

HT PICKS



Image courtesy of Graff.

Designed by Davide Oppizzi, Ametis collection by Graff is inspired by the density of water and its colors, the movement of waves, and the exquisite Japanese writing, produced with only a brush gesture. The Ametis Ring sporting RGB LED lets user control “chroma” depending on their mood.



TALKBACK

Did you find something especially interesting or useful in this issue of Hospitality Trendz? Perhaps you have a suggestion or even wish to quibble with us on some point.

If so, we invite you to email
Ashley Atkins at
ashley@hospitalitytrendz.com

We welcome your input, and we will print some of our favorite comments here in this section.

BLOG -O- MATIC

By Are Morch

Social media management: A light at the end of the tunnel for hotels

Partnering with the right social media management team

As I have conducted surveys over the years and done a lot of research, I learned that the biggest challenge for hotels was related to online content. And in the back end, the primary outcome most hotels wanted to achieve was improved online visibility.

To achieve this task, you need to either have a quality social media team in-house or hire a quality team that can implement an effective framework that can guide, educate, and mentor your hotel through this process.

Either way, it is critical that your hotel does some relevant research for the following areas:

- Current social media status for the hotel. Identify budget, team members, and resources that will add value to a new social media framework
- Align hotel marketing with social media marketing goals. Define how you believe social media will help your hotel's overall goals
- Social media ambassadors at your hotel: Start within the hotel to identify who has the skills to assist implementing the social media framework
- What are the roles required for implementing the social media framework?
- How to structure your hotel social media team

Edited for length. Read the entire post at www.aremorch.com

