

SOCIAL LISTENING

Travel
Media
GROUP



SOCIAL LISTENING 101



Every hotelier should understand the importance of social media in terms of marketing their hotel. It is not an option, but a necessity in order to ensure you're reaching as many potential travelers as possible. However, there's more to managing social media than monitoring how well your posts are performing.

Many hoteliers may be under the impression that their hotel's reputation online comes primarily from guest reviews. This is partly true, but that's not the only source of feedback guests are looking at when they're browsing the web for a good vacation spot. They'll also go on their favorite social media platforms to see what other travelers are saying organically about a hotel or location.

Comments made in these spaces aren't always caught by hoteliers – after all, they're not directly submitted to a hotel's review site. One way hoteliers can tune in to the conversation is through something called social listening.

DEFINING SOCIAL LISTENING

Social listening is not a new concept – marketers have been pushing for brands and companies to use it for years. Though hoteliers who don't spend as much time online may not be aware of what it encompasses.

Social listening is the practice of reading **what consumers are saying online**, regardless of whether or not they **@Mention** a company, property, or product.

For some companies, social listening stops at this “lurking” phase. An analyst or social listening tool will gather and compile data to be read, informing the company how to continue marketing their services or products. For hoteliers, the process rarely stops there. There is a tipping point where lurking and listening becomes an opportunity for engagement and customer service.



WHAT IS @MENTIONING?



@Mentioning refers to the action taken when a consumer uses the @ (“at symbol”) followed by a company’s username (for hoteliers, their property’s profile) in a public-facing message, such as a tweet, Instagram caption, or Facebook or LinkedIn post. They get lumped in with other notifications on each social media profile. Consumers and guests will @mention a property for a variety of reasons, including:

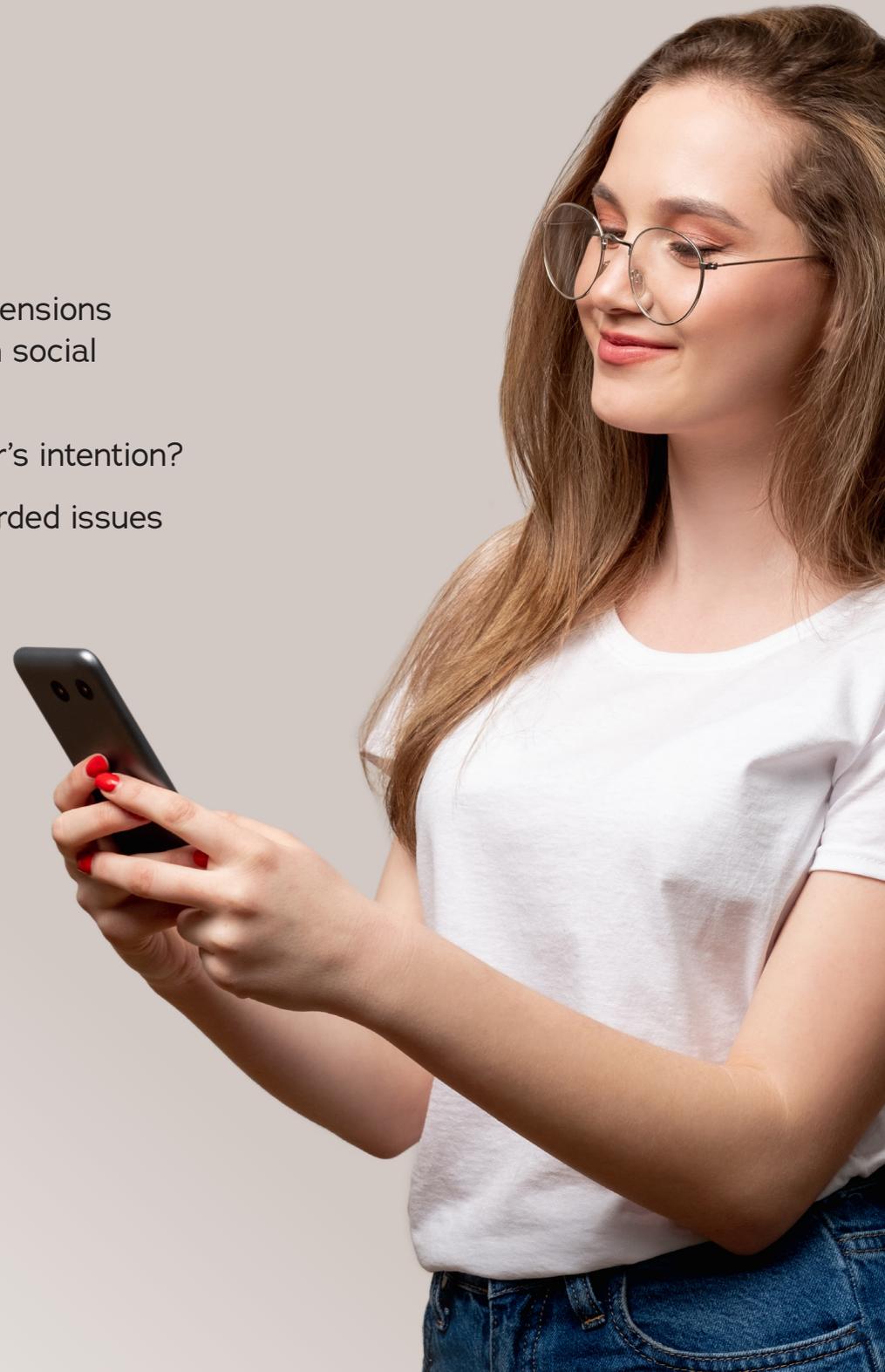
- **Asking a question**
- **Sharing a positive experience**
- **Discussing a negative experience**

The reason behind a guest’s @mention of a hotel will ultimately guide the way a hotelier needs to respond. As opposed to online reviews, some potential guests will have a mental timer going as soon as they hit “send” on their posts. The longer a hotelier waits to respond, the faster the guest’s opinion of the hotel will sink. This is why it’s imperative for hoteliers to reply to questions or concerns as quickly as possible. When it comes to positive comments and experiences, hoteliers can take the opportunity to cross-share those posts to their own profiles. User-generated content performs exceptionally well compared to other organic posts and helps further endorse the positive elements of any hotel to guests who view the hotel’s profile directly.

SOMEONE @MENTIONED ME! HOW DO I RESPOND?

First things first: don't stress. Depending on the situation, tensions may run high, but allowing adrenaline to fuel a response on social media can quickly backfire. Instead, try the following:

- **Read the message carefully.** What is the commenter's intention?
- **Be kind and professional.** Handling even strongly-worded issues with grace can help cool both parties off.
- **Reassure the consumer.** Often, people simply want their concerns to be heard. Providing reassurance helps to turn the interaction into a positive customer experience.
- **Respond quickly.** Messages left sitting around don't look good for hotels. Facebook tracks how quickly businesses respond to private messages – consumers do the same for replies to @mentions.
- **Share user-generated content.** The most trusted source for potential guests is the experience of others, so sharing content from previous guests makes for great positive press.



WHY LISTENING MATTERS

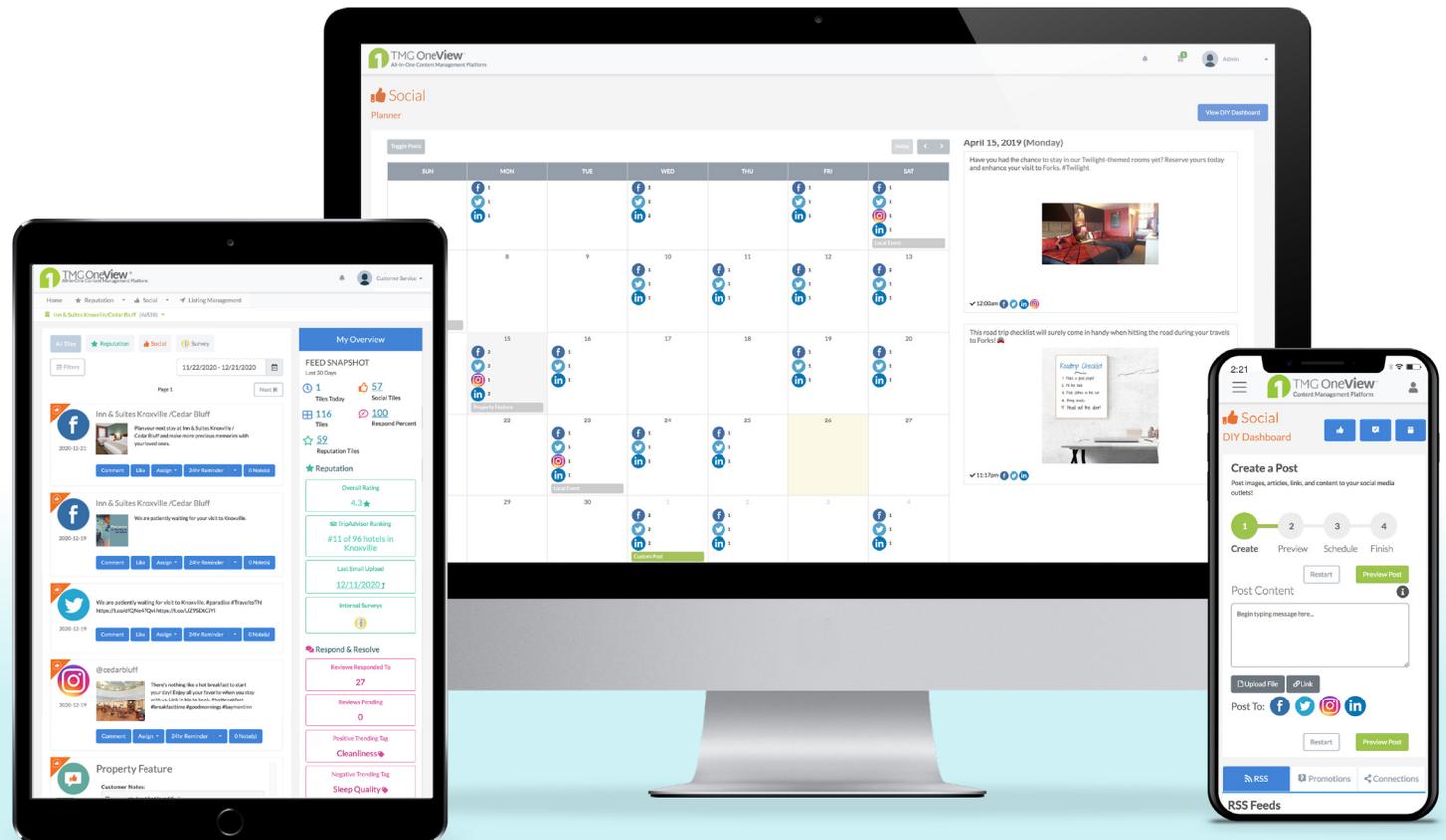
In hospitality, hoteliers are always striving to provide the best experience for their guests. To make that possible, social listening becomes crucial to implement in their marketing efforts. Social listening helps hotel owners evaluate experience gaps to fix them before they become a larger problem on review sites. Keeping up with conversations online can also give hoteliers key insights into what tech or room enhancements guests are most interested in, allowing them to determine where to invest their time and money on the property.



When hoteliers keep a closer eye on what guests are saying on social media, it can inform decisions that help set objectives for their social profiles, as well. Seeing how guests respond to social media content informs hoteliers what travelers like to see. Beyond that, it helps set expectations for how their posts perform compared to competitors. Not every hotel is going to earn hundreds of thousands of views or thousands of likes on every post. It depends on a number of factors, and social listening is key to helping hoteliers learn what expectations are reasonable for their content performance, especially if their profiles are new.

TUNING IN USING TMG ONEVIEW® NAVIGATE ALL YOUR SOCIAL FEEDS

Travel Media Group's intuitive platform allows hoteliers to sort and filter for simple navigation across their social media profiles for every hotel they manage. The Social Media program takes a hotel's Facebook, Twitter, LinkedIn, and Instagram profiles and connects them to TMG OneView®. Then, a team of professional analysts works with each hotelier to prepare, schedule, and automatically post content geared toward capturing the most guest interest. Hoteliers can additionally access analytics to monitor the success of their posts.



RESPOND TO @MENTIONS EASILY

Travel Media Group's Social Media program also allows hoteliers to respond to their @mentions on any social profile through TMG OneView®. Having access to every social profile in one location makes social listening manageable and simple no matter how many properties a hotelier has in their portfolio. Additionally, TMG OneView® will send alerts directly to hoteliers' phones, meaning they'll never miss a @mention when social listening.

Social listening captures information that is not typically seen by hoteliers, allowing them to understand and utilize those insights to improve the guest experience. In times where most of our interaction has gone from face-to-face to online, learning how to listen on social media has become crucial to developing a marketing strategy.



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For more about Travel Media Group's proven hotel social media strategy,

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