

Facebook Posting Tip Sheet for Hospitality Professionals

Time-saving ways to help you be engaging and clever all the time...

(Excerpts from Redpoint's Marketing Boot Camp 2011 ~ for more information, visit redpointspeaks.com)

Is managing your brand's Facebook (FB) presence just one of a million things you do all day? If so, try some of these tips to help keep your posts interesting and fresh...even on the days when you're so busy you just can't spare a brain cell for it.

- Block a few hours on one day each month to walk around your property and local community. Take interesting pictures – ANYWHERE – gift shop, spa, rooms, restaurant, kitchen, dining room, local stores, attractions, funny signs, fun “friends” who own stores in the community, etc. As you're snapping the photos, think about what you'd say about them on FB. It's easier to do this in one big chunk of time, when you're in the right frame of mind. Keep them in your phone or store them all in one place online, and then when you need to do a quick posting with minimal thought...a photo and caption is at your fingertips.
- Take a couple of hours once each month to create an “editorial calendar” for yourself. This will anchor you to topics regularly, and when you have a focal point for posts, it will be easier to create content. You need to select a strategy that works for you, and some possibilities could include:
 - Set a theme for every day of the week...i.e. Monday/culinary, Tuesday/outdoors, Wednesday/spa, etc. Design all your posts around that theme for the day.
 - Create posting content in advance for different topics, such as:
 - Cool housekeeping tips
 - Friday afternoon cocktail recipes
 - Favorite guest comments
 - Featured local business of the week
 - Deals, seasonal offers, and packages
- If you're interested in automating your “editorial calendar” posts, look into a service like www.hootsuite.com. It is not super complicated, and can assist with posting pre-approved content that you set up in advance. Note: be wary of relying exclusively on this type of service to manage your FB postings...it's the spontaneous, timely, and “in the moment” posts that often make your FB page highly engaging.
- Create “personalities” to feature regularly on FB. This gives you an instant topic to have in your pocket for a quick and fun post that can be done “on the fly.” For example... Name a special “Cam” for a personality at your property. If you have a dog onsite (i.e. “The Bailey Cam”), your GM is personable (i.e. “The Andy Cam”), your gardeners or bell staff are fun (i.e. “The Garden Cam,” or if a person, “The Pete Cam”), your chef is dynamic (“Kitchen Cam”)...you get the idea. Just take a candid photo of that person/dog/rooster/horse (whatever) in action and often it won't even need a caption. (“Look what the Bailey Cam caught today...,” “The Kitchen Cam caught this new dish in the making...”)
- A simple way to get your staff involved is sending you photos to put on FB. From the community, around the property, even at home...if they see something interesting on their way to work, eat a fabulous dish at a local restaurant, enjoy a day at a local event or festival...create a turnkey system for them to send you those photos with a one sentence caption so you can easily upload them to FB.

Got a time saving tip of your own to share? Post to the thread at www.redpointspeaks.com.