**Social Media Foundation and Strategy**

**Content Creation**

* Minimum 3 posts per week
* Alternate post topics with these category buckets to make content balanced and more engaging
  + Covid Time
    - Contests/Games
    - How tos
    - Human appeal
    - Resources
  + Standard time:
    - Local beer/wine
    - Willamette River
    - Local Artisans/businesses
    - Outdoor activities
    - Hotel amenities
    - Hotel events
* Resources
  + Shared google drive will have ideas stored on
  + Look at other hotels/restaurants for inspiration/ideas
* Process:
  + For any pictures of food, get Chef’s approval before posting
  + Toni (Mercy has contact) can be a resource to shoot video footage and/or photos.
  + Try shooting some footage, experiment, we have a couple people that can provide video editing to put together a clip if you get footage.
  + Always feel free to ask if you need something, or want feedback on an idea.

**Community Management**

*Dos*

* Respond to every comment, review, post, or message.
* Try to include a relevant question in your response.
* Try to respond as quickly as possible. A good goal is within an hour during the business day.
* In the event of a concerning negative comment or complaint, review, post, or message:
  + Let a manager know ASAP
  + Be empathetic.
  + Restate their issue to show understanding.
  + Try to offer a solution.
  + Reiterate our commitment to our guest’s experience
* If you don’t know the answer to a question, respond and let them know you’re working on it.
* Maintain the same voice and tone as the rest of the content.
* Be positive, complimentary and gracious

*Don’ts*

* Miss responding to any comment, review, post, or message.
* Ask a closed ended question. All questions should be aimed at starting a conversation
* Wait more than 24 hours to respond to a comment, review, post, or message
* Use unprofessional vernacular, or curse words.
* Criticize or put down another local business, patron, or our staff
* Say something that’s not true, or answer a question we don’t know
* In the event of a negative comment, review, post, or message:
  + Be argumentative
  + Be dismissive
  + Ignore them
  + Throw a staff member “under the bus”, “Suzie was having a bad day, she will be disciplined”.

**Ads**

Limerent is handling the paid advertising on facebook, if you have an idea, or what something particularly boosted, contact Mike at Mike@getlimerent.com

**Overall Strategy:**

* When in doubt about an idea, photo, or language used, never hesitate to reach out to Sondra 503-704-6776 or [Sondra.storm@gmail.com](mailto:Sondra.storm@gmail.com). This is a collaborative process, especially in the beginning, you will likely have questions about tone.
* Mercy has done most of the posting and community management to this point, she can also be a resource: [mercy@theindependencehotel.com](mailto:mercy@theindependencehotel.com)
* The best times of day to post are generally noon – 3:00, Wednesday is the busiest day
* Do think about building community, networking online with the use of #’s and tagging wineries, purveyors, other partners that we feature in posts, or collaborate with.