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Hostels Worldwide



Seven Essential Social Media Tips for Hostels



Connect with local businesses and attractions

Build relationships with local businesses, events and attractions on Twitter and Facebook. Other than simply liking a page or following a business, such as a restaurant or museum, you can post about them on your feed and tag them with the @ symbol. This not only grabs their attention, but promotes your hostel to their followers. The same happens when you share and retweet their content on your page. Connecting to other businesses increases your local influence and grows your reputation as a solid source of up to date information. Scour the pages of local businesses and tourist information centres to find questions and comments by people who want to visit. Reply to those people with some great advice, or direct them to a blog post on your website about things to do in your area.

Use a cross platform approach

When you publish a blog post, promote it on Facebook and Twitter. When you take a photo on Instagram, share it on all of your platforms. The wider you post, the greater your hostel's visibility. It is important to link your social media accounts together. You can manage them better that way, but also customers can click on links between your accounts and use the one that best suits their needs. Share guests' photos in the same way, allowing their stories to be part of your social media web. Recycling their content this way is time effective and makes guests feel invested in your hostel. Another powerful effect of having multiple social accounts is that you saturate SERPs like Google with your brand. Make the whole process simpler, by using a social media management system like Hootsuite.

Learn the mechanics of social media

Learn how each site works. Using the platform's tools creatively, lets you more effectively target your key audience. Instagram and Twitter use hashtags that make content more relevant to keyword searches. Trending hashtags (e.g. #LoveWins) are the current buzzing hashtags. If something is currently happening in your city, use trending hashtags to get in on the conversation. Niche hashtags (e.g. #traveltips) are aimed at specific audiences; use them to let the platform know the relevance of your post. To get your tweet favoured and retweeted, make sure that your timing is right so the tweet won't be lost in the ocean. Using a posting calendar or app will help you keep track of this. Facebook has some useful analytics tools that will allow you to see which of your posts have been successful, enabling you to better focus your future posts.

Create a buzz through contests and giveaways

If you give away a free stay, t-shirts or some other gift for the best photo or answer to a question through your website, it will generate more traffic. People want something for free and will put in the work to get it. Photo competitions are good, because they will fill your social media accounts with plenty of new images. Highlight certain entries, start a countdown and keep posting updates about the competition, to drive traffic to your social media accounts and website.

The customer experience begins before they book and continues as they post on social media. Social channels are the repository of their entire journey. When customers share their positive experiences about your hostel, you appear on multiple feeds and increase your digital footprint. Implement a great social strategy to ensure that your hostel survives in the virtual jungle.

