

# Social Media Action Plan For Hoteliers

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Build your own strategic plan in **3 Simple Steps** with our clear framework.

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# Introduction

Unless your head's been in the sand, you realize that social media is a major opportunity for every hospitality company. Properties and brands are using social media to increase revenue, market share, guest satisfaction and loyalty. (Revinate helps thousands of hoteliers turn social media into profit every day.)

However... if you're new to social media it can seem overwhelming. There's a lot of hot air to filter, and it can be confusing to figure out just how to get started. Social media doesn't need to be difficult. It's not rocket science. In fact, it's incredibly enjoyable to use social media to create new connections and gain new insight. But you need a plan. This guide will help you get started on the path to social media success.

## **Social Media: The New Measure of Guest Satisfaction**

A monumental shift in the hospitality industry has occurred. Whether you're listening or not, consumers are using reviews and social media to publicly discuss your hotel. This is happening right now, every day.

On review sites, blogs and social networks, the perception of your property is now controlled largely by consumers. The initial reaction of many hoteliers is to ignore this new reality. That sort of reaction will cost them. Smart hoteliers understand that the game has changed, and they need to get with the new program.

Traditional measures of guest satisfaction (cards, surveys) are still valuable. But private surveys are no longer as important as public feedback. Online reviews and social media will give you a more complete appraisal. And unlike private surveys, the feedback from social media is public, influencing the booking decisions of many other potential guests. Before Revinate, it was tough to harness feedback from reviews and social media. No longer. Revinate turns reviews and social media into actionable business intelligence.

## **Who Should Read This?**

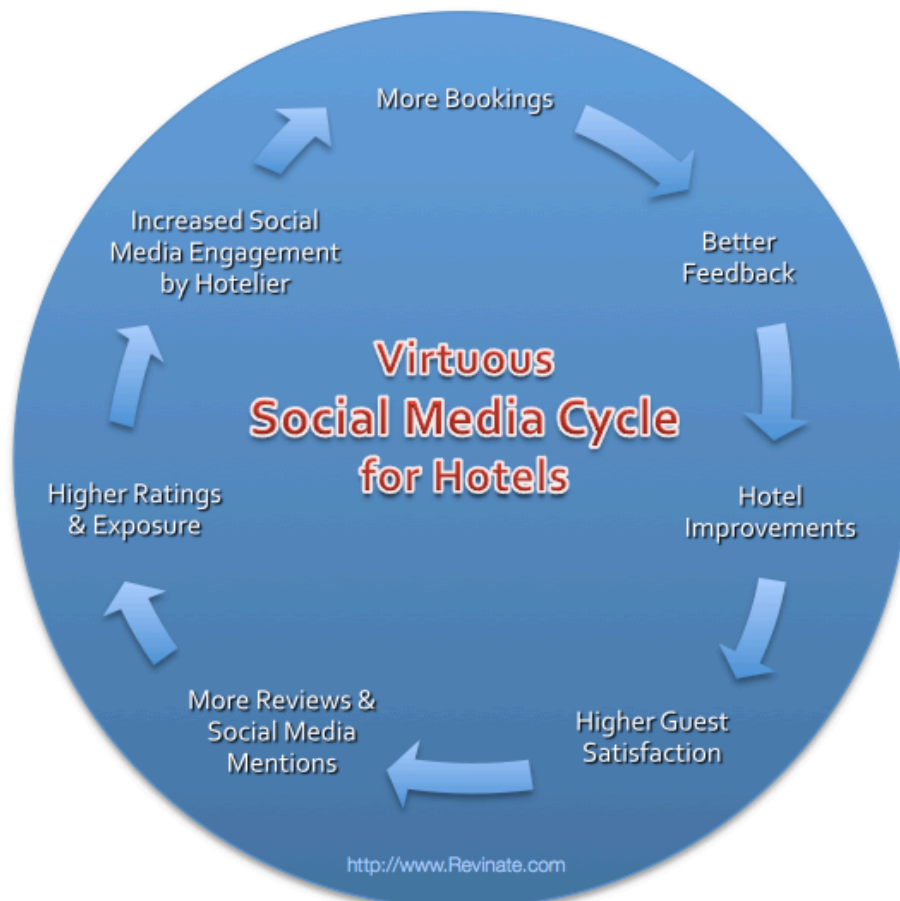
If you care about improving your hotel business, this guide will prove invaluable. Every hotel executive who wants to improve performance should read this guide, including General Managers, DOSM's, Directors of Revenue, operations managers, PR teams and executives in charge of guest service, satisfaction and loyalty. We also provide specific information for everyone involved with portfolios of properties, including all executives at brands, management companies and ownership groups.

# The Virtuous Social Media Cycle

Before creating your plan it's helpful to consider how social media will integrate into your operations. A well executed plan will seriously transform your business. To fully harness the power of social media you'll need to not only monitor feedback, you'll also want to make continuous improvements to your service, operations & facilities based on what you learn.

In many ways this is nothing new. Successful hoteliers have always made improvements based on guest feedback. But in other ways, the game has changed. Gone are the days when a flashy lobby or slick marketing campaign can fill rooms. These days, if any part of your offering is sub-par, guests have the power and motivation to quickly spread the news far and wide using social media. So it's more important than ever to not only monitor social media, but to also respond quickly with improvements to your hotel.

With continuous dedication, this new "guest-controlled feedback loop" will build upon itself into a virtuous cycle, resulting in increased bookings, guest satisfaction and market share. Here's how:



# Social Media Actions - The Revinatate Framework

Through our work with many hoteliers who have achieved great success with social media, we've developed the following framework that should prove helpful as you create your own strategic plan. We organize social media actions into four main categories.

## Four Categories of Social Media Action

### 1) Public Guest Satisfaction (PGS) & Online Reputation Analysis

- ▶ **What:** Monitor everything being said about your hotel across millions of review sites, blogs, forums and social networks. Analyze PGS feedback in order to improve it.
- ▶ **Why:** Gain invaluable new insight. Protect your reputation. Learn what guests truly love, and hate, about your hotel.
- ▶ **Result:** Increased satisfaction & loyalty. Incremental bookings. Prioritize operational and facility improvements.

### 2) Competitive Intelligence from PGS

- ▶ **What:** "Spy" on your competitor's guest feedback.
- ▶ **Why:** Harness online reviews and social media to discover what guests love, and hate, about your competitors.
- ▶ **Result:** Identify competitive advantages and eliminate disadvantages. Discover new marketing channels, tactics and best practices. Optimize your marketing & PR.

### 3) Social Media Engagement

- ▶ **What:** Join the conversations happening right now about your hotel on review sites, blogs, forums, social networks (such as Twitter & Facebook) and location based services.
- ▶ **Why:** Take control of your online reputation. Surprise and delight loyal fans and potential guests.
- ▶ **Result:** Build fans and new marketing channels. Develop stronger loyalty, and share the unique value & personality of your property with the world. Drive incremental bookings.

### 4) Portfolio Management (For Brands and Corporate Groups)

- ▶ **What:** Monitor the performance of each property in your portfolio. Determine best and worst performers across key PGS and social media metrics.
- ▶ **Why:** Unparalleled insight into guest satisfaction and competitive positioning at the corporate portfolio level.
- ▶ **Result:** Improved performance across your entire portfolio, and identification and dissemination of best practices across properties.

Public Guest Satisfaction & Online Reputation Analysis		
Social Media Action (What You'll Do)	Benefit (What You'll Get)	Revinate Metric Tracking
<b><u>Public Guest Satisfaction (PGS) Analysis</u></b> <ul style="list-style-type: none"> <li>- Read all reviews from all top sites</li> <li>- Track key PGS metrics</li> <li>- Benchmark PGS vs. competition</li> <li>- Measure Satisfaction with Facilities &amp; Service</li> </ul>	<ul style="list-style-type: none"> <li>- Learn what guests really love (&amp; hate) about your hotel</li> <li>- Identify what's important to guests</li> <li>- Identify highest-priority areas for improvement</li> <li>- Prioritize Investment</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Scorecard</li> <li>- All Reviews</li> <li>- Keyword Analysis</li> <li>- Review Search</li> <li>- Review Trends</li> </ul>
<b><u>Monitor Social Media</u></b> <ul style="list-style-type: none"> <li>- Monitor every mention of your hotel on every web site &amp; social network</li> <li>- Monitor mentions of your restaurants, clubs, spas, facilities, amenities</li> <li>- Prospect for New Business</li> </ul>	<ul style="list-style-type: none"> <li>- Protect your Reputation / Early Warning System</li> <li>- Improve SEO &amp; SEM from keyword analysis</li> <li>- Determine Optimal Advertising Channels</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Searches</li> </ul>
<b><u>Marketing &amp; PR Optimization</u></b> <ul style="list-style-type: none"> <li>- Use PGS feedback (what's important to guests, where you enjoy competitive advantages) to optimize marketing &amp; PR.</li> </ul>	<ul style="list-style-type: none"> <li>- More efficient and effective marketing &amp; PR campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>- All Reviews</li> <li>- Keyword Analysis</li> <li>- Review Search</li> </ul>
<b><u>Measure Staff Performance using PGS</u></b> <ul style="list-style-type: none"> <li>- Harness social media as a measurement of the performance of key staff members</li> </ul>	<ul style="list-style-type: none"> <li>- Improved staff performance</li> <li>- More closely align performance and incentives/rewards</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Scorecard</li> <li>- Keyword Analysis</li> <li>- Detailed Review Ratings</li> </ul>

Competitive Intelligence from PGS		
Social Media Action (What You'll Do)	Benefit (What You'll Get)	Revinate Metric Tracking
<b><u>Monitor Competitor Guest Satisfaction</u></b> <ul style="list-style-type: none"> <li>- Read all competitor reviews</li> <li>- Monitor key competitor feedback metrics</li> <li>- Monitor entire web &amp; social networks for all mentions on competition</li> </ul>	<ul style="list-style-type: none"> <li>- Unparalleled competitive intelligence</li> <li>- Learn what guests love, and hate, about your competitors</li> <li>- Determine competitive advantages and disadvantages</li> </ul>	<ul style="list-style-type: none"> <li>- All Reviews - Competition</li> <li>- Social Media Scorecard: Competitor Benchmark</li> </ul>
<b><u>Monitor Competitor Social Media Engagement</u></b> <ul style="list-style-type: none"> <li>- Monitor competitor review responses</li> <li>- Monitor Twitter &amp; Facebook activity</li> </ul>	<ul style="list-style-type: none"> <li>- Discover best practices</li> <li>- Optimize marketing, PR messages, tactics &amp; positioning</li> <li>- Identify new marketing channels</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Searches</li> <li>- Twitter &amp; Facebook</li> <li>- TweetConcierge</li> </ul>

Social Media Engagement		
Social Media Action (What You'll Do)	Benefit (What You'll Get)	Revinate Metric Tracking
<b><u>Respond to Reviews</u></b> <ul style="list-style-type: none"> <li>- Respond to concerns &amp; issues</li> <li>- Amplify and express gratitude for positive feedback</li> </ul>	<ul style="list-style-type: none"> <li>- Influence brand perception</li> <li>- Increase market rankings and exposure</li> <li>- Show the world that you listen</li> <li>- Exploit new marketing channel</li> </ul>	<ul style="list-style-type: none"> <li>- All Reviews</li> <li>- Aggregated Review Search</li> <li>- Keyword Analysis</li> </ul>
<b><u>Engage on Twitter &amp; Facebook</u></b> <ul style="list-style-type: none"> <li>- Respond to guest inquiries</li> <li>- Influence potential guests</li> <li>- Share info on your property &amp; local area</li> <li>- Entertain followers</li> <li>- Distribute special offers</li> </ul>	<ul style="list-style-type: none"> <li>- Build fans &amp; Increase loyalty</li> <li>- Create new marketing channels</li> <li>- Increase service levels</li> <li>- Provide new window into your hotel's unique personality</li> <li>- Influence brand positioning</li> </ul>	<ul style="list-style-type: none"> <li>- TweetConcierge</li> </ul>
<b><u>Comment on Forums, Articles &amp; Blogs</u></b> <ul style="list-style-type: none"> <li>- Engage in discussions about your property and local area</li> <li>- Promote your property on relevant stories</li> <li>- Provide helpful information where relevant</li> </ul>	<ul style="list-style-type: none"> <li>- Increase your hotel's exposure</li> <li>- Incremental bookings</li> <li>- Increased loyalty</li> <li>- "Give back" to influencers and communities of loyal fans</li> </ul>	<ul style="list-style-type: none"> <li>- Social Media Searches</li> </ul>
<b><u>Encourage More Guest Reviews</u></b> <ul style="list-style-type: none"> <li>- Prompt guests a front-desk &amp; concierge</li> <li>- Add links to all emails (signatures, surveys, newsletters, etc.)</li> <li>- Promote on web site &amp; social networks (Twitter, Facebook, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- Increase market rankings</li> <li>- Increase exposure</li> <li>- Drive incremental bookings</li> <li>- Reduce potential impact of negative reviews</li> </ul>	<ul style="list-style-type: none"> <li>- Internal (Staff, emails, social media page management)</li> </ul>
<b><u>Maintain Content on 3rd Party Sites</u></b> <ul style="list-style-type: none"> <li>- Keep your description and photos up-to-date on all OTA's, review sites, meta-search sites and travel guides</li> </ul>	<ul style="list-style-type: none"> <li>- Increase exposure</li> <li>- Influence researchers to choose your hotel over the competition</li> </ul>	<ul style="list-style-type: none"> <li>- 3rd party sites (coming soon to Revinate)</li> </ul>
<b><u>Location Based Services</u></b> <ul style="list-style-type: none"> <li>- "Claim" your listing</li> <li>- Monitor checkins to your hotel</li> <li>- Monitor checkins to nearby locations (bars, restaurants, airports)</li> <li>- Consider special offers to drive visits</li> </ul>	<ul style="list-style-type: none"> <li>- Increase your exposure</li> <li>- Surprise &amp; delight</li> <li>- Build loyal fans</li> <li>- Drive incremental business (to your hotel, restaurant, bar)</li> </ul>	<ul style="list-style-type: none"> <li>- 3rd party sites (coming soon to Revinate)</li> </ul>



Portfolio Management (For Brands, Management Companies & Groups of All Sizes)		
Social Media Action (What You'll Do)	Benefit (What You'll Get)	Revinate Metric Tracking
<b><u>Monitor Reviews for All Properties</u></b> - Read reviews for the entire portfolio from across all top review sites	- Unparalleled guest satisfaction insight	- Corporate Reports: All Reviews
<b><u>Rank Properties Based on Social Media Metrics</u></b> - Identify best & worst performers, ranked by all key PGS (public guest satisfaction) metrics	- Discover hotels that need attention - Reward best performers - Identify and share best practices	- Corporate Reports: Property Rankings
<b><u>Track Review &amp; Social Media Goals</u></b> - Set and track goals for each property - Metrics can include review ratings, review response coverage, Twitter fans & more	- Systematically improve the performance of all properties - Reduce costs - Incremental bookings & revenue	- Corporate Reports
<b><u>Track Brand/Group Level Performance</u></b> - Analyze social media & PGS metrics aggregated at the corporate portfolio level	- Analyze the performance of entire portfolios	- Coming soon to Revinate Corporate Reports
<b><u>Compare Sets of Properties</u></b> - Compare social media & PGS (public guest satisfaction) metrics across sets of properties - Organized by geography, class or brand	- Identify areas of weakness and strength - Identify opportunities for expansion and investment	- Coming soon to Revinate Corporate Reports
<b><u>Brand-Level Social Media Monitoring</u></b> - Monitor every mention of your brand(s) on every web site & social network	- Brand Protection / Early Warning - Determine Optimal Advertising Channels	- Social Media Searches

# 3 Simple Steps to Create Your Plan

Now we're ready to apply our framework of social media actions to the creation of your own strategic plan. Your plan will evolve over time, and the only way to improve is to get started! Our goal is to help you use social media in order to act.

Your plan shouldn't be overly complex. The more complicated your plan, the lower the chance that it will be widely adopted and well-implemented. So keep it simple. To create your plan simply follow these steps:

**Step 1)** Determine Social Media Actions To Undertake

**Step 2)** Assign Responsibilities

**Step 3)** Operationalize Your Plan

And you're off. Refine, improve, repeat!

## Step 1: Determine Actions to Undertake

The first step is to determine which social media actions you'll undertake. Our framework of actions should help a great deal in this process. We recommend that you begin by prioritizing your most important high-level goals. This will help you decide which actions will help you achieve those goals. Here are some examples of high-level goals to spur your thinking:

- Monitor everything being said about my hotel online
- Analyze PGS (public guest satisfaction) from online feedback
- Drive incremental bookings and increase revenue
- Better communicate the unique advantages of our hotel directly to consumers
- Gain market share
- Determine our competitive advantages and disadvantages
- Generate more reviews
- Learn what consumers think about our competition
- Measure the performance of staff responsible for guest satisfaction & loyalty
- Increase guest satisfaction and loyalty

- Provide additional feedback channels for guest to increase service levels
- Improve operations
- Identify what's important to our loyal guests
- Influence and engage in online conversations about my hotel

Once you've prioritized your goals you're ready to choose the actions you'll undertake. As resources are always limited, make sure you don't bite off more than you can chew as you get started. Success requires continuous dedication - results will build over time. If you're new to social media you may want to start out by simply monitoring PGS (Public Guest Satisfaction) for your hotel. As you gain experience you can then dive into competitive intelligence, and later move into social media engagement.

## Step 2: Assign Responsibilities

Once you've determined which actions you'll undertake, the next step is to decide who will be responsible for each action. The size of your staff will impact your decisions. For smaller teams, a single person may cover everything; larger teams may have a different person responsible for each action.

For example, the person in charge of Guest Satisfaction could monitor reviews and social media, while the Operations Manager could drive internal improvements based on PGS analysis. A member of the Marketing/PR team could handle social media engagement. Your optimal setup will be unique to your team.

Regardless of your size, you don't need to have someone completely focused on social media - although it certainly helps if someone takes the overall lead.

## Step 3: Operationalize Your Plan

The next step is to operationalize your plan. This is a critical requirement to take care of from the start. Your likelihood of success will be significantly higher if you clearly set up the internal processes necessary to implement, manage and measure the progress of your plan.

To begin this process we suggest setting up a regular meeting with everyone involved. These regular checkins will be instrumental in sharing information, measuring success and maintaining motivation and momentum.

At your initial meetings we suggest that each team member come up with specific goals and metrics that they will track over time. Remember: what gets measured gets improved. (Revinat makes it much easier to both identify important metrics, and to track the performance of those metrics over time.)

After you set your initial goals, your regular meetings will be invaluable in sharing results and updating the team of key learnings. It is through these regular meetings that you will be able to really crank the "Virtual Social Media Cycle" into gear.

# Strategic Plan Checklist

Priority	Public Guest Satisfaction (PGS)	Responsibility	Metrics/Goals
	Public Guest Satisfaction Analysis		
	Monitor Social Media		
	Marketing & PR Optimization		
	Measure Staff Performance using PGS		
	<b>Competitive Intelligence</b>		
	Monitor Competitor Guest Satisfaction		
	Monitor Competitor Social Media Engagement		
	<b>Social Media Engagement</b>		
	Respond to Reviews		
	Engage on Twitter & Facebook		
	Comment on Forums, Articles & Blogs		
	Encourage More Guest Reviews		
	Maintain Content on 3rd Party Sites		
	Location Based Services		
	<b>Portfolio Management</b>		
	Monitor Reviews for All Properties		
	Rank Properties Using Social Media Metrics		
	Track Review and Social Media Goals for Properties		
	Track Brand/Group Level Performance		
	Compare Sets of Properties		
	Brand-Level Social Media Monitoring		

# Implementation Considerations

## **Additional Detail & Guidance**

As you begin to implement your plan you'll doubtless have a number of questions on the details. Revinate is here to help. Our support & training resources are fully at our clients' disposal, including detailed guides to help you with all aspects of your social media strategy.

## **Measurement & Goals**

As your plan comes together and you begin setting responsibilities it's important to consider how you will measure success. Prior to Revinate, identifying and tracking key social media metrics was tough. Revinate makes it easy. We have much more to show you regarding everything that Revinate can do for you.

While you are working out your plan, begin thinking about what metrics you'd like to track to measure your progress. (Chances are, Revinate already tracks them.) For example, to track reviews you'd likely be interested in the number of reviews you receive in a day/week/month, your average review rating, and the top sources of your reviews. To measure public guest satisfaction, you'll want to know detailed ratings (Location, Value, Service, etc.) and how your ratings compare with your historical performance and your competition.

## **Refine & Improve**

After your plan comes together, start implementing right away! By following the prioritized actions laid out in your plan and measuring your results, you'll soon be able to figure out what works best for you. With ongoing dedication and refinement of your plan based on measurable results, over time you'll be amazed at how social media will begin transforming your entire operation.

## **The ROI of Social Media**

Everyone is interested in the ROI of social media. It's an important topic. Social media is evolving quickly, and the potential to measure its impact on your business is also improving.

Due to its breadth, a single, comprehensive measure of "Social Media ROI" shouldn't be the goal. Instead you'll want to focus on individual aspects of your strategy. In some cases, ROI can be directly measured, and in others the results will come even though the specific impact can't be pinpointed. The fact that an impact can't be directly isolated doesn't mean that the results aren't real and significant.

Take, for example, the “monitoring” aspect of social media. Just as you monitor guest feedback, monitoring social media is crucial these days. But can you ascribe a specific value to the act of listening to feedback? That said, there are countless ways in which social media monitoring does directly impact revenue. One of our clients recently won a significant piece of group business by using one of Revinate’s reports to demonstrate their review rating advantages over their competition.

Additionally, take outbound social media engagement. Actively responding to reviews and engaging on Twitter and Facebook can drive tremendous amounts of exposure and incremental business. As with traditional advertising, you’ll see a general lift in bookings and revenue even though the direct impact is hard to pinpoint. The ROI exists even when it’s not always possible to directly isolate. Another relevant example from our experience: one of our clients recently won a major wedding by using Revinate to identify and delight the bride on Twitter while she was researching options.

Revinate continues to work closely with our clients to continuously improve the measurement of the ROI of social media for hotels, and we look forward to doing the same with you.

### **DIY or Work with Agencies?**

To get the most value from social media it needs to be tightly integrated into your daily operations. There are many reasons why it’s important to have executives at the property engaged. The invaluable insight provided by public guest feedback must be completely absorbed by internal teams in order to fully capitalize on it. Also, outbound social media engagement is incredibly time-sensitive and demands intimate, up-to-the-minute knowledge of what is happening on-site. Finally, today’s savvy consumers can smell inauthenticity a mile away, so the details and tone of outbound social media engagement need to be accurate and genuine (it’s also a reason why you should never use “canned” responses). For these and many other reasons, social media demands close internal attention.

Many of our clients manage social media internally using Revinate, while many others use Revinate in conjunction with an outside agency. We’ve partnered with a number of very talented agencies that do an incredible job helping hotels and brands with social media. These agencies can help with social media strategy and processes, and in some cases can handle outbound social media engagement. Clients who work with agencies need to make sure they select the right partner, and we’re happy to help guide you.

The bottom line: whether you work with an outside agency or not, Revinate’s solution will prove invaluable. The open, public, real-time dialogue between your hotel and the rest of the world will increasingly become the core foundation of your reputation, driving demand and guest satisfaction.

# Final Thoughts

We hope this guide has helped you on your way toward creating a strategic social media plan for your hotel, and has helped inspire and organize your thinking about the ways in which social media can transform your business.

This overview is a high-level framework aimed at helping you clarify your plan of attack. The real magic behind your success will be in the details. Your strategic plan is just a start - executing on your plan is where the fun begins. Results won't come immediately, but over time and with dedication we hope that your hotel will become our next great success story.

We also realize that the training of your team is a critical step in your implementation. We're here to help every step of the way, and we're looking forward to sharing our experiences with thousands of hoteliers.

## Contact Us Today

We would be happy to provide you with further details on our company, our experience, and our social media solution designed exclusively for hotels. Our goal is your success. Please contact us at [info@revinate.com](mailto:info@revinate.com). Happy Revinating!