



Social Media Masterclass

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MR.HIGHLINE

Home Of The Digital Natives

DIGITAL AGENCY. BASED IN LONDON, OPERATING WORLD-WIDE



Global 100 - 2022 Winner
Best Online Hospitality Marketing Company - UK



LUX Awards 2022
Leading Innovators in Hospitality Software Solutions - Europe



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NOTABLE MOMENTS

The Story So Far

Instagram launches and quickly tops one million users.

Facebook agrees to acquire Instagram for \$1 billion and hits one billion monthly active users.



Snapchat and **Google Plus** launch. Only one of them would survive the decade.

*Source: <https://edition.cnn.com/2019/12/19/tech/social-media-end-of-decade/index.html>



NOTABLE MOMENTS

The Story So Far

Facebook buys **WhatsApp** for a staggering \$22 billion



Facebook, Twitter and Google face mounting privacy scrutiny in the wake of the Cambridge Analytica data scandal.

Bytedance, a Chinese startup, buys Musical.ly, a lip sync platform and later moves its users to **TikTok**.

*Source: <https://edition.cnn.com/2019/12/19/tech/social-media-end-of-decade/index.html>



NOTABLE MOMENTS

The Story So Far

Houseparty, rises to prominence when Covid lockdowns are first imposed

Elon Musk offers to buy **Twitter** for \$41.39 billion



Clubhouse, a new social media network that rapidly gained popularity, is a unique offering as the first audio-only social media platform.

*Source: <https://edition.cnn.com/2019/12/19/tech/social-media-end-of-decade/index.html>



NOTABLE MOMENTS
The Story So Far

2023: Instagram vs TikTok

The Hot Topic

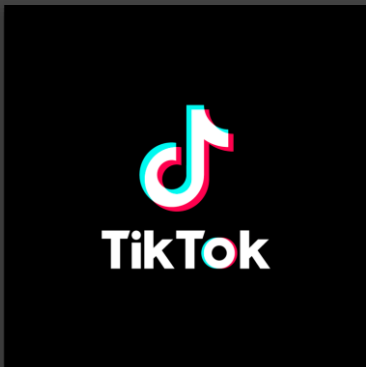




Instagram is a popular photo and video sharing platform owned and managed by social media giant, Facebook. It is a people's favorite app that experienced a tremendous growth in the year 2020 following the global pandemic.



TIKTOK In A Nutshell



TikTok is a video-only platform that thrives off trending hashtags and challenges. It is now one of the faster growing social media platforms in the world. One primary reason why TikTok appeals to GenZs is that it goes beyond being a social platform, and it's become a creative hub for just anyone.



COMPARISON

How Is TikTok Different From Instagram?



TikTok is a standalone app that allows its users to create short music and lip sync videos of up to 15 seconds, using a host of features such as Duet, Stitch and Reaction.



Instagram has video sharing features such as Reels, IGTV and Stories. The number of video effects and editing features are very limited, compared to what TikTok offers.



COMPARISON TikTok vs Instagram

TikTok

- Standalone app for creating short videos
- Relies of AI capabilities for content with very little user input
- Powerful built-in video editing tools
- Popular amongst the Gen Z users

Instagram

- Reels feature built-in the core functionality
- Relies on the network layer
- Limited video effects on Reels that can only be used prior to creating a clip
- Popular mostly amongst millenials

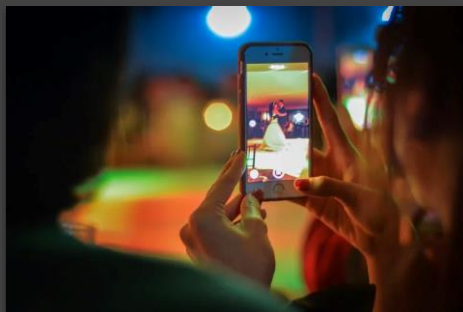


CONTENT Trends

Experiential Content



Short videos



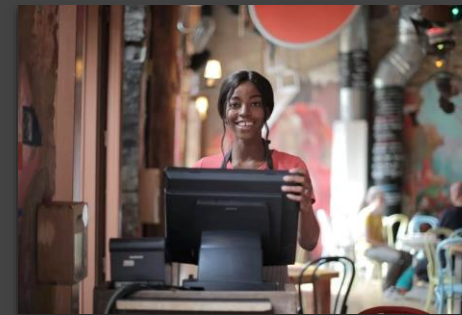
Personal & Authentic



People behind the scenes



Humanise the brand

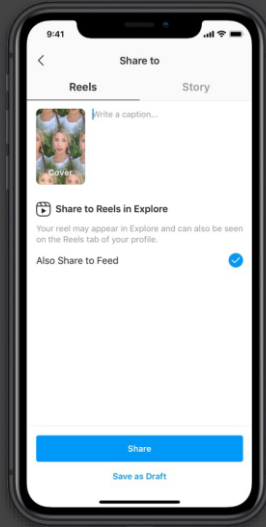




INSTAGRAM Reels



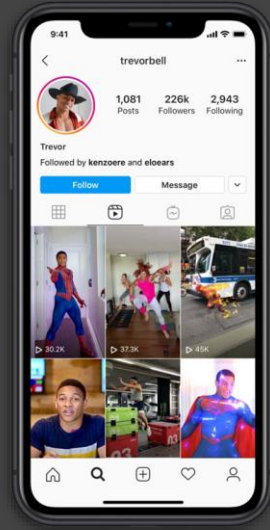
Create your video



Add your caption



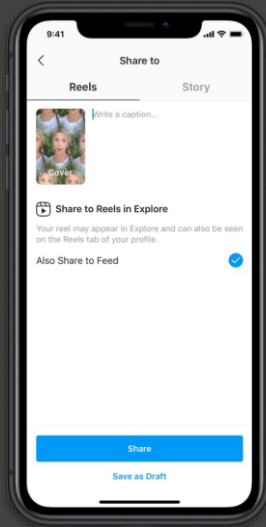
Go to your profile



Navigate to your reels



INSTAGRAM Reels



Top Tip

You can utilise reels to showcase all the venues of your hotel by blending a few short videos together and overlaying them with music and effects instead of creating multiple instagram stories for the same purpose.

Instagram memes can be used to build a more personal bond with your audience, illustrate your brand values, or simply inject a bit of personality to your page.

- Use wide-know figures and images
- Keep it short and punchy
- Ensure that the asset is high resolution
- Research to find out what memes are currently trending



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Top Tip

It's a great idea to use a meme post to introduce some humour to your brand but also inform the audience about a interesting fact regarding your business.

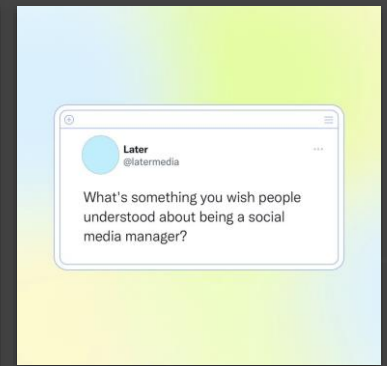
Branded assets can help you create an enticing feed and build a strong brand identity that makes you recognisable and differentiates you from the rest of the social media accounts.

- Write short copy and to the point
- Include enough assets to convey your message
- Ensure all copy is readable
- Aim for a great aesthetic result which is on brand



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Top Tip

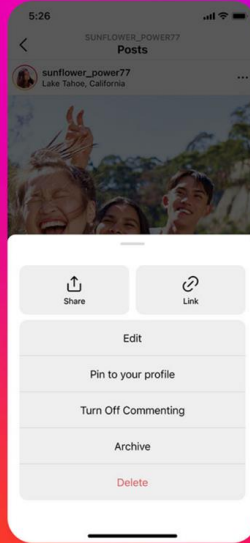
You can use a branded asset to showcase a tripadvisor review or even a guest testimonial.



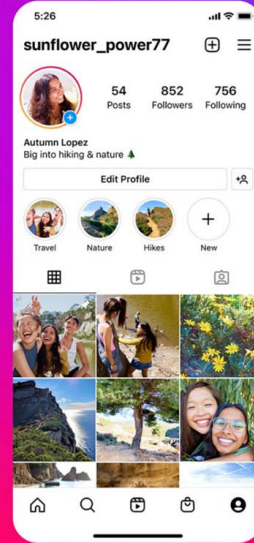
INSTAGRAM Pin Posts



Visit the post you want to pin & tap the three-dot menu



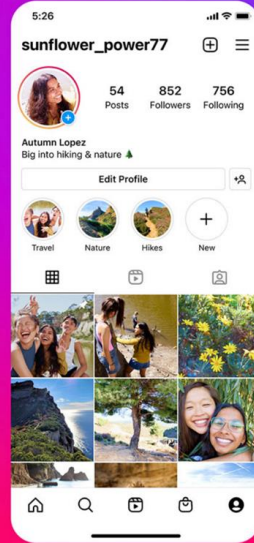
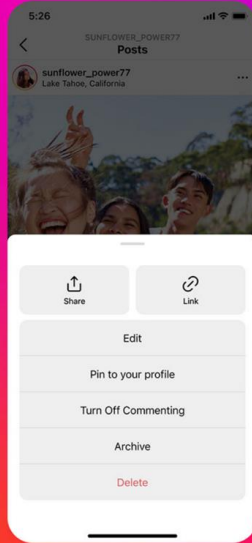
Tap Pin to your profile



See your pinned posts



INSTAGRAM Pin Posts

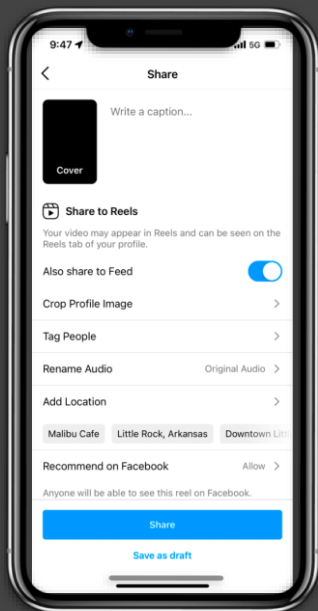


Top Tip

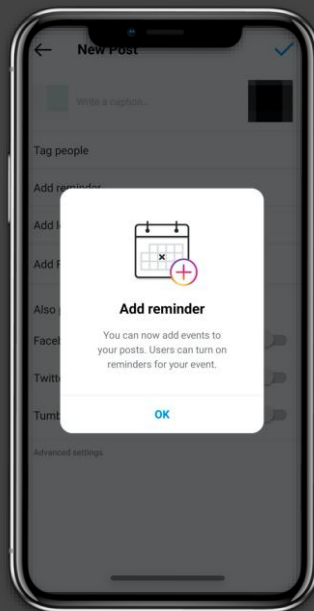
The best way to utilise pins is to pin your top performing posts or a competition post.



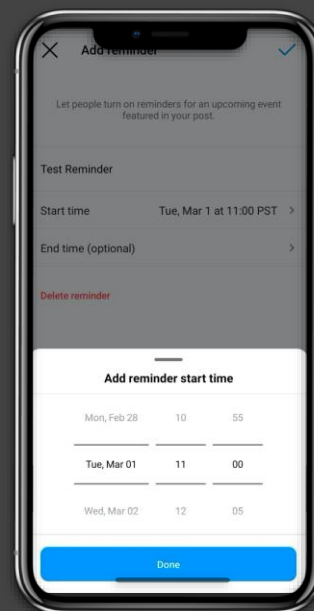
INSTAGRAM Reminder Post



Create a new
Instagram post



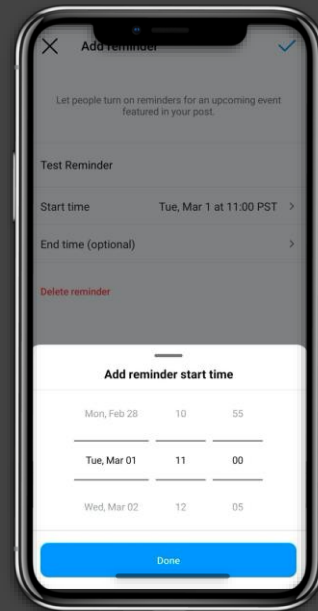
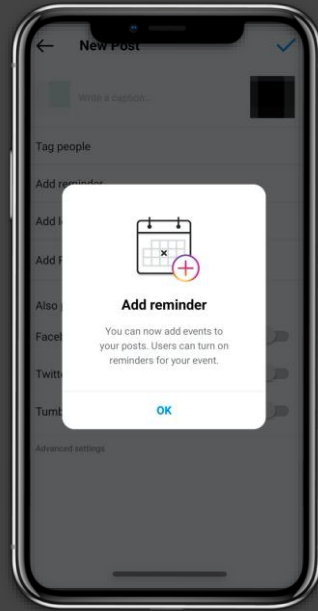
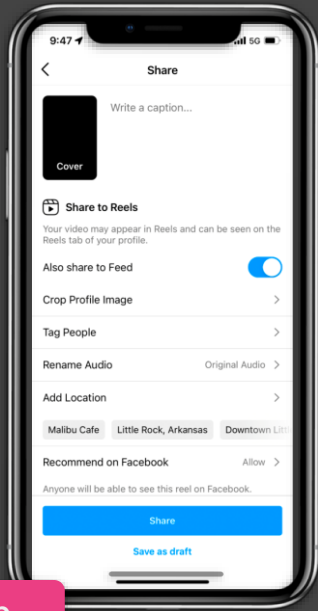
Under 'New Post', tap 'Add
Reminder'



Input your Event Title and
Start/End Time.



INSTAGRAM Reminder Post



Top Tip

A great way to utilise this feature for your hotel is to create event calendar posts for the upcoming Christmas celebrations and happenings.



TIKTOK MARKETING

What is it good for?

- Increase and widen your audience-base
- Marketing that doesn't look like marketing
- An easy way to build communities
- Almost everything happens first on TikTok



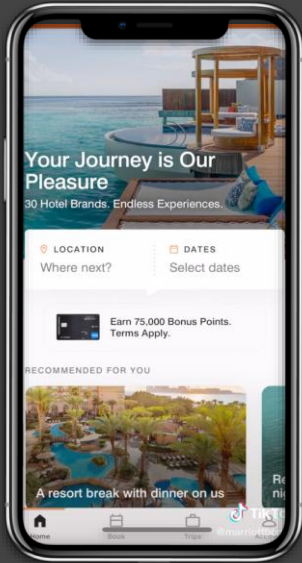


TIKTOK

Branded Hashtag Challenge

Users create their hashtags and ask their followers to create TikTok content based on the challenge.

Inspo: Marriott Bonvoy #30stays300days to select the three Marriott Bonvoy TikTok Correspondents.

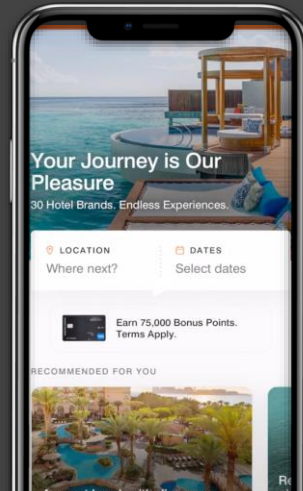




TIKTOK Branded Hashtag Challenge

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Inspo: Marriott Bonvoy #30stays300days to select the three Marriott Bonvoy TikTok Correspondents.



Top Tip

Use a signature hashtag and challenge people to share their experience during their stay with you.



TIKTOK Lip Sync

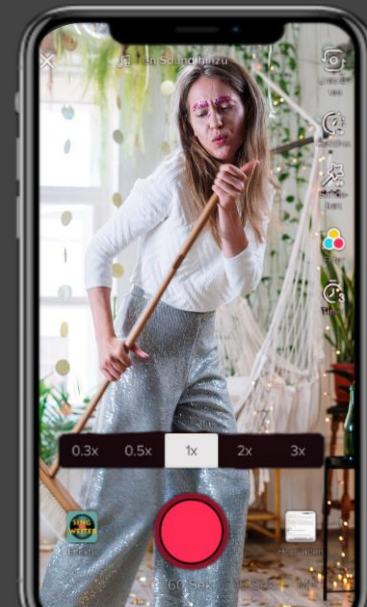
A simple way to pass a message using an already popular song, movie clip, or television show. Gain a lot of followers by syncing your video to other creators' audio.



A simple way to pass a message using an already popular song, movie clip, or television show. Gain a lot of followers by syncing your video to other creators' audio.

Top Tip

Get your team to film one of the latest TikTok lip sync challenges. This will allow you to reach a wide audience and increase your engagement.





TIKTOK Monthly Trends

'You are enough' was a viral TikTok trend, where people are appreciating themselves, their loved ones, and their pets. It involves sharing a photo or slideshow of someone's perceived flaws and insecurities and adding a text overlay of "you're enough" to let them know they're loved.



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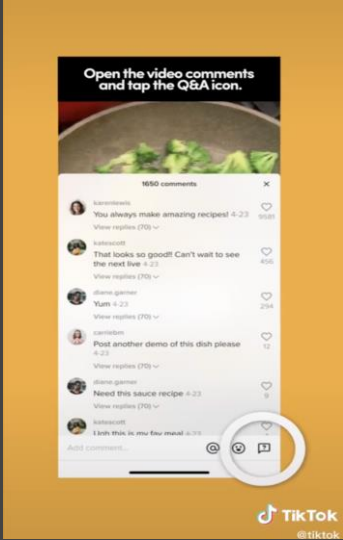
Top Tip

If you are a pet friendly hotel you can use this trend to prompt guests to share their experience with their dog, expressing their love.

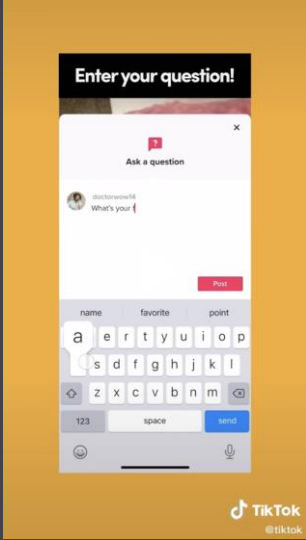




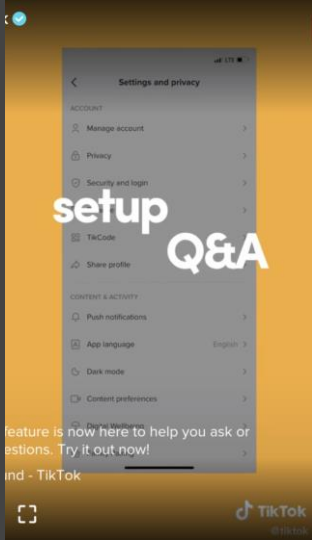
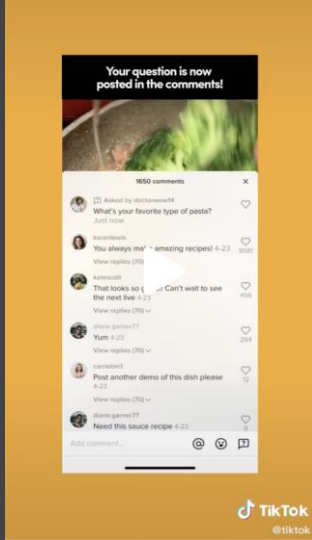
TIKTOK Q&A



Tap Q&A
button



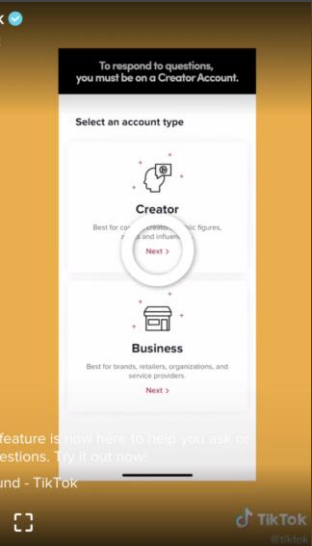
Enter your
question



Set up
Q&A

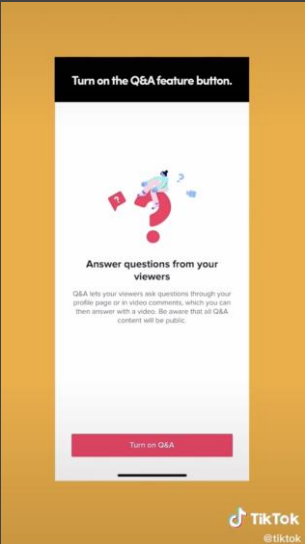


TIKTOK Q&A

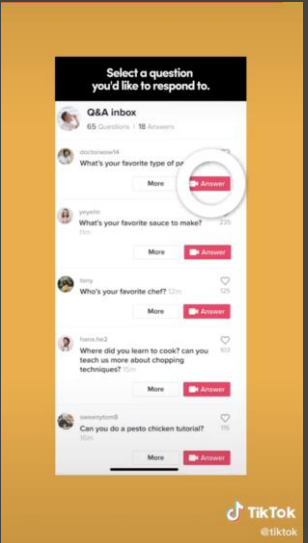


feature is now here to help you ask or
estions. Try it out now.
nd - TikTok

Turn on Q&A
button



Start
responding





Frequently Asked Questions



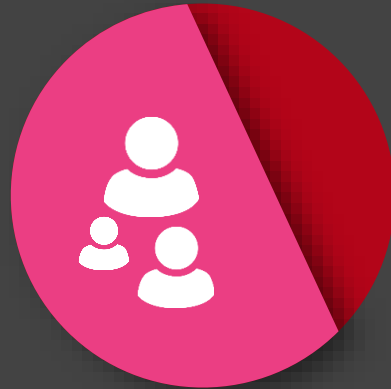
Shall I Use TikTok For My Hotel?



- Do you have the budget?
- Do you have the resources?
- Have you built already a consistent presence on Instagram & Facebook?

If the answer to all the above is yes then great!
Just one more thing to consider though...

Shall I Use TikTok For My hotel?



60%

Of TikTok's monthly active users are 16-24 year olds

If your business is not targeting anyone between the ages of 16-24 years old, then probably it's not worth investing in TikTok, due to the demographic.



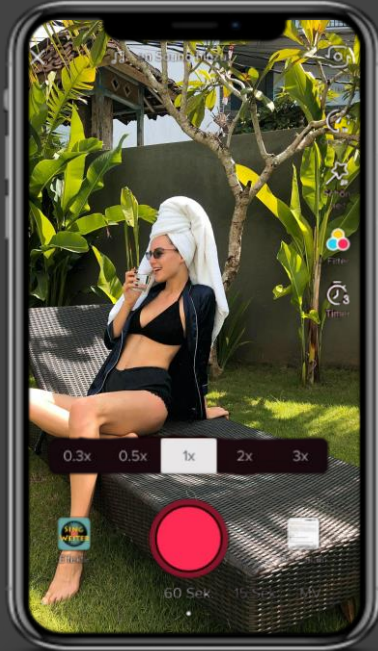
How Can I Market My Hotel On TikTok?



Highlights of Your Hotel's Facilities & Amenities



Show Behind the Scenes of Operations



Capitalise on User Generated Content

Who's Gonna Win The Battle?

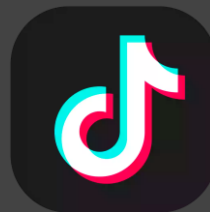


- ✓ Larger audience and database.
- ✓ Has been around for quite some time now.
- ✓ Constantly adapting to new trends.



✓ Has been quick to become one of the hottest social media sensations in a short time.

✗ News report alleging unsecured handling of sensitive U.S. user data





HOT

Scan This QR Code To enter Our Competition

