

Twitter Marketing Guidelines

1) Twitter guidelines – hotel accounts

- Hotel Twitter 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 three times a week. If your account is not updated regularly then it is not working effectively and should be closed down. Your hotel tweets can instead be posted via the official company account.
- The official company Twitter account is the **only** account to be used for messaging on brand campaigns, regional campaigns, hotel openings etc.
- Be sure to follow our official corporate account. You may retweet 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 Twitter – i.e. constantly repeating sales offers. You need to promote a mix of valuable content and unique offers.
- Only one account should be set up per hotel.
- Your hotel account **must** utilize the specified brand background on its profile (*see point 3 in this document*).
- If you use a logo, ensure it is an official logo and displayed correctly – never play with logos. If in doubt, consult your brand manager or franchise contact. (*See point 4.b in this document*).
- Hotel Twitter usernames must be all or part of your hotel name – not the brand name. For example Hotel Sydney Darling Harbour should be something like HotSydDH, not simply Hotel or Hotel Sydney (remember we can have more than one Hotel located in Sydney).
- The hotel's web address must be the brand's hotel website or relevant brand site –never an unbranded website.
- Likewise, when including links for booking or additional info in your tweets, ensure you use the correct brand website – never an unbranded site.
- Tweets 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 TV show – followers 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 tweets.
- Always be professional: never swear, be sarcastic or insulting. Always check your spelling. Keep personal jokes and information for your personal account.
- Ensure your follower count always remains larger than the number of people you follow.
- Take care with who you choose to follow – while you want to see what your competition is saying and doing, following a whole lot of competitors does not send the right message. We want *them* following *us*!
- 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 Twitter to complain or clarify an issue, deal with it promptly via the same medium.
- Use search.twitter.com to keep an eye on what's being said about your hotel/brand.
- Utilize tiny url generators to reduce the character count of your tweets. A good one to try is www.tiny.cc
- Ensure that the offers you promote via Twitter are loaded and therefore bookable online.
- Weigh up the amount of time you're spending on Twitter vs the return you're receiving. Using Twitter should be a quick and simple exercise – not something you need to agonize over! It is better to say nothing than something of little value.

2) How to create your Twitter account

To create your Twitter account, go to:

<http://www.twitter.com>

When on the page click on the button entitled “*Sign up now*”.



Then simply complete the quick registration form.

A screenshot of the Twitter registration form titled "Join the Conversation". At the top right, it says "Already on Twitter? Sign in." Below the title, it asks "Already use Twitter on your phone? Finish signup now." The form contains several input fields: "Full name", "Username", "Password", and "Email". Below the "Email" field, there is a checkbox labeled "I want the inside scoop—please send me email updates!" which is checked. Below the checkbox is a CAPTCHA image showing the words "krusies 24-hour" in a stylized font. To the right of the CAPTCHA image, there are links for "Can't read this?", "Get two new words", "Hear a set of words", and "Powered by reCAPTCHA, Help". At the bottom of the form is a "Create my account" button.

Enter the following information:

- **Full Name:** enter the name of your hotel.
- **Username:** Again enter the name of your hotel – but you may need to shorten it. There is a maximum length of 15 characters for each username, so you will need to adapt it to fit. Remember though, your username must be hotel-specific and not brand-specific. For example: do not select the username ‘Hotel’ or ‘HotelSydney’ as there may be a number of Hotel hotels in Sydney.
- **Password:** Choose your password.
- **Email:** Enter the email address for your hotel account.
- Complete the **Captcha** by typing in the words shown above.

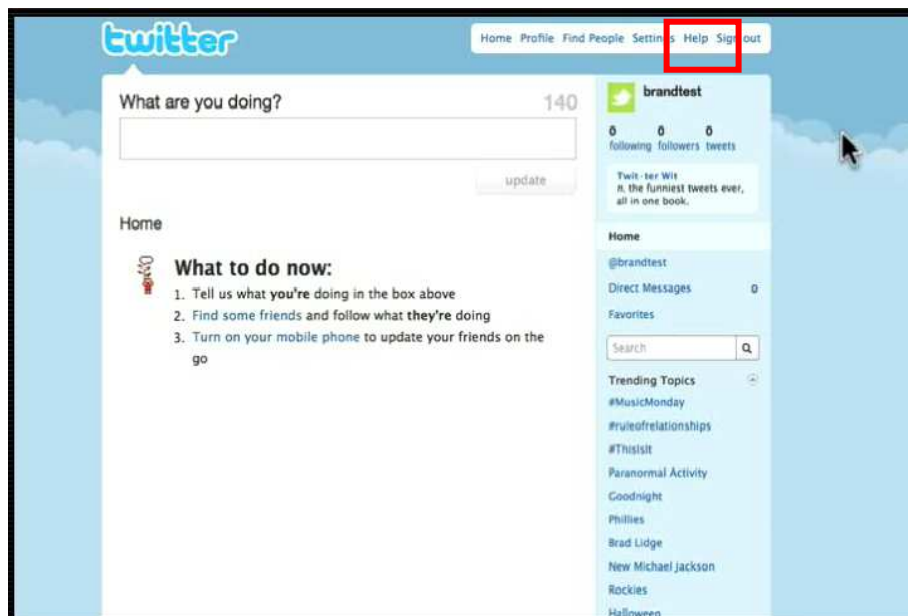
Then, click on “*Create my account*” – Twitter will then redirect you to another page

From there, just click on the little link that says “*skip this step*”.

Once more, Twitter will redirect you to another page offering to follow some users – just click on the link entitled “*skip this step*”.

You will now reach your newly-created Twitter homepage!

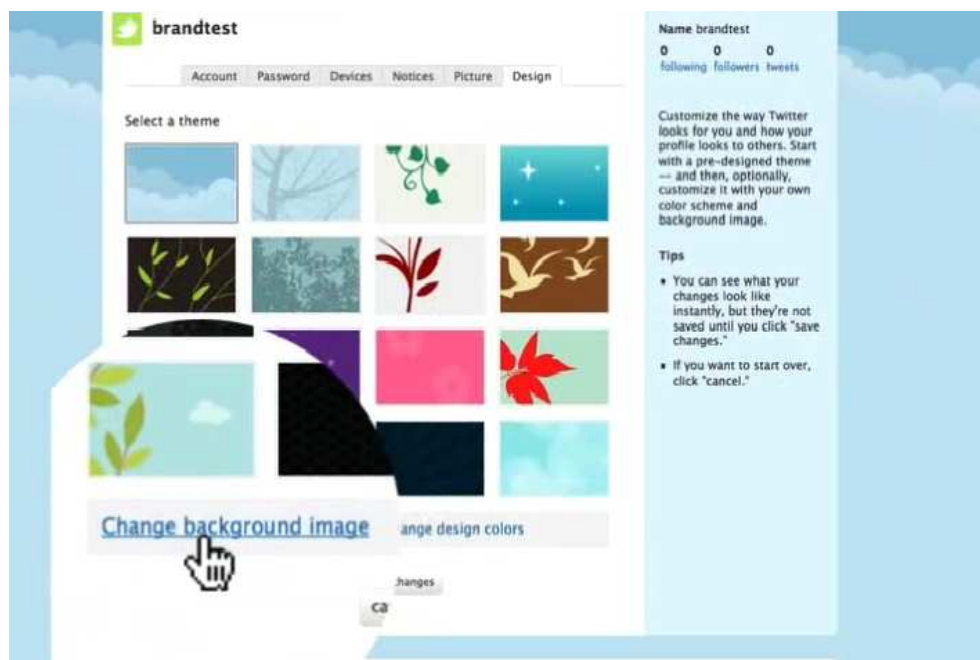
3) How to brand your Twitter account



The first thing you need to do once you have created your account is update the look and feel of your profile to reflect your brand.

Go to: **“Settings”** then click on the **“Design”** tab at the top.

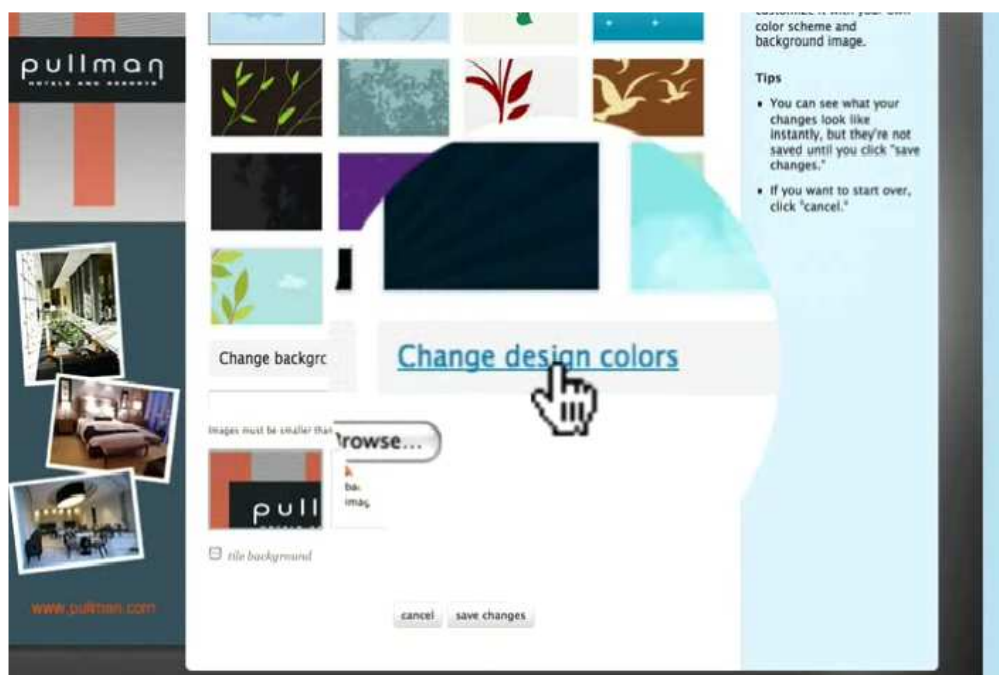
Then, click on the link entitled **“Change background image”**.



From there, click on “**Browse**” and choose from your **Brand Folder** an image that represents your hotel.

When you have done this, click on “**Save**”.

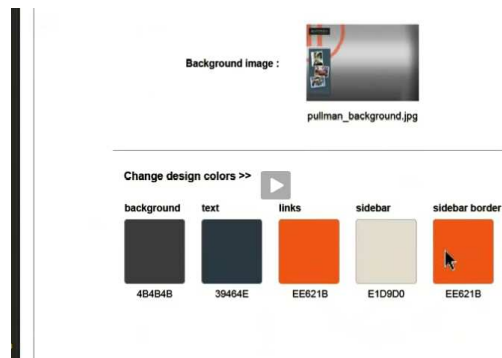
Now what you need to do is change the design colors. Click on the link entitled “**Change design colors**”.



There will be 5 boxes that will display on the page.

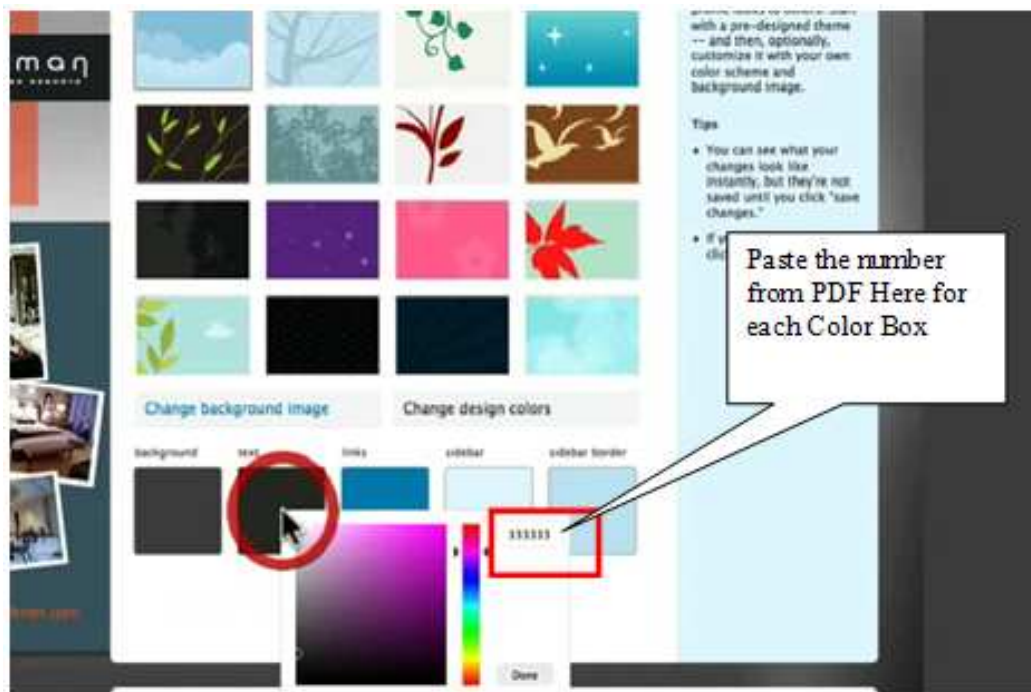
Open the pdf file entitled ‘**Colour Spec**’, which is located within the **brand folder**.

Scroll down and you will find the colours that should be used for your particular brand. An example for Hotel is shown below.



Then, simply click on the first box on Twitter and copy the colour code from the pdf and paste it on the top right area on the Twitter page, where the numbers are displayed.

Click on **“Done”** for each of the 5 colours.



When all 5 boxes have been updated, click on **“Save Changes”**.

4) Customize your profile

Go to “Settings”. The “Account” tab should now be open.

Account Password Mobile Notices Picture Design Connections

Name:
Enter your real name, so people you know can recognize you.

Username: Your URL: <http://twitter.com/brandtest>
No spaces, please.

Email:

Time Zone:

More Info URL:
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

One Line Bio:
About yourself in fewer than 160 chars.

Location:
Where in the world are you?

Language:

What language would you like to Twitter in?

Protect my tweets

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

- Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
- Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.
- Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

a) Update the account information as follows:

- **Name:** (you would have done this when creating your account) – this should be the full name of your hotel.
- **Username:** (you would have done this when creating your account) – this should be a username that relates to your hotel name, not just your brand. For example you should not choose generic terms such as “Novotel” or “Novotel Sydney” instead make it relevant to your hotel.
- **Email:** again, you would have done this when creating your account.
- **Time Zone:** choose the correct time zone for where you are located.
- **More Info URL:** enter the following: [accorhotels.com/\[Your Hotel Rid Code\]](http://accorhotels.com/[Your Hotel Rid Code]).
- **One Line Bio:** Here you provide information on why someone should follow you on Twitter. Make it interesting – something that will make like-minded people

want to follow you. Look at the example of other hotel accounts, to see what other hotels have done.

- **Location:** type the name of your city and the name of your country.

You can leave the other settings as they are and when done click on **“Save”**.

b) Update your picture

Go to the **“Picture”** tab

Here, you will upload an image that represents your hotel on Twitter. The best option is to have an image of your hotel, not a brand logo.

Simply click on **“Browse”** and choose your image from wherever you have saved it.

When done click on **“Save”**.



You are now ready to use Twitter!

5) How to follow others on Twitter

There are different ways to follow other people on Twitter. If you know the Twitter profile URL of the user you want to follow, you can go directly there and then click on the **“Follow”** icon.



Below the profile picture you will see a button that says **“Follow”**

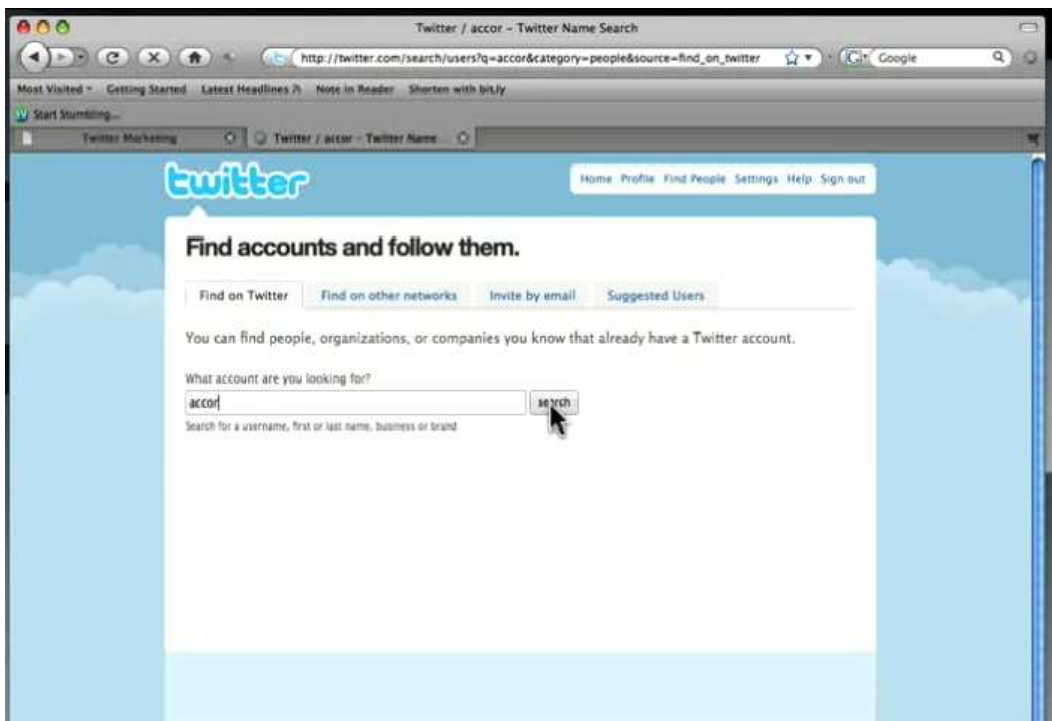
Go ahead and click on **“Follow”** to start following the Hotel accounts in your region.

The second way to find other users on Twitter is to do a **Search**. Do this by clicking on the link entitled **“Find people”** at the top of the page.

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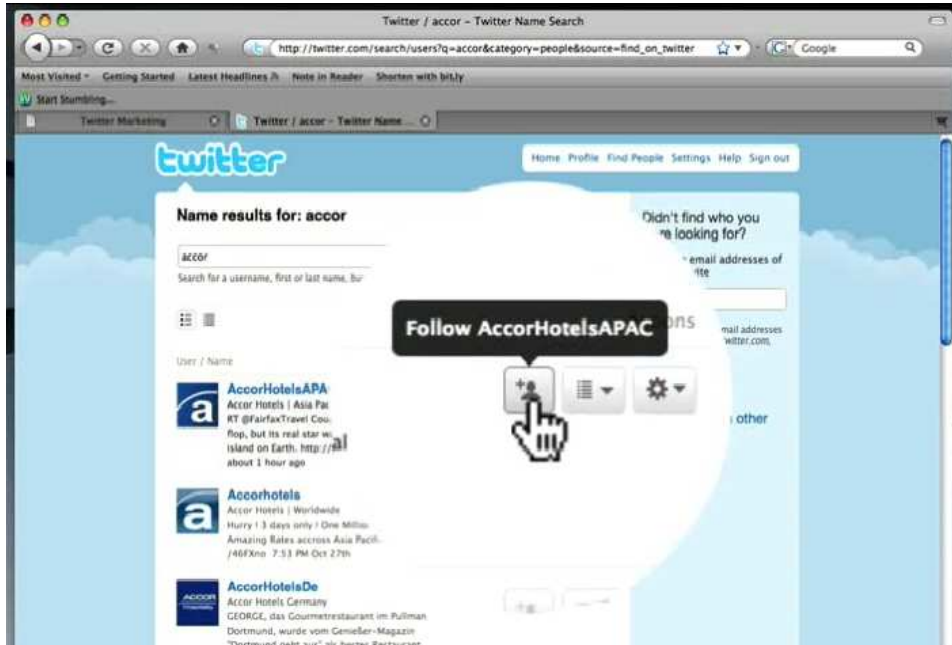
Then, type a keyword into the search box. – For Example: type “**Accor**” and click “**Search**”.



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You will find a list of users with the keyword “Accor”.

Click on the “+” sign to follow the user.



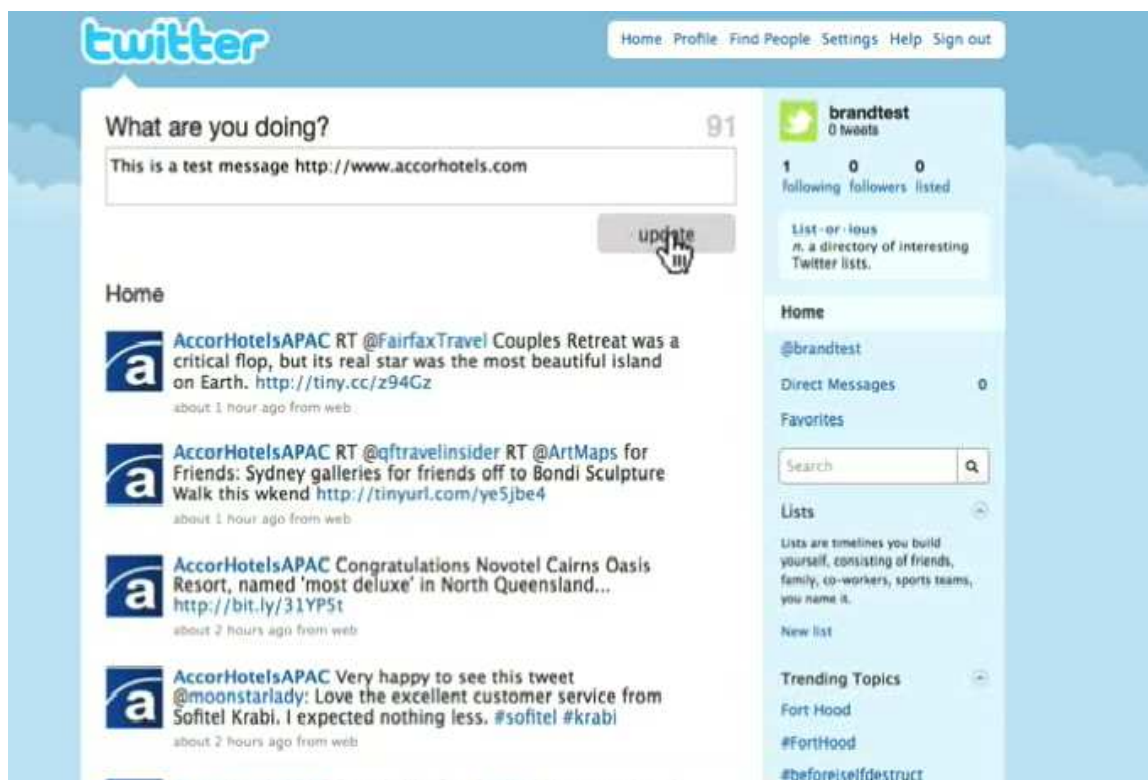
When you've done this, the word “*following*” will be displayed in green

You are now following AccorhotelsAPAC and will see all the tweets (posts) from this user.

Important Note: Your **Following** and **Followers** count is important. You should try to follow only the users you are really interested in from a hotel perspective. Your followers are the people that are listening to you. You should have many more people following you than the number of people you are following.

6) Getting started: create your first post

To post your tweets, simply go to your Twitter homepage and you can enter your status into the box entitled “*What are you doing?*”



You can enter your message here. Remember, you have a **maximum of 140 characters**. You can enter a URL as well.

When you have completed this, click on “*Update*” and your message will be posted. All your followers can now see this message in their timeline as well.

Note: Make your first update something interesting rather than the bland "Checking out Twitter posts". You can talk about your hotel page on the main group website, for example.

7) Different types of tweets

There are a few different ways of posting on Twitter:

Regular Posts:

When you type a message into your Twitter account via the box entitled “*What are you doing?*” then it will be viewable by all the people who are following you.

Singapore Hotels Association Recognises Novotel Singapore
Clarke Quay as the Greenest - <http://tiny.cc/hcWi6>
4:18 PM Nov 1st from web

Replies:

When people reply to your “tweet” you’ll see your username with the symbol @ shown before it. You can respond to other people in this same way – simply type @ and then their user name directly after that (no space). Then, leave a space and type your reply, bearing in mind that it must all fit within 140 characters.

Replies are viewable by everyone who is following you *or* the other person you are replying to.

@cheyya - tell us about your stay! Hope you enjoy every minute of it. RT Check out frm mercure kuta and now going to novotel nusa dua yip...

Direct Messages:

If you want to send a private message to somebody, you can send a Direct Message. To do so, simply type the letter ‘d’ with the person’s username.

If someone sends you a Direct Message, you’ll receive it on a special page of Twitter and will be notified via e-mail when someone Direct Messages you. Direct messages can only be sent to people who are following you.



ReTweets

ReTweets are the Twitter equivalent of forwarding an email. To post a copy of an interesting Tweet (that someone else has posted) on your own account, simply type in 'RT @username' then enter the content of their tweet. See the example, below.

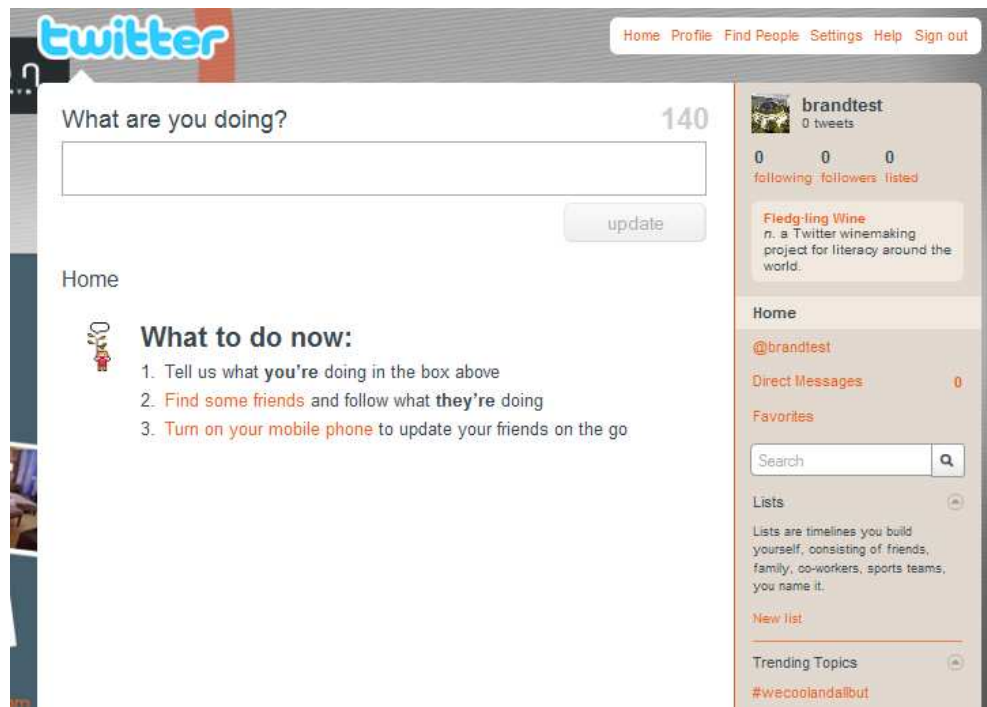
RT @FairfaxTravel Couples Retreat was a critical flop, but its real star was the most beautiful island on Earth. <http://tiny.cc/z94Gz>

3:57 PM Nov 5th from web

8) Monitor your brand and your competition on Twitter

You can gauge what others are saying about you or your competition online right now.

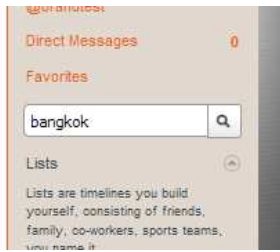
To do this, go to your Home Twitter Page (this is the page that displays after you log in or you can click on the “*Home*” link on the navigation area).



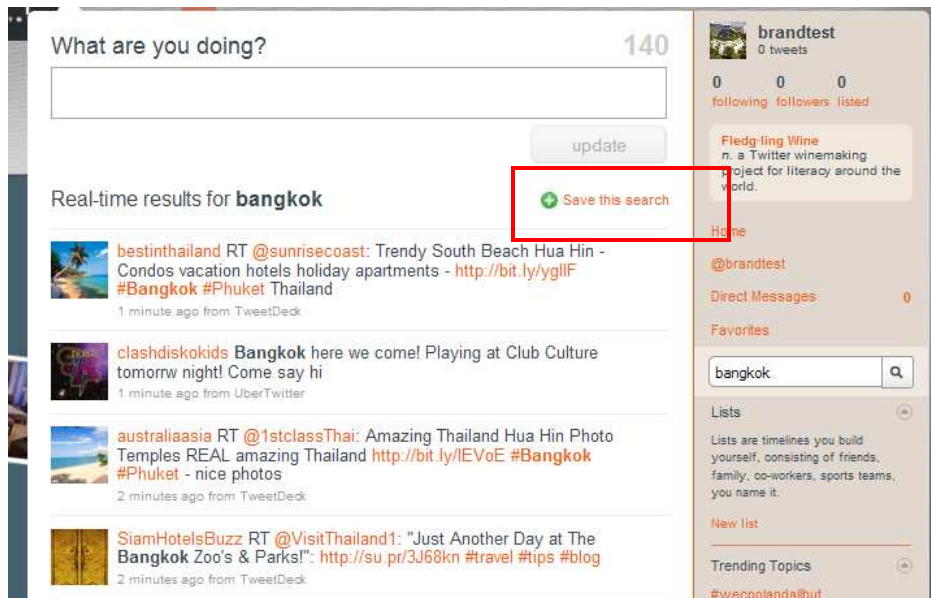
Go to the “*Search*” area on the right sidebar and type the keyword you would be interested in.

For example enter your city name “**Bangkok**” and click on the “*Search*” button.

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Your timeline will be updated with the Tweets containing the keyword you entered



This will allow you to monitor what users are saying.

From there, there are 3 things you can do:

1. Save the search by clicking on the **“Save this Search”** link. The search will now be saved in the **“Saved Searches”** section on the right sidebar. Anytime you want to see the results, simply click on the item and the latest results will be displayed on your timeline. You can do this for your hotel name / city / competition for example.



2. Reply to individual users by clicking on the arrow.
3. Save a tweet into your favorites by clicking the star.



Reply: When you hit on the “*reply*” button, your status update will now have the @username automatically inserted and you can type your message. When you click on “*Reply*” after drafting your tweet, your tweet will be posted. The person you are replying to will receive the message in their @Messages section and all your followers will be able to view it in their timelines.



Important point: When interacting with other users in this way, please remember the guidelines listed in this document and always be sure to represent Accor professionally and courteously.

Favorites: When you hit the “*Star*” button for a particular tweet, it will be saved in your favorites. You can then view your favorites by going to the Favorites section on the right sidebar.

