

Social Media Strategy™



Make Social Media Profitable.

The world of social media can be overwhelming. Many are questioning if it is just a fad, or better yet, if anyone is making money with it, so should your hotel get involved? The answer is undoubtedly yes!

Social media tools are more than just another marketing channel. Instead of just pushing information to your customers, social media allows you to get some valuable information back, thus building those critical customer relationships.

In addition to building that customer loyalty, the benefits of using social media tools can stretch into thought leadership, enhanced public relations, employee recruiting and training, and more.

With the **Social Media Strategy™** program, Signature Worldwide will provide ongoing training and reinforcement that helps employees feel comfortable in the social media space, and teaches entire teams how to be profitable. Participants will learn the impact online reviews have on the bottom line, as well as where to find those reviews and how to respond.

With the initial training session, employees dig deeper into the tools used for:

- Hospitality review tracking
- Networking
- Publishing
- Micro blogging
- Video, audio and photo sharing
- Enhanced productivity
- Interpersonal communication.

Social Media Strategy participants will then use this knowledge in developing a hotel strategy by starting with points of customer engagement and by considering which problems social media may solve for their hotel.

Description

This initial eight-hour training session introduces participants to social media and its evolution, while allowing for best practice discussion and a hands-on, how-to tutorial. Trainers will also work with hotel teams to formulate a strategic social media plan that is manageable and measurable.

Who Should Attend?

- Owners
- General Managers
- Directors of Sales
- Human Resources Directors
- Front Office Managers
- Concierges
- Directors of Catering
- Revenue Directors

Learning Objectives

Through a variety of techniques, including hands-on learning, employees will learn to:

- Define social media as it applies to the hospitality industry.
- Identify and communicate a unique social media voice for their property.
- Explore tools in the social media ecosystem.
- Design a social media strategic plan, and learn how to evaluate and measure results.



Program Description

Assess Signature Worldwide will partner with you in performing a complete assessment of your company's knowledge of and experience with social media. This evaluation will be derived from surveys of class participants and those within your organization currently involved with social media, in addition to Web searches and a review of any existing social media measurement software.

Train With Social Media Strategy, hotel teams learn to utilize social media beyond the sales department. In addition to Facebook and Twitter, teams will delve into a variety of tools that can aid in public relations, customer service, employee communications and thought leadership. Some of these tools include YouTube, Foursquare, Groupon, LinkedIn, Plaxo, and Flickr, as well as many review sites and productivity applications.

Once familiar with the social media tools, teams will define their hotel's social media "voice" and start creating a social media strategy. As part of this strategy, teams will develop social media leaders following the initial training and assign those leaders certain tools.

Signature Worldwide will then return and facilitate a session to finalize the social media strategy and will provide ongoing guidance and support while it is executed by the hotel.

Measure

Via the online tool of your choice, Signature Worldwide will monitor the social media space on a weekly basis to measure activity and progress.

Reinforce

Teams will create a group page on Facebook that allows employees to share updates with each other and with Signature Worldwide. Training participants will also have access to the Signature Social Media Alumni page on Facebook which will feature regular "how to" videos on the latest social media tools. This page will also allow for best practice sharing with other hotels across the country that have completed the Social Media Strategy training program.

In addition, Signature Worldwide will conduct quarterly Web classrooms that continue the strategy momentum and provide updates on the ever-changing world of social media.