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Social Media Post Ideas For Hotels

Updated for 2023

As social media has evolved, so should your hotel marketing strategy. Hoteliers have a golden opportunity to leverage the power of social media and revolutionize their marketing strategies to enhance guest experiences like never before.

Creating a [hotel social media marketing strategy](#) with content that brings value to your followers doesn't seem easy, but getting started is the hardest part! Hoteliers can utilize the ideas below to build a content calendar for their hotel that is relevant to their hotel and their target audience.

Social Media Post Concepts For Hotels

Click to jump to a section:

[About the Property](#)

Social media platforms allow you the ability to pass snippets of information about your hotel to fans as they scroll daily.

[Specials & Deals](#)

Sharing special offers on social media provides an incentive for potential travelers to book a stay at your hotel.

[Groups & Events](#)

If your hotel boasts event or meeting space, social media is one of the top spots to spread the word. Be sure to mention whether you allow companies or groups to rent blocks of rooms for their conference.

[About the Area](#)

Area or destination content is a fantastic way to entice travel and offers an opportunity to partner with local businesses for deals or special packages. Share nearby restaurants, attractions, and insider scoops about where to find the best of the best in your area.

[Question & Answer Posts](#)

Question and answer posts are an easy way to bolster interactions on social media platforms. Ask your audience about the last time they visited, when they plan to visit next, their favorite

things to do in the area, and more – then engage authentically with their answers.

[Increasing Audience Involvement](#)

Connect with past or potential guests on a deeper level by making them feel included on social media. Ask past guests to share photos from their vacations at your hotel, and monitor your social media to make sure you respond with excitement if someone posts about seeing you soon.

[User-Generated Content](#)

Sharing and reposting user-generated content from your guests on social media is a great way to boost engagement. It is good social media practice to share, at least to your Story, any content you're tagged in that could be relevant to your audience.

Hotel Social Media Posts that Drive Engagement

These social media ideas all work great when you turn them into videos! Use the whole video or snippets of the video to entice people to watch and engage.

Contests and Giveaways

Contests and giveaways are a helpful way to encourage user-generated content and establish strong social proof. Be clear about the contest/giveaway guidelines!

Hashtags

Hashtags can help build consistency on social media and are ideal for being found online, especially if your property or hotel is in a popular location.

Other

Repurpose website content by breaking it up into smaller pieces for social media. Don't forget about the power of a bank holiday to help fill in your content calendar.

Jump to [Social Media Tips for Hotels](#)

Our Top Social Media Post Ideas For Hotels

Property-Shared Travel Tips & Tricks

Guest-Shared Travel Tips & Tricks

Property Trivia

Hotel News

Hotel Events (conferences, charity events, parties, etc.)

Staff or Employee Highlights

Positive Guest Reviews

Amenity Tours or Highlights
Room Tours or Highlights
Behind-the-Scenes Tours
On-Site Dining Tours or Highlights (including chef specials or favorites)
Positive Media or News Coverage About the Hotel
Special Offers
Local Discount Programs or Discounted Partner Tickets
Loyalty Program Information
Event Space Tours or Highlights
Catering Menu & Photography
Special Event Photography
Historic Photos of the Property or Hotel
Area Tips & Tricks
Area Trivia
Nearby Attractions (with mileage for walking & driving)
Nearby Dining (including distance, type of food and price range)
Nearby Events
Need-to-Know Destination Information
Interesting Facts About the Destination
Positive Media or News Coverage About the Destination
Open-Ended Questions
Frequently Asked Questions
Surveys
Polls
Request for Help (name our new menu item, specialty drink, pool bar, etc.)
Request for Feedback (how can we improve our hotel?)
Facebook Live Videos
Guest Interviews
Share your top Vacation Photos
Share your Best Resort Selfie
Property Scavenger Hunt
“Tag a Friend” (that you want to vacation with at our hotel, etc.)
“Like & Share” (use calls to action to increase engagement)
Room Giveaway
Photo Caption Contest
User-Generated Photos featuring Your Property
User-Generated Videos featuring Your Property
Before and After Vacation Photos
Video Submission Contest
#MondayBlues
#TravelTuesday
#WineWednesday
#WeddingWednesday
#ThrowbackThursday

#SundayFunday
Holiday Posts
Hotel Updates
Property Blog Articles (cross-platform content sharing)

Hotel Facebook Post Ideas for 2023

Facebook allows for longer form content, but that doesn't mean you need blocks of copy for your Facebook marketing strategy. Use the space to engage authentically with your guests, incorporate ads to expand your reach, and share links to relevant pages, like your hotel's calendar of events. Here are some types of posts that do well for hotels on Facebook:

- High-quality videos and Lives that showcase the views, amenities, or other relevant piece of your hotel's property
- Open-ended questions about your hotel that encourage your audience to interact with the content, especially when there is a prize at stake (tell us your favorite dish at our hotel's restaurant for a chance to win a meal voucher for your next stay, etc.)
- Relevant updates about your hotel and the property, utilizing a link whenever possible for easy access to more information

Hotel Instagram Post Ideas for 2023

Instagram began as a photo-sharing platform, but we know that it has evolved to favor Reels while adding a carousel option to encourage users to post more than one static image at a time. Instagram favors accounts that use their platform to the fullest, so here are some types of posts that typically do well on Instagram for hoteliers:

- Visually-interesting Reels that highlight your property while adding value by answering a frequently-asked question or providing information
- Carousel posts that follow a process from start to finish, like appetizers to dessert or before and after photos of an area that was recently renovated
- Stories and Story Shares that include user-generated content, live looks at events on the property, and real-time updates that don't require their own feed Post

Social Media Tips For Hotels

Now that you've got a sense of what your content might look like when it comes to social media, let's look at a few general tips and tricks when considering your messaging across social media platforms. When you're done reading, be sure to listen to [Hotel Marketing Podcast Episode 123: The Top 3 Things You Should Be Doing On Social Media](#).

Not All Channels Are Created Equal

Gone are the days when marketers could simply copy and paste posts across platforms. Each

channel now has defined nuances, functionality and audiences that need to be taken into consideration. Your Instagram audience is likely very different from your Twitter or Facebook audience. Develop a solid understanding of how to effectively utilize each platform and who your audience is. Use tools to help you create a variety of content that is unique to the platform you're posting it on. Some examples of helpful social media tools for hotels are:

TikTok
Boomerang
Ripl
Layout
Canva

Understand Your Core Audience

One foolproof way to get a feel for who your true page audience might be is to evaluate your page analytics or insights.

Facebook – You can access Facebook Insights via your hotel's Facebook page on desktop or mobile and via Meta Business Suite on desktop.

Twitter – You can access Twitter Analytics via desktop from the left-hand menu bar or www.analytics.twitter.com. From mobile, you can view Tweet activity when you select a specific Tweet on your timeline.

Instagram – You can access Instagram Insights via Meta Business Suite on desktop or via your hotel's Instagram profile on mobile.

You can also use this data to help drive your paid social media campaigns. Learn more about [The Basics of Facebook Advertising](#).

Stick To Brand Standards

Maintaining a consistent image across all social media platforms is key. Ensure that your brand has established [brand standards](#), social media guidelines and that everyone on your social media team is well acquainted with internal procedures.

Make Sure Your Profile Is Complete

Be sure all profile fields are complete and up-to-date for your hotel. This includes page name, property description, website links, phone number, hours and more. You'll also want to verify your page and set up a custom URL. Here are some helpful links:

[How to verify your Facebook page](#)

[How to verify your Twitter page](#)
[How to verify your Instagram page](#)

Post at the Right Time

A big component of a social media post is when it goes live to your audience. Use your analytics to determine when your audience is most likely to be online interacting with content on which days, and schedule your content to post during those time frames. Be careful not to overwhelm your audience by posting too often – make sure your posts are valuable and don't just post to fill the time slot.

Set Realistic Goals

Having a social media presence is essential – and so is measuring success! What key performance indicators (KPIs) are most important to your hotel? What are your social media goals? All of these are questions that should be asked and answered early on when developing your social media strategy.

Paid Ads

In conjunction with an organic social strategy, hoteliers can increase their social media reach with paid advertisements. These ads can target your hotel's specific demographic and drive traffic to your website, while giving you a chance to showcase the best parts of your hotel experience that you can't get anywhere else. Don't know where to start with a paid social media campaign? Check out the [best Facebook ads for hotels](#) to find the ad type to meet your goals.

Interact With Fans

Maintaining an active social media page but neglecting questions and comments is like managing a store and ignoring customers that raise a concern. Social media is just that – social. Interact with page fans by answering questions and responding to comments, reviews, and private messages.

Be Genuine

Another important part of social media management is to maintain authenticity. Show your brand personality throughout posts and interactions and use a more casual, natural tone. Additionally, do not automatically delete negative responses and feedback. A squeaky-clean page can look suspicious unless it matches similar experiences on other platforms. Rather, respond to any negativity in a polite and timely manner and attempt to take the conversation offline. We like to recommend the “good, bad, ugly” rule. Keep the good and the bad but not the ugly. Any page content that is offensive or harmful should be flagged and removed.

80 / 20 Rule

Like many things in life, the 80 / 20 rule also applies to self-promotion on social media. 80

percent of the time you should be encouraging page engagement, sharing relevant content and being genuinely helpful. Save the remaining 20 percent for partnerships, promotions and positive reviews.

Don't Forget To Test

[Testing is an essential element of any marketing campaign](#) and basic testing principles can be applied to your social media campaigns, as well. Experiment with post type, time of day, audience targeting and more to find what works for your brand.

Fostering a strong organic social media strategy is imperative in a [post-iOS14 world of Facebook advertising](#). If you're looking to get your social media business booming, we can help. TravelBoom boasts a team of experts in social media strategy. Contact us today for [a free evaluation](#).