

Latest Social facts and figures to consider

2018 Edelman Trust Barometer Special Report:

Current social media trust is only at **41%** globally due to "fake news" and consumers are expecting brands to fix this unbalance.

Four in Ten consumers say they are unlikely to become emotionally attached to a brand unless they are interacting via **Social Media**.



42%

PER HILTON FINDINGS, 42% OF CONSUMERS ARE USING SOCIAL MEDIA TO RESEARCH UPCOMING TRIPS

Source: [2018 Edelman Trust Barometer Report](#)

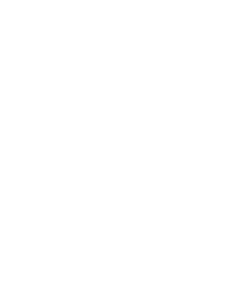
Source: [the Lobby - Updated Brand Standards - November 4, 2019](#)



"four simple Hilton standards with four incredible benefits"

BRAND STANDARD

Always aim for at least a **100%** Negative Response Rate every time.



• **WHAT:** Choose a Social Media Champion on property
BENEFIT: Improve postings on Social channels that are pertinent to your property and to your guests

• **WHAT:** Respond to reviews: Maintain a 90%+ review response rate for all negative (1-3 star) TripAdvisor reviews, for the previous calendar year, as it appears on the SALT Reporting Site
BENEFIT: Improved guest experience by listening to guest feedback and building relationships

• **WHAT:** Central execution: If active on Facebook, be connected to the Facebook location structure for the appropriate brand. If active on social, use Sprinklr, Hilton's only approved social media management tool
BENEFIT: Corporate and content support increasing authenticity and improving brand awareness

• **WHAT:** Post consistently - at least once a month on each social media platform
BENEFIT: User confidence in your hotel's social media account's authenticity and your hotel's ability to engage and respond

Source: [the Lobby - Updated Brand Standards - November 4, 2019](#)

WHY RESPOND?



POSTS VS VIEWS

*Travelers wrote an average of **180K** reviews each month on TripAdvisor, for all Hilton Hotels
*These Hilton reviews were seen by a consumer on average of **67K** times per month

POSITIVE VS NEGATIVE

***68%** Overall Response was between 1-5 Star
***74%** of these were between 1-2 Star



ENGAGE

GAIN INSIGHT
Every time we listen and interact with our guests we create an opportunity for ourselves to turn their concerns into insight

IMPROVE

OPPORTUNITY
Acknowledging our mistakes and acting on our opportunities can help us lead with a competitive edge and create memorable experiences for our guests

LOYALTY

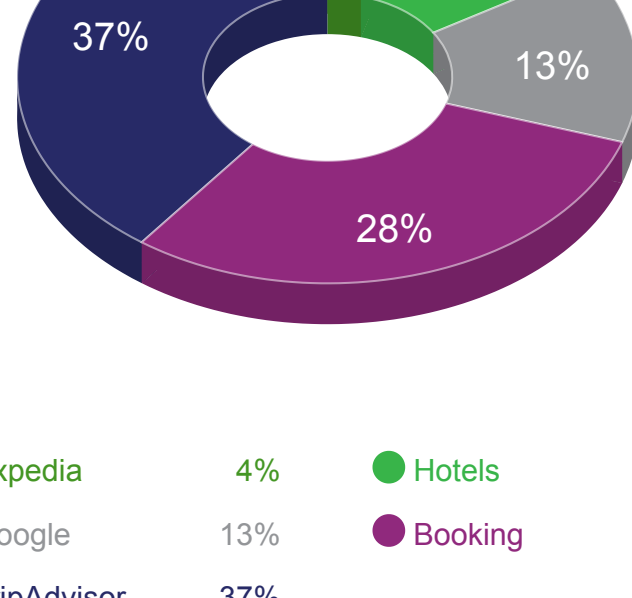
BUILD RELATIONSHIPS
The outcome of great experiences results in satisfied customers, which allows us to redefine and strengthen the relationships we have with our fans

Source: [the Lobby - Online Reputation Management](#)

Hilton Hotels top online review sites

81%

Today, **81%** of travelers use review sites to determine the best options on lodging accommodations



20%

For all Hilton brands, majority of the online reviews come through TripAdvisor and **20%** of those reviews are considered to be negative

Per Hilton Hotels reporting, TripAdvisor, followed by Booking.com are the top 3rd party online booking engines for all Hilton Hotels. TripAdvisor is leading the pack by contributing 37% of OTA bookings for all Hilton Hotels

In addition, 20% of the reviews from TripAdvisor are of a negative nature for all Hilton Hotels

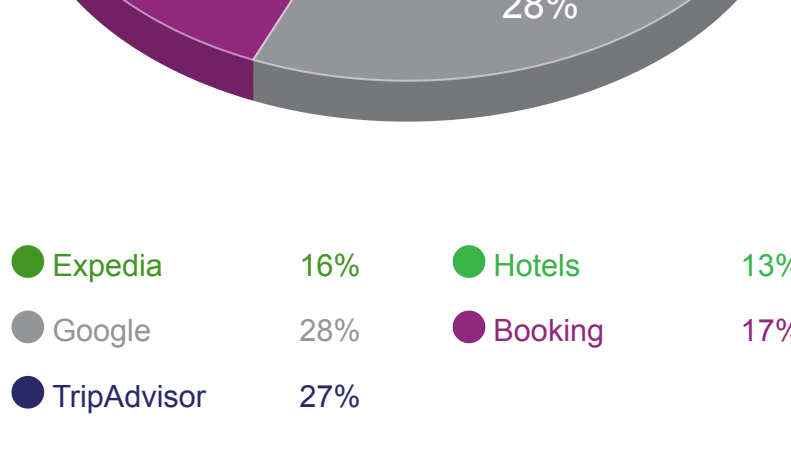
Compared to 42% of consumers that use Social Media to research upcoming trips, per Hilton 81% of travelers rely on review sites when making their lodging decisions

Source: [Medallia - Resources, Review Site Volume](#)

iResponse - Hilton top online review sites

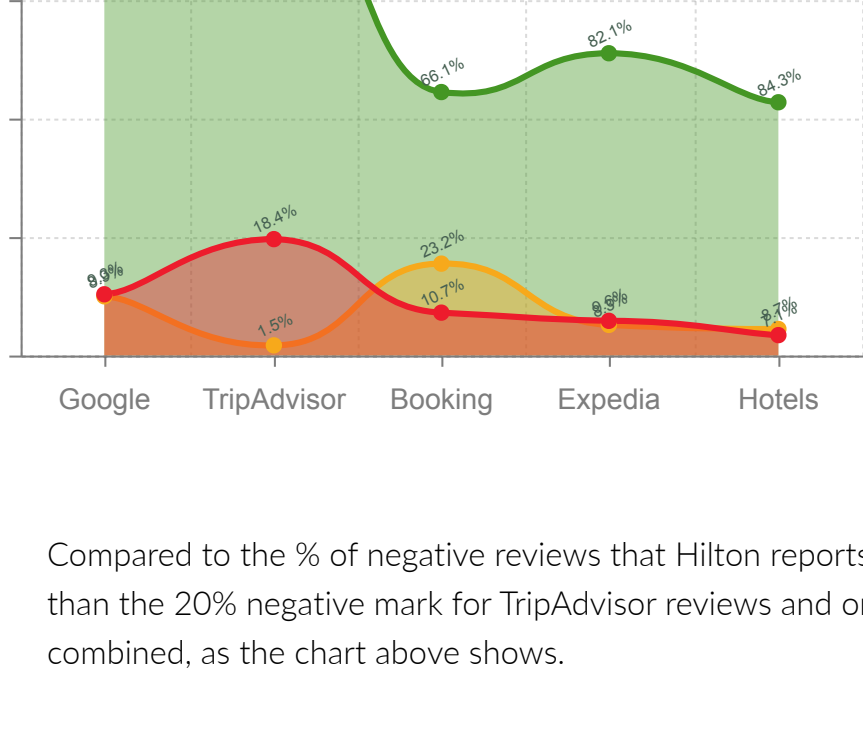
27%

For all Hilton brands that we provide responding services for, **26.8%** come through TripAdvisor



28%
In comparison, another **28%** of reviews come from GoogleMyBusiness for our Hilton Hotels clients

We also looked at our own figures for the Hilton Hotels that we provide services for to compare similarities and differences:
GoogleMyBusiness is leading the pack at 28% and very close behind is TripAdvisor at 27%. At iResponse, we have been seeing a consistent increase in Google Reviews for our Hotel clients so we take great care in following Google's best practices when responding to those guest comments. This, in turn, helps improve their performance in the opaque search results for these hotels.

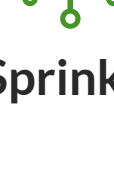


18.4%

18.4% of those TripAdvisor reviews are considered to be negative
Overall **11.7%** of all the OTA reviews are considered to be negative

Compared to the % of negative reviews that Hilton reports, our Hilton clients receive a little less than the 20% negative mark for TripAdvisor reviews and only a 11.7% mark for all OTA channels combined, as the chart above shows.

Source: [iResponse - Resources, Review Site Volume](#)



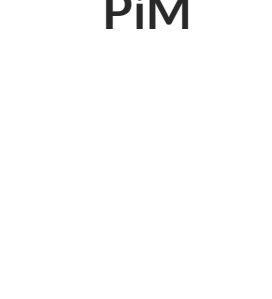
Hilton Tools - the LOBBY



Sprinklr

BENEFITS:

- *Manage multiple social media accounts from one platform
- *Gain visibility of online conversations surrounding your hotel
- *Easily share Hilton Honors posts and content
- *Have access to corporate social media assets
- *Access analytics and reporting without having to export data from social channels



PiM

BENEFITS:

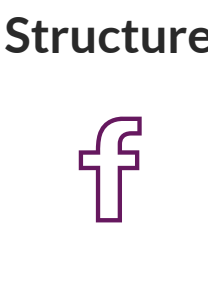
- *Populate your hotel information automatically on all third-party websites
- *Interfaces with Brand.com, Global Distribution Systems and Central Reservations System
- *Houses all pertinent hotel team managers i.e. GM, DOS&M, Social Media Champion's information for Hilton Hotels' in-house communication purposes

BENEFITS:

- *Hilton Social Media Response Triage: provides a guideline for responding to reviews
- *Time is of the essence: a timely response shows the reviewer that you have read their review and that you take their feedback or concerns seriously
- *Be courteous & Professional: never allow emotions or personal feeling to affect your actions
- *Use "We" versus "I": to promote a united front from the hotel and show that all team members hold accountability for your guests' experience
- *Say "Thank you": always thank the reviewer for their time and effort they have placed in writing their review
- *Address the Issue: restate the issue in your response, a good way to show that you understand the main concern
- *Personalize the response: using the reviewer's own language shows that you have thoroughly read the response and you are connecting with them on a personal level
- *Use the reviewer's name: adds a personalization and can help you connect with the reviewer
- *Avoid generic responses: always use original, authentic response and do not copy and paste - craft a new response



Responding Best Practices



Facebook Location Structure

BENEFITS:

- *allows brands and businesses to connect and manage all locations from one central Business Page.
- *allows your hotel to establish a local Facebook presence while still maintaining Hilton brand consistency and control
- *your hotel location will be accessible through the brand page and vice versa
- *automatic creation of a map tab that includes all connected "Location Structure" pages and allows users to perform a free-form search using parameters i.e. city name, postal code neighborhood and more
- *gives your Facebook page the authenticity that this is the official FB page for your hotel since it is connected to the Brand Parent page, the Brand page appears in your hotel pages
- *if you have a corporate admin, this also allows them to add or remove Page Roles and view the page from an internal perspective to investigate and triage technical issues

Source: [the Lobby - Best Practices to Responding to Reviews, FB Location, PiM](#)

READY TO START COMMUNICATING WITH YOUR GUESTS?

- I. Maintain a 90%+ review response rate for all negative (1-3 star reviews) TripAdvisor reviews, for the previous calendar year, as it appears on the SALT Reporting Site
- II. Set-up and manage your hotel's Social media account and reply to guests' comments and reviews in a timely manner
- III. Incorporate social media into your hotel's marketing strategy and into all marketing campaigns as deemed appropriate
- IV. Be aware of communications from the Hilton Social Team when it comes to crisis communications, announcements and social media recommendations
- V. Follow enterprise and brand guidelines and best practices to optimize your social media presence, while paying close attention to legal guidelines
- VI. Post on each Social media channel at least once per month in order to keep channels active and consistent
- VII. Empower your guests or unfamiliar travelers with resources and information about your property and local area
- VIII. Join the Hilton Social Hub and subscribe to the Hilton Social Newsletter for the latest in Hilton social media.

Source: [the Lobby - Social Media Champion](#)