

Social Networking Why & How Introduction

We have been overwhelmed recently by requests from our clients for Social Networking Managers, as well as Consultants to set up their social networking platform.

The last time we were over so whelmed was when everyone decided they needed to hire a Revenue Manager immediately! Since then, we all have seen how important that decision was, as this role plays a very crucial part in every one's business success.



As many of our clients are still uncertain as to the benefits of hiring a Social Networking Manager, I enclose an article that may shine some light on their potential and what their huge contribution to the success of any hotel or company can be.

If you require some one to set up your Social networking platform, or hiring a Social Media Manager, please let us know, as we would be pleased to assist. As a loyal client of Renard International if you need anything, just ask!

Best regards,

Stephen J. Renard

President

Social Networking Why & How

The aphorism “time equals money” weighs heavier on businesses today, than it ever has before. As a result, social media has become one of the most powerful tools, granting companies the ability to reach a mass audience in the quickest and most cost effective way.

The consumption of social media is currently the hottest topic in North America and around the world. A few months ago I visited London for the WTM conference, where I was able to see first hand the impact social media had on businesses – everyone wanted in. Conferences like [WTM](#) and [ITB Berlin](#) cover a series of topics ranging from

global economic trends to hotel security analysis, but this year's agenda seemed to focus on social media and how to use it effectively.

Social media goes beyond traditional marketing methods; it provides companies with access to millions of users through a selection of pre-constructed platforms (Twitter, Facebook, LinkedIn, etc.) for the cost of nothing, but an email address.

The utilization of effective social media can be broken down into three different parts:

1. **The Consumer:** As Marshal McLuhan once said, "the medium is in the message", the platform chosen will determine the audience reached.

2. **The Message:** which should be clearly packaged. It's not always about the way it's delivered, but how the audience perceives it - the message can construct the image of the company.

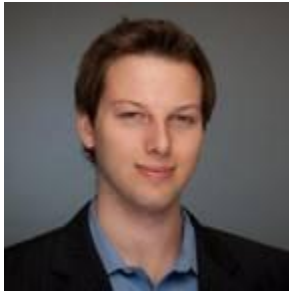
3. **The Commitment:** once you've made the decision to use social media, you must consistently and continually deliver into that space. Effective users maintain the communication. Social media is "social" because it allows people to engage in an open and active conversation, so keep it going.

For businesses that don't have the time to monitor these sites daily or the money to hire a social media coordinator - there are several tricks in making social media a more efficient experience. The major platforms like Facebook, Twitter, and LinkedIn can all be linked together, which can cut posting time by a third. A post made on one site will show up on all three simultaneously. There are also apps like [TweetDeck](#) for Twitter – an optimal alternative for the "power user". The TweetDeck allows companies to put together a schedule of Tweets that can be posted any day after constructed.



[Google Analytics](#) is a great way to track traffic on websites (and it's free!). It's a helpful tool for tracking overall trends, but lacks the ability to automatically track specific pages/campaigns. To get specific analytic information, add a tracking URL to any posted links. Link shortening sites like [bit.ly](#) make it easier to add links to posts. Doing this will provide a clearer understanding of where traffic is coming from and what needs to be improved.

Remember folks – social media is about keeping 'followers' up to date and attracting the consumer creatively and efficiently. It's all about the execution.



Paul Renard
Senior Development Manager
Renard International Hospitality Search Consultants

www.renardinternational.com
Office 1-416-364-8325 ext 256
Cell 1-416-832-5464
Fax 1-416-364-4924