



# Beyond the “Like” Facebook Metrics That Matter

Historic Hotels of America Annual Conference

October 8, 2015

With you today...



**Theresa Overby**  
Director of Social Media Strategy  
Twitter: @theresaoverby





# Hyper Informed Traveler



49%

**Use Print Publications:  
Visitor Guides,  
Brochures, Magazines**

*This percentage has actually increased since 2007*



48%

**Use Social Media in  
Trip Planning**

*Most travelers use social media to see or share trip photos; encourage your guests to share their experience through services like free Wi-Fi*



41%

**Seek Out Reviews, Ratings and User-Generated Content for  
Ideas and to Validate Their Selection**

*Recent research from Cornell's School of Hospitality (2014) highlights that properties with better reviews are able to command a higher ADR – against properties of similar location and facilities*



60%

**of Travel Decision  
Makers Are Female**



21%

**Use Official Visitor Guides:  
City, Regional or State  
Vacation Publications**

*From a CVB or other DMO*

31%

**Use Official Destination  
Websites**

*From a CVB or other DMO*



28%

**Use Tablets To Access  
Travel Information\***

*\*Travelers use them almost equally both before and during travel*

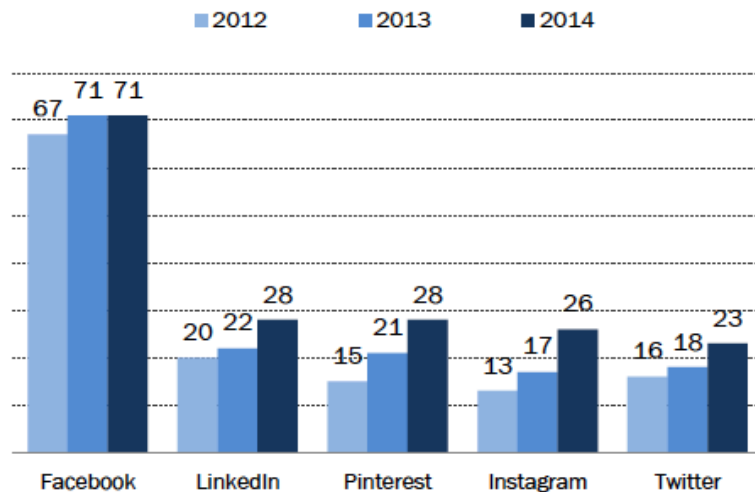


41%

**Use Smartphones To  
Access Travel Information\***

## Social media sites, 2012-2014

*% of online adults who use the following social media websites, by year*

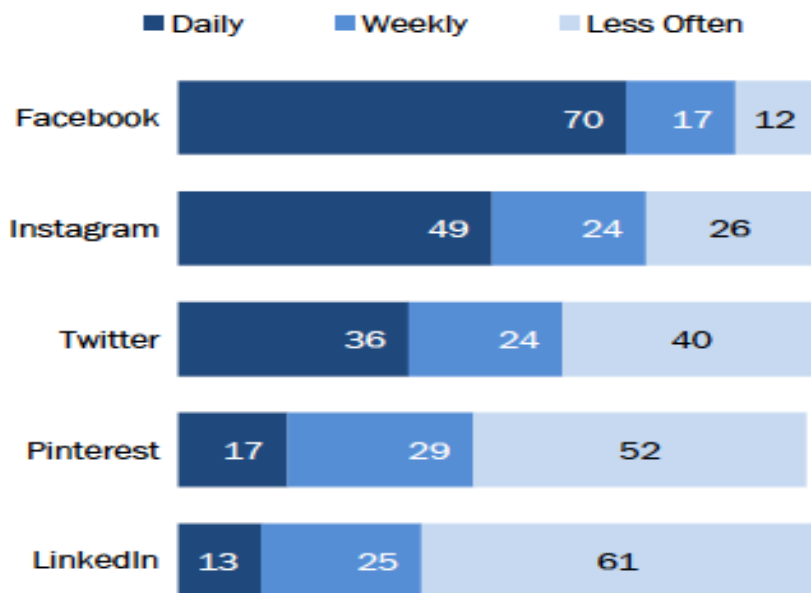


Pew Research Center's Internet Project Surveys, 2012-2014. 2014 data collected September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

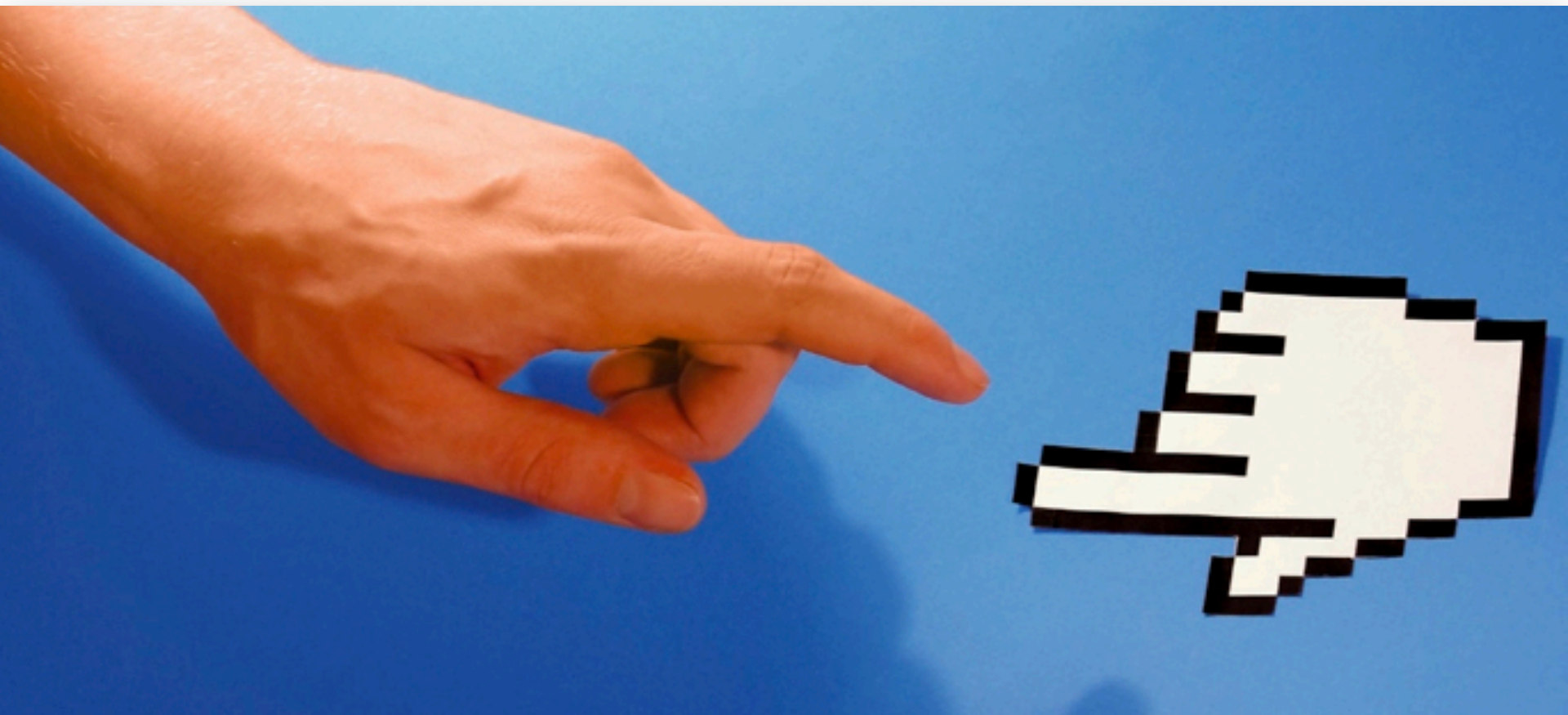
**PEW RESEARCH CENTER**

## Frequency of social media site use

*% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)*









## Our Facebook Community

Every month there are...



**1.39 BILLION**  
on Facebook



**700 MILLION**  
on Groups



**700 MILLION**  
on WhatsApp



**500 MILLION**  
on Messenger



**300 MILLION**  
on Instagram

Every day there are...



**890 MILLION**  
on Facebook



**1+ BILLION**  
Searches on Facebook



**~2 BILLION**  
Photos shared across our apps



**3+ BILLION**  
Video views on Facebook

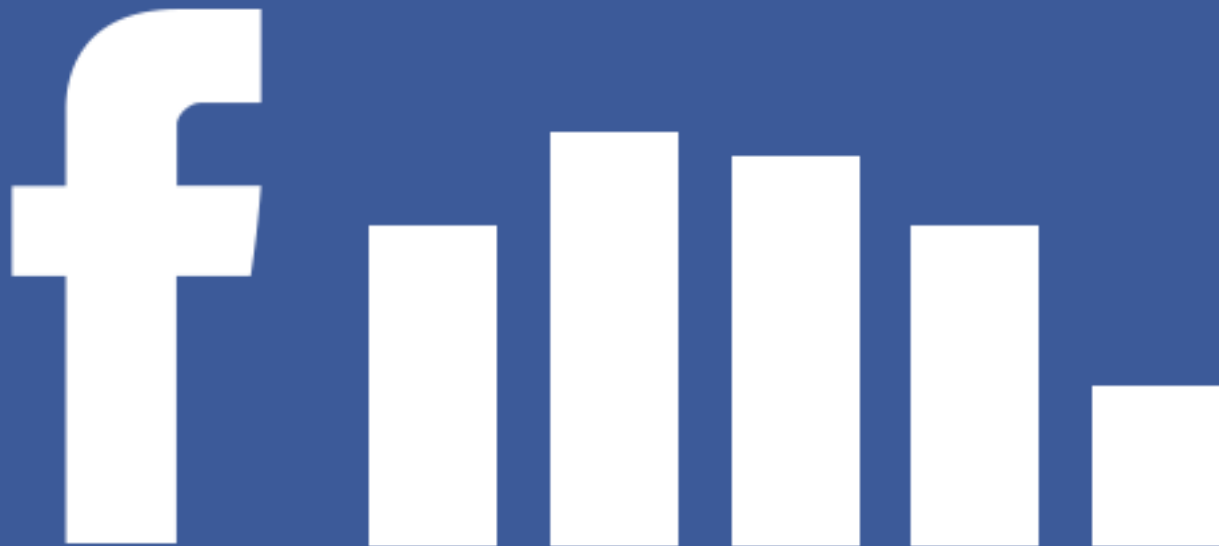


**7+ BILLION**  
Likes on Facebook



**30+ BILLION**  
Messages on WhatsApp

Q4'14 community highlights



# S.M.A.R.T Plan

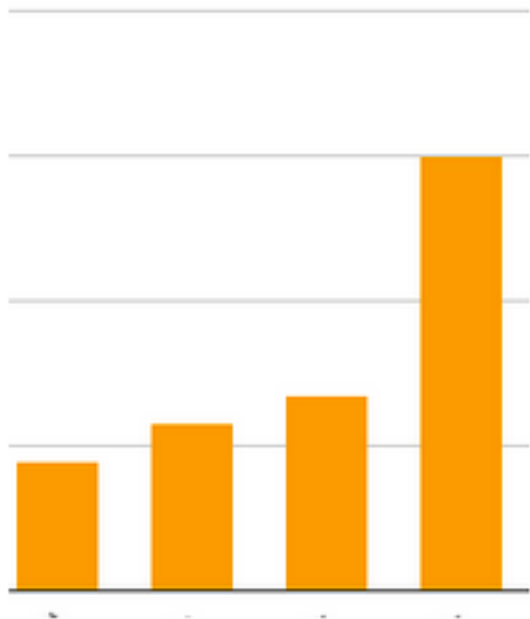
**S**pecific – real numbers & deadlines

**M**easurable – trackable goals

**A**ttainable – challenging, but possible goals

**R**ealistic – understand capabilities

**T**imebound – create deadlines



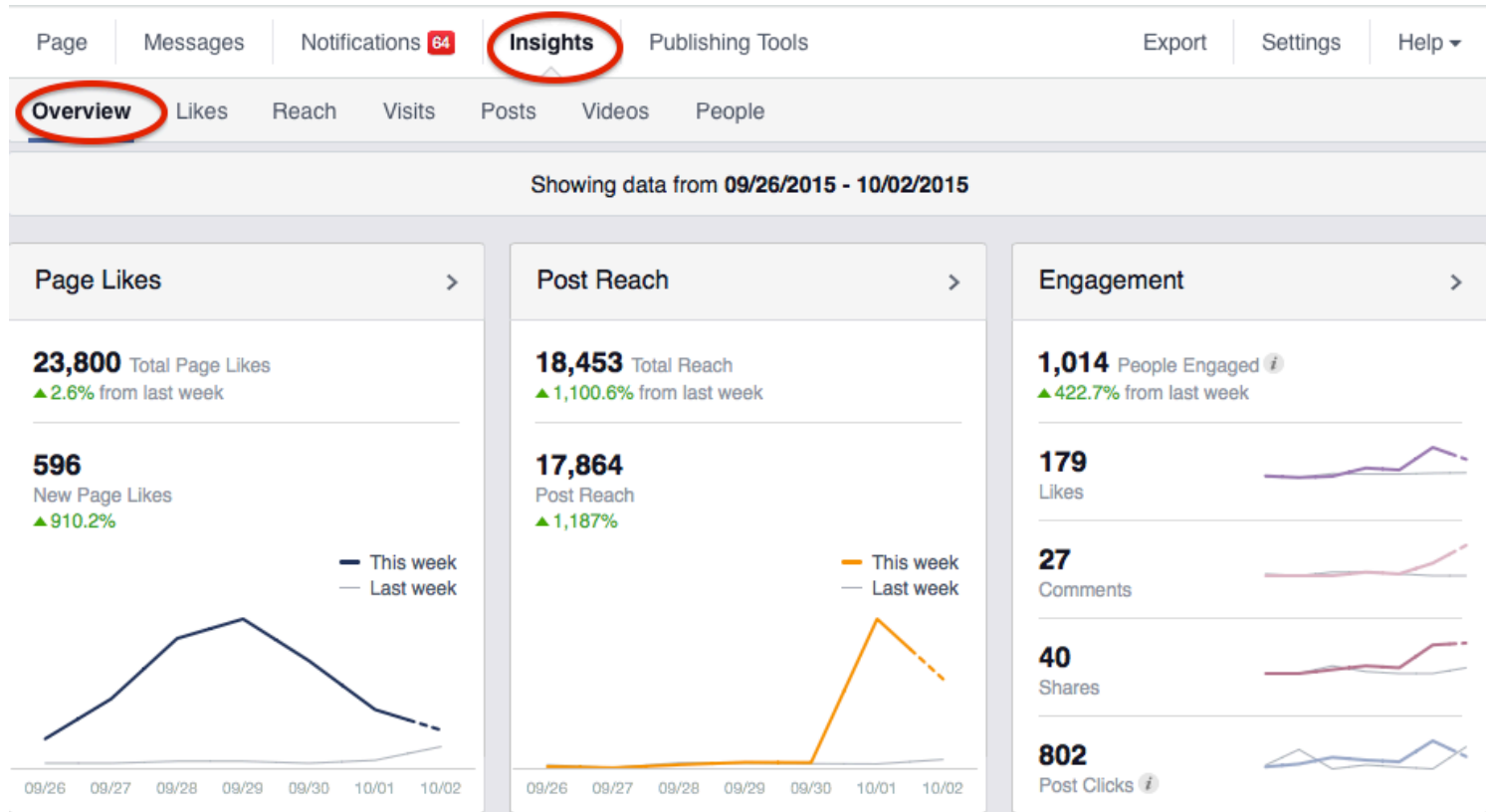
The end goal  
is action,  
not eyeballs.

- Jay Baer

# Specific Goals

- 1) Expanded audience reach
- 2) Deeper consumer engagement
- 3) More website traffic
- 4) Hotel conversions
- 5) eMail opt-ins

# Audience Reach & Engagement





















# Posts - Content

Overview Likes Reach Visits **Posts** Videos People

All Posts Published  
July 05, 2015 to October 02, 2015

Reach: Organic / Paid Post Clicks Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/01/2015 11:35 am	 We would like to welcome The Fairfax at Embassy Row into membership! Located in Washington, D.C			246	9 16	<a href="#">Boost Post</a>
10/01/2015 6:46 am	 Historic Hotels of America's cover photo			733	17 0	<a href="#">Boost Post</a>
09/30/2015 1:14 pm	 In 2004, Newport Rhode Island was named as America's Dozen Distinctive Destinations by the Natio			372	25 15	<a href="#">Boost Post</a>
09/29/2015 1:58 pm	 Ledges Hotel in Hawley, Pennsylvania provides beautiful views of the nearby Pocono Mountains. Built			556	19 20	<a href="#">Boost Post</a>
09/28/2015 2:57 pm	 Need a romantic weekend escape? Historic Hotels of America has you and your sweetheart covered!			348	5 11	<a href="#">Boost Post</a>
09/25/2015 10:06 am	 Enter to win- Historic Haunts of New Orleans! Now is your chance to win a three-night Historic Haunts			800	180 31	<a href="#">Boost Post</a>


# Post Detail

### Post Details

Reported stats may be delayed from what appears on posts

**Historic Hotels of America**  
Published by Alison Zamora [?] · September 25 at 10:06am · 🌐

Enter to win- Historic Haunts of New Orleans!  
Now is your chance to win a three-night Historic Haunts of New Orleans package and get ready for an adventure full of legendary haunts, great fun and ghost stories you'll talk about for years. Prizes include a three night stay at the Hilton New Orleans/St. Charles Ave., \$500 Am Ex Gift Car, \$300 in dining credits and much more!  
Good luck and happy haunting!... [See More](#)



800 people reached [Boost Post](#)

20 Likes 3 Comments 1 Share

👍 Like    💬 Comment    ➦ Share

**800** People Reached

**31** Likes, Comments & Shares

<b>22</b> Likes	<b>20</b> On Post	<b>2</b> On Shares
<b>3</b> Comments	<b>3</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>1</b> On Post	<b>5</b> On Shares

**180** Post Clicks

<b>46</b> Photo Views	<b>41</b> Link Clicks	<b>93</b> Other Clicks <a href="#">?</a>
--------------------------	--------------------------	---------------------------------------------

**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# Reach - Engagement

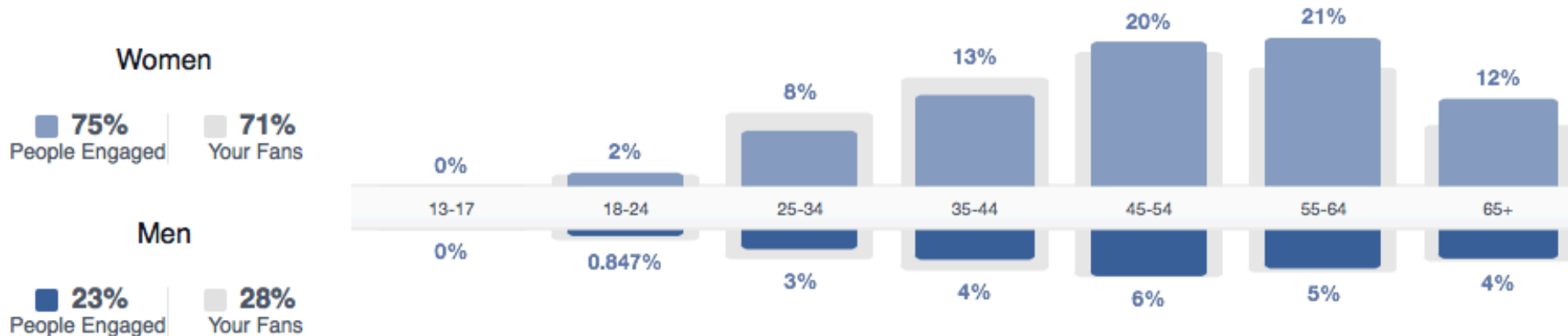
Page | Messages | Notifications **64** | **Insights** | Publishing Tools

Export | Settings | Help ▾

Overview | Likes | Reach | Visits | Posts | Videos | **People**

Your Fans | **People Reached** | People Engaged

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



# Engagement Formula

- Likes + Comments + Shares
- Multiply x 100
- Divide by number of page Likes
- Equals % of engagement



URL shorteners are used for beautifying and customizing links and are trackable.

Find reports & more

- Dashboards**
- Shortcuts**
- Intelligence Events**
- Real-Time**
- Audience**
- Acquisition**
  - Overview
  - ▶ All Traffic
  - ▶ AdWords
  - ▶ Search Engine Optimization
  - ▶ Social
  - ▶ **Overview**
  - Network Referrals
  - Data Hub Activity
  - Landing Pages
  - Trackbacks
  - Conversions
  - Plugins
  - Users Flow
  - ▶ Campaigns
- Behavior**
- Conversions**

## Overview

Aug 31, 2015 - Sep 30, 2015

Add to Dashboard Shortcut

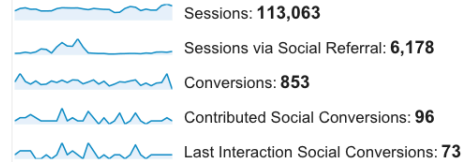
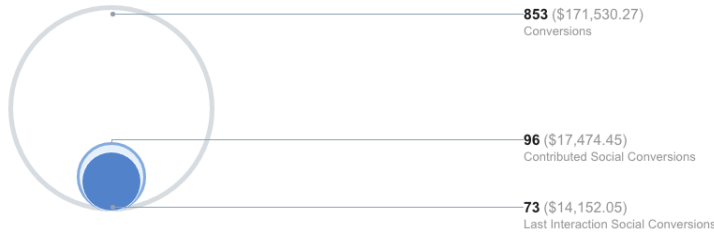
Conversion:

All

% of sessions: 100.00%

### Overview

### Social Value



#### Social Sources

Social Network

#### Pages

Shared URL

#### Social Plugins

Social Source

#### Social Network

	Sessions	% Sessions
1. Facebook	4,594	74.36%
2. TripAdvisor	1,348	21.82%
3. Twitter	99	1.60%
4. Pinterest	72	1.17%
5. Blogger	24	0.39%
6. reddit	23	0.37%
7. LinkedIn	9	0.15%
8. Weebly	3	0.05%



**facebook**

**Ads**

- Highly Targeted
- Inexpensive
- Effective
- Multiple Objectives



# How broad your Facebook Ads audience can be



# Behavioral Targeting

- Explore new tools like Audience Insights to build better campaigns with more data


Introducing Facebook Audience Insights



Get to know the people who matter to your business, so you can understand what matters to them. Learn about their locations, interests and behaviors, so you can create messages that will help your business grow.



# Promoted (Boosted) Post



**Historic Hotels of America**  
Published by Miles [?] · September 8 at 9:55am · 🌐

**62,583** People Reached

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It's the final week to enter to win the perfect Windy City getaway including three-nights at the Palmer House, A Hilton Hotel, \$400 in restaurant gift cards, a \$500 AMEX gift card, 2 Chicago City Pass books and more. Enter now! <http://bit.ly/1gtHRqz>

**1,046** Likes, Comments & Shares

**885** Likes

**59** Comments

**102** Shares

**833** On Post

**54** On Post

**99** On Post

**52** On Shares

**5** On Shares

**3** On Shares

**1,714** Post Clicks

**0** Photo Views

**1,515** Link Clicks

**199** Other Clicks 📄

**NEGATIVE FEEDBACK**

**17** Hide Post

**0** Report as Spam

**1** Hide All Posts

**0** Unlike Page



**Celebrate in Chicago Sweepstakes**

From romantic getaways to heartfelt celebrations, Historic Hotels of America offers up a number of hotels and destinations for wedding planning, honeymoon inspiration, anniversary ideas and family reunions.

ROMANCE.HISTORICHOTELS.ORG | BY HISTORIC HOTELS OF AMERICA | ROMAN...

**62,583** people reached

833 Likes 39 Comments 99 Shares


**Boost Post**

👍 Like

💬 Comment

➦ Share

👇


		Ad Name	Delivery <span>?</span>	Results <span>?</span>	Reach <span>?</span>	Cost <span>?</span>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 <p>Post: "It's the final week to enter to win the perfe... Celebrate in Chicago - Post Engagement &gt; US - 21+</p>	<p>● Not Delivering</p> <p>Ad Set Completed</p>	<p>2,277</p> <p>Post Engagem...</p>	<p>57,666</p>	<p>\$0.22</p> <p>Per Post Eng...</p>

# Clicks to Website


Suggested Post

**Historic Hotels of America**  
Sponsored (demo) · 🌐


Love Chicago? Register now to win a 3-night getaway package at The Palmer House Hilton.



**Celebrate In Chicago**  
Register to get away [Sign Up](#)



**Stroll & Shop the Magnificent Mile**  
\$500 AMEX Gift Card [Sign Up](#)



**Stay at Lu: Palmer Ho**  
3 nights of

211 Likes 21 Comments 15 Shares

👍 Like    💬 Comment    ➦ Share


This Ad ▾

Create Similar Ad

Columns: Performance ▾

Breakdown ▾

Export ▾


		Ad Name	Delivery ⓘ	Results ⓘ	Reach ⓘ	Cost ⓘ
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 romance.historichotels.org/celebrate-in-c... Celebrate 9_15 Website Clicks > US - 21+	● Not Delivering Ad Set Completed	1,605 Website Clicks	40,879	\$0.25 Per Websi...



# Show your best side on your cover.



**The Drake Hotel**  
Hotel · Historical Place  
[Hilton Hotels & Resorts Location](#)

 **Book Now**

 **Liked** ▾

 **Message** 

**Timeline**

About

Photos

Reviews

More ▾

# Tempt with images & use CTAs.



**Bienville House**  
Hotel

 [Book Now](#)  [Like](#)  [Message](#) 

[Timeline](#) [About](#) [Photos](#) [Reviews](#) [More ▾](#)

# Tell your story. Share accolades.





**THE WORT  
HOTEL**  
JACKSON HOLE

**The Wort Hotel**  
Hotel · Historical Place · Bar & Grill

 **Book Now**

 **Like**

 **Message**



**Timeline**

About

Photos

Reviews

More ▾

# Promote events.



A screenshot of a Facebook post for the Grand Hotel. The main image shows the hotel at night with a large illuminated sign that reads "HALLOWEEN AT Grand Hotel" and "10/30/15 - 11/1/15" inside a pumpkin graphic. Below the main image, the text "Grand Hotel Resort · Hotel" is displayed. To the right of the text are three buttons: "Book Now" (with a calendar icon), "Like" (with a thumbs-up icon), and "Message" (with a speech bubble icon). Below these buttons is a navigation bar with links for "Timeline", "About", "TripAdvisor Reviews", "Photos", and "More". An inset image in the bottom left corner shows a daytime view of the Grand Hotel building and a swimming pool.

10/30/15 - 11/1/15

HALLOWEEN  
AT Grand Hotel

Grand Hotel  
Resort · Hotel

Book Now Like Message

Timeline About TripAdvisor Reviews Photos More

# Maximize opportunities with tabs.



[Timeline](#)

[About](#)

[Special Offers](#)

[Earn Free Nights](#)

[More ▾](#)

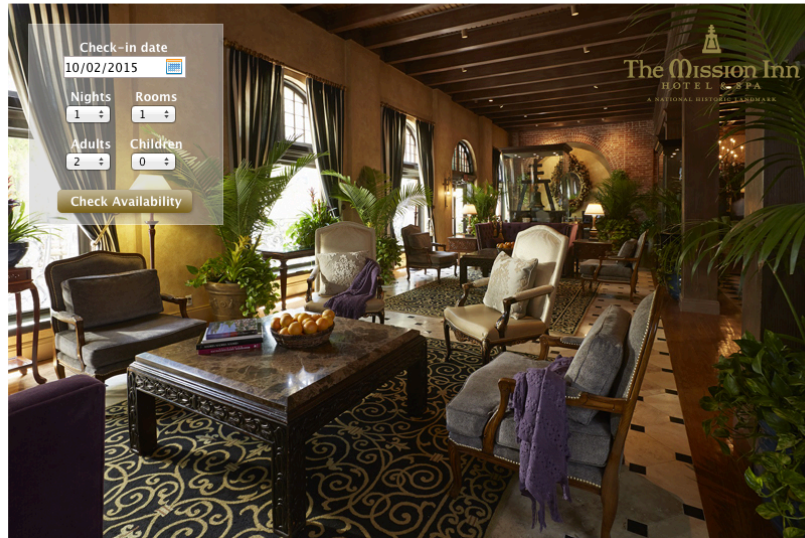




**The Mission Inn Hotel & Spa**  
Lodging · Museum · Food & Restaurant

Book Now Like Message

Timeline About Photos **Book Now!** More



**The Mission Inn**  
HOTEL & SPA  
A NATIONAL HISTORIC LANDMARK

Check-in date  
10/02/2015

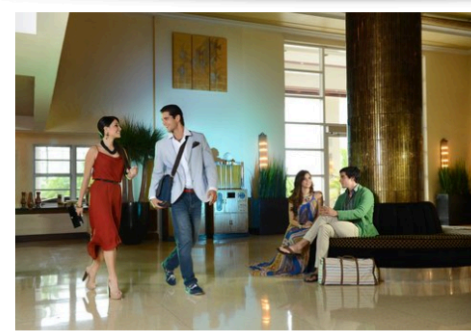
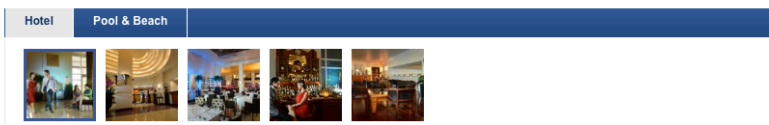
Nights: 1  
Rooms: 1

Adults: 2  
Children: 0

Check Availability



Check In Date: Oct-02-2015  
 Check Out Date: Oct-03-2015  
 Guests: 1  
 Rooms: 1  
 Promo Code:   
 Check Rates



Let us make your stay in Miami Beach unforgettable. Our front desk team and concierge will treat you to a unique experience starting with your room reservation to your dinner plans and activities.

A genuine Art Deco classic, this hotel stands proudly as a restored landmark in South Beach's Historic Art Deco District. Exuding stylish elegance, this beachfront property has caught the eye of the entertainment and fashion industries. Fully renovated in 2014, The National Hotel boasts 116

# Customize trackable URLs



**The Gasparilla Inn & Club**

September 10 · 🌐

We are officially less than a month away from the opening of our 102nd Season! Find special getaway offerings for October here: <http://bit.ly/InnOctoberPackages>.

Like · Comment · Share

👍 48 people like this.

Most Recent ▾



**Ryan Kaney** Lorelle Elise Nicole Kaney

Like · Reply · 👍 2 · September 10 at 1:37pm



**Kris Irving Boyden** Susan Hill, Nicole Couture, Kate Lester Kenny, Jane Schoenborn-Paradis!!!  
Come see us!! XOXO

Like · Reply · 👍 1 · September 10 at 6:40pm



**Kate Lester Kenny** Must get there ASAP! XO

Like · Reply · 👍 1 · September 10 at 9:50pm



Write a comment...



# Engage with your page



# Know your gold



**Colony Hotel**  
September 18 · 🌐

Took some great photos and video of the hotel... Excited to publish a new video soon.

Like · Comment · Share

👍 205 people like this. Most Recent

🔗 24 shares

**Mary Sunshine** Would LOVE to be out at the pool right now!!!  
Like · Reply · September 18 at 10:42am

**Jeanne Mullen Merdek** Love this hotel!  
Like · Reply · 📍 1 · September 18 at 11:28am

**Karen Lindsay** Love the Colony Hotel in Maine as well as Delray Beach Florida 🤔  
Like · Reply · 📍 1 · September 18 at 1:20pm

↳ 1 Reply

**Frances Colantonio** You know this beautiful place is so very near & dear to my ❤️ Mother just loved staying here! It is so nice that I now live in the area & visit this special place @ least once a week! 🥰  
Like · Reply · September 18 at 1:38pm

**Robin Stevens Hurtt** I see my room! Love the Colony!  
Like · Reply · 📍 1 · September 18 at 1:40pm

**Ozavar Endre** Great shot. I miss my second home  
Like · Reply · 📍 1 · September 18 at 2:11pm

**Jim Talbot** Looking forward to Dog Lovers Weekend! We absolutely love the hospitality and all of the staff! You guys are the best!  
Like · Reply · 📍 1 · September 18 at 3:35pm · Edited

**Fehér Opletán Anita** So beautiful !!!!! 😊  
Like · Reply · September 18 at 4:21pm

**Carol Raitanen** Love the Colony! Beautiful spot, fabulous staff, wonderful place to decompress. Not to mention, the dog loves it too.  
Like · Reply · September 18 at 4:22pm

**Nancy S. Lyons** My favorite - fond memories and hope to get up there again very soon. Spent many a summer and vacations there.  
Like · Reply · September 18 at 4:36pm

Write a comment... 📷

# Use a story to make a connection



**The Peabody Memphis**  
September 20 · 🌐

The March of the Peabody Ducks, a Southern tradition since 1933. Ever wonder how the Peabody Ducks came to be? Check out the full story here: <http://bit.ly/1KcUzCg>

Like · Comment · Share

👍 416 people like this. Most Relevant ▾

🔗 276 shares



**Scarlet Tartan** [Paul R. Ellsworth](#) In honor of hunting season, you should read the Peabody Ducks' story :) #Quack

Like · Reply · 👍 1 · September 21 at 2:58pm




**Scarlet Tartan** [Paul R. Ellsworth](#) [Laura Castaneda Ellsworth](#) I don't think you'll be able to see the Duck March (11am & 5pm daily) but you CERTAINLY CANNOT LEAVE MEMPHIS WITHOUT VISITING THE DUCKS!!!! My cousin, Amanda, says "If you haven't seen the Peabody Ducks, you haven't been to Memphis!" #QuackQuack

Like · Reply · September 21 at 3:04pm



**Jennifer Church** They came to visit our residents at The Solana, Germantown so I got to see them. Would love to see them soon in their



Write a comment... 

# takeaways

1. fish where the fish are - audience is still on FB
2. start with a plan
3. establish goals
4. check to make sure page profile is complete
5. original sharable content – links & visuals
6. benchmark and measure
7. utilize social as distribution channel
8. know when to promote



# thank you

@theresaoverby

Questions...