



1964-2014

# Holiday Inn 50th Anniversary

## Social Media Strategy





## **Why Social Media?**

*We're celebrating the community's hotel.*

It's a story about others, a story of engagement. In 2014, there are no better platforms for engagement than social media.

We plan to use the Holiday Inn Saratoga Springs' social outlets to engage guests and the community in a collaborative celebration.



## Goals

*Build awareness of the hotel's 50th anniversary and history.*

*Build awareness of the hotel's services and amenities.*

*Invite 'fans' to participate in celebrating.*

*Increase attendance at the Community Open House.*

## Target Audiences

Hotel guests

Saratoga Springs residents and community members

## Target Platforms

Facebook

Twitter

Pinterest

## Measurement

Facebook Insights

Number of Retweets and Favorites

Number of Repins

## Content Ideas & Strategy

### 1. Facebook Polls

Create polls for Facebook fans to vote on.

Example:

Who remembers Rascals, our restaurant from 1985 to 1997? For those who indulged on brunch or boogied late into the night, what was your favorite feature of this funk joint?

- 1) The disco ball
- 2) The comedy club
- 3) The bottomless champagne

Example:

In 50 years, our hotel has seen some exciting moments at the Saratoga Race Course. Which race do you think was the biggest?

- 1) Secretariat loses to Onion in 1973
- 2) Holy Bull wins the Travers in 1994
- 3) Rachel Alexandra is the first filly to win the Woodward Stakes in 2009

Example:

Action! In 50 years, we've had a lot of film crews come through our doors for wardrobe, daily edits, and casting calls. Which movie brings back the most memories for you?

- 1) Seabiscuit
- 2) The Horse Whisperer
- 3) Billy Bathgate
- 4) Ghost Story

### 2. "Throwbacks"

A popular 'tradition' on social media is a #tbt or Throwback Thursday. The Holiday Inn could post old photos, or even before and after shots each Thursday. Photos could include historical shots of downtown Saratoga, rooms at the hotel, or employees. Each post would feature #tbt (on Twitter), Throwback Thursday, and a description of the image posted.

### 3. *Memories Shared*

Post short statements from the longer stories collected for the timeline and follow with, “What memories do you have from the Holiday Inn?” or “What’s your favorite story about the Holiday Inn?”

### 4. *The Faces of the Holiday Inn*

Who are the people that make an experience at the Holiday Inn so special today? Who worked at the Holiday Inn for many years and has seen the hotel grow? Share a photo, a vignette of the person, and their favorite memory of times spent at the Holiday Inn.

### 5. *Funniest Photo*

Take a few funny photos of staff and start an album on Facebook. Then, ask fans to submit their funniest photo to win an item of the hotel’s choice. Photos should all be pulled into the album for others to see. Winners could be chosen based on the number of likes each photo receives or by a Holiday Inn staff vote.

### 6. *News Updates*

Share articles published about the Holiday Inn’s anniversary as well as weekly (or daily as events get closer) reminders about upcoming events.

### 7. *Did you know?*

Share (with a photo if possible) different fun facts about the hotel past and present.

Example:

**Did you know?** Our hotel today has enough forks to serve 2,125 pieces of birthday cake? Looks like we’ll need a big one for our 50th Birthday Party!

Example:

**Did you know?** One of our biggest and longest weddings ever was for our own general manager, Cindy Hollowood! After Cindy and her husband Brien rolled in on a golf cart, their 350 guests partied for almost nine hours way back in 1989.

## 8. Family Album

Upload photos used on the timeline to a Facebook album. Descriptions of photos can come from timeline content. All items could be posted at once or in groups over time.

## 9. Pin Boards

Create different Pinterest boards related to the 50th anniversary. Plan to post 2-3 items to the board a week. Some boards that could be created include:

The Campaign for Investment:

Pin photos of items related to the campaign to sell stock shares.

Over the Years:

Pin photos of the hotel from years past. Repin collectables and other Holiday Inn nostalgia other users have posted.

Our Community:

Pin photos of major events past and present in the Saratoga community.

Behind the Scenes:

Pin photos of employees working – “backstage” shots of what it’s like to run a hotel.

Our 50th Birthday:

Pin photos, articles, etc., relating to the anniversary events.

## 10. Look who’s 50!

Share interesting facts and photos about other brands/items that are 50 years old.

Examples include:

Viva Las Vegas	The British invasion	Flipper	Civil Rights Act of 1964
Arby’s	Mary Poppins	Goldfinger	Charlie and the Chocolate Factory
Rudolph the movie	Lucky Charms	Pop-tarts	“Times they are a-changin”
Buffalo wings	Diet Pepsi	The Addams Family	Rolling Stone’s first album
Hess trucks	My Fair Lady	Bewitched	
Sandra Bullock	Eight-tracks	Jeopardy!	
Gilligan’s Island	US State Lottery	The Munsters	
Mustang	The Jackson 5	G.I. Joe	

## 11. Singin' like it's 1964

Share links to YouTube videos of popular songs from 1964. Examples include:

I Want to Hold Your Hand, *The Beatles*

She Loves You, *The Beatles*

Hello, Dolly!, *Louis Armstrong*

Oh, Pretty Woman, *Roy Orbison*

I Get Around, *The Beach Boys*

Everybody Loves Somebody, *Dean Martin*

My Guy, *Mary Wells*

Where Did Our Love Go, *The Supremes*

People, *Barbra Streisand*

A Hard Day's Night, *The Beatles*

Under the Boardwalk, *The Drifters*

Chapel of Love, *The Dixie Cups*

House of the Rising Sun, *The Animals*

Wishin' and Hopin', *Dusty Springfield*

Twist and Shout, *The Beatles*

Walk on By, *Dionne Warwick*

## 12. Quick Clips

Capture employees, guests, friends and family saying “Congratulations on 50 Years,” “Happy 50th Birthday,” or more personal messages on mobile devices or tablets and share through the various social channels.

## Facebook

Best used for: single photos, photo albums, polls, asking questions, event invitations, and sharing detailed updates.

### What day do I post on for best results?

1. Friday
2. Thursday

### What time do I post for best results?

1. Weekdays 6:00–8:00 a.m.
2. Weekdays 2:00–5:00 p.m.
3. Weekends 10:00–1:00 p.m.

### How many times should I post in a week?

Facebook posts “live” longer than other social platforms and therefore don’t need to be as frequent. Two or three posts a week is a good goal.

## Twitter

Best used for: quick facts and single photos.

### What day do I post on for best results?

1. Monday
2. Tuesday
3. Friday

### What time do I post for best results?

1. Weekdays 6:00–8:00 a.m.
2. Weekends 1:00–3:00 p.m.

### How many times should I post in a week?

Tweets have very short lifespans. Minimally, one tweet a day should be shared. That same tweet can be altered slightly and posted

again on a different day.

## Pinterest

Best used for: photos and sharing other users’ content.

### What day do I post on for best results?

1. Saturday
2. Sunday
3. Friday

### What time do I post for best results?

1. Weekend mornings
2. Weekdays 5:00 p.m. or later

### How many times should I post in a week?

The best method for Pinterest is to prepare everything that should be pinned ahead of time and dole out five to seven pins a week.

*\*Posting times vary by industry and community. Times given are based on median results.*

## Quick Tips & Best Practices

## Social Media Prime Time

For best results, post at the listed time for each platform.

There is no wrong time to post. These are only best practice suggestions.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<i>Pinterest</i> All morning	<i>Twitter</i> 6-8:00 am	<i>Twitter</i> 6-8:00 am		<i>Facebook</i> 6-8:00 am	<i>Facebook/</i> <i>Twitter</i> 6-8:00 am	<i>Pinterest</i> All morning
<i>Facebook</i> 10:00 am- 1:00pm						<i>Facebook</i> 10:00 am- 1:00pm
<i>Twitter</i> 1-3:00 pm						<i>Twitter</i> 1-3:00 pm
				<i>Facebook</i> 2-5:00 pm	<i>Facebook</i> 2-5:00 pm	
	<i>Pinterest</i> After 5:00 pm					

## Quick Tips & Best Practices