

Feeling uninspired
on social media?

Check out what
these hotels are up
to.



Inspiring Examples of Hotel Social Media

1. Approachable Management



The Oetker Collection recently presented its new General Managers by posting #SelfieAtWork on their official Facebook page, as well as a link to the manager's private accounts. No pro photos taken in the “perfect moment,” no picture-perfect angle. Great approach from The Oetker Collection.

Oetker Collection
June 29

Let us introduce you to our two new General Managers #SelfieAtWork

At Château Saint-Martin & Spa - <http://bit.ly/1IUhtFJ>
At Fregate Island Private - <http://bit.ly/1qj5vsU> — with Duarte Bon de Sousa.

Like · Comment · Share 👍 26 💬 3

👍 26 people like this.

Bruno Azevedo Nice initiative using the selfies to introduce new GMs. Wish all the best for the two.
June 29 at 2:20pm · Like · 2

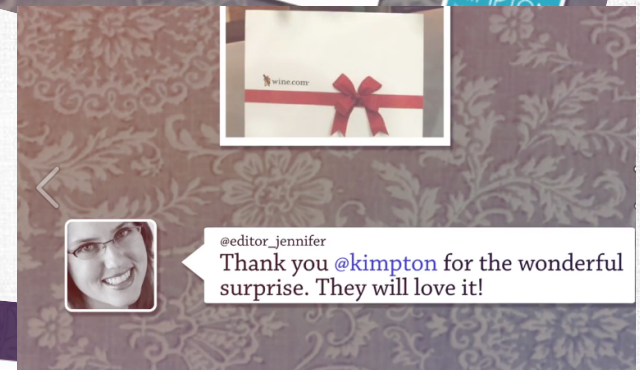
Barbara Blint Welcome in the world of the Oetker Collection. Nice to meet you.
June 30 at 9:29am · Like · 2

Duarte Bon de Sousa Thank you!!
June 30 at 5:49pm · Like

2. Genuine Interaction



Kimpton Hotels has found their voice on social media. Having a look at the company's official Facebook page, Kimpton's interactions with customers looks more like exchanges between old friends. This kind of communication style has guests raving about the brand's friendliness, the hotel service and the personal "Kimpton touch."

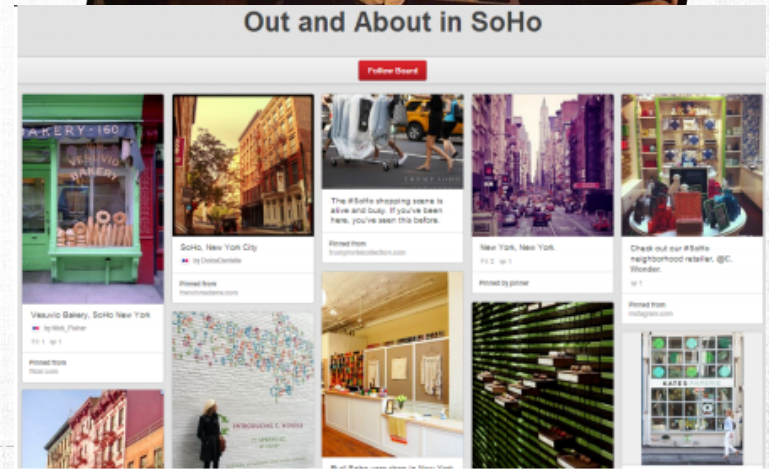


3. Make guests feel “at home” while they are away from home



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.

In the web-section called Concierge Corner, you can find weekly recommendations for where to dine, the best guest pictures of the day and you get to know the staff's favorite places of to visit.



4. Never cease to amaze your guests ■ ■ ■

Ever wonder what to do with over-the-top guest requests? Take a hint from Kimpton. Even though this guest's comment was meant as a joke, the surprise seemed to work.

The post show creative work and outstanding attentiveness to guests' needs on social. Kudos to Kimpton!



5. Don't take yourself too seriously ■ ■ ■

While professionalism is certainly important in the hospitality industry, sometimes it is ok to have a little fun.

Looking at your social media sites, ask yourself : Would I like to read all these posts? If the answer is “no,” you are doing something wrong. Take a note from St. Kitts Marriott Resort & Royal Beach Casino, who shows that sometimes it is ok to have a little fun. A little laughter never hurt anybody.



ABOUT TRUSTYOU

TRUSTYOU IS A CHAMPION FOR THE TRAVELER

Our mission is to positively influence travelers' decisions. We understand the untold challenges everyone faces in their quest to make good choices, especially when it comes to leveraging lots of opinions. Digesting these opinions, however, is now beyond any one person's capacity. And the volume grows faster than the marketplace's ability to adapt.

HOW IT WORKS

TrustYou searches, analyzes and distills hundreds of millions of opinions scattered across a vast, fragmented market. Our software as a service (SaaS) technology is sophisticated; our products are simple. TrustYou's unique semantic engine analyzes this treasure trove of disorganized content. Our algorithms automatically detect, collect, understand, score and rank. The output is incredibly compact and amazingly useful. Unique insights and visualizations enable travelers to improve their trip planning and industry players to improve their offerings. Data becomes intelligence.

PRODUCTS AND MARKETS

TrustYou's products are extensively used by suppliers – hotels, accommodations, restaurants – for an array of reputation management purposes and by intermediaries – OTAs, meta-search, destination marketers – to help travelers purchase wisely. TrustYou improves travelers' search-shop-buy experiences by providing intermediaries with structured data like Meta-Reviews (easy to digest, independent summaries of all verified reviews across the web). TrustYou enables hotels and destinations to provide travelers with better services and enhanced offerings by monitoring, surveying and acting on trusted feedback of their guests.

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