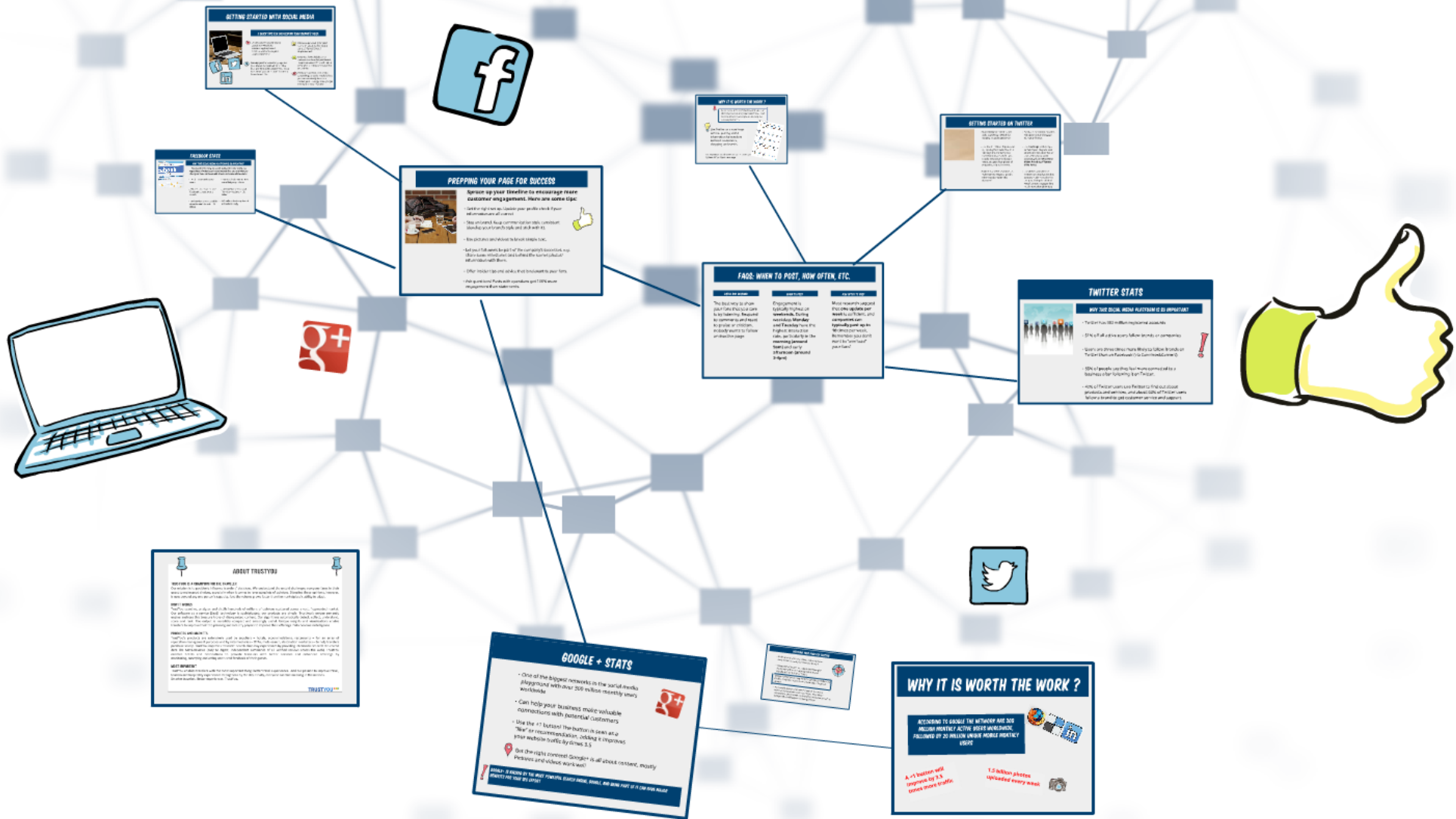
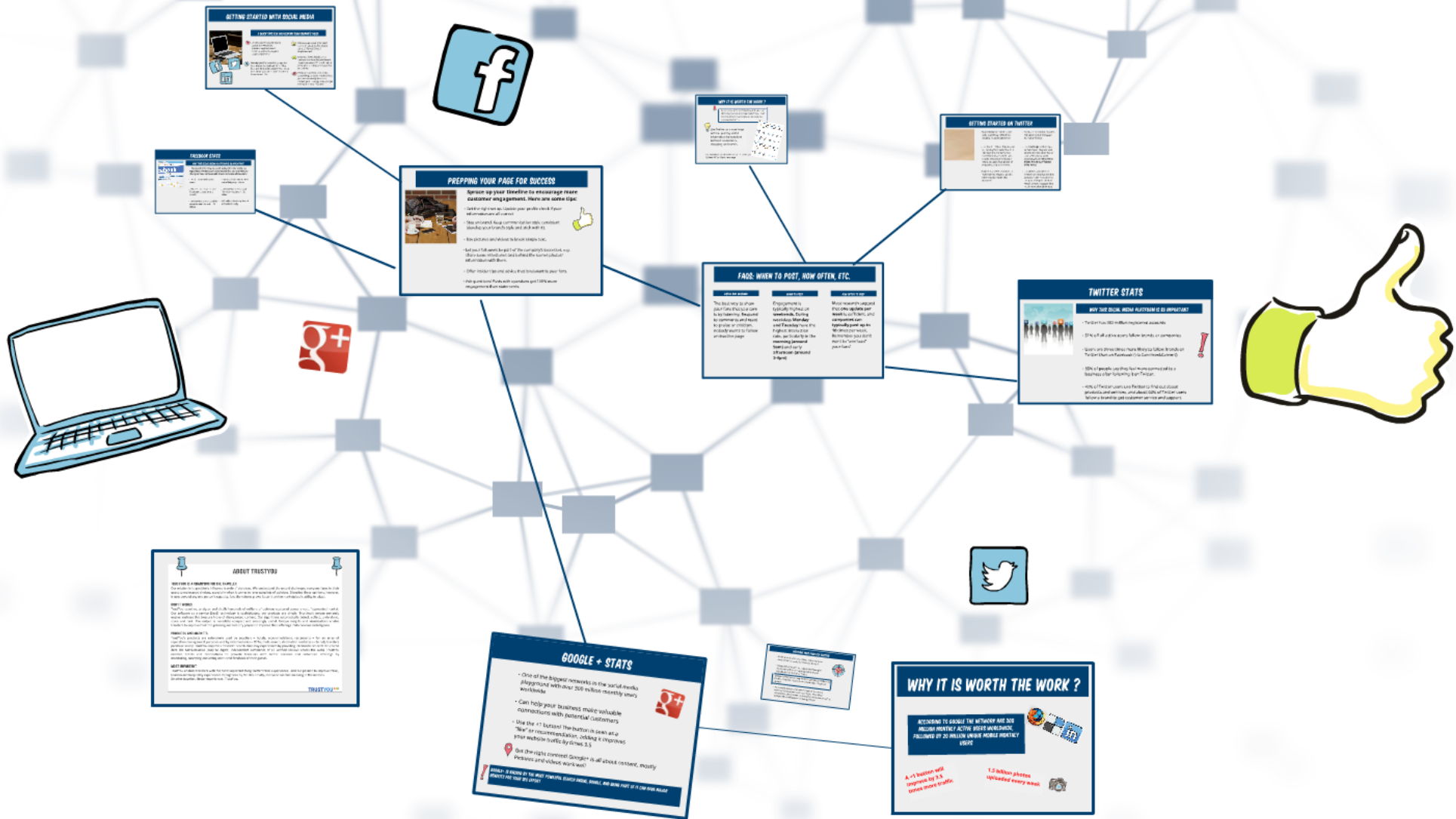


THE BIG THREE SOCIAL MEDIA GUIDE: TIPS FOR FACEBOOK, TWITTER AND GOOGLE+



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GETTING STARTED WITH SOCIAL MEDIA



5 QUICK TIPS FOR DEVELOPING YOUR BRAND'S VOICE

- 1 Understand what your brand stands for- what is its mission, tag line, brand promise, and who are your target customers?
- 2 Choose a personality for your brand on social. Is your brand serious? Funny? Smart? Sophisticated?
- 3 Develop your tone and language for your brand. Ask yourself which vibe your profile should radiate? Would you want to write as an insider? In a more formal tone? Etc.
- 4 Once you have decided on a persona and tone for your brand, keep it consistent! This will help to grow your audience and carve out your niche.
- 5 Revise and perfect. One of the great things of social media is that you can constantly learn and perfect your strategy, since you get feedback in near real time.



FACEBOOK STATS



WHY THIS SOCIAL MEDIA PLATFORM IS SO IMPORTANT

Facebook is the largest social network in the world, so regardless of what your brand stands for, you are likely to find your fans on Facebook. Check out some of the stats:

- 1.35 billion monthly active users
- Your Facebook fans are 47% more likely to purchase
- 72% of all adults online visit Facebook at least once a month
- Total number of Facebook friend connections: +150 billion
- Total number of Facebook likes since the site's launch: 1.13 trillion
- 350 million photos uploaded to Facebook daily

PREPPING YOUR PAGE FOR SUCCESS



Spruce up your timeline to encourage more customer engagement. Here are some tips:

- Get the right set up. Update your profile check if your information are all correct
- Stay on brand. Keep communication style consistent (develop your brand's style and stick with it).
- Use pictures and videos to break simple text.
- Let your followers be part of the company's successes. e.g. share some milestones and behind the scenes photos/ information with them.
- Offer insider tips and advice that is relevant to your fans.
- Ask questions! Posts with questions get 100% more engagement than statements.



FAQS: WHEN TO POST, HOW OFTEN, ETC.

LISTEN AND RESPOND

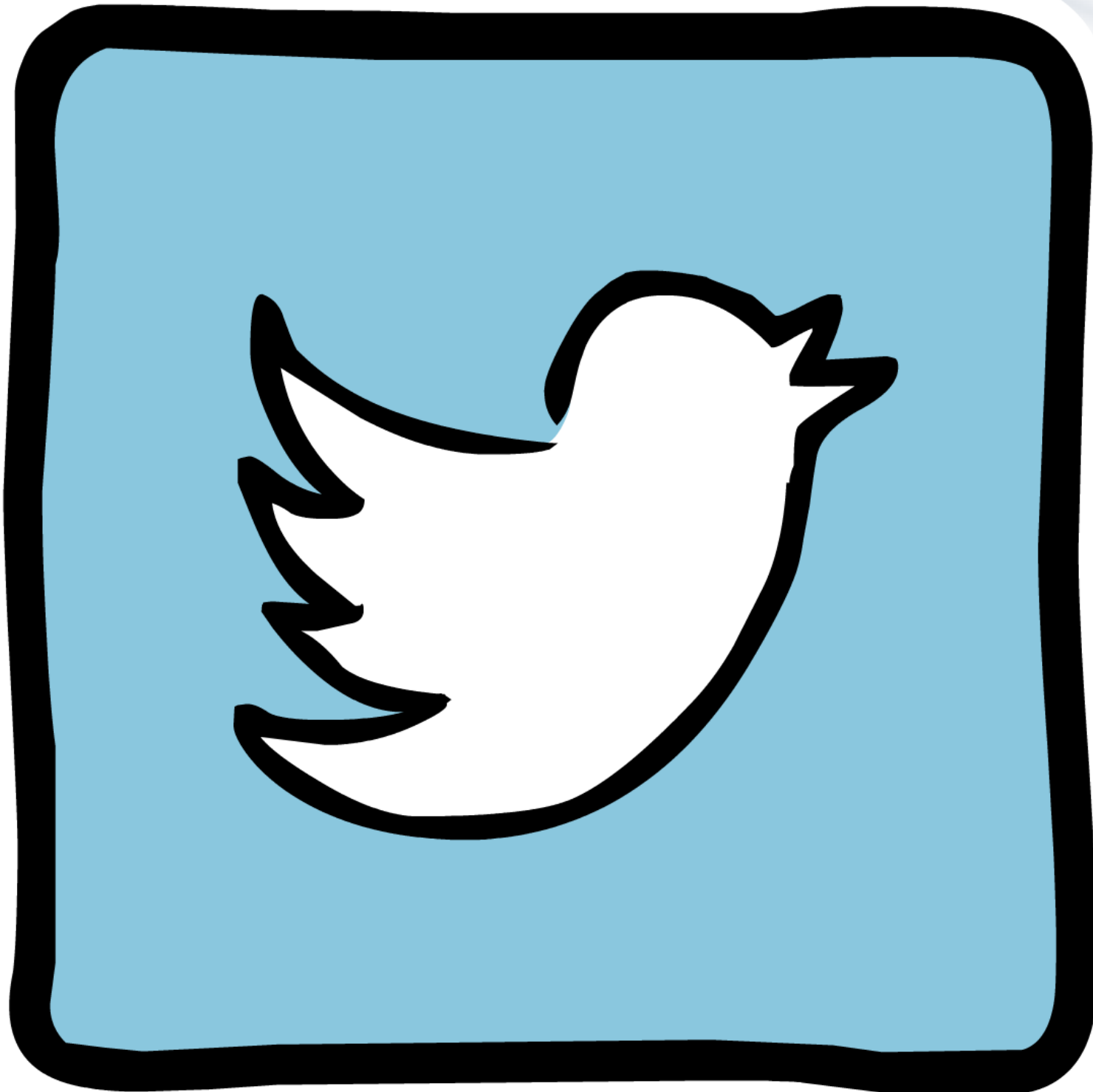
The best way to show your fans that you care is by listening. Respond to comments and react to praise or criticism, nobody wants to follow an inactive page

WHEN TO POST

Engagement is typically highest on **weekends**. During weekdays **Monday and Tuesday** have the highest interaction rate, particularly in the **morning (around 9am)** and early **afternoon (around 3-4pm)**

HOW OFTEN TO POST

Most research suggest that **one update per week** is sufficient, and **companies can typically post up to 10** times per week. Remember you don't want to "overload" your fans!



TWITTER STATS



WHY THIS SOCIAL MEDIA PLATFORM IS SO IMPORTANT

- Twitter has 982 million registered accounts
- 51% off all active users follow brands or companies
- Users are three times more likely to follow Brands on Twitter than on Facebook (via Convince&Convert)
- 85% of people say they feel more connected to a business after following it on Twitter.
- 42% of Twitter users use Twitter to find out about products and services, and about 60% of Twitter users follow a brand to get customer service and support.



GETTING STARTED ON TWITTER



- Start following “friends” and build a growing network by keeping an active presence
- Use the 4-1-1 Rule. Popularized by TippingPoint Labs, the 4-1-1 rule says that for every one promotional/sales tweet, you should retweet one relevant tweet and post four pieces of engaging, original content.
- Twitter is used in real-time, so make sure to respond quickly when mentioned on this platform!
- Facilitate the communication. Ask questions and engage with your friends.
- Use **hashtags** to identify a certain topic. They are now search able for other Twitter users. Please just avoid overusing them! (**#no #one #likes #reading #Tweets #like #this**)
- Use photos and videos! Twitter now emphasizes this content much more than in the past. Using this kind of visual content engages fans much more than plain text.

WHY IT IS WORTH THE WORK ?

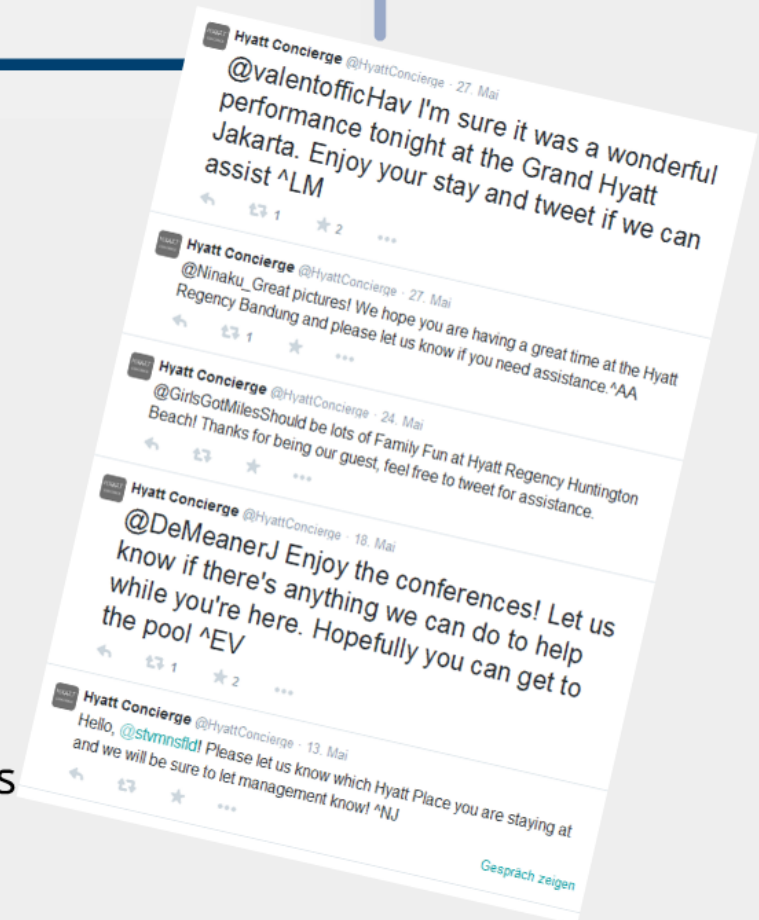


As it is real time communication you can directly react to negative comments and fix it before it even appears on regular review platforms



Use Twitter as a concierge service, posting useful information for travelers out local restaurants, shopping and events.

For inspiration check out the Luxor in Las Vegas (@LuxorLV) or Hyatt Concierge





GOOGLE + STATS

- One of the biggest networks in the social media playground with over 300 million monthly users worldwide
- Can help your business make valuable connections with potential customers
- Use the +1 button! The button is seen as a “like” or recommendation, adding it improves your website traffic by times 3.5



Get the right content! Google+ is all about content, mostly Pictures and videos work well



GOOGLE+ IS BACKED BY THE MOST POWERFUL SEARCH ENGINE, GOOGLE, AND BEING PART OF IT CAN HAVE MAJOR BENEFITS FOR YOUR SEO EFFORT

PREPPING YOUR PAGE FOR SUCCESS

- Make sure to write in a casual, conversational tone so that it is easy for travelers to read
- Google Hotel finder; fill in your hotel Google+ local page with all the appropriate info and Google will use it in your listing



Google+ allows you to segment the people you follow into Circles. Great because you can create hyper-targeted groups

- As a local business you have the option to choose between Local Business or Place Type. This allows travellers to post reviews and recommendations as well as ratings, which will appear on Google Maps

WHY IT IS WORTH THE WORK ?

ACCORDING TO GOOGLE THE NETWORK HAS 300 MILLION MONTHLY ACTIVE USERS WORLDWIDE, FOLLOWED BY 20 MILLION UNIQUE MOBILE MONTHLY USERS



A +1 button will improve by 3.5 times more traffic

1.5 billion photos uploaded every week





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.

MOST IMPORTANT

TrustYou enables travelers with the most important thing: better travel experiences. And our passion to improve travel, tourism and hospitality experiences strengthens by the day. Finally, everyone can find meaning in the millions. Smarter travelers. Better experiences. TrustYou.

