**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. 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
* 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.