



**HI CANADA**

Travel conscious

Voyageurs conscients

# **WEBINAR #1 : SOCIAL MEDIA**



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# Today's webinar

1

**Why** do we use  
social media?

2

**How** do we use  
social media?

3

How to make  
it **easier**?

4

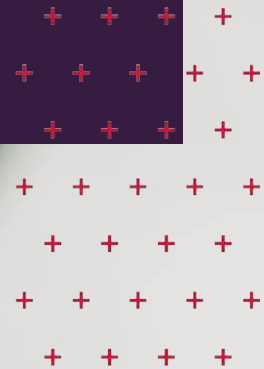
What does it  
mean for **you**?

5

How to create  
**Facebook Ads**?



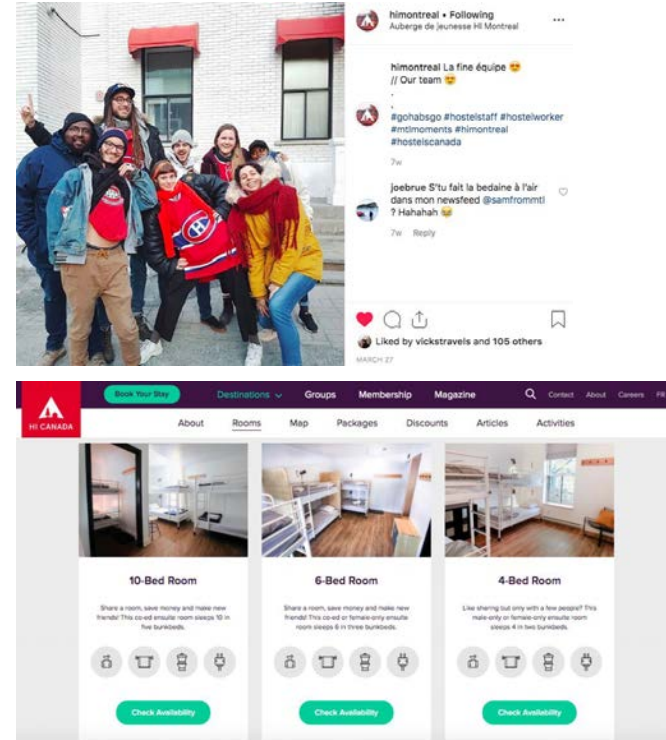
# Why do we use social media?



# The need for social media

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- Brand awareness, not revenue
- Website is for product, social media is for experience
- Pre-decision — social media needs to inspire



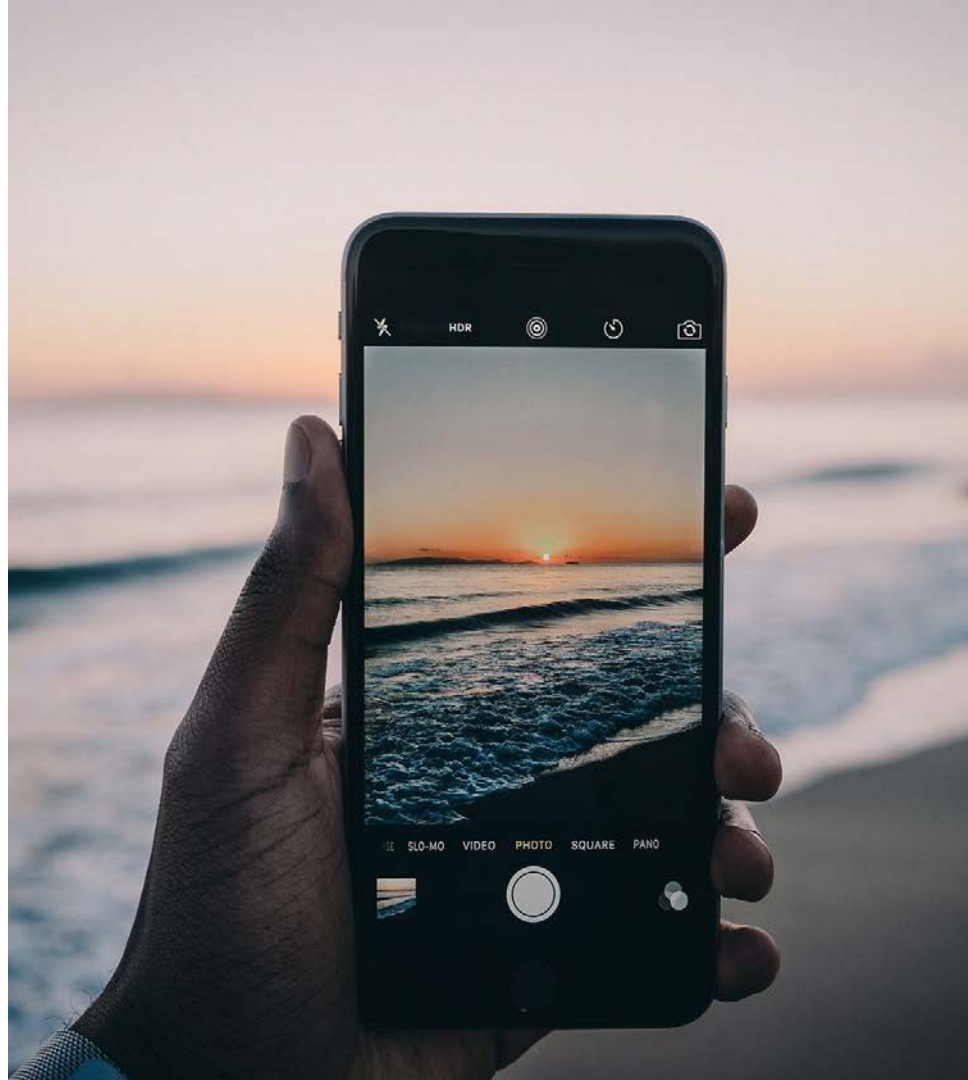
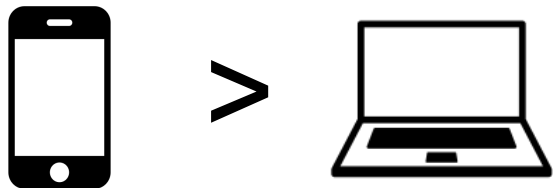
A top-down view of a workspace featuring a silver laptop with a black keyboard, a black smartphone with a gold Apple logo, and a small green succulent in a tan pot. A dark purple rectangular box is centered over the laptop keyboard, containing white text. A decorative pattern of small red plus signs is located in the bottom right corner of the purple box.

**How do we use  
social media?**



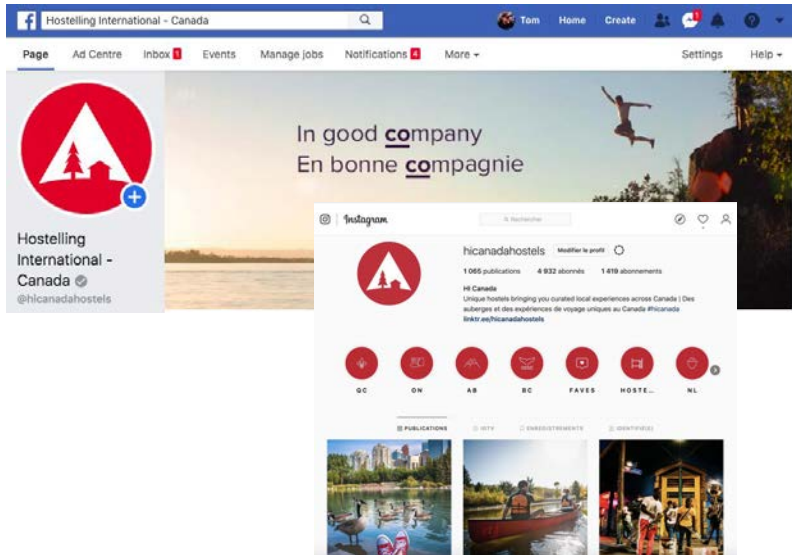
## Usage behaviour

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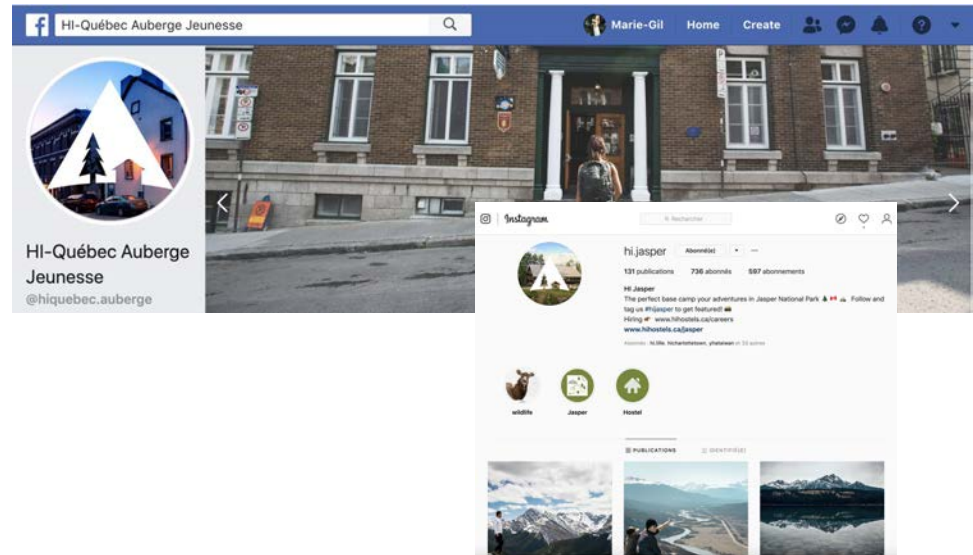


# National vs. Hostel pages

- National pages
  - ◆ Hostelling
  - ◆ Global audience



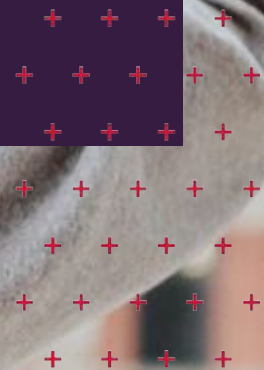
- Hostel pages
  - ◆ Your destination and hostel
  - ◆ Local audience





A person with long brown hair tied in a bun is seen from behind, holding a smartphone up to take a photo. They are wearing a grey hoodie and a black backpack with brown leather straps. The background shows a city street with tall buildings.

# How to make it **easier?**









# Facebook

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- Most important platform
- Virtual tour of the hostel — experience
- Interaction
- Great content



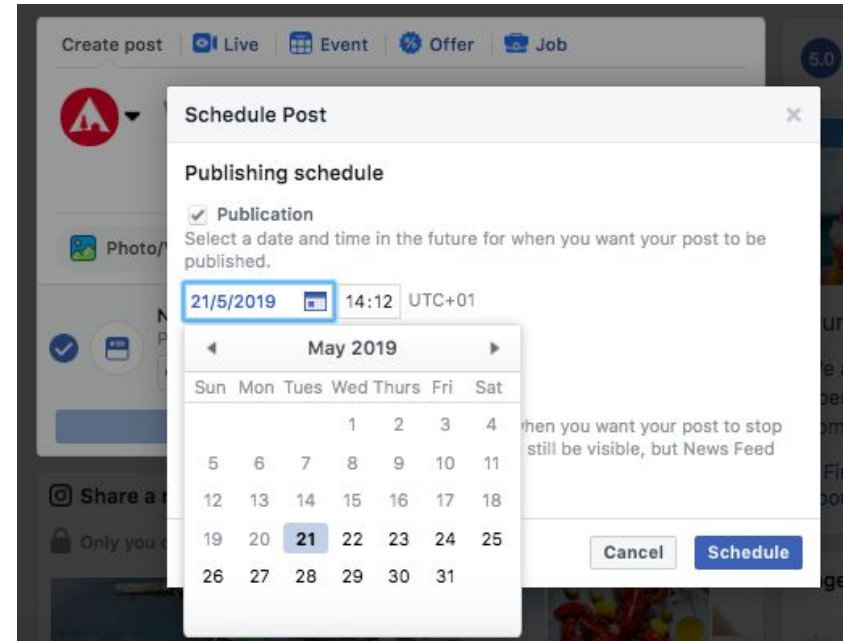
# Facebook content

Hostel experience (rooms, breakfast, activities, staff)	Staff	HI Canada (national page) & other HI associations	Other HI hostels & YTF	Member discount providers & DMOs	HI Canada Magazine articles (4+/month)
					

# Facebook tips & tricks

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- Mix of photos and videos
- What is your hostel's personality?
- Plan ahead
- Not too salesy
- Post at dinner time





# Instagram

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- Inspirational pics
- Peer endorsements
- HI brand — social travel
- Red theme



# Instagram stories


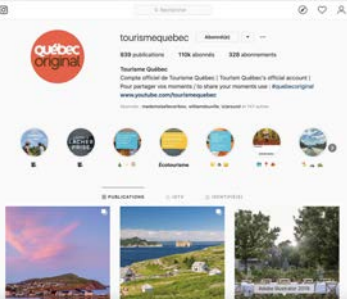

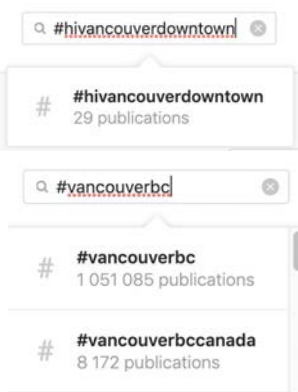

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- Photos, videos, boomerangs
- Disappear after 24 hours
- Leave it to the experts





# Instagram content

Staff	DMOs	Guests	Hashtags	Geotags
				

➔ Don't forget to give photo credit @username

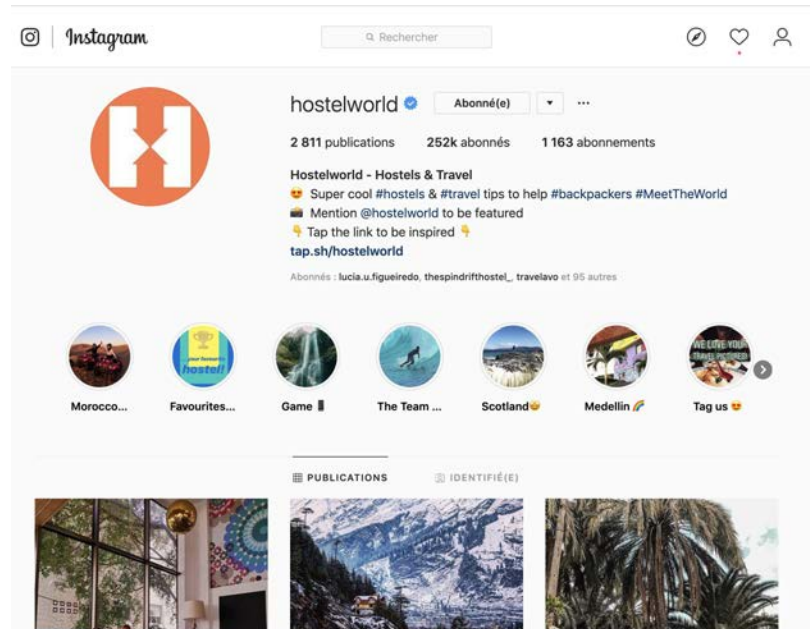
# Instagram tips & tricks

- Always use #hicanada
- Use hashtags, geotags and user tags
- Don't include URLs
- Avoid text or collages
- Shift Click



# Creating content for Hostelworld

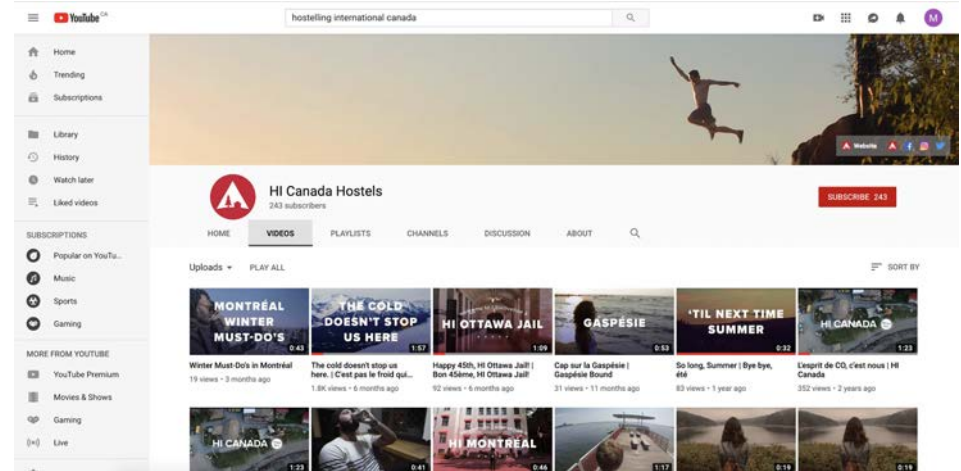
- Vertical
  - Good quality
  - Videos no longer than 15 secs.
  - No writing/tags
  - Specify which info you want added
- 
- **We're happy to review your content and send it to hostelworld!**
- 
- Tutorial [link](#)
  - Example [link](#)



# Twitter & Youtube

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- Don't sweat it, unless you're an expert
- HI Canada Youtube videos



## Negative comments

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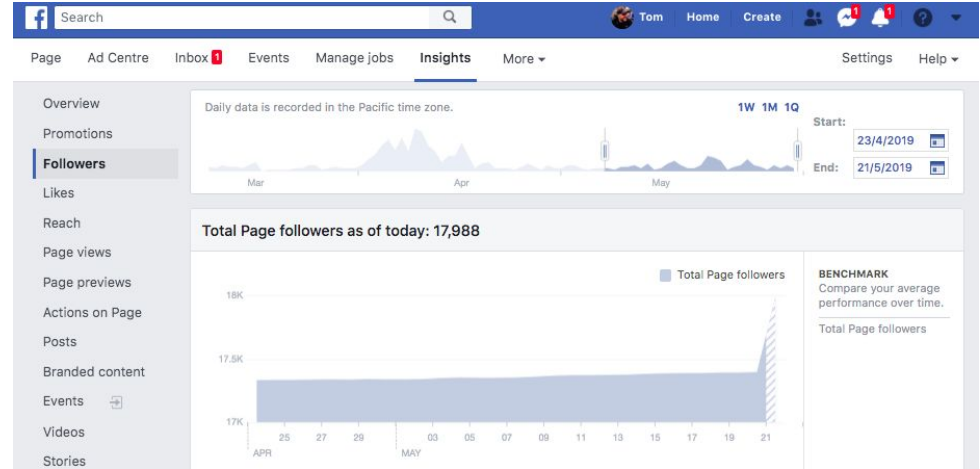
- Don't ignore, be honest, don't argue
- Name + thanks + specifics + action
- Refer to guidelines
- If in doubt, contact your marketing coordinator



# General tips & tricks

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- Post daily
- Avoid controversy
- Spell check
- Stats





A person is seen from behind, sitting at a wooden desk and working on a laptop. Their hands are on the keyboard, and they are wearing a watch on their left wrist. To the left of the laptop, there is a smartphone and a small notebook with a pen. A dark purple rectangular box is overlaid in the center of the image, containing the text "What does it mean for **you**?". On the right side of this box, there is a decorative pattern of red plus signs arranged in a grid-like fashion.

What does it mean  
for **you**?



## *The actual work it takes*

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- ≈ 10 hours/week
- Little bit every day
- Get in the habit of taking pictures
  - ◆ During the tours
  - ◆ In the hostel
  - ◆ While walking in the city/region

# Facebook vs. Instagram

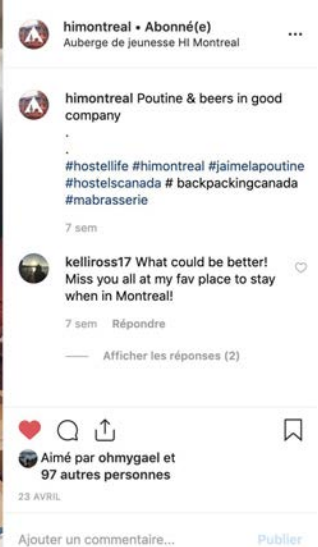
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Facebook	Instagram
<ul style="list-style-type: none"><li>→ ≈ 3 posts/week</li><li>→ Rotation in the types of posts</li><li>→ Check messages &amp; answer within 24 hours</li><li>→ Posts in both French &amp; English (in the same post or use translation option)</li></ul>	<ul style="list-style-type: none"><li>→ ≈ 3 posts/week</li><li>→ ≈ 1 story/week</li><li>→ Mostly in English</li></ul> <div><ul style="list-style-type: none"><li>→ Use the popular photos on both platforms</li><li>→ BUT not all photos can go on both platforms</li></ul></div>

# A hostel feed

What do people want to see?

- There will be plenty of opportunities to socialize
- We are a hostel
- We have plenty to offer in terms of experiences



# What works well for HI Montréal

- Staff pictures
- Winter pictures
- Hostel facade





# What doesn't work for HI Montréal

- Pictures of guests
- Pictures of Montreal





# How do I find my content?

- Ask for other staff to help!
- Get in the habit of seeing content opportunities
- Encourage guests to use the hashtags & geo tags





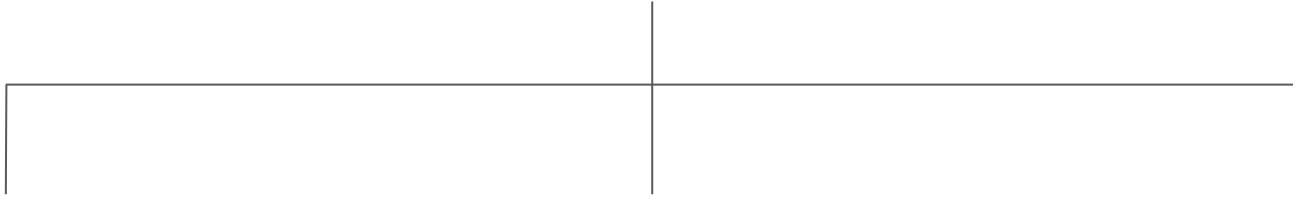
**Any questions?**



*Thank you*

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→ We're here to help. Reach out to us!



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