

TrustYou's

HOW TO

Guides



A Hotelier's Quick
Guide To Facebook

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TRUSTYOU 

Why Facebook is important for hotels

Simply put, if you want to connect with your guests, you should be on Facebook, the world's largest social network.

- 1 billion plus active monthly users
- Facebook fans are 47% more likely to purchase
- Trusted recommendations from Graph Search will influence booking decisions
- Improved customer service and satisfaction

PREPPING YOUR PAGE FOR SUCCESS

Get the right setup:

- Make sure all of your business' information is correct and up to date in your profile, which makes it easier for guests to find you/check-in via Facebook and will optimize your search presence in Graph Search.
- Create a vanity URL to make your page easier to find and more user friendly.
- Make your timeline interesting and engaging. Share photos, share tips, share milestones. For inspiration, check out [Spotify's timeline](#) or [Ford's timeline](#).

Developing a voice:

- **Stay on brand:** Keep your communication style consistent with your brand. Develop your style and stick with it. All posts don't have to be about the same topic, but they should all have the same tone. For a look at companies who have done this well, check out Virgin, Coke and Skittles.
- **Be human:** The point of your page is to connect with people, so content that you post on Facebook should resonate with your fans on a personal level. Develop your voice, have some personality and avoid getting too sales-y or robotic.
- **Listen and respond:** What's the best way to show fans you care? By listening to them. When they engage with you, respond. If there is a problem, offer a solution.
- **Be consistent:** Hotels that have a Facebook page must use it regularly. An inactive Facebook page will not attract new fans, nor will it encourage new fans. You should be posting new content at least one time per week, if possible.

DEVELOP CONTENT THAT GETS RESULTS

Make it meaningful

All content should be relevant and add value.

Before posting ask yourself these questions:

- ✓ Can my fans learn something from this?
- ✓ If I wasn't the one posting this, would I care about it? Does it evoke any sort of emotion?
- ✓ Are my fans getting a special benefit (reward, discount, etc.)?

If you can't answer "yes" to at least one of these items, don't post it.

Say it with pictures

Posts with pictures have much higher interaction rates (39%). Share shots of your new renovations, staff members, etc.



Ask questions and encourage guests to interact

Posts with questions have a 15% higher interaction rate than non-questions. Ask guests about their stay, their favorite part of vacation, etc.

Reach out to guests who check in via Facebook

46% of travelers "check in" to locations via social networks while traveling. If a guest checks in via Facebook, thank them or reward them with a special perk/freebie. Not only will you improve this guest's stay, but they are likely to share the experience with their friends (70% of Facebook users are updating their status while on vacation, after all), creating a word of mouth ripple effect.

TRACKING YOUR PROGRESS

Likes and unlikes

This is a hard count of your fans (the people that like your page), and those who unfollow you. Hotels should measure both and work on growing likes/minimizing unlikes. If you see a spike in unlikes, figure out what isn't working (are you posting too often/not often enough? Are you veering off brand? Posting unwanted/controversial content?)

Talking about this

This measurement of engagement shows how many people have created a story about your page (liked, commented, checked in, etc.). The more people talking about your page, the more engaged your fans are, and the higher your total reach will be.

Understanding page post statistics

Every month, look at interactions with your page posts (in your page's insights overview). Understand which posts were the most popular and most viral to optimize future posts.

Website analytics

Use tools like Google analytics to track Facebook traffic to your website. Analyze this segment's flow through and conversion rates on your website.

FREQUENTLY ASKED QUESTIONS:

How often should I post on Facebook?

The “rules” here are confusing. We get it. You don’t want to post too much, otherwise you risk spamming people, and you don’t want to post too sporadically because you become irrelevant. Most research suggests that one update per week is sufficient, and companies can typically post up to 10 times per week. More than that, and fans are likely to drop off.

When should I post on Facebook?

Engagement is typically highest on weekends (Saturday and Sunday). During weekdays, Monday and Tuesday have the highest interaction rates.

What is time right time of the day to post?

First thing in the morning (around 9am) and early afternoon (around 3-4pm) are known to be the optimal times to post. Brands with fans in many time zones may want to consider using Facebook’s new location/language targeting tool.

What is Facebook Graph Search?

Facebook Graph Search is a new search engine that allows users to search within their Facebook network, rather than across the entire world wide web. Read more about how it works [here](#).

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.

TrustYou is an online reputation management company specializing in the hospitality industry. 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.

We also offer hoteliers free survey solutions to gain more reviews and push them to sites like TripAdvisor, as well as marketing tools like the TrustScore. Learn more about us here: www.trustyou.com or [contact us](#) for a free demo.

