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15 Topics Hotels Can Write About on Social Media

Thinking of what to write about on Facebook or Twitter can seem like a daunting task. Here are some tips and ideas to get your mind steering in the right direction. This list works for all types of 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).**
- 5) **The local weather news.. (<http://www.accuweather.com/en/weather-news>).**
- 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**
- 10) **Post recipes. www.allrecipes.com , www.foodnetwork.com**
- 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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