

FACEBOOK

FAQ

FOR HOTELIERS



A Guide to All of Your Facebook Page Questions



Social media continues to boom, and it's time for you to use its resources to boost your hotel bookings. When it comes to Facebook, there is so much to offer for your hotel.

While maintaining your hotel's physical presence and upkeep is important, you should also make sure that you maintain a positive social media presence. Facebook allows you to direct potential guests straight to your hotel by giving them to your property's website, phone number, and address. It is an essential marketing toolkit for reaching today's travelers.

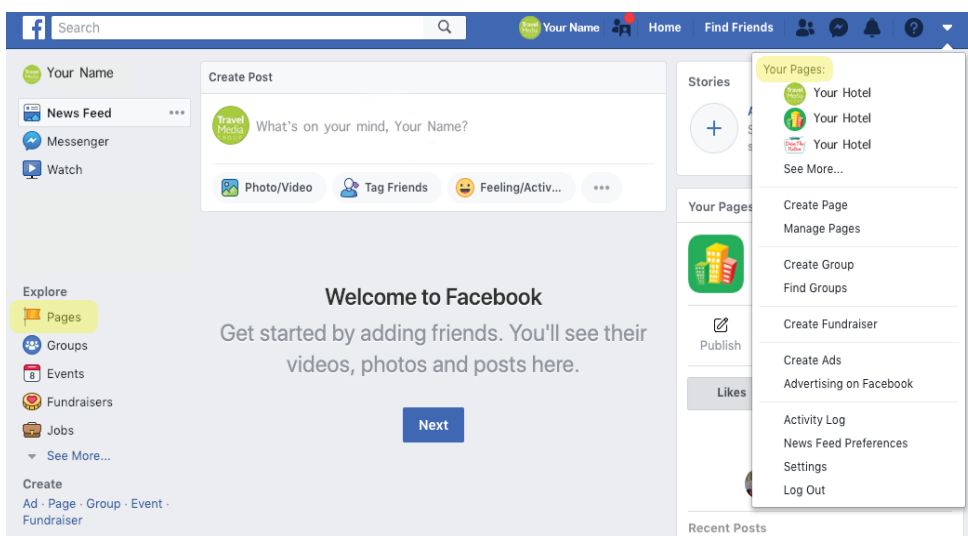
73% of travelers visit their social media accounts at least once per day, every day.

With so many travelers on Facebook each day, it'd be a poor choice not to create or have access to a Facebook page for your hotel. You're probably wondering how you can get started. In this guide, we explain how you can create a new page, and we cover the difference between a Facebook Page and Facebook Profile. We also share answers to frequently asked questions that you might have if you have a Facebook page out there but have no access to it. Let's get started!

Facebook Profiles vs. Facebook Pages



Facebook	Profile	Page
Who is it for?	Personal Usage (people)	Businesses, Brands, Organizations, Nonprofits, Artists, Public Figures
What can I post/share?	Photos, Videos, Current City, Hometown, Interests; books, movies, sports, etc.	Advertising, Travel Articles, Discounts/Promotions, Renovations, Business Goals & Success
What type of interaction is common among each Facebook platform?	Friends: Friends & Family	Like/Follow: Businesses, Partnerships Coworkers, Guests, Reviewers
How do I get started?	Fill in the Sign-Up form on www.facebook.com	You must have a Facebook Profile to create/log into a Facebook Page. Then visit www.facebook.com/pages/create
Where do I access it?	Go to Facebook's website and use your email or phone number as your username. Then enter your password and click the login button	Once logged into your Profile, you can find your Pages in the Explore section on the right side of your home page. You may also click the downward arrow located at the top right corner of your home page and your pages will display. (See Image Below)



Don't forget, you must have a personal Facebook Profile in order to create or manage a Facebook Page for your hotel.

Understanding Facebook Page Roles



Once you can access your Facebook Page, you can grant access to others so they can help you manage your hotel's Facebook Page through their own Facebook Profiles. This means you do not have to share your password with your employees or agencies that help you manage your social media. You can simply grant them access. Here are a few of the types of access you can give them.

Admin

Typically, granting Admin access is best for when hotel management companies are taking lead on your hotel's social media. This gives them access to add their team members so they can all optimize your Facebook Page to reach a great number of travelers and guests for you. Admins have ultimate access to the Facebook Page.

Moderator

Oftentimes, giving moderator access is best for those who work on the property and can help and contribute to social media as needed. Front desk staff, sales and other staff members commonly have moderator access to the hotel's Page. They will have access to all of the Admin roles except the ability to manage Page roles/settings, edit the Page and apps, and create/delete posts as the Page.

Advertiser

Generally speaking, advertiser access is best to give to someone whose only reason to be on your Facebook Page is ad creation. If you hire a freelance ad specialist to strictly create and manage ads, you likely wouldn't want them to have total control of your page. This type of access is excellent for contract ad specialists and so on.

Accessing Your Facebook Page



I can't remember my password for my Facebook Profile. How do I reset my password?

Visit <https://www.facebook.com/login/identify> and complete the following steps.

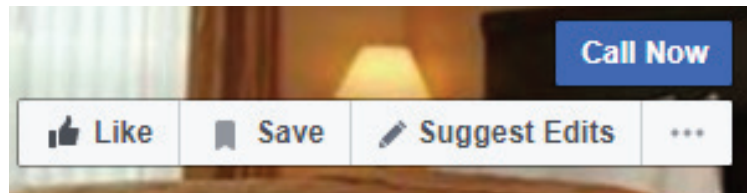
1. Enter your Email or Phone Number to search for your Facebook Account.
2. Check your Email or Phone for a code from Facebook
3. Enter the code and continue to the next step
4. Create your new password

I have an Unofficial Facebook Page. How Can I get Access to it?

If you've noticed you have an unofficial page online, this just means that Facebook made a Page for your property due to the high volume of guests and people searching for it and wanting to talk about it. Get access to your property's page by following these steps:

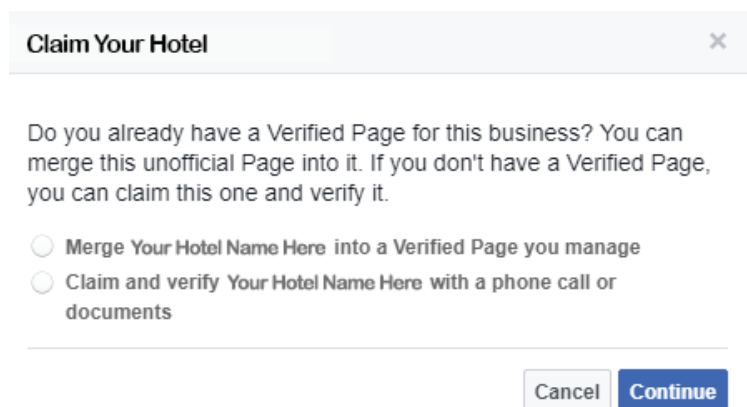
Step 1

Click: Is this your business?



Step 2

This section will pop up on your screen. Select the second option. Then click continue.



Accessing Your Facebook Page

Step 3

Enter your property's phone number and click Call Now. If you have an extension, don't forget to add it. If your calls go through an automated operator and clients must press zero to continue to the property's (front desk) phone number, enter "000000" into the extension section. Then click the Call Now button.

Verify By Phone ×

To verify that this is your Page, we'll place an automated call to make sure we can reach you at your business.

1. Enter your publicly-listed business phone number and if you have one, your extension.
2. Choose your preferred language for the call. **English (US)** ▾
3. Make sure you're near your phone, then click Call Now and listen for your 4-digit verification code.

By continuing, you consent to receiving an automated call from Facebook to the number listed above, and accept any charges from your phone company resulting from this call.

[Verify this Page with documents instead](#) [Cancel](#) [Call Now](#)

Step 4

Enter the verification number that you (the property number) received over the phone. Submit the verification and then wait to receive an email from Facebook, notifying that both are merged.

Verification ×

You are about to receive a call from Facebook at **Your Hotel Number**. Listen for a 4-digit verification code and enter it below.

Verification Code:

[Call Again](#) [Cancel](#) [Submit Verification Code](#)

Helpful Tip: Anyone working at the property can complete this process. It only takes about 5 minutes to claim your page!

How to Merge Facebook Pages



I have two pages, but I only have access to one. What do I need to do to have access to both?

You will not be able to merge the two if you ultimately cannot get admin access to the Facebook Page you want to merge yours with. Here are a few ways you can try and get access to a page:

- If you have the contact information of a former GM, ask them if they managed the account and could provide you with admin access.
- Send the page a message, introduce yourself and your position with the property, and ask for admin access so you can have the ability to merge both.
- Sometimes, your hotel's brand may have access to the active account. If so, send the brand an email simply requesting for admin access to your property's page.

I have two pages and I have access to both. Can I merge them?

Definitely! First, make sure both pages have similar names and representation in their descriptions: address, about, etc. If they don't, try and request a name change before taking the following steps. Take note that you will have to keep one account. Only your Likes and Check-Ins will transfer over from the other account will transfer over. Keep in mind, you won't be able to unmerge afterward.

1. Visit facebook.com/pages/merge
2. Select both of the Pages you want to merge
3. Click the Request Merge

Where can I get additional assistance?

At Travel Media Group, our Client Support Team and Social Media Product Analysts are available to assist you. For help managing your Facebook account, opt for our social media solution created for hotels.

For additional technical support from Facebook, visit the Facebook Help Center.
<https://www.facebook.com/help/249601088403018/>

Get Help Managing Your Facebook Pages



Claim, Create & Optimize

Attract more guests by signing up for our Social Media solution. Contact us so we can help claim your accounts, create custom social content for you, and optimize your social media presence. It's time for your hotel's potential guests to increase exponentially. We can't wait to help you take on the technological world of social media marketing.

Consistent Guest Engagement

Engage with guests by allowing us to create custom posts, tweets, and pins for your hotel. We generate hotel-specific posts that are far from generic. Our professional writers draft unique posts to make sure that your social media highlights your hotel, local events and local stories related to your property's community. Ask about our [Custom Social](#) program to get started.



“ We started using Travel Media Group to support our online social media accounts about 3 months ago. **We have already seen an increase in likes and follows on Facebook, and people are more engaged than ever!** **”**

— Chrystie Barker, DoubleTree by Hilton Rochester

Get started today!

<https://www.travelmediagroup.com/services/social-media>

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