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| <b>Cairn Hotel Group</b>            |  |
| <b>Social Media</b>                 |                                                                                    |
| <b>Standard Operating Procedure</b> |                                                                                    |

## Social Media - Standard Operating Procedure

### Introduction

In this new age of public reviews and social media, hotel guests now own a critical piece of key hospitality marketing channels. The ever-growing list of social media platforms and online travel communities available to consumers has created a shift in how hotels manage their image. Traditional marketing and public relations strategies, which disseminate carefully crafted messages, must now be complemented by the use of tools that put the hotel in the middle of conversations in the digital sphere. In other words, the communication of marketing messages, which once required hefty media buys, has now in part been naturally outsourced to guests as they turn more and more to social media to share their experiences.

This shift presents incredible opportunities for hotels because word of mouth marketing is now more powerful and viral than ever. A hotel property that excels at quality and service will drive new business organically. And hotels that can create special experiences that get guests talking will be especially rewarded. A guest's moment of joy can be written about on online review sites, tweeted on Twitter and shared on Facebook or Instagram in just seconds for thousands of people to see.

Accordingly, the Cairn Hotel Group is strengthening its commitment to social media and online reputation management in order to foster relationships in the online community and increase visibility across these channels.

Following are social media standard operating procedures. Please note that, given the ever-changing nature of the social space, these operating procedures are flexible and will change from time to time.

#### Did you know?

Bain & Company reported that customers who interact with companies using social media spend between 20 to 40% more money at those companies than other customers.

These customers didn't spend more because they were bombarded with sales-oriented posts, but rather were inclined to because they were engaged by the brand.

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## Social Media

‘**HOTEL XYZ**’ will be engaging in a number of social media initiatives. The primary contact for social media management at the property will be our Sales Manager. **INSERT NAME**. They will be responsible for ensuring that **HOTEL XYZ’s** presence across all social media channels is maintained. They can be reached at **INSERT EMAIL**.

Look for The **HOTEL XYZ’s** presence on the following social platforms:



In brief, here is what the social media community will hear from us on these platforms:

- Facebook:** Individuals who “Like” the page will get a sense of our hotel’s offerings and personality through photos shared by our property, community partners, past guests and brand enthusiasts. Example posts will highlight F&B offerings, guest services, etc.
- Twitter:** Individuals who “follow” the account will hear about hotel and neighborhood news/events inreal-time. They will be able to engage in conversation with the hotel through mentions and retweets.
- Instagram:** Individuals who engage with us on Instagram will see collections of photos cultivates our hotel’s lifestyle brand and its fashion, design, culinary, and artistic partners.

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## Roles and Responsibilities

The Senior Management Team (consisting of the General Manager, Sales Manager, Operations Manager) will be responsible for developing the social media strategic plan and coming up with posting strategies for each of the above channels.

These communication channels are real-time in nature and demand fresh, authentic content – hotel news, photographs, interesting events happening, videos, etc. Because much of this content is related to operational departments, **HOTEL XYZ** has identified a number of “social media champions” that will serve as the primary contacts for collecting content for social media communications. These social media champions will be:

- Front Office Manager
- Events Coordinator
- Food and Beverage Manager
- Housekeeping Manager
- Conference Services Manager
- Guest Relations Manager

As a social media champion, your responsibility is to submit any content (e.g. menu updates, new offerings, photos, colleague achievements, etc.) that fits in with the hotel’s social media content strategy to the Sales Manager via e-mail.

To better understand what kind of content is relevant, take a look at our existing Facebook and Twitter profiles as well as the sample content conversation calendar that the marketing team developed (Appendix A).

## (Appendix A) Sample Conversation Calendar

|                              |                                                                                    |
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## Personal Use of Social Media – A Reminder

Colleagues at **HOTEL XYZ** are encouraged to get involved and follow the hotel's presence on all aforementioned sites. Please ask friends, clients and guests to do the same. You may share the links with your networks to help promote our presence. We will also be sending out a communication that addresses how to add these links to your e-mail signatures.

Personal participation in social media should not involve participation in conversations that place colleagues in a position to speak on behalf of the hotel. While all employees are encouraged to contribute content ideas to your department's social media champion as well as participate in social media in your personal time, please be reminded that company specific questions should be sent to our Marketing and Communications team.

## Service Delivery & Recovery with Social Media

**HOTEL XYZ** will receive many fan and follower questions, concerns, mentions and comments across social media sites, often times in real-time. The Sales team will handle this feedback accordingly:

- Facebook fan comments received on hotel page will be responded to within 4 hours and feedback to be routed to relevant department social media champion.
- Twitter mentions about property will be responded to within 2 hours and feedback to be routed to relevant department social media champion.
- Patrons who share their check-ins on Facebook or Twitter will be responded to immediately and feedback to be routed to relevant department social media champion.
- If guest is on site, front office should be alerted and advised how to surprise and delight or rectify situation. If comment is received prior to check-in, note should be placed in guest profile and should be acknowledged at check-in.
- Social media mentions that reference guest preferences will be sent to front office social media champion to be added to guest profile in PMS.
- All social media mentions that acknowledge staff members/departments will be shared with relevant champion via e-mail (ticketing option within Revinate).

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### Q3 2015 - SAMPLE Social Media Goals

- Monitor Facebook insights on a weekly basis and increase organic post reach by 20%.
- Increase number of mentions on Twitter by 20% and improve Klout score by two points.
- Garner 25% more direct traffic from Social Media to hotel website.
- Monitor check-ins to offer surprise and delight moments and quantify these – goal to ‘delight’ 12 guests in quarter (one per week).
- Monitor Google analytics on monthly basis and increase traffic to website by 25%.