

# HYB25

Annual Edition

Navigating New Dynamics in the  
New Year



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# Top 10 Social Media Strategies for Hotels in 2025

Social Platforms

DJ Vallauri

*Founder, President & CEO - Lodging Interactive*

Social media continues to be a powerful tool for hotels to engage guests, boost brand awareness, and drive direct bookings. To stay competitive, hotel marketers must adapt to the latest trends and best practices. Here are the top 10 actionable strategies to elevate your hotel's social media presence in 2025.

## 1 DEFINE CLEAR GOALS FOR SOCIAL MEDIA CAMPAIGNS

Setting measurable and achievable goals is the foundation of a successful social media strategy. Whether it's increasing brand awareness, driving direct bookings, or boosting engagement, clarity is key. **Tip:** *Develop a campaign brief outlining objectives, target audiences, and desired outcomes to ensure alignment with your hotel's marketing plan, strategies, and goal objectives.*

## 2 LEVERAGE USER-GENERATED CONTENT (UGC) FOR AUTHENTICITY

Guests trust peer reviews and real-life experiences over polished marketing materials. Encouraging guests to share their experiences fosters authenticity and builds trust. **Tip:** *Create Instagram-worthy spaces within your property and introduce monthly photo contests with enticing rewards.*

## 3 COLLABORATE WITH INFLUENCERS WISELY

Not all influencers bring value. Partnering with influencers who align with your target audience and brand values can significantly impact your social media reach and credibility. **Tip:** *Use influencer marketing platforms to vet influencers based on engagement quality, audience demographics, and content style.*

## 4 UTILIZE VIDEO CONTENT FOR ENGAGEMENT

Video content drives higher engagement and conversions than static images. Hotels can leverage behind-the-scenes footage, guest testimonials, and property tours to captivate audiences. **Tip:** *Utilize short-form video content for platforms like Instagram Reels and TikTok to boost visibility.*

## 5 MONITOR SOCIAL MEDIA METRICS FOR ROI

Understanding the effectiveness of social media efforts requires tracking key performance indicators such as reach, engagement, and conversion rates. **Tip:** *Collaborate with your revenue management team to set up unique booking links for tracking direct revenue from social media campaigns.*

## 6 ENGAGE WITH YOUR AUDIENCE IN REAL-TIME

Active engagement helps build relationships and loyalty. Responding to comments, messages, and reviews promptly shows that your hotel values guest feedback. **Tip:** *Assign a social media manager to monitor platforms and respond to guest interactions as soon as possible or within 24 hours.*

## 7 OPTIMIZE PAID SOCIAL MEDIA ADVERTISING

Organic reach is declining, making paid social media campaigns an essential component of a successful strategy. Hotels should invest in targeted ads to reach the right audience at the right time. **Tip:** *Leverage lookalike audiences and retargeting campaigns to maximize ad spend efficiency.*

## 8 PERSONALIZE GUEST EXPERIENCES THROUGH SOCIAL MEDIA

Personalization enhances guest satisfaction and fosters loyalty. Utilize data from social media interactions to tailor offers and communication. **Tip:** *Encourage guests to share preferences through social media surveys and customize their experience based on their responses.*

## 9 STAY PREPARED WITH A CRISIS MANAGEMENT PLAN

Negative feedback can escalate quickly on social media. Having a crisis response plan in place ensures that issues are handled professionally and efficiently. **Tip:** *Designate a crisis communications team and provide clear guidance for responses to crisis management scenarios to maintain consistency.*

## 10 FOCUS ON STORYTELLING RATHER THAN SELLING

People connect with stories, not sales pitches. Sharing guest experiences, local culture, and behind-the-scenes content can create an emotional connection with your audience. **Tip:** *Encourage staff to share their personal experiences and interactions with guests to humanize your brand.* By adopting these leading social media strategies, hotels can actively engage their audience, boost brand reputation, and ultimately increase direct bookings. Keeping up with these trends helps your property stay relevant and competitive in the constantly changing digital landscape.



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