posting pictures consumers can relate to
Most followed brand is f
150 million active users

Google+
Social network built by Google that allows for brands and users to build circles
Not as many brands are active, but the ones that are tend to be a good fit with a great following
Growing rapidly with 925,000 new users every day
400 million active users

LinkedIn
Business oriented social networking site
Brands that are participating are corporate brands giving potential and current associates a place to network & connect
79% of users are 35 or older
240 million active users

Designed by: Leverage - leverageimagethemedia.com
#hashtag
DIFFERENT PLATFORMS, DIFFERENT CONTENT

• Content sharing on different platforms

• Promoting via social media – organic views and the ever changing algorithms

• Advertising and pay to play breakdowns – figuring out what works for you

• Reviews on social platforms
FACEBOOK

1 billion daily users
79% of American adults
82% of 18-29 YO’s
79% of 30 - 49 YO’s
56% of users 65+

Drive sales
Increase local sales
Brand awareness
Leads
Customer service
FACEBOOK

**Content:** Focus on interesting and shareable content

- **Language**
  - Professional but down to earth
- **Demographics**
- **Pictures**
- **Video**
FACEBOOK

**Timing**: When to post
- Once a day to three times a week
- 8 am - 7 pm vs. 7 pm - 8 am

**15 Travel and Leisure**
*Later in the Week, More Fans Interact*
As the weekend approaches with opportunities for fun activities, interaction rates start climbing for travel and leisure Pages. Interaction rates start climbing on Thursdays and peak on Sundays, when interaction is 19% higher than average. People interact more with these brands when they’re having fun and taking or planning their own trips.

**FACTS**
- Posts published between 9 PM - 7 AM receive 14% higher interaction than posts between 11 AM - 7 PM
- Brands that post once or twice per day see 14% higher interaction rates
- Pages that post more than seven times per week see 25% decrease in interaction rates
- Interaction rate for weekend posts is 14.5% higher than weekday posts, yet only 14% of posts are published on weekends
FACEBOOK

Interacting with guests and the community

- Guests who use social media for customer service expect a response in 60 minutes
- Monitor page for guest interactions
- Shareable content, more content on FB (45 million Pages) & competition
- Ads manager
- Likes and unlikes
- Facebook for business algorithms
  - Video
  - Pictures
  - Events
FACEBOOK ADS

Facebook for Business & The Ads Manager

Ad Types
- Page post engagement
- Likes
- Click to website
- Website conversions (track on your site)
- App install & engagement
- Event response
- Offer claim
- Video views
- Local awareness
- Carousel Ads
- Dynamic product ads (DRM ads)
- Slide show ads (like video but load more quickly)
FACEBOOK AD TARGETING

Targeting

• People who like your page
• People who like your page and their connections (most likely already vaguely familiar with your brand)
• Specific targeting
  – Age
  – Gender
  – Location
  – Interests
  – Behavior (iPhone, Droid, Tablet, Desktop)

[Diagram showing audience definition with specific and broad ranges, location as United States: Burlington (+50 mi) Vermont, age as 18-65+, placements as News Feed on desktop computers, News Feed on mobile devices or Right column on desktop computers, potential reach as 270,000 people]
YOUR FACEBOOK FOLLOWING

Grow through:
• Giveaways
• Sharing good content
• Highlighting accomplishments
• Advertise for events
• Experiment when posting links and titles – grabby headlines work
• Monitor your insights and analytics!

Likes vs. engagement
What is more important?
TWITTER

80 million monthly users

23% of all internet users & 20% of all US adults

50% of users buy from a business they follow

Discover what is happening right now

Brand awareness & customer service

Insight into industry leaders
BUILD YOUR TWITTER

Content
- Original tweets and mentions
- Retweets & favorites
- Pictures
- Hashtags help to aggregate content #btv, #vt #beer but use selectively!

Follow & Favorite Twitter Chats
- Gain new followers and retweets
• Timing: All the time!
  – Real time conversations
  – Buttt... tweets between 8am - 7pm have a 30% higher engagement
TWITTER

- Interaction best practices – professional, informative, funny – engage in topical discussions #inserthashtaghere
- No personal opinions or controversial statements
- Handling complaints: take private conversations to DM (bookings, personal info)
INSTAGRAM
Story telling through images - Lifestyle branding

vermonttourism
Vermont Official Instagram for the Vermont Office of Tourism. Photos from the Green Mountain State. Share your Vermont adventure with us #ThisisVT
vermontvacation.com
393 posts 2,545 followers 591 following
INSTAGRAM

400 million monthly users with 95 million daily users

26% of adults in the US – 75% of users outside of US

50 million photos a day

Highest per-follower engagement

2.5 times more likely to click on ads

Largest demographic 18-29 YO’s (53%) and 25% of 30-49 YO’s
BUILD YOUR INSTAGRAM FOLLOWING

- Strategy
- Make account visible
- Good content
- Campaigns & contests
- Help others build their communities
- Advertise
- Measure results
INSTAGRAM BEST PRACTICES

Start with good pictures
  - Important that whoever is running your Instagram account has some type of eye for photography
  - Try to create a brand voice through images

Engaging and reposting - leverage user generated content

Use video!

Geotagging locations

Instagram timeline update
INSTAGRAM ADVERTISING

• Facebook for Business
• Link Accounts
• Ads Manager
• Target
PINTEREST

Travel planning, food & recipe inspiration, fashion, DIY, home, vintage, events, photography, etc.

66 million monthly users - 28% of US adults - majority female - 14 million articles pinned daily - Pinterest referrals 10% more likely to purchase
PINTEREST

• Demographics: more women
• Where do pins come from?
• Follow, like and repin

• Pin: wedding, hotel pictures, food pictures, destination pictures, things to do – anything you would look up if you were researching a travel destination
It's All Small Town Good Vibes in Burlington, Vermont

University of Vermont co-eds, New England weekenders, and wagon-pushing hipsters love Burlington. Here's why.

April 14, 2015

It's All Small Town Good Vibes in Burlington, Vermont | FATHOM
Vermont Travel Guides and Travel Blog

Kim Hewitt

Saved to Incredible places & Things
RICH PINS & ADVERTISING

• Rich pins
  – Place (geotagged)
  – Article (headline)
  – Product (source link!)
  – Recipe (details - veg, paleo, etc.)
  – Movie (film details)
  – App (share/download)

• How to use
  – Add metadata to website and validate

• Promoted Pins
  – Pay through Pinterest to promote your best pins
GOOGLE + AND YOUTUBE

• Both owned by Google – use to share pictures, content and video to help organic search

• People are looking to video for information
  – See before they buy
    • Validating people’s purchases
    • Rise of virtual reality
  – Put it on your website, social media, DRM ads
YouTube

1 billion users with usage up 40% from March 2014
Largest demographic is 21-34 YO’s
YouTube now reaches more people than cable TV
Rise of how-to videos
OTHER NETWORKS

• LinkedIn – Marketing to future employees, thought leadership
• Snapchat – Much younger demographic, location filters
• Tumblr – Blog and reblog
• Periscope – Live broadcasting
• Vine – 8 second videos
• Texting apps – WeChat, WhatsApp
MEASURING SUCCESS

Net likes and dislikes
The number of people who like your page and the number of people who choose to stop following you

Reach
The number of people who were served an impression of your content per month

Insights
The number of fans who have visited your site and the number of fans who have converted

Engagements
Clicks, likes, comments, shares
MEASURING SUCCESS

Follower growth
The change in number of people following your company over time

Frequency
- How often you tweet in a set time period
- Compare to follower growth

Engagement
Replies, mentions, retweets, favourites

Content type
- Pictures, links, etc.
- Which resonates best with followers?

Brand mentions
What people are saying about you
MEASURING SUCCESS

Different based on your marketing goals but general measures of success:

• Engagement – people are posting!
• Promotion – people come to events!
• Bookings – people stay!
• Word of mouth – people’s friends want to stay!
• Website traffic – people are being referred via social media!
KEY TAKEAWAYS

• Social media is a way to create a seamless relationship with customers across their life cycle

• Create a plan and invest in finding and creating content

• Engage with followers

• Choose the networks that work for you and monitor analytics to measure results
Questions?

In case you think of something after the session...

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