

Feeling uninspired on social media? Check out what these hotels are up to.

5 Inspiring Examples of Hotel Social Media



TRUSTYOU 

info@trustyou.com

www.trusty.com

1. Approachable Management

Talk about charming management. The Hotel Monaco Portland posted this image of their General Manager on their Facebook page for Easter. He doesn't seem stiff at all. In fact, as a prospective guest, he looks so friendly that he'll definitely say "hello" at some point during your stay.



Hotel Monaco Portland

March 28

Ok we hate to harass you with another Peeps picture of our General Manager [Craig Thompson](#) but really... how can you resist?

He's wearing his 'peep-lace'

Share

Gwen Gerety Hays, Devin Thompson and 24 others like this.



Thirst Wine Bar & Bistro Very festive!!!

March 29 at 12:11am



Julie Cayer Thank you for the nice surprise.

March 29 at 12:43am



Cullen Drain Craig Thompson is the man!

March 29 at 2:00am via mobile



Diana Jacobsen This is a very colorful picture 😊

Say Hi to Craig!

March 29 at 5:12pm



Gwen Gerety Hays Craig is the best!!

March 29 at 5:19pm

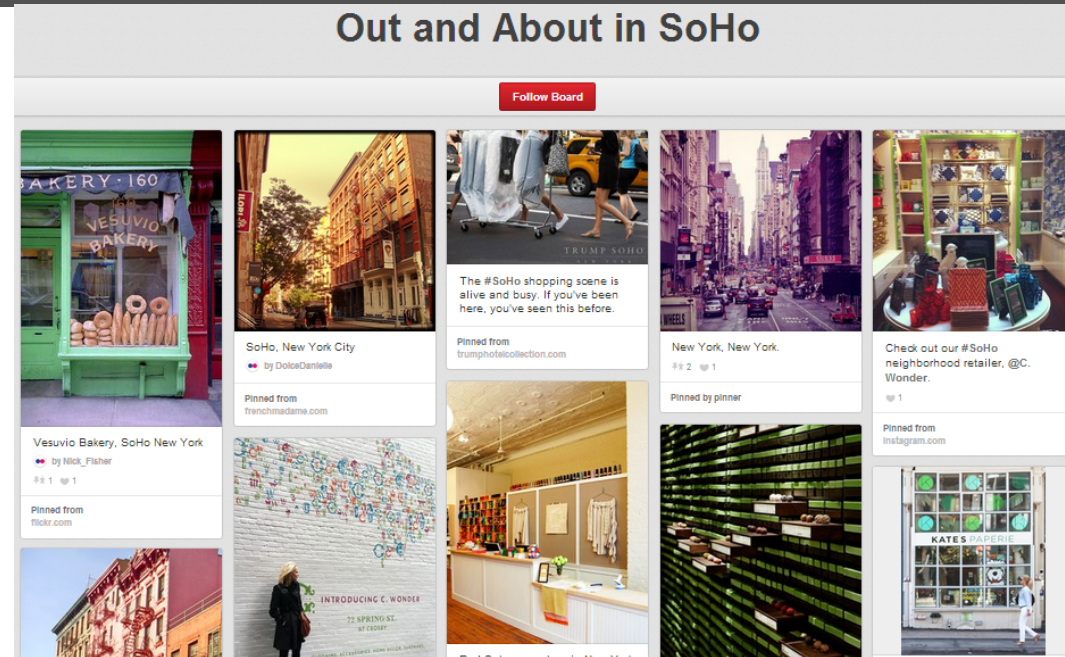
2. Genuine Interaction

The Colonnade Hotel in Boston has a very active Twitter presence. Most of their success isn't about the volume of followers they have (2,700 or so) but, rather, how they regularly interact with guests online. This is one snippet of many.



3. Neighborhood Concierge on Pinterest

Trump Hotels uses Pinterest in a very clever way, acting as a neighborhood concierge, fully equipped with a pin board that shows off all the cool places that are worth checking out in SoHo. The board already has gathered more than 700 followers and is a great way to give travelers an insider view of where to visit while in town.



4. Great Storytelling

The Pfister Hotel is using social media well, but in most ways, there's nothing particularly unique about it. What is different is the way they are making sense of their story and using social media to do it. The Pfister has an Artist-in-Residence (AIR) program, which in and of itself isn't anything new. However, instead of treating the program as a side project, The Pfister has turned the program into a powerful branding tool, allowing it to tell several different stories. First, it tells the story of the Pfister, which has the largest Victorian art collection of any hotel in the world. Second, it connects the hotel to the larger community/destination. The Pfister effectively markets Milwaukee as an art destination. And finally, it tells a story about the guests.

The most recent artist is a writer who's blogging about the people she meets in the lobby. The hotel is letting its guests do the talking for them. Brilliant! Best of all, The Pfister Hotel is blogging all of it. It's the mainstay of their social media marketing. First to the blog, then to all the social media outlets. It really does only take one focused, branded effort to pull it all together for guests.



The Pfister Hotel shared a link.

August 15 near Milwaukee, WI, United States

In which our current #PfisterNarrator, Molly Snyder meets our former #ArtistinResidence, Timothy Westbrook!



Some talk trash, Timothy Westbrook picks it up | The Pfister Blog

blog.thepfisterhotel.com

I have heard Timothy, both on television and in person, speak about his commitment to the environment by reusing and recycling materials, but yesterday I saw him truly practicing what he preaches.

Share


👍 24 💬 1

5. Showing Off The Destination (From A Traveler's Perspective)

St. Kitts Marriott Resort & The Royal Beach Casino do a great job engaging with fans on Facebook. Most posts display beautiful pictures around the island, give recommendations about upcoming events and even show video testimonials from guests. Recently, a travel blogger who had booked one weekend at the resort started sharing her travel experiences in St. Kitts on their Facebook page, and the Resort took notice, sharing all the blogger's details about the destination .

St. Kitts Marriott Resort & The Royal Beach Casino
November 10

Our TravelBlggr Rachele spent time with Fari and his wonderful family at Ital Creations at Fari Organic Farm today. You can read all about her adventure on [TheTravelBite.com](#) soon. #PassportToParadise



Share 3

Dion Benjamin, Aeneas Carl Hollins, Brandon Steele and 31 others like this.

About TrustYou

TrustYou's mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences.

Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers and to use these authentic conversations to successfully market online reputations. We aggregate all reviews across the internet and compile updates, sentiment and trends into one central dashboard for hoteliers to understand what is being said about them online and proactively manage its reputation.

Learn more about us here: www.trustyou.com or [contact us](#) for a free demo.

