15 Topics Hotels Can Write About on Social Media

Thinking of what to write about on Facebook or Twitter can seem like a daunting tasks. Here are some tips and ideas to get your mind steering in the right direction. This list works for all types hotels.

1) Staff images. Fans enjoy seeing the employees interacting with guests.
2) Pic of your hotel’s breakfast. People love seeing food images.
3) Local events with dates and link to event site.
4) Post awards or recognition received (TripAdvisor Certificate of Excellence).
6) Articles or Stories from Local Newspaper.
7) Write about any charities your hotel maybe involved in.
8) Post quotes or images of quotes.
9) Give fans behind-the-scenes access to your hotel.. Laundry room
11) Share guest’s pet pictures.
12) Fan or Guest of the Week pic and/or bio. Guests love to be the star at hotels.
13) Make up contests… Guess how many jelly beans in jar.
14) Share hotel promotions, packages or specials.
15) Post your funny and safe-for-all-eyes video… www.youtube.com

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