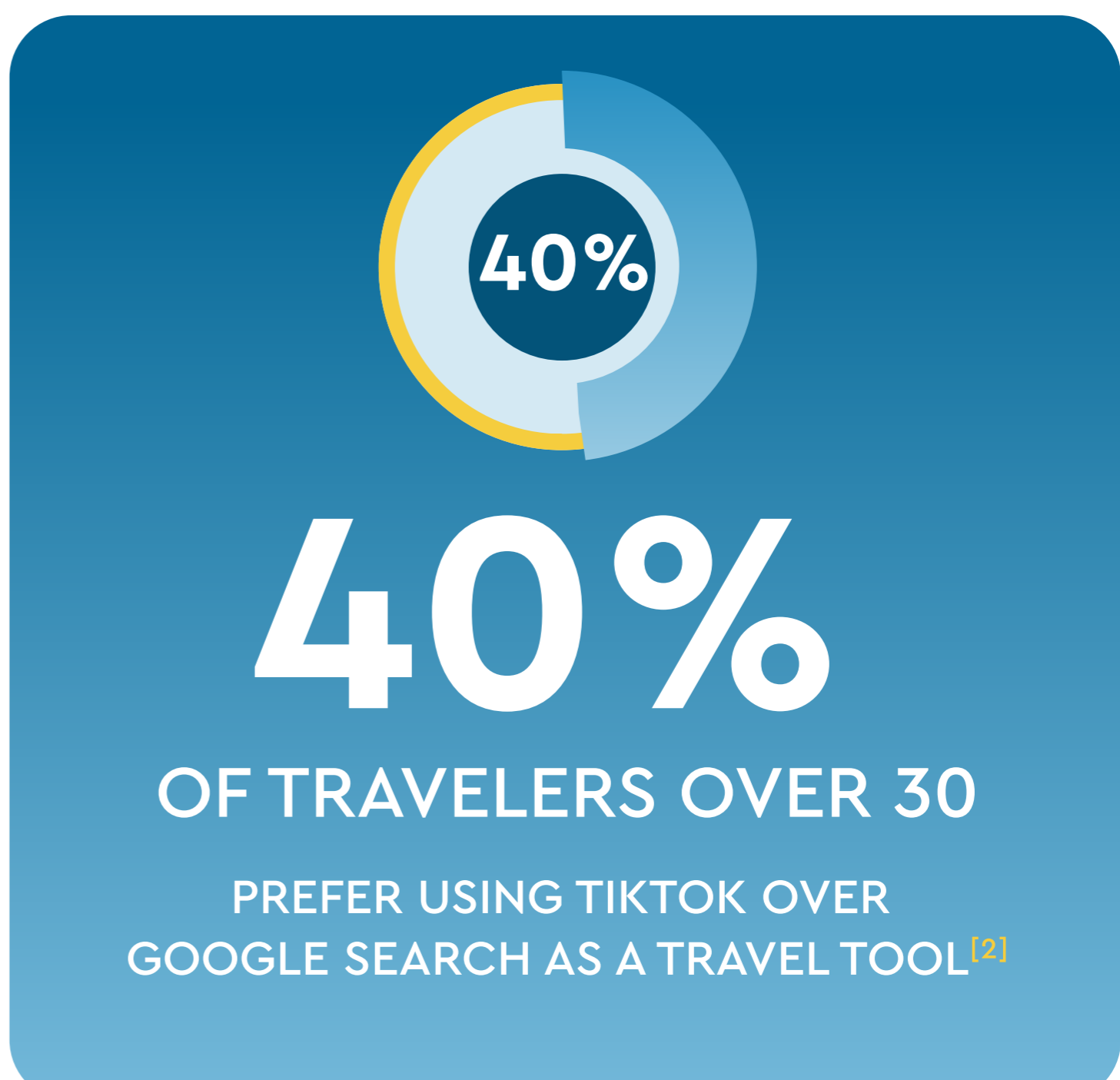
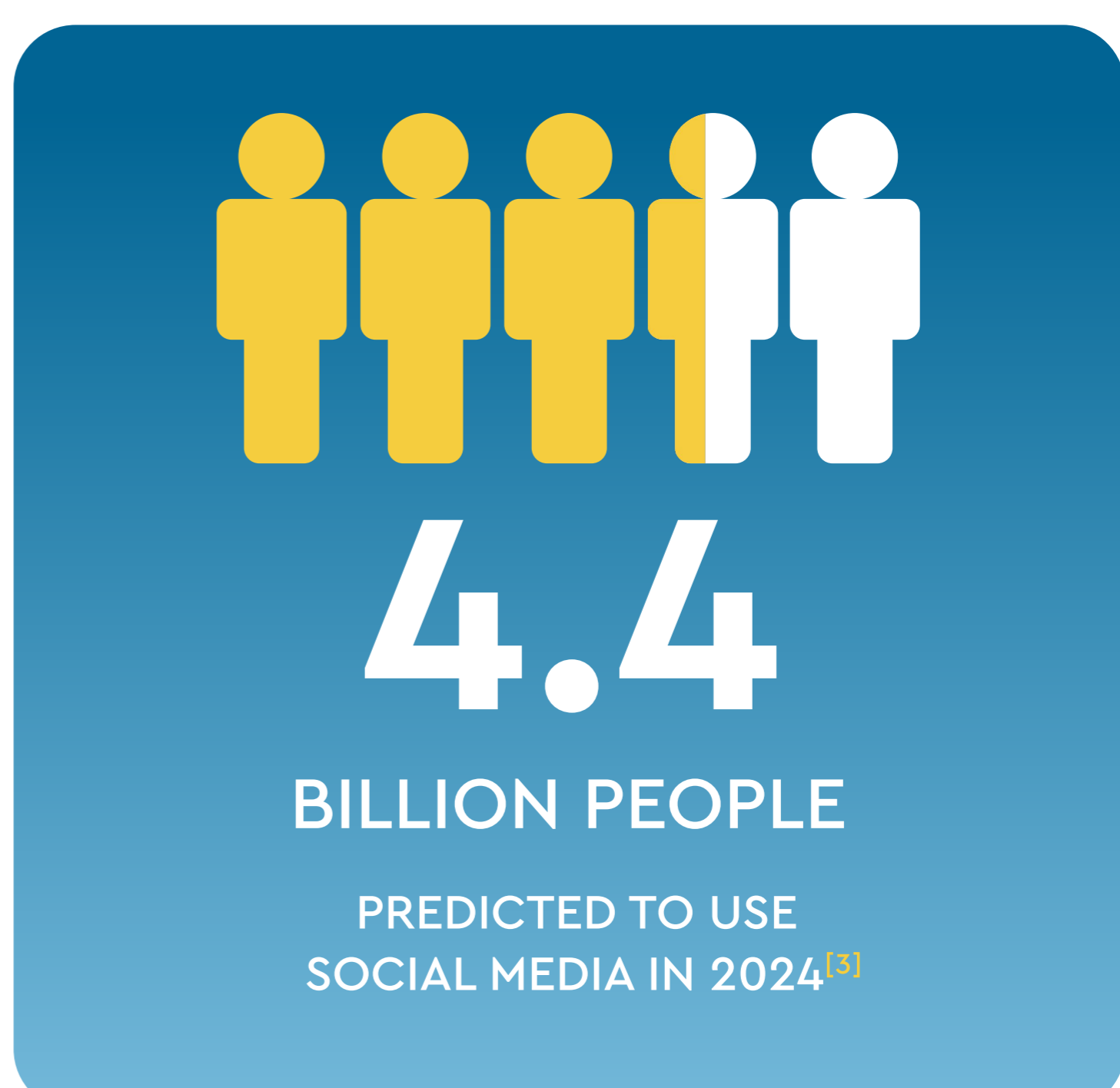
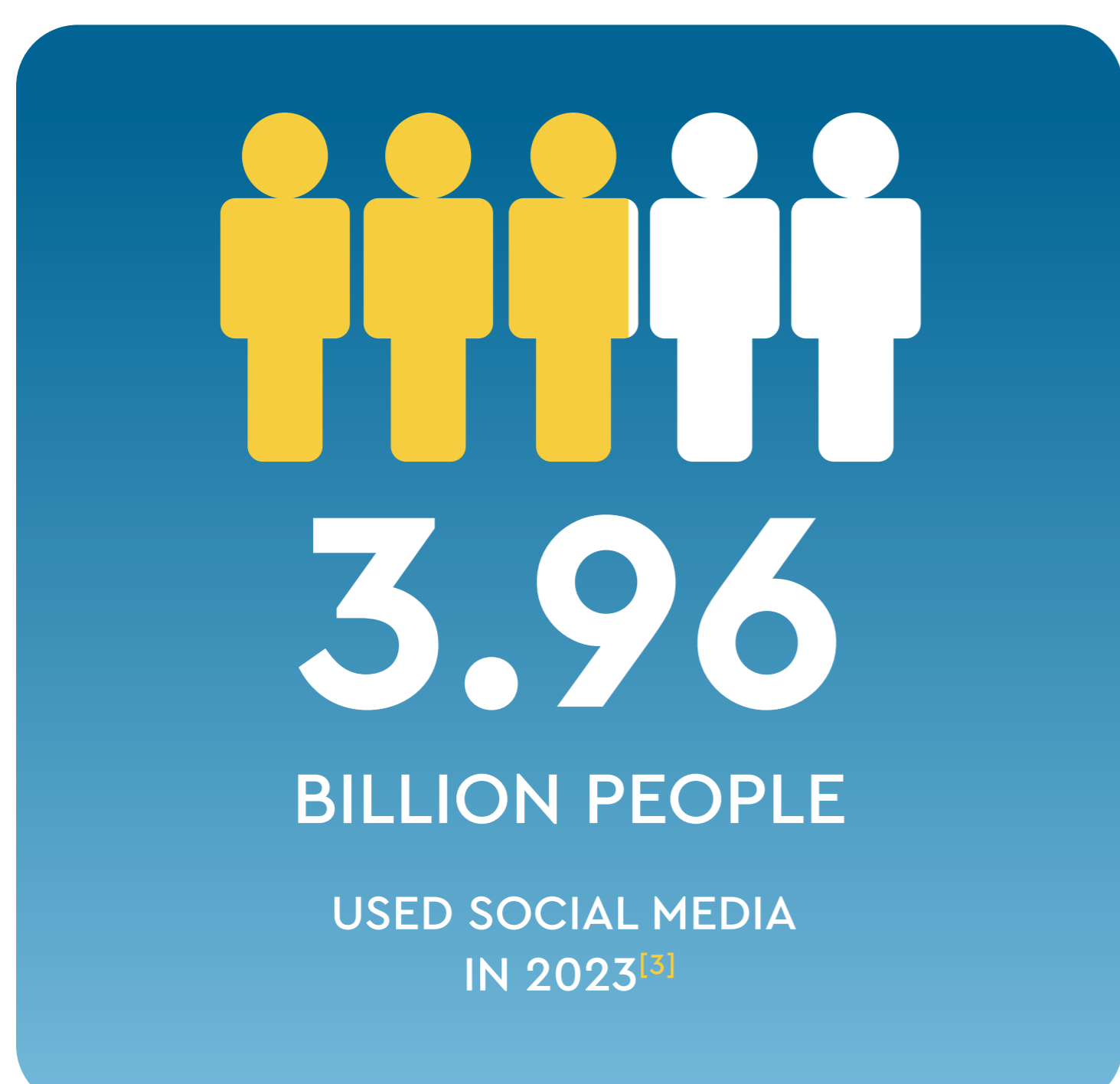


How Hotels Can Grow Social Media Engagement

Key Social Media Trends to Know



6 Strategies Hotels Can Activate To Boost Guest Social Engagement

- 1 Determine Brand Voice**
Establish a consistent and authentic tone of voice that reflects your hotel's personality and values.
- 2 Post Short-Form Content**
Create engaging and relevant content showcasing your hotel's features, offers, and stories.
- 3 Foster Community**
Create online spaces where guests can share their experiences, feedback, and tips.
- 4 Respond to Direct Messages**
Provide quick and personalized communications to guest inquiries, requests, & complaints.
- 5 Engage With Influencers**
Collaborate with influencers by offering incentives in exchange for honest reviews.
- 6 Offer Giveaways & Discounts**
Reward guests for engaging with your brand with sweepstakes and loyalty programs.

Learn How Blueprint RF Connectivity Supports Social Media Activation

Blueprint RF provides innovative and reliable technology solutions that help you connect with your guests and deliver exceptional experiences. To find out more about how to transform your hotel into a smart and connected destination that attracts and retains loyal guests, contact Blueprint RF today.

Sources

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