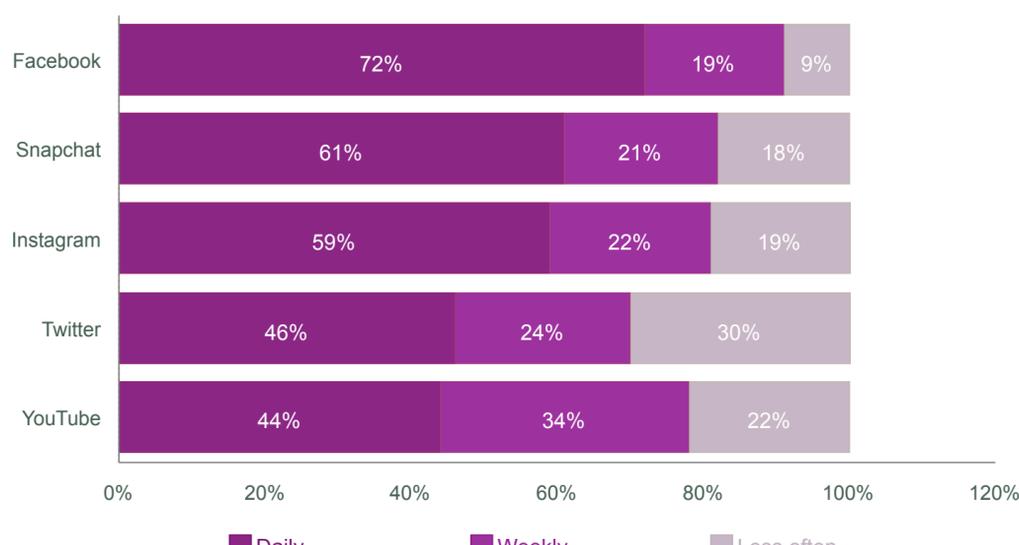


What's better on Facebook, a "Like" or a "Share"?

"Likes" vs. "Shares"

- Equivalent to permission-based marketing
- Marks the beginning of a relationship
- Social endorsement 
- Must keep followers engaged
- "Share" is better than a "Like" 
- Gets noticed more by peers = network effect
- Lookers are becoming your fans
- A Facebook "share" has a bigger impact compared to other Social Media channels

How often Americans use social media sites



Influence of Social Media on Hospitality Industry

Younger generations are focusing more on experiences than possessions. Millennials are more likely to post their travel experiences on social media and ask for recommendations about trips prior to booking.

Gen-Zers are reading more posts to help them make decisions about where to travel – they have chosen destinations specifically because they saw postings about it on social media.

Younger generations are turning to social media to research cities, local attractions, restaurants and hotels. Of the top 10 research channels, social networks rank second... that's higher than even a company's own official website.

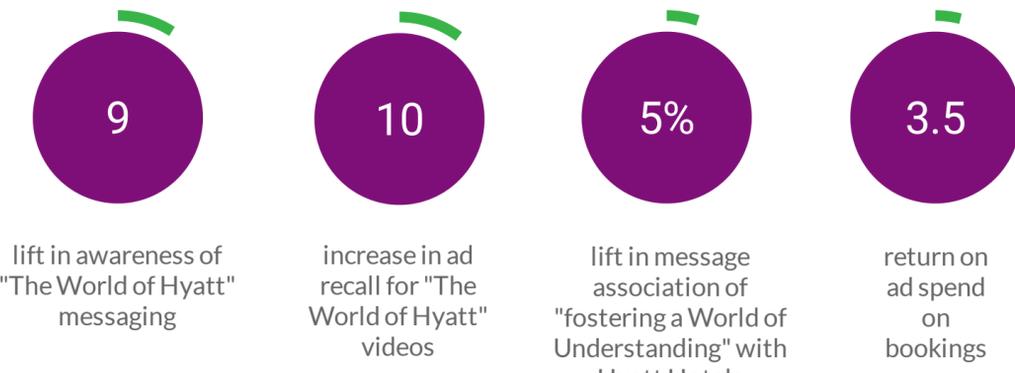


Courtyard Hotel case study success story



In a 31 day period, the results show that engagement increased with more in-bound conversations taking place, increase in "likes" to 680, increased "sharing" with peers to 94, resulting in 82 new fans of this Courtyard Hotel.

Hyatt Hotels case study success story



Hyatt collaborated on a Facebook brand lift study and found that their holiday campaign, which ran December 4–31, 2017, resonated with its audiences, moving all key metrics.

Why you need both!

- In many ways, a "share" is even better than a "Like" because it's a much stronger social endorsement. If someone "shares" your content or your page, it shows they like it enough to share with their friends.
- A page is far more likely to get noticed when it's in your newsfeed because a friend shared it. This is what we call a strong "network effect" in social media channels such as Facebook – the more friends you have on the network, the more useful it is, compelling still more friends to join. Users discover and consume content created by others on the network. As more users come on board, adding more valuable content, this leads to greater value for everyone in your community.
- People are actively telling the world about the great experience they have had at your Hotel or Restaurant on Facebook; shares usually come with a picture and a comment from the person sharing. With Facebook's new Timeline, this content can really jump off the page. In addition, it has a much bigger impact on the EdgeRank algorithm of Facebook. This algorithm determines which posts will be seen by a user depending on his or her activity, making it more likely that they will see your comment in the future.

SOURCES

Statistics:
 GrowEpic.com/channel?channel=instagram
 Hootsuite Blog
 Expedia and the Center for Generational Kinetics - January 2018
<https://www.facebook.com/business/success/hyatt>
 Statista - 2018 statistics

CREATED BY

Rose Mentrie / iResponse.com

