

SOCIAL MEDIA TIPS & TRICKS

FREQUENTLY ASKED QUESTIONS

What should hostels post on social media?

Where can I source content?

How often should hostels post on social media?

What makes a good photo for Instagram?

How should I write for social media?


We received a negative comment or message, how do I respond?

How can I share my content with the national accounts and other hostels?


What else should I be doing on social media?

How can I make simple graphics for Facebook?



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hibanff Good Morning Mt. Rundle 🏔️🧡

WHAT SHOULD HOSTELS POST ON SOCIAL MEDIA?

There's lots! First and foremost, it's important to remember that social media is less about direct hostel promotion (i.e. "come stay here") and more about fostering an ongoing relationship with people who like what we do (i.e. "look at how much fun we have here").

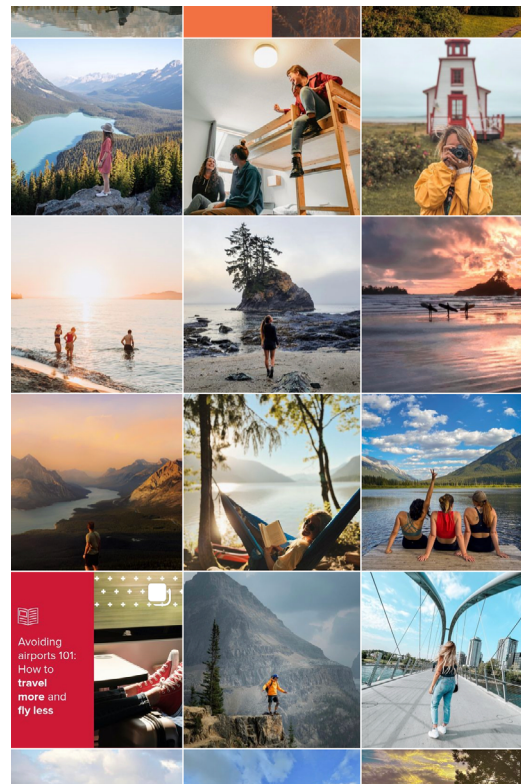
Our followers might be HI members, past guests, prospective guests or locals who are interested in what's happening in the hostel. They may not be looking to visit your hostel right now, so content should be focused on celebrating what hosteling in your location represents—good times in an amazing place.

Increasingly, social media is where prospective guests will go to find out what kind of experience they can expect at your hostel, should they decide to stay there. You'll need to show these people what the experience is like at your hostel, and that your hostel and its staff are the key to having an incredible experience in your destination, beyond the hostel walls.

Original photos are always a good bet—capture the moments around your hostel that show what a stay at your hostel might be like. Show guests and staff having a good time, wildlife moments and hostel activities. Highlight staff and share their stories. Did you come across a guest with an interesting story? Ask if you can share a photo of them with some background info on social. Are you and some colleagues heading out on an adventure on your days off? Capture it and share the experience.

WHERE CAN I SOURCE CONTENT?

1. Guest photos (check your hostel hashtag and geolocation tags. By searching Instagram on a desktop/laptop, you can download images for future using using a Chrome extension, like IG Downloader. You can also bookmark your hostel's geolocation to make it easier to monitor your location for new images. Remember to give photo credit where it is due.
2. Staff photos (Remind staff to use #hicanadastaff to share their photos)
3. DMO photos (Travel Alberta, Destination BC, Bounjour Quebec, etc.) Remember that photo credit must be given.
4. HI Canada Magazine articles (hihostels.ca/magazine)
5. HI Canada social content (Facebook and Instagram)
6. Local Facebook groups



DIFFERENT PLATFORMS, DIFFERENT CONTENT:

Facebook

Photos of recent happenings at the hostel, reshares from local partners, shared content from HI Canada (social and magazine), etc.

Instagram

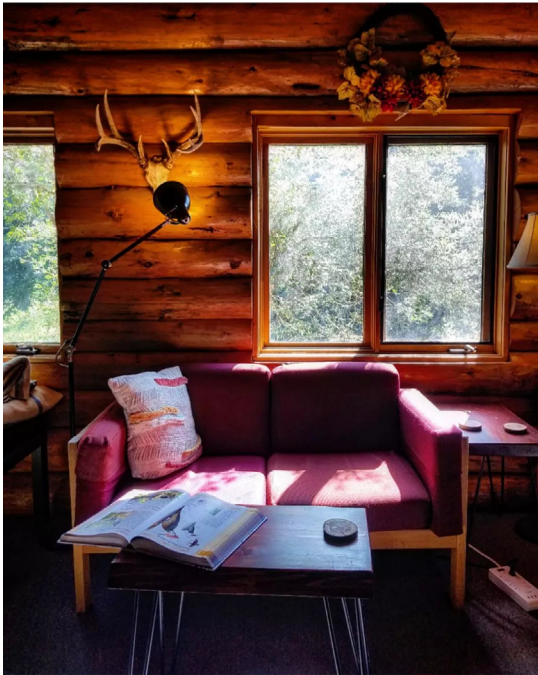
High-quality photos that reveal the hostel experience and destination highlights, intended for an audience of typical hostel guests.

Stories

Mid-to-high-quality photos and vertical videos of the hostel experience, special offers, interesting news, hostel moments, destination tips, etc.



hinordeggshunda



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hinordeggshunda No shortage of cozy corners here



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Liked by raouf_bzn_ and others

hicanadahostels Major chill vibes on the deck at HI Banff Alpine Centre 🍷 Tu viens relaxer avec nous à HI Banff Alpine Centre ?... more

HOW OFTEN SHOULD HOSTELS POST ON SOCIAL MEDIA?

Aim for at least one to three posts per week on both Facebook and Instagram.

In some ways, an inactive social account can be worse than no account at all. A profile that hasn't posted in months or years can leave the wrong first impression.

WHAT MAKES A GOOD PHOTO FOR INSTAGRAM?

Good Instagram photos are high quality photos that represent the HI Canada brand. Photos should be crisp and clear—photos that are blurry/out-of-focus or crooked are less appealing. Instagram demands higher quality photos than Facebook, so always consider the appropriate platform for a photo.

[Click here for Instagram photo tips](#)

HOW SHOULD I WRITE FOR SOCIAL MEDIA?

Posts should always have a caption associated with them, even if you feel the photo speaks for itself. When crafting a caption for Facebook or Instagram, write it as though you'd write to a friend. Your 'voice' should be casual, youthful, friendly and welcoming. At HI Canada, we know and love the places we operate and want to share them with the world. We're not snobby or snarky, and we're not formal and stuffy.

It's a good idea to start to think about your hostel as a person and identify its personality and then write social posts the way you think this person would speak. Your hostel's personality should embrace all the values of the HI Canada brand, but also align with your hostel's target demographic and geographic location. If your hostel were a person, what would it do for fun?

WE RECEIVED A NEGATIVE COMMENT OR MESSAGE, HOW DO I RESPOND?

Responding to negative comments or messages on social media is a lot like responding to negative reviews on travel websites. Wherever possible, respond publicly in a friendly and compassionate tone, and aim to respond within 24 hours or less. If you need assistance, reach out to us. Comments that are derogatory, abusive or discriminatory should be deleted.

Staff managing social accounts should be regularly monitoring fellow hostel accounts, engaging in their content, and finding opportunities to cross promote.



HOW CAN I SHARE MY CONTENT WITH THE NATIONAL ACCOUNTS AND OTHER HOSTELS?

To ensure your Instagram images and stories can be easily reshared by the national account, be sure to tag [@hicanadahostels](#)

You can also send your photos and videos to socialmedia@hihostels.ca

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WHAT ELSE SHOULD I BE DOING ON SOCIAL MEDIA?

There's lots! Social media isn't only about posting content. It's also a space to connect with past, present and future guests, the community around you and other hostels all over the world.

Daily Tasks:

- Check messages and comments, and respond accordingly.
- Monitor other hostel accounts, national accounts, local interest accounts/groups and engage where appropriate.
- Invite engaged users to follow your page (Facebook only)

Weekly Tasks:

- Post 3-5 times per week
- Share ideas with other hostels
- Review geotagged images on Instagram, hashtagged images.
- Check hihostels.ca/magazine for new articles to share

Occasional Tasks:

- Update header image for seasonality
- Identify influencers/content creators - contact marketing department to coordinate
- Review account insights/analytics to identify trends
- Review your accounts' settings and information and update where necessary



HOW CAN I MAKE SIMPLE GRAPHICS FOR FACEBOOK?

You can make simple Facebook graphics including text over an image using [Marvia](#), HI Canada's template manager. Your hostel's manager should have the login information for you.

View page 18 of our Marvia Best Practices Guide to learn more about creating these graphics for social media. No other templates on Marvia should be used on social media. Avoid using images with text in your Instagram feed.