

# Facebook Marketing Guidelines

### 1) Facebook guidelines – Asia Pacific hotel accounts

- Hotel Facebook accounts must be managed only by hotel staff – **never by an agency**. Allocate only one or two staff members at your hotel to manage the account and therefore ensure a consistent style.
- Hotel accounts **must** be updated a minimum of two to three times a week. This is essential. If your account is not updated regularly then it is not working effectively and should be closed down.
- The official Hotels Asia Pacific Facebook account is the **only** account that is to be used for messaging on brand campaigns, regional campaigns, hotel openings etc. Content on your hotel account must relate to your specific hotel.
- Be sure to follow our official Asia Pacific Facebook Page: [www.facebook.com/hotelsasiapacific](http://www.facebook.com/hotelsasiapacific). You may use content posted from this official account, but otherwise your hotel account's content must relate only to your specific hotel – such as news, offers, things to do in surrounding areas etc.
- Do not ever spam on Facebook – i.e. constantly repeating sales offers. You need to promote a mix of valuable content and unique offers.
- Only one Facebook page should be set up per hotel. If you already have multiple pages, consolidate them into one.
- If you use a logo, ensure it is an official logo and displayed correctly – never manipulate an official logo (i.e. do not stretch them, change colours or photoshop writing over the top of them etc). (*See point 4.b) in this document*).
- Hotel Facebook Page names must be all of your hotel's name – not the brand name. For example Hotel Pataya Bangkok should be the exact name, not simply Hotel or Hotel Bangkok.
- Likewise, hotel Facebook page short URLs, such as Facebook.com/[Name] should be all or part of the exact name, not simply Hotel or Hotel Bangkok.
- The hotel's web address must be the ourhotels.com website. Deals and specials **must** link to the ourhotels.com booking engine.
- Likewise, when including links for booking or additional info in your updates, ensure you use the correct corporate hotel website.

## Facebook Marketing

- Updates should be commercially focused. While it is good to use a light, conversational tone, remember that the point of your hotel account is to enhance your hotel's profile and ultimately entice people to book. Don't talk about your favorite song – fans are interested in the hotel, not in a member of staff.
- Hotels must always represent the group and their respective brand in the best possible way. Never say anything detrimental in your updates.
- Always be professional: never swear, be sarcastic or insulting. Always check your spelling. Keep personal jokes and information for your personal account and ensure your hotel's staff members are well aware of this rule.
- Be very careful not to leak information early or breach exclusive agreements (such as Super Sales or agreements we have with television shows like 'Sunrise' or 'Getaway' in Australia.) If you're not 100% sure – check first!
- Monitor and listen to what people are saying about you and/or to you. If a customer uses your Facebook Page to complain or clarify an issue, deal with it promptly via the same medium.
- Ensure that the offers you promote via Facebook are loaded and therefore bookable online. And remember, you must link to the corporate website booking engine.
- Weigh up the amount of time spent on Facebook versus the return you are receiving. Using Facebook should be a quick, simple exercise – not something you need to stress about! It is better to say nothing than something of little value.
- Facebook is all about photos! Take this opportunity to post as many hotel pictures as you can, but please ensure the photos are professional and that photographer copyrights are respected.
- Always provide valuable content to your fans. There needs to be a real benefit for them to become – and stay – a fan of your hotel.
- It is essential you do not join any groups or become a fan of any account that is not related to your hotel. This includes any religious, political or personal content. Groups that are ok to join include airlines, local tourism bodies, partners and local attractions.
- Ensure that your General Manager is well aware of and approves your activity on Facebook.

- The creator of the Facebook Page must be set up with a hotel email address **not a personal account**. This Admin Account will need to be created during the page creation process. Refer to the steps set out below.
- The creation of Facebook pages can be technically challenging and, if necessary, you should work with a dedicated supplier to ensure all elements are properly set up. Remember, this does not mean that an agency manages the updates!
- Do not publish your page until all page elements are properly set up.
- When your Facebook page is live you will need to have at least 25 fans before you can secure your own branded Facebook URL. Keep checking this and act as soon as possible. You can do this at:  
<http://www.facebook.com/username>

Be careful! Once you have set up your Facebook URL you cannot modify it!

- Hotel Facebook pages should include the following tabs as a minimum:
  - Wall
  - Info
  - Photos
- Other tabs can be added but only if they are professional in nature, do not add games or other such applications.
- You can use the sidebar note located on the wall section to entice visitors to become a fan and promote your hotel.
- You can allow your fans to write on your hotel page wall. However, you must be monitoring this regularly and take the appropriate customer relations action as required.

### 2) Guidelines for Creating a Facebook Page

**Important!** Remember that all this **must** be approved by your General Manager.

When creating a Facebook page for your hotel, remember this **must** be done with an email address that belongs to the **HOTEL ENTITY**. This can not be your personal email – not even your personal Accor email. It must be a department generic email.

On the Facebook homepage click on “Create a Page”.



The image shows a screenshot of the Facebook sign-up process. At the top, it says "Sign Up" in a large blue font, followed by "It's free and anyone can join" in a smaller blue font. Below this are several input fields: "First Name:", "Last Name:", "Your Email:", and "New Password:". Under "I am:", there is a dropdown menu labeled "Select Sex:". Under "Birthday:", there are three dropdown menus for "Month:", "Day:", and "Year:". Below these fields is a link that says "Why do I need to provide this?". At the bottom of the form is a green button labeled "Sign Up". Below the form, there is a horizontal line and the text "Create a Page for a celebrity, band or business."

### Step 1: Entering the Facebook Page details

Enter your hotel name in the “Name of Page” Field.

Ensure you select the option “Do not make Page publicly visible at this time. (You will be able to edit and publish later.)”

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

### Step 2: Creating a Hotel Facebook Page

#### Create a Facebook Account


I already have a Facebook account  
 I do not have a Facebook account

Email:

New Password:  ?

Date of Birth: Month:  Day:  Year:   
Please enter your own date of birth. (Why is this required?)

Security Check: Enter both words below, separated by a space.  
Can't read the words below? [Try different words](#) or an [audio captcha](#).



Text in the box:

I have read and agree to the [Terms of Use](#) and [Privacy Policy](#)

Problems signing up? [Check out our help pages](#)

Enter an company email which is assigned to a department rather than to an individual working at the hotel. For example, you could use the hotel’s PR department email rather than a [name@innarchive.co](mailto:name@innarchive.co) even if this is the email of the person at the hotel that would

take care of the Facebook Page. We have mentioned this a few times, but it really is **IMPORTANT!**

### **Step 3: Confirming your Account**

On completion of Step 2, Facebook will send you an email to the email address you specified in Step 2. You will need this email to confirm the Facebook Page creation.

Simply click on the link in the email and your Facebook Page will be created.

Remember, this user you have just created is now the main administrator of that Facebook Page. It is to be used **only** to administer your Facebook Page, not to build friends on the network.