

SOCIAL MEDIA GUIDE

Part 3: Alternative
platforms



TIKTOK

THINKING
OUTSIDE OF
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There seems to be a new social media platform popping up every other day. It's difficult to filter out the nonsense, but that's where we can help!

This guide will take you through 4 more social media platforms that are worth thinking about. You may have already read our guides on [Facebook](#) and [Instagram](#) previously.

For anyone starting out on social media, we'd always recommend Facebook and Instagram as a good foundation. If you're looking to expand your horizons, this guide is for you.

Not everything is of equal 'usefulness' for holiday rental businesses. That's why we have attributed a star rating for each platform. Get in touch if you have more questions about why we have rated platforms the way we have.

TWITTER

Usefulness meter



Twitter is a great place to be. Full of vibrant conversations and active users. It's a good platform to communicate with followers and build a worthwhile following.

If you post engaging enough posts, it doesn't really matter how many followers you have. Twitter works by people interacting and sharing posts they affiliate with the most.

Cap your message to 280 characters. Try to use hashtags so people find your post. You can decide whether a picture is relevant, or not. Any good account will have a mixture of content on their feed, and something to please each audience type.



WHAT TO EXPECT FROM TWITTER

Audience

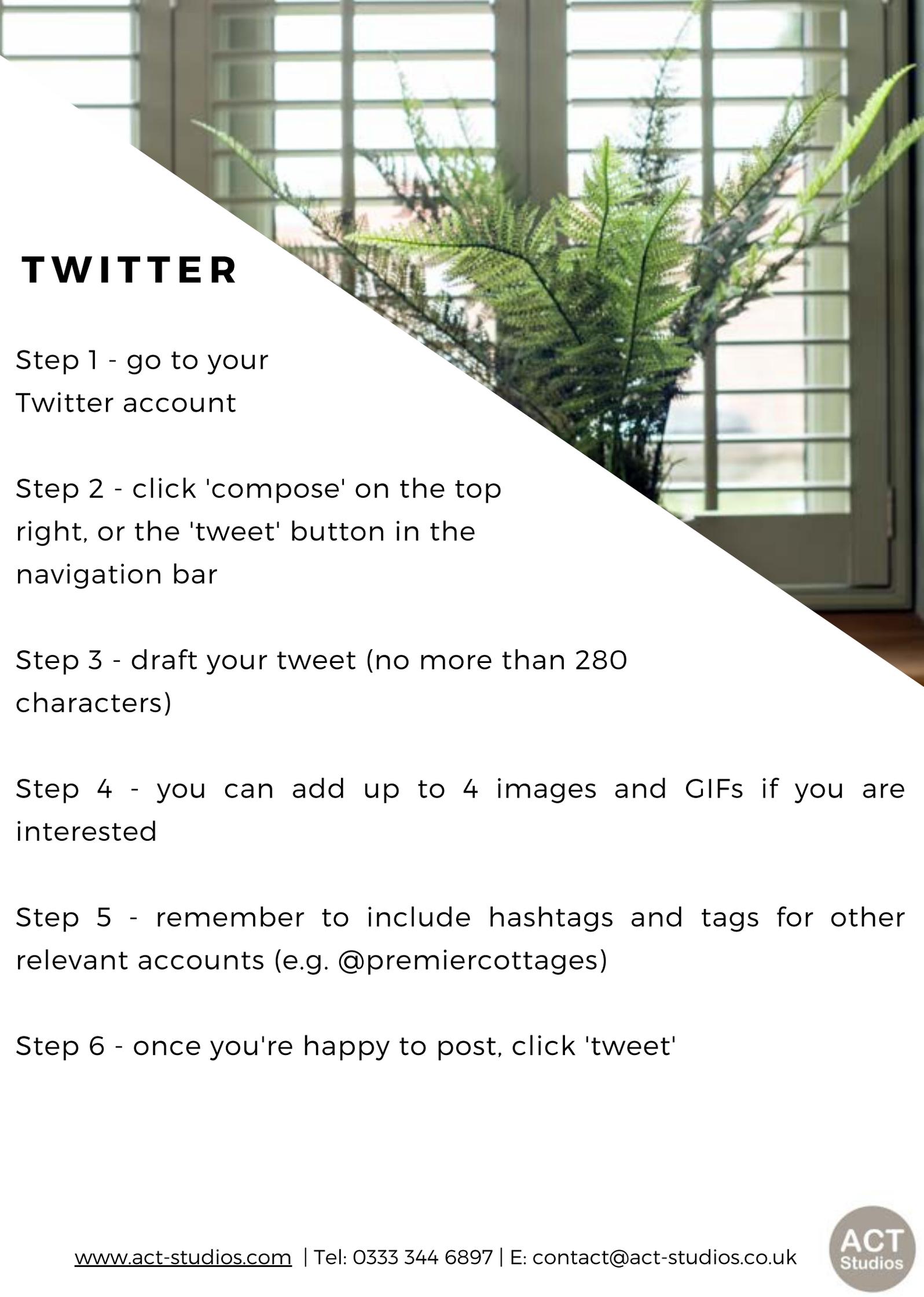
Perhaps one of the most appealing things about Twitter, is its wide demographic of users. You can attract people globally from all walks of life and all age groups. The age range is slightly lower than Facebook, but older than Instagram.

Your messaging should reflect this. Speak to the audience you're looking to attract. Don't be afraid to change your tone depending on which platform you're using.

How often to post

In essence, you have to find a pace that works well for yourself and your business. You should aim to post considerably more than you would on any other platform though. Since Twitter encourages short snippets of information in each post - we'd recommend at least 1 post per day.

This isn't always possible though. Aim for 5-7 short posts every week if you can.



TWITTER

Step 1 - go to your
Twitter account

Step 2 - click 'compose' on the top
right, or the 'tweet' button in the
navigation bar

Step 3 - draft your tweet (no more than 280
characters)

Step 4 - you can add up to 4 images and GIFs if you are
interested

Step 5 - remember to include hashtags and tags for other
relevant accounts (e.g. @premiercottages)

Step 6 - once you're happy to post, click 'tweet'

TIK TOK

Usefulness meter



Many business owners recoil at the thought of Tik Tok. It's known as gen-z's social media platform. Until recently, that was the case. The demographic has definitely shifted on Tik Tok (as we'll come on to discuss).

Tik Tok gives owners the opportunity be as creative as possible with their posts. Posts can be up to 60 seconds worth of video. Videos that use popular sounds will typically do well. As do videos that use popular hashtags or trends. There are certain businesses that use Tik Tok well - for instance Innocent Smoothies or Ryan Air. They do well because they don't take it too seriously and play into the gen-z rhetoric. If you have a picturesque and idyllic property, Tik Tok is the place for you! Post *dreamy* videos of a staycation at your property - people love it.



WHAT TO EXPECT FROM TIK TOK

Audience

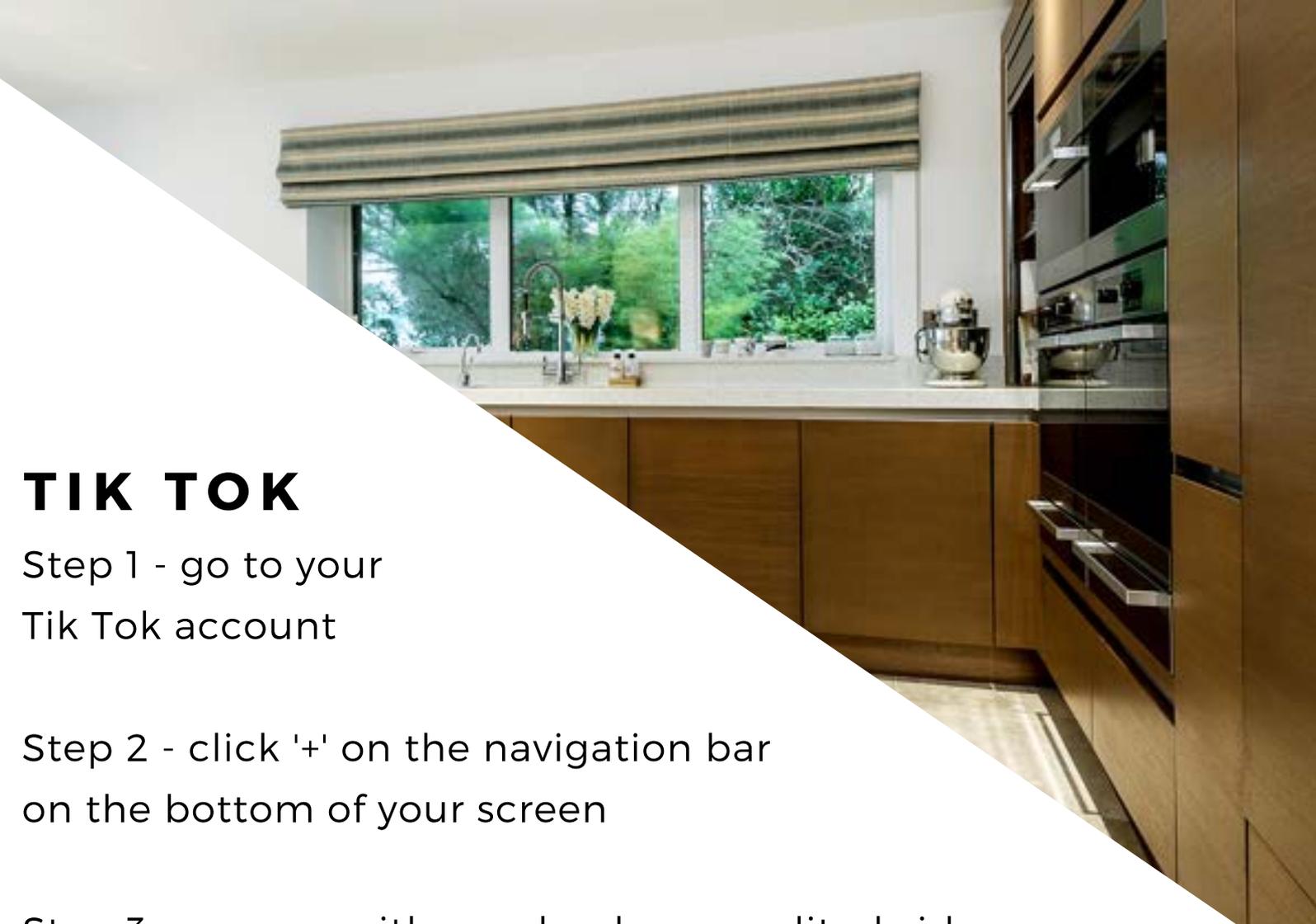
You should expect a much younger audience on Tik Tok, but that doesn't mean you're exclusively speaking to 15 year olds!

Over the past few years, Tik Tok has been increased in popularity amongst all generations. Although 62% of users are between the age of 10 and 29. So you could be communicating mainly with your guests' children - and that's no bad thing.

How often to post

The key to Tik Tok is regular posting. You don't necessarily need to post every single day, but try to aim for at least 1-3 posts per week.

Tik Tok is notorious for having a fluctuating algorithm. For that reason, don't be disheartened by low engagement. Stick with it. Consistency is key!



TIK TOK

Step 1 - go to your
Tik Tok account

Step 2 - click '+' on the navigation bar
on the bottom of your screen

Step 3 - you can either upload a pre-edited video

Step 4 - ...or you can record your video on Tik Tok using their
filters

Step 5 - remember to use a popular sound and use trending
hashtags

Step 6 - once you're happy to publish, click 'post'

A photograph of a modern wooden cabin with large glass windows and doors. In the foreground, a hot tub is bubbling with water. To the right, there is a wooden dining table with chairs on a patio. The sky is blue with white clouds.

**SOCIAL MEDIA IS A
GREAT WAY TO
CONNECT WITH
YOUR POTENTIAL
GUESTS AND IT'S
FREE.**

UTILISE IT.

PINTEREST

Usefulness meter



Pinterest is where dreams are made. No, seriously! Pinterest is where people create 'boards' for all of their interests. It can be anything from:

- places to visit
- dream vacations
- interior design ideas

As a holiday property owner, you can use Pinterest to create a worthwhile profile for your business. Then if someone types in eg. holiday rental England, your property should appear. Clever use of idyllic and professional images can lead to more bookings.



WHAT TO EXPECT FROM PINTEREST

Audience

Research suggests that the average Pinterest user is 40 years old. That's a big difference from Tik Tok. Pinterest is catered towards people with money to spend, and does a good job at encouraging them to do so. Pinterest's spending features are geared more towards businesses with a specific product to sell, but can still be utilised for people with holiday accommodation that offers a guest experience too.

How often to post

This answer largely depends on how much free time you have.

As a minimum you should create a stunning Pinterest profile. Spend time capturing perfect photos of your property. Better yet, hire a professional to capture social media images for you.

Then you can post once every month to keep it ticking over.

PINTEREST

Step 1 - go to your
Pinterest account

Step 2 - click the '  ' icon on the navigation

Step 3 - then click the '+' icon on the top right and
choose 'create pin'

Step 4 - pick the image you would like to upload

Step 5 - give your pin a title, description and link your website.
If you add key search terms to the alt text, this will help boost
your reach

Step 6 - when you're happy to post, click 'add to board' - you
should choose the relevant board you'd like to add it to. If you
don't already have a board for your business, simply create one.

LINKEDIN

Usefulness meter



LinkedIn is a fantastic platform, but not the most useful for hospitality businesses. You can use LinkedIn to build your network, gain valuable industry connections and gain deep insights into sector developments. However, it is generally frowned up to 'sell' on LinkedIn.

You can create a business page, and update it with your booking details. You can engage as your business as well. This will encourage users to look at your business and perhaps book - but it's not the best use of LinkedIn.

Creating a business/personal account and engaging with the industry as much as possible can be so fruitful. From tips on the best linen, to cutting edge tech solutions for your business. You can also build relationships that have the potential for reciprocal marketing - so you find a business that compliments the guest experience you offer, then you promote their business and in return they promote yours.



WHAT TO EXPECT FROM LINKEDIN

Audience

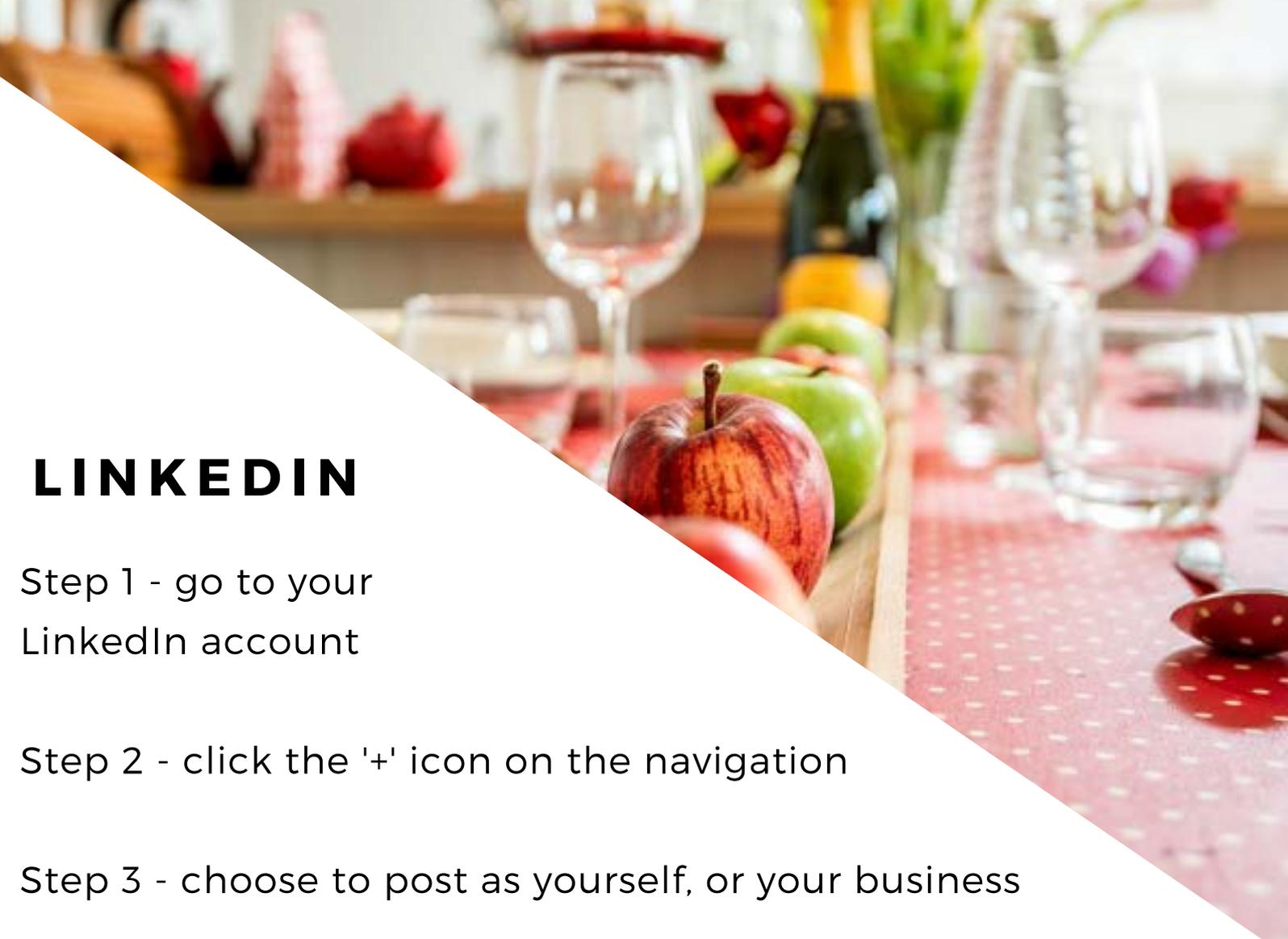
LinkedIn is full to the brim with entrepreneurs and enthusiastic professionals looking for networking opportunities to grow their business. Which is a great market to tap into for bookings. Try to do this organically, so pro-actively engage with conversations rather than post numerous announcements and sales messages.

60% of users range between 25-34.

How often to post

As previously mentioned, engagement is the key to using LinkedIn well as a business. You can join industry relevant groups and connect with other people in your sector.

If you do decide to post, regular posting is the way to success. Aim for 3 posts per week if possible.



LINKEDIN

Step 1 - go to your LinkedIn account

Step 2 - click the '+' icon on the navigation

Step 3 - choose to post as yourself, or your business

Step 4 - type in your desired content

Step 5 - you should try to tag other relevant connections or businesses. You can use hashtags, but they are not as impactful as other platforms.

Step 6 - once you're happy to publish, click '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](#)