

SOCIAL MEDIA GUIDE

Part 1: Facebook



FACEBOOK

BOOST
YOUR
BOOKINGS
WITH
SOCIAL
MEDIA

HOW TO GROW YOUR SOCIAL PRESENCE

HOW TO GROW YOUR SOCIAL PRESENCE

INSTAGRAM



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HOW TO POST TO FACEBOOK

Step 1 - go to your business Facebook page

Step 2 - click 'new post'

Step 3 - copy and paste your draft text/type your desired text in the box

Step 4 - click the  icon. This should bring up your photos folder. Choose the desired image and click 'add to post'

Step 5 - add approx. 5 relevant hashtags

Step 6 - tag as many relevant businesses as possible, (use the @ then type the business name).

ET VOILA!



ENGAGE WITH YOUR FOLLOWERS

Proactive engagement

Follow and interact with other relevant Facebook accounts. For holiday rental pages this could be local bars and restaurants, activity centres, tourist attractions, farmshops and suppliers.

How to follow

To follow someone, go to the search bar, type their name, click the relevant person or business page and 'follow'. On a desktop, when you find the account, click on the 3 little dots next to the spyglass,

then 'like as your page'. You will now see their content on your social media feed. When you see this you can interact as your business page and start conversations.

Best practice

Try to make a habit of proactively engaging with relevant companies. Aim to spend 30 minutes every week liking and commenting on other posts.



TRY TO ENGAGE AS MUCH AS POSSIBLE. THIS WILL HELP BUILD YOUR AUDIENCE.

Reactive engagement

This is where your followers get in touch first. It could be by commenting, sharing or direct messaging you. They can like your post too, but you would not be expected to reactively engage in this circumstance.

Methods of interaction

If someone comments you can either reply (by clicking the reply button under their comment), like their comment (by clicking

the 'like' button under their comment), or do both. Use your judgement here. Generic comments don't require anything more than a like.

When someone messages you direct, you should message back as quickly as possible. Even if it is just to say "I'll be back in touch soon". Facebook publishes your response time for followers to see - you want a quick response time to make the best impression.



What is the difference between boosting a post and creating an AD?

Both cost money. On Facebook you set your budget for both ADs and boosted posts.

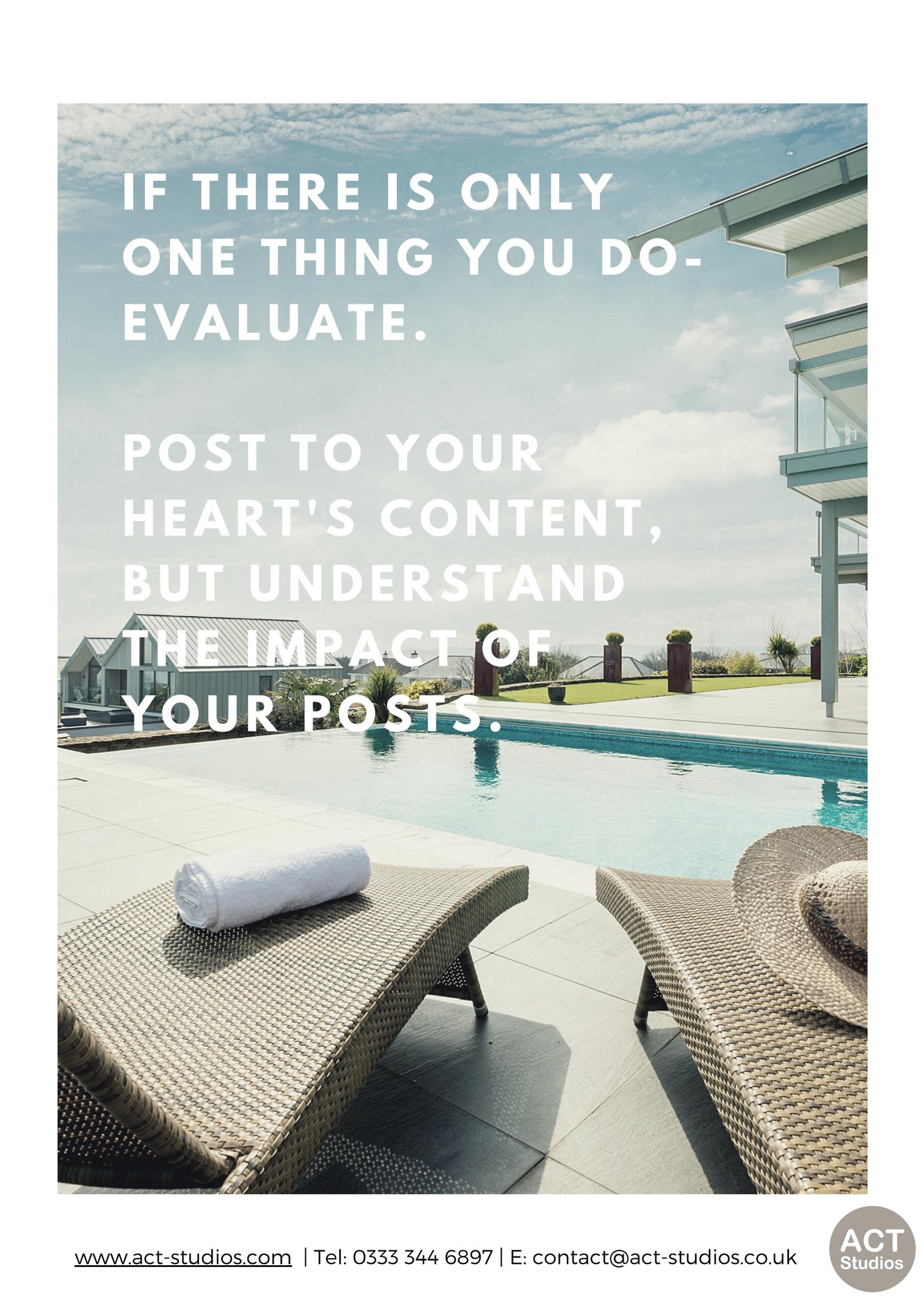
An AD targets a certain group of people (that you define) and will reach NEW people.

A boosted post increases the reach of something you've already posted. This will only reach your current followers.

How to choose which one to spend money on

My first piece of advice is to avoid relying on AD and boosted post spending for your engagement. Both have their places, but shouldn't be overused. You can achieve the same results organically - although this does take time.

- ADs should be used when you want to grow you audience.
- Boosted posts should be used when you want to promote a specific message to your current audience (eg a loyalty incentive).



IF THERE IS ONLY
ONE THING YOU DO-
EVALUATE.

POST TO YOUR
HEART'S CONTENT,
BUT UNDERSTAND
THE IMPACT OF
YOUR POSTS.

How to track your success

Determine key metrics and goals for every month. Then use Facebook Insights to check your stats. Make a spreadsheet where you can easily plot your stats to compare each month.

How to determine key metrics and goals

Choose metrics that suit your business needs, but here is what I would suggest:

- Followers
- Avg. reach
- Avg. engagement
- # of bookings taken

Set yourself realistic goals. For instance, if you start the year on 100 followers, aim for 150 after three months of proactive following and planned posts - then track your progress towards that goal.



SCHEDULING POSTS

Why?

Remembering to post everyday and *actually* posting can be a tedious chore and not always possible when life gets in the way. There is a reason social media managers use scheduling tools to do this job for them.

How?

Sit down eg once every month and plan the entire month's content. Think about what you want to achieve and schedule accordingly. What events are happening locally? What's occurring during the calendar month ahead? Have all of your graphics ready and remember to use popular hashtags,

Which programme

Facebook business is a free tool for scheduling Facebook and Instagram posts.

The ACT Studios team use Sendible. It's low cost, you can post to different platforms and in our opinion it's one of the best tools on the market.

Benefits

These tools track your success automatically, make it easy to respond to any comments plus they help you plan effectively and post consistently.



HASHTAGS

What are hashtags?

These are custom tags that categorise your posts. Facebook users can search by hashtags, and your post will appear.

Should I use them?

Why not? There's no harm in using them. They aren't as useful on Facebook as they are on other sites, such as Instagram or Twitter. However, they are free and if used correctly can still boost your reach.

How to use them?

The key to using hashtags on Facebook is not overdoing it. Large walls of hashtags can be off putting and take away from your actual post. Aim for 5.

Choosing hashtags

Choose hashtags that are relevant to your business, anything your location is known for, the type of guest you attract and the experience you offer. Aim for medium popularity hashtags (more than 1000 uses, but less than 500k).



TAGGING BUSINESS PAGES

Why should you tag a business?

By tagging other businesses you increase your reach. Not only will that business see your post, but if they share it their entire audience will too. It also promotes their brand - so in turn they are more likely to promote you!

How to tag

On Facebook you use the '@' symbol and begin to type the business' name. Once they appear in the search box click the name and that's it.

How to choose who to tag?

Anyone that is relevant. The beauty of holiday rental properties is everyone is a potential customer. So tagging a variety of businesses can prove lucrative. Here are some ideas:

- local restaurants and local activities
- suppliers (e.g. bed linen company, sofa manufacturer)
- national self-catering bodies
- TV programmes (if there are well known ones that film locally)

WHAT MAKES A GOOD POST?

How to plan the perfect post

Post content that your followers engage with most. It's not always about selling, that becomes more broadcast and less conversational. This is supposed to be social - ask questions, create polls, share fabulous content from other people and businesses that showcases your little corner of the world.

Track your posts to identify what your followers enjoy most. Test out different types of posts and measure their engagement to see what works best. Try to strike a good balance.

What to remember when posting:

1. Be concise and engaging. Convey your message in as few words as possible.
2. Use a picture or graphic to draw attention
3. Use hashtags
4. Tag relevant businesses
5. Use Facebook Insights to discover your optimum time to post.



Helping you to

ACT
Studios

REINVIGORATE

your business

Is it time to step things up?

It's a fast-moving world out there, with trends and habits constantly evolving (especially after the year we've just had). Is your marketing message still relevant? Are you still reaching the right audience?

When we talk to clients, we take the time to get to know you and your business model. Who are your guests? How do they find you? How do you stay in touch? What are your booking patterns? What are your concerns? Where do you want to be? How can we help?

Our team understand the hospitality and tourism industry. We live and breathe it. We know the tools and software available to help you run your business efficiently. Plus we have experience of helping owners market their holiday rentals to increase visibility and get more bookings. Because at the end of the day that's what matters most.

That's why every project we work on is different. We tailor our service to meet your needs. When we work with you to produce a website with impact photography, immersive 3D tours and professional copywriting, we can also help you identify new opportunities. That could be using property management software (PMS), tweaking your listings on OTAs (online travel agents), optimising your social media platforms or engaging with previous guests to encourage repeat bookings.

If this sounds like something you could use right now, please [get in touch](#). Give Emma a call on 0333 344 6897 to find out more. We hope to chat soon!

"From the very start they listened to my ideas and the team at ACT Studios went on to create a website which far exceeded my hopes and expectations. Every member of the team has such an in-depth knowledge of their subject matter and they were always on hand to provide guidance and advice in the most patient and kind manner, which made for a very enjoyable experience."

ILONKA, OWNER OF [SEXTONS PLACE](#)