



PROPERTY SOCIAL MEDIA TOOLKIT

Q1 2020

A woman in a dark, patterned dress and a straw hat stands on a balcony, looking out at the ocean. The balcony has a dark railing and several small lanterns. The sky is blue with some clouds, and the ocean is a deep blue. The balcony is part of a building with a dark, slatted ceiling.

OBJECTIVE OF TOOLKIT

The JW Social Media Playbook provides guidelines for maintaining brand consistency across all global and property social media channels.

By using this toolkit, JW properties anywhere in the world will find themselves easily able to use their social media channels to both provide value to the larger JW Marriott brand, but also directly provide value to each property's major business objectives.

In this document, you will find guidelines, best-practices, inspiration, and resources to make your lives easier and make your property-level social media more effective.



BRAND & PROPERTY ROLES ON SOCIAL MEDIA

BRAND

On social media, the JW Brand channels establish our brand position across a global portfolio of hotels and amplify our brand story through a focus on our positioning and brand pillars.

Our brand channels attract the Mindful & Fulfilled no matter where they live and where they travel.

PROPERTY

On social media, individual JW Marriott properties focus that brand positioning and showcase the brand pillars through the lens of their property/location.

Specifics about F&B, well-being, property proof points (eg: JW Garden, Secret Spots & Mindful Moments), outlets, PR, local culture/events, and influencer visits are amplified by Property social channels.





MISSION STATEMENT

JW Marriott’s mission on social media is to reinforce our commitment to helping our guests feel whole again through carefully crafted and curated content that speaks to the mind, body, and spirit.

JW Marriott uses content to reach new guests and deepen our connection with existing guests. Through our organic, paid, and community management efforts, we endeavor to share with people the ways in which JW Marriott allows you to focus on “The Whole You.”

Furthermore, beyond expressing and sharing our brand pillars and passions, JW Marriott uses social media as a way to help our guests remember to pause, take a breath, and focus on what matters most. Our commitment to guests’ total well-being doesn’t stop when they leave our hotel. Through small well-being tips, reminders to be present, and gentle nudges not to neglect mind, body, and spirit, we bring a little of our brand mission directly to our guests.



BRAND POSITIONING

THE
WHOLE
YOU

POSITIONING

For those who live with intent, JW Marriott embraces you as one of our own, feeds your soul, and enables you to focus on The Whole You

CORE VALUES

WARM

We welcome our guests unconditionally and restore a deep sense that “all is well”

INTENTIONAL

We deeply understand our impact on the world and those around us

NATURAL

We are inspired by the simple beauty of the natural world, always genuine and true to who we are

UPLIFTING

We provide a joyful sense of energy that can only come from being fully present, balanced and full of life

BRAND PILLARS

BE MINDFUL & PRESENT

Living in the present, experiencing every moment to the fullest

NOURISH THE SOUL

Enriching your mind, body and spirit

COME TOGETHER

Where people come together for their most meaningful moments





WHO WE SPEAK TO

The Mindful & Fulfilled

Those who are aware of themselves and their relationship with the world, they pursue experiences that help them to be fully present, foster connections and revitalize the mind, body and spirit.

This audience uses social media in their everyday lives, just like everyone else, but they are more conscious of the need to avoid screen addiction. This audience favors quality of content and interaction more than quantity. The way to their hearts and minds is not through quantity, but through quality.

For this audience, a simple two-frame IG story encouraging them to stop, put down their phone, and focus on their breathing for 60 seconds before returning to whatever they were doing would be as impactful as a beautiful image of the sunset over Los Cabos.



BRAND MUSES

Celebrity “avatars” can be a great way to help us ground how we present ourselves as a brand on social media. For JW Marriott, we are not focusing on just one celebrity that represents our brand, but one celebrity for each of our major pillars: mind, body, and spirit.

MIND

Reese Witherspoon

Passionate about everything she does and always maintains a positive attitude. Very approachable with a luxury lens, honest, good hearted, family oriented

BODY

David Beckham

Athletic, family oriented, internationally well-known, and doesn’t let his commitment to health or his athleticism detract from the rest of his persona. He is more than “just an athlete.”

SPIRIT

Marie Kondo

Perhaps one of the best examples right now of manifesting a health and happy spirit in your life. Through organization, fashion, and everyday life she focuses on “sparking joy.”





SOCIAL VOICE & TONE

Our social voice is an extension of our brand values. As we speak to the Mindful & Fulfilled, we embrace them as one of our own.

Like our core audience, we are aware of ourselves and our relationship with the world around us. We embody and employ the very values we promote in our guests.

Our language is clear and natural. We avoid flowery, purple prose as fiercely as we stay away from stark, blunt text. Our language is perhaps the most grounded and natural of any of the Marriott Luxury Brands.

In all of our writing on social media, we are mindful and focused. While we favor concise, natural language, and we also seek to enrich the reader's mind, body, and spirit in every interaction.

When interacting with JW Marriott on social, a guest should feel the utmost professionalism, and a light camaraderie that stems from shared values and passions for wellbeing.





TONAL PULL-THROUGHS

On social, *WARM*, means:

- ✦ Unconditionally welcoming
- ✦ Conveying that we are an approachable brand

On social, *INTENTIONAL*, means:

- ✦ Carefully crafted wording and visuals
- ✦ Always providing context

On social, *NATURAL*, means:

- ✦ Having a personality
- ✦ Genuine and true to ourselves

On social, *UPLIFTING*, means:

- ✦ Filled with joyful energy
- ✦ Conveying a sense that all is well





BALANCING ACT

Natural

Granola

Approachable

Overly-Casual

Passionate

Inauthentic

Elevated

...but never...

Stuffy

Health-Conscious

Preachy

Inquisitive

Prying





THEMES

On social media, JW Marriott blends the its focus on “The Whole You” with tried and true evergreen content that a hospitality audience craves.

- Our Place in the World - properties and destinations
- Mindful Moments - small daily rituals
- Nourish the Body - food and beverage
- Mind & Spirit - spa, fitness, well-being, garden, market
- Come Together - people, weddings, happiness hour, meetings
- Enrich the Family - family related content
- Social Sanctuary - well-being tips & reminders wherever
- Gather - events, activations, and openings





VISUAL AESTHETICS

In general, JW Marriott uses warmer, yellow tones with a relatively low level of contrast and a very natural level of vibrance and saturation.

This helps visually differentiate JW Images from both St. Regis (cool, blue tones) and The Ritz-Carlton (higher contrast with high vibrance and saturation).

In this way, the visual aesthetics of the brand perfectly align with the overall tone and brand voice, bringing a level of subconscious continuity between image and caption, and creating a cohesive post.

The three main characteristics of JW Marriott images are: ***WARM, NATURAL, & CLEAR***

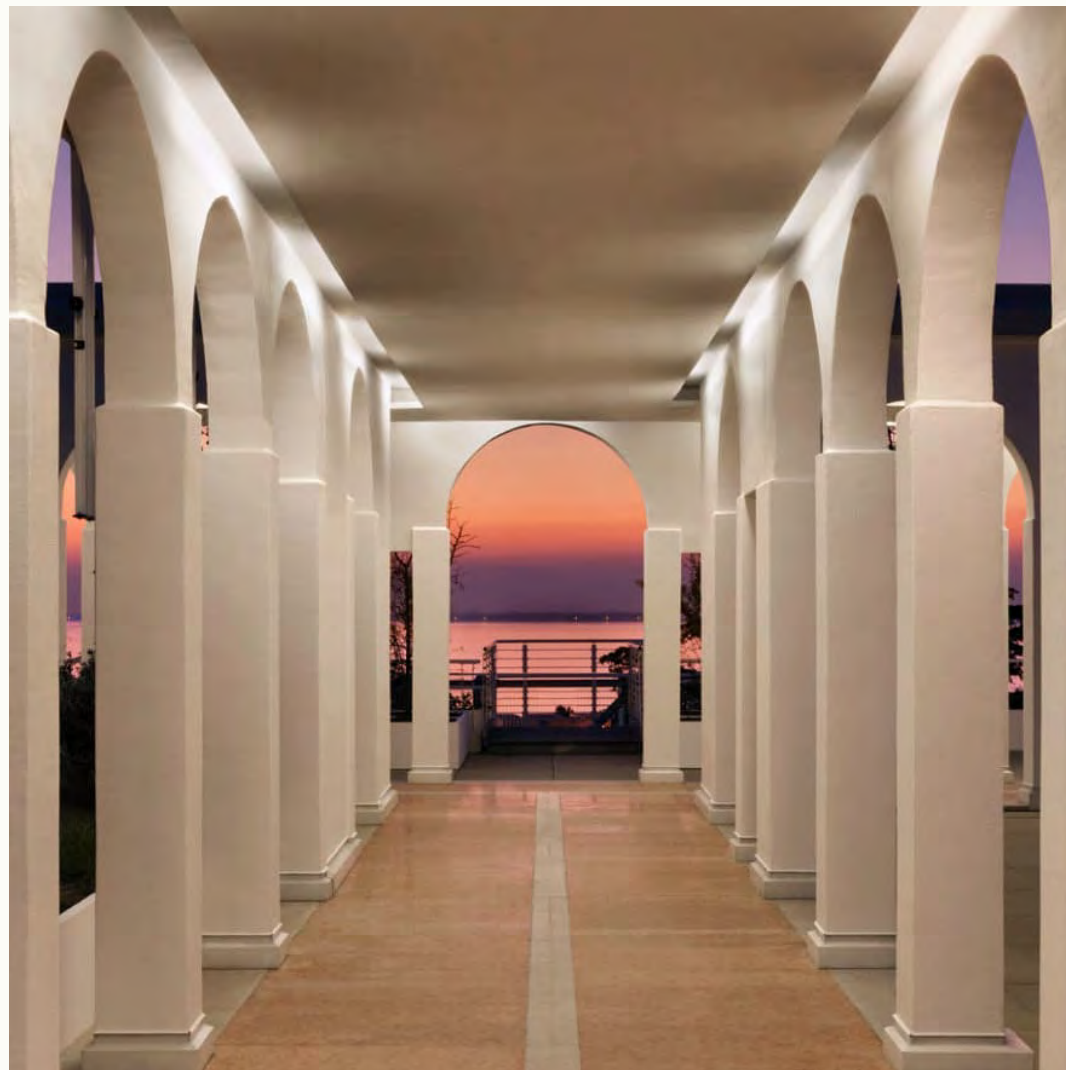
WARM - This indicates the overall color temperature and tone of the images. We are staying away from the cool blue of St. Regis and focusing more on the other end of the temperature spectrum.

NATURAL - This indicates that our imagery will have a minimum of post processing. Images should look natural, without over-saturation, extra vibrance, sharpening, or any HDR effects. This natural look will visually support the natural tone of the writing.

CLEAR - This indicates that our images will be simple. No complex staging. No “fussiness” with blurry foreground elements or overly-artistic framing. Much in the way that JW supports a clear, uncluttered mind and spirit, our images are also clear and simple.



IMAGE ELEMENTS - DO



DO

Showcase beautiful architectural elements of your property, both inside and out



DO

Show people when they are a clear example of experiencing/embodying our brand pillars (e.g. relaxation, mindfulness, pausing and reconnecting, nourishing, etc.)



DO

Use people to provide context to imagery rather than always focusing on the person



DO

Focus on small detail elements that help tell a story



IMAGE ELEMENTS - DON'T



DON'T

Use risqué or provocative imagery



DON'T

Use graphics or text overlays



DON'T

Use collages or image grids within a single picture

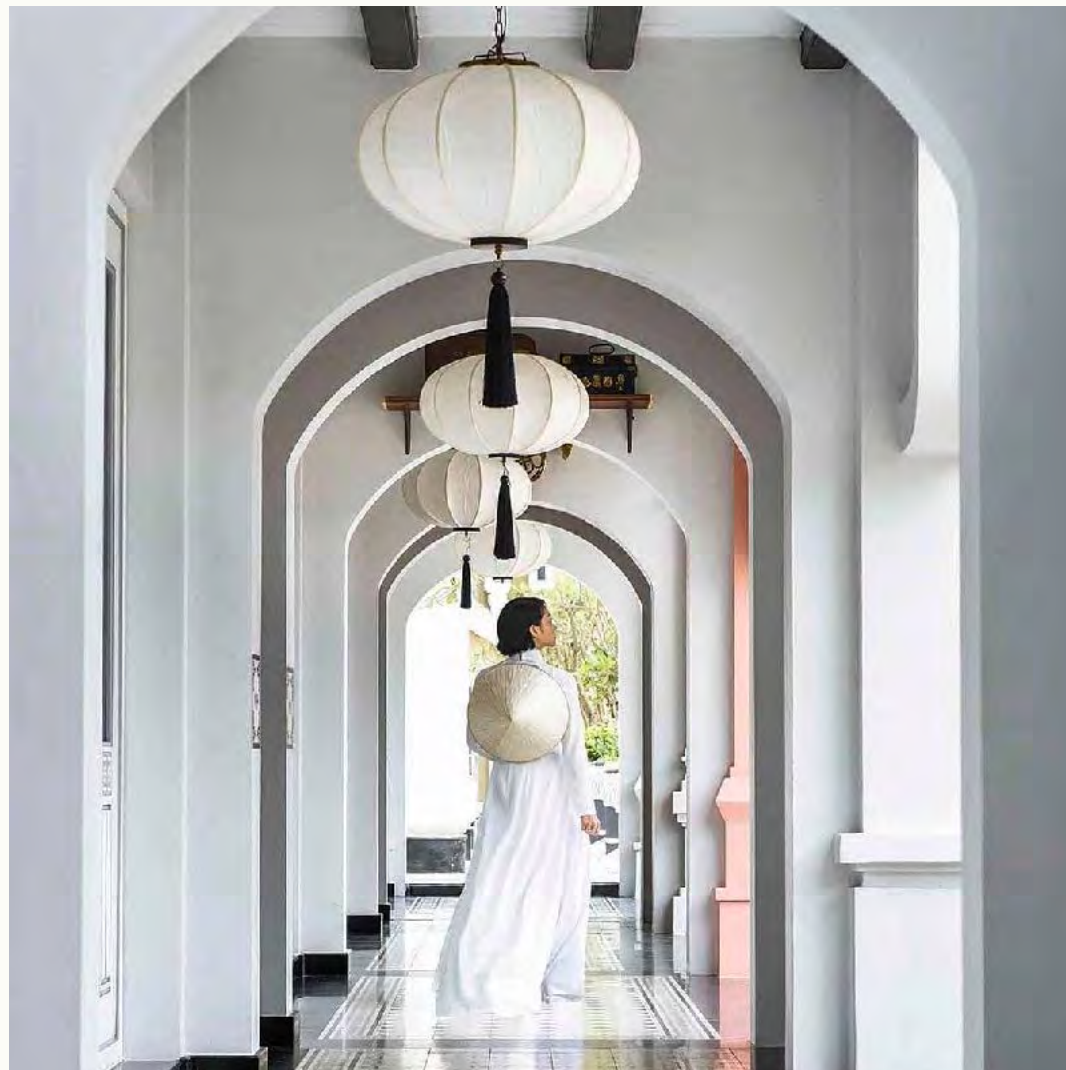


DON'T

Use pictures of employees outside of the context of their service for a guest

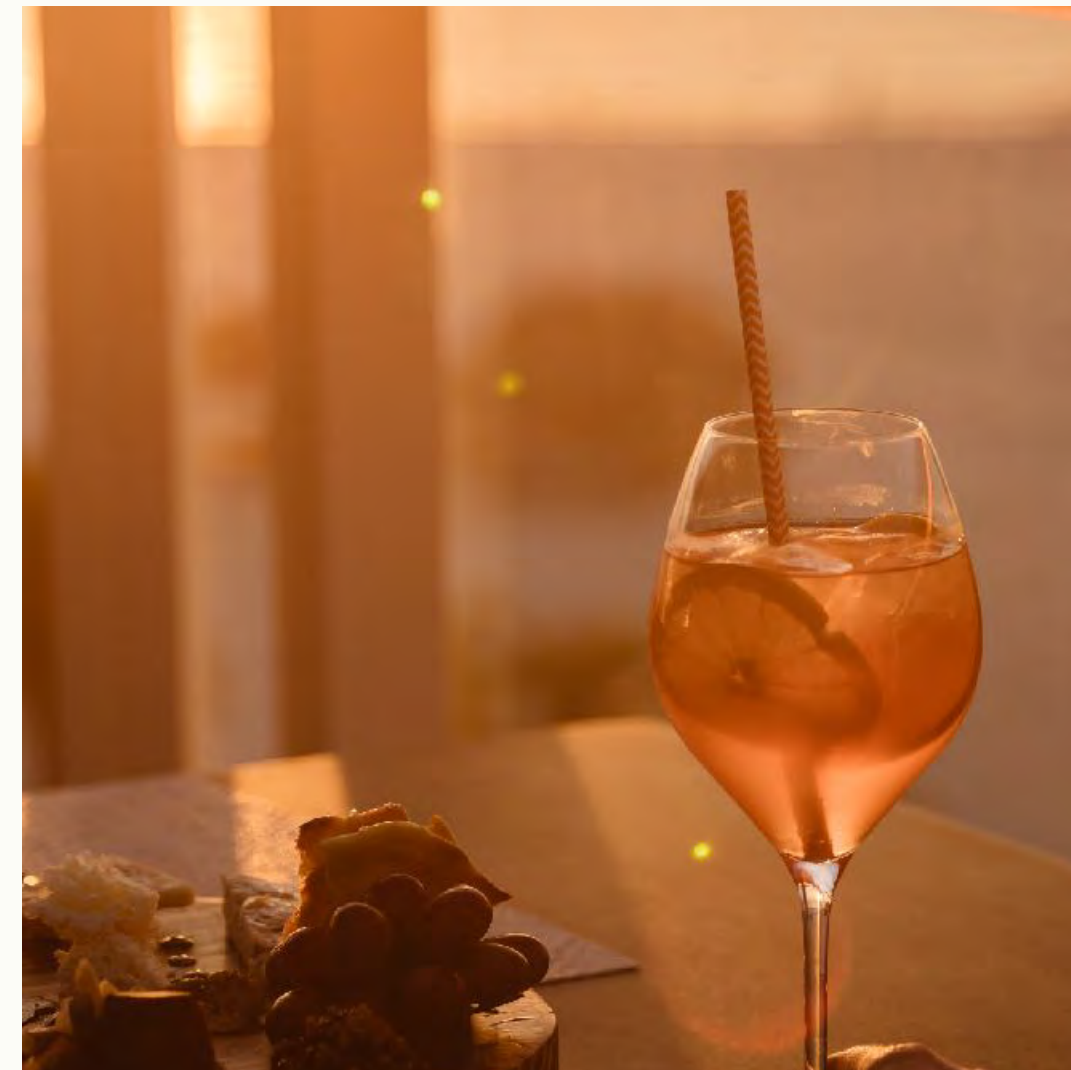


COLOR & QUALITY - DO



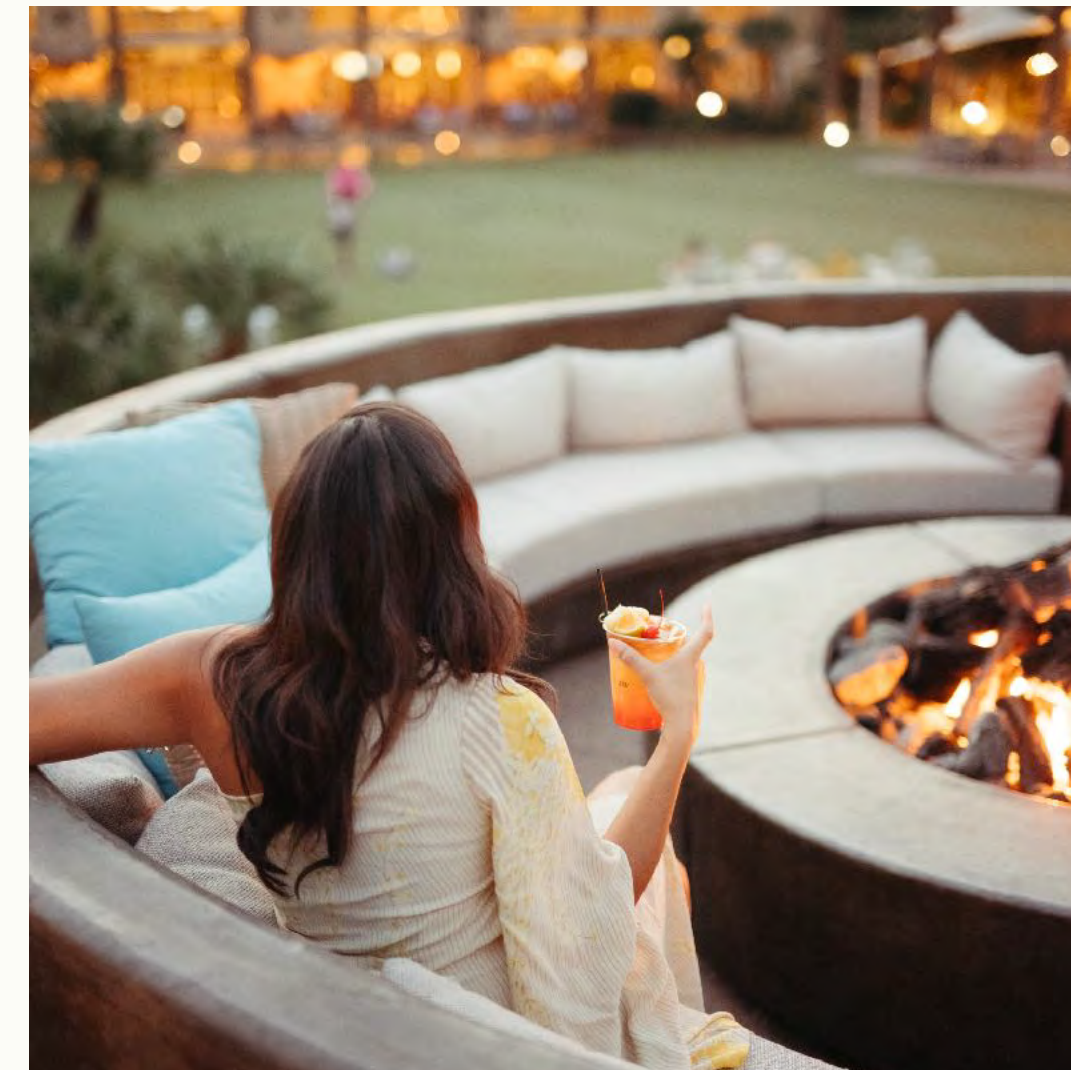
DO

Let the natural colors of a space speak for themselves without over-saturating or over-editing



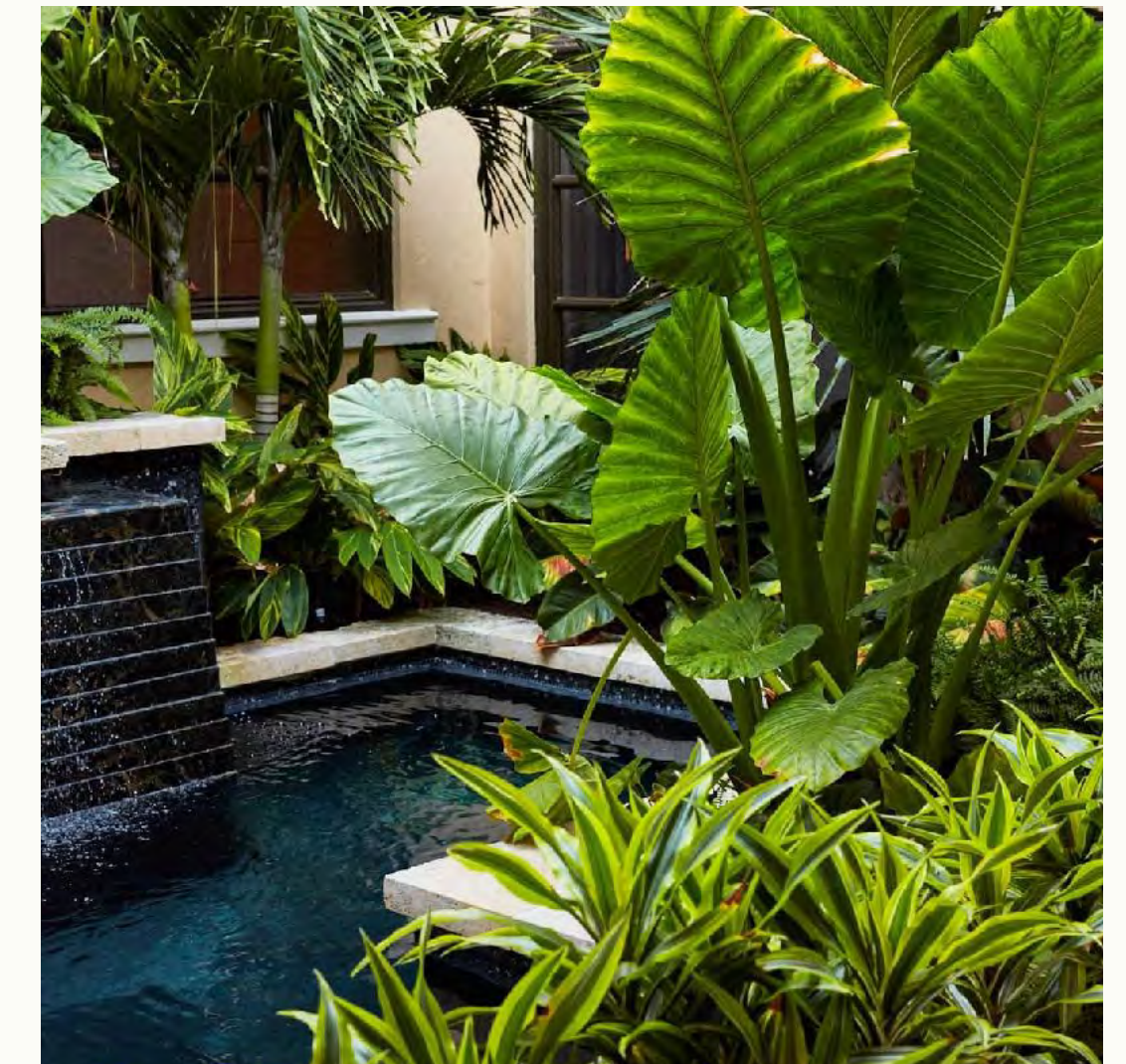
DO

Find opportunities to showcase warm tones when and where they naturally appear



DO

Use focus to show depth in your imagery



DO

Use crisp, clear imagery that is easy to understand and is the right resolution for social media



COLOR & QUALITY - DON'T



DON'T

Use HDR images or create unnatural looks through over-editing



DON'T

Use black and white imagery



DON'T

Use out of focus imagery



DON'T

Use low-quality images—make sure you image is big enough (in pixels) to appear correctly on social media



CROPPING FOR SOCIAL MEDIA

In 95% of situations, a photo that is square or vertically cropped will outperform a horizontal crop on social media.

The main reason for this is because the vast majority of social media impressions take place on mobile devices and visuals that are vertically cropped take up more “screen real estate” than horizontal image. And when you take up more of the screen, you have a better chance of being noticed.



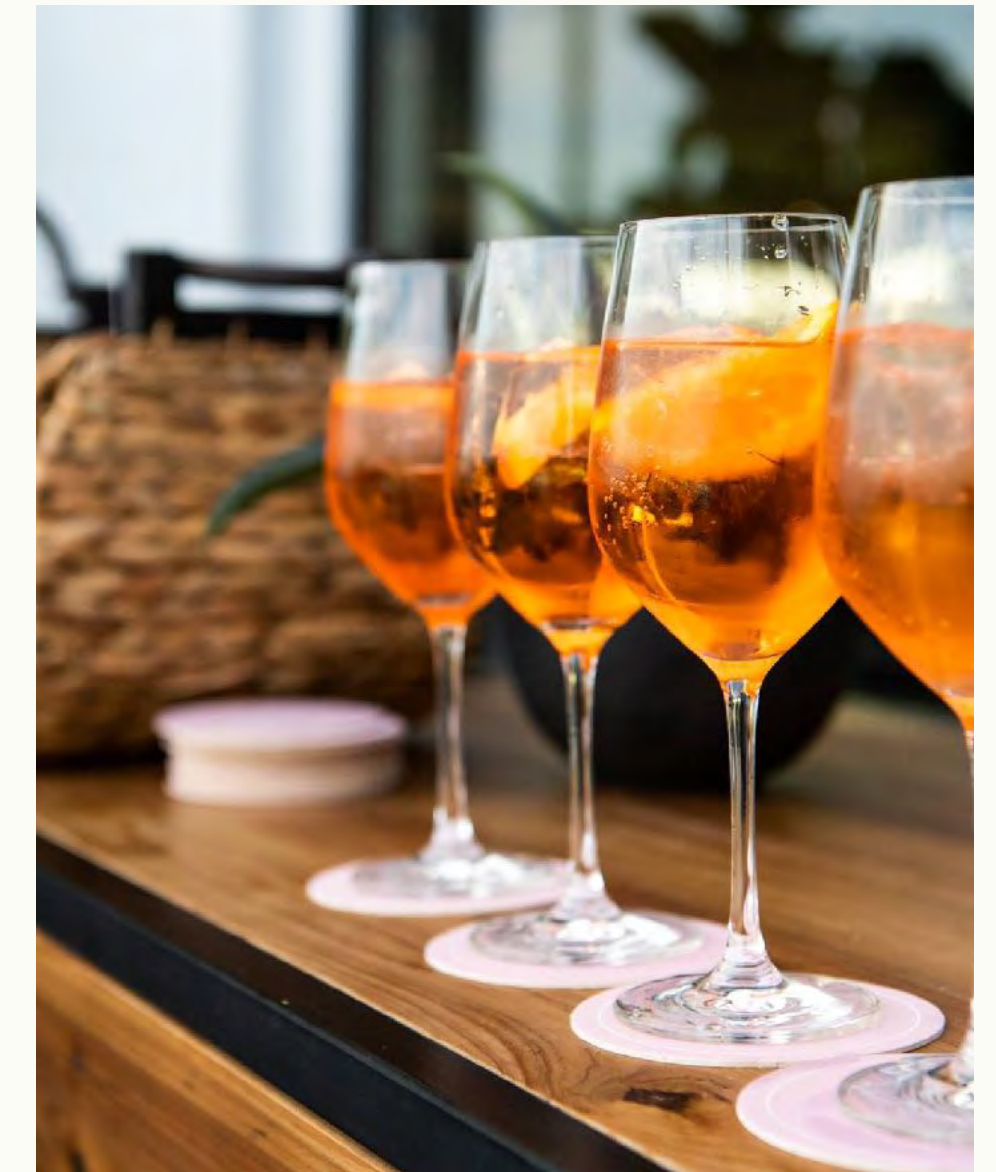
Suboptimal

Wide horizontal shot looks great on a big screen, but doesn't do well on social media



Optimal

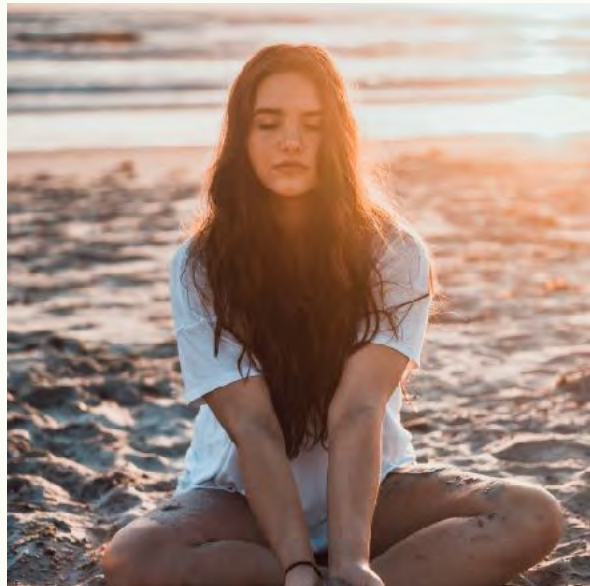
Both the square image and the 5:4 vertical crop of this image would likely perform better on social media





Moodboard

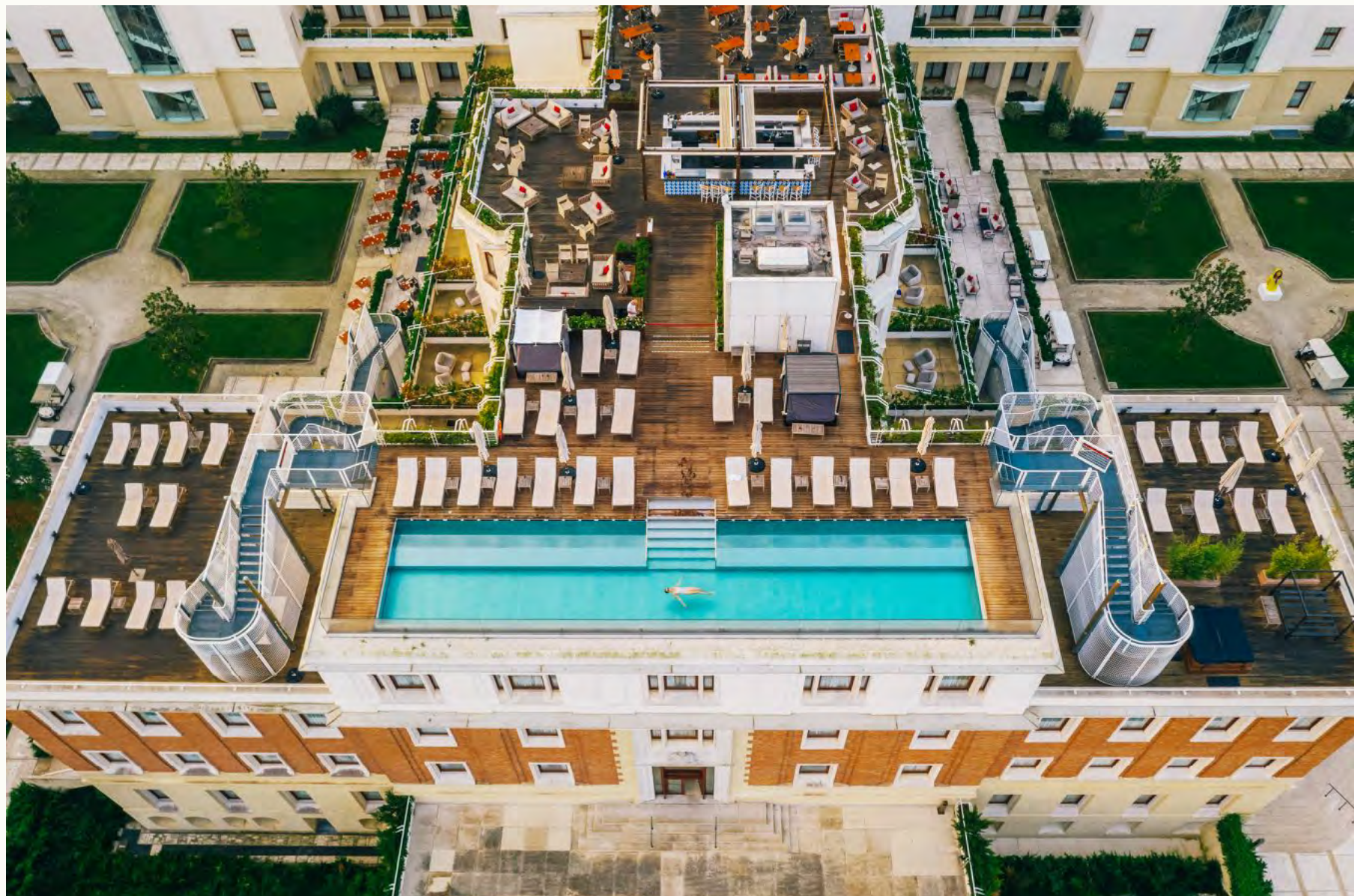
General Inspiration





Moodboard

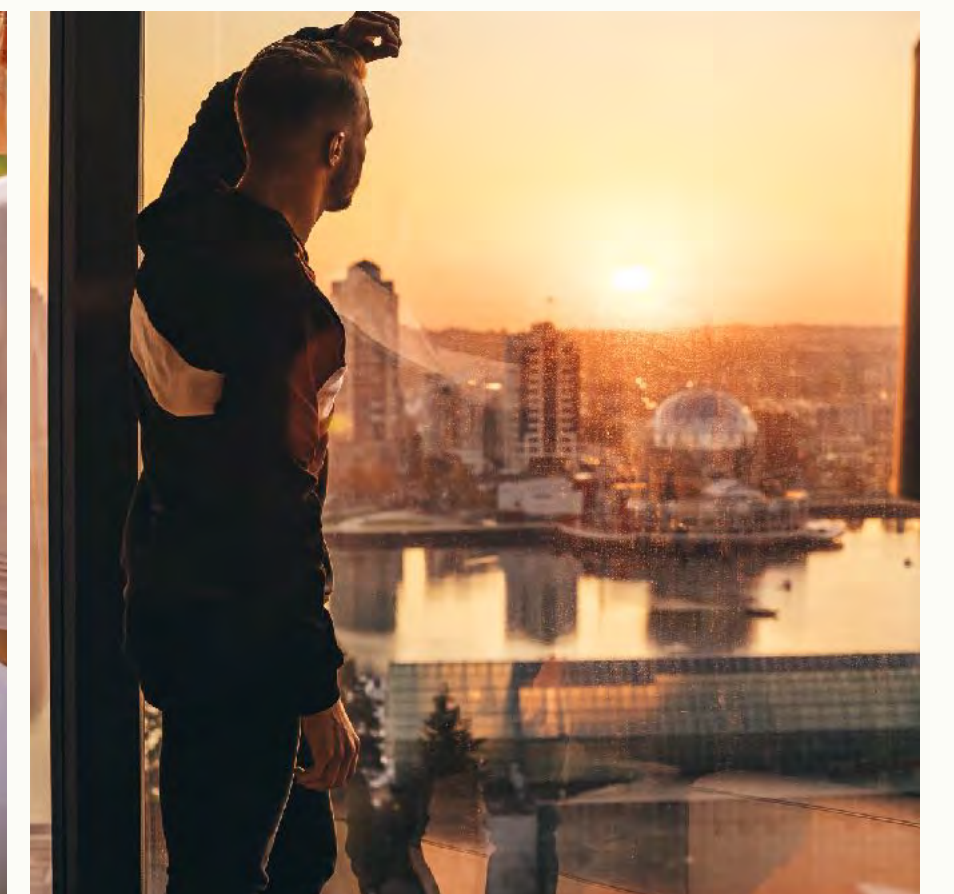
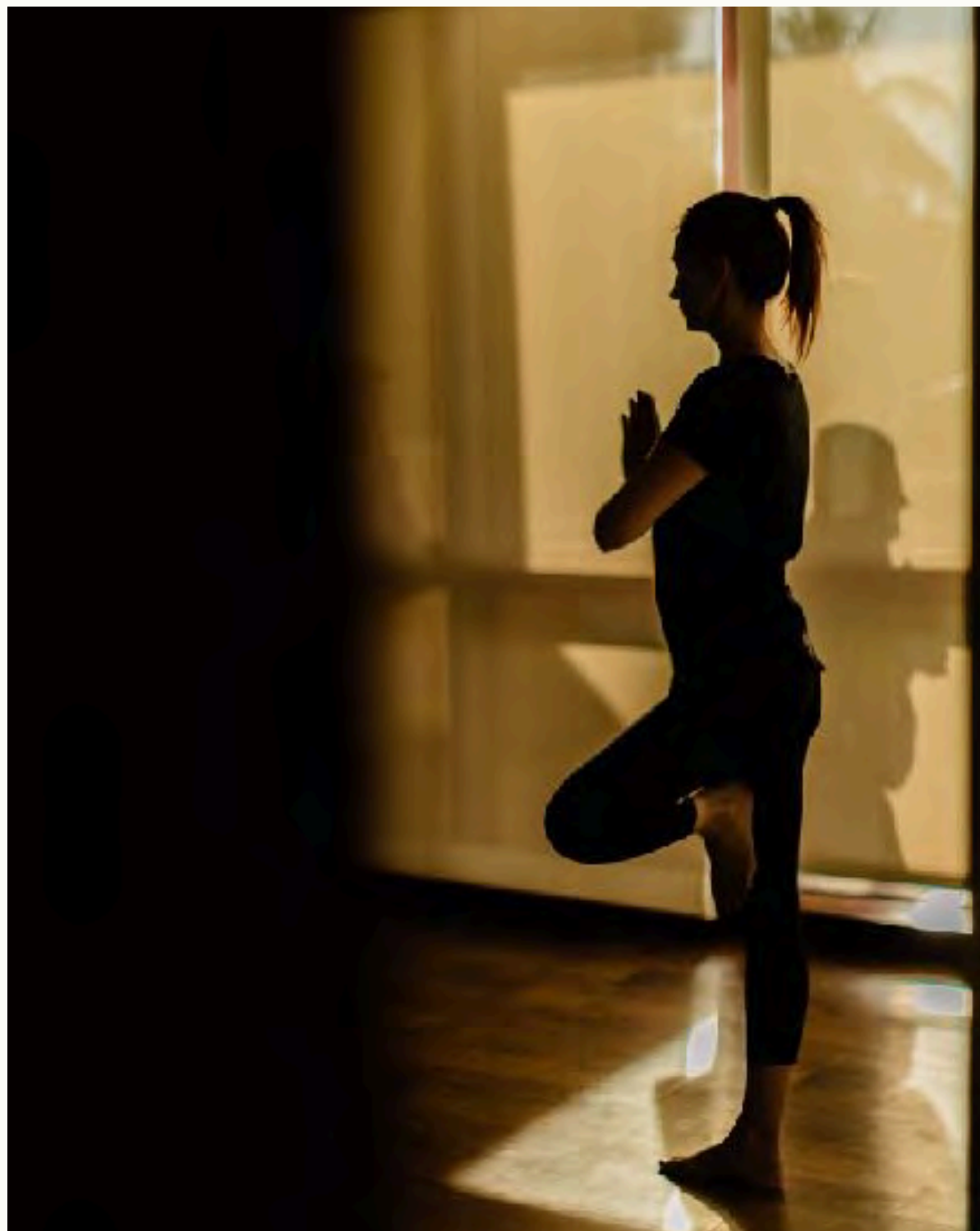
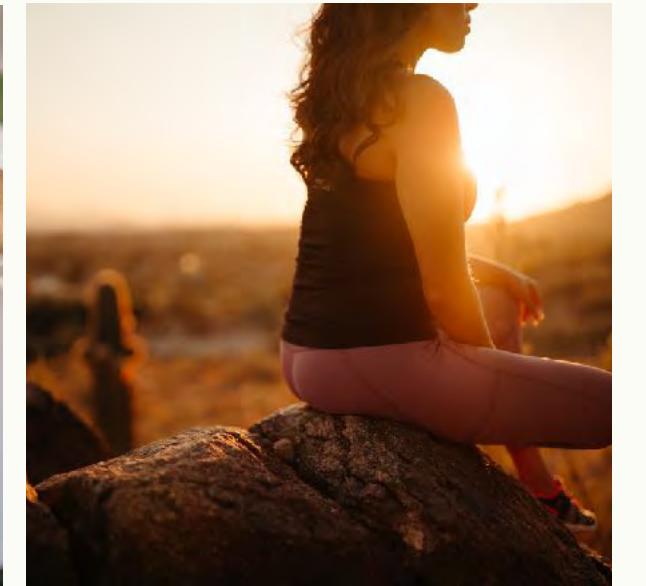
Property (int/ext) Inspiration





Moodboard

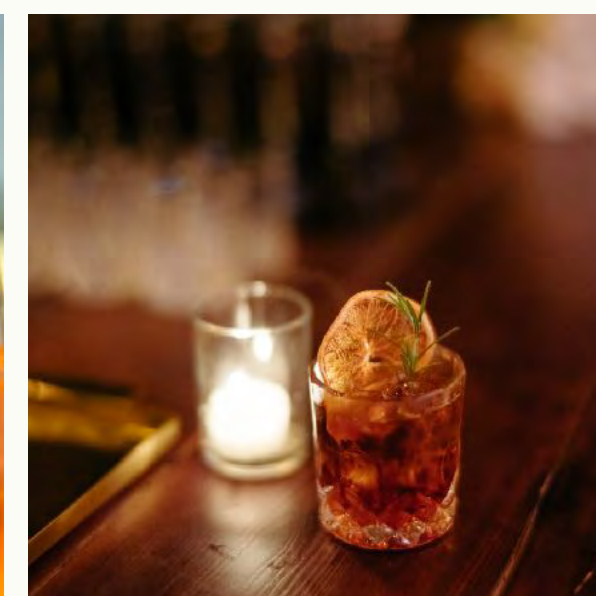
Mindfulness and
Well-being Inspiration





Moodboard

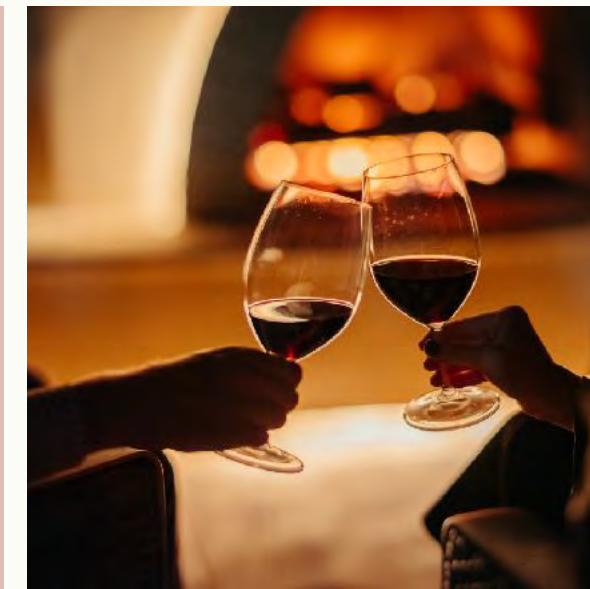
Nourish the Soul Inspiration





Moodboard

Come Together Inspiration





WRITING FOR SOCIAL MEDIA

As stated in the brand’s tonal pull-throughs, JW Marriott’s social tone is **warm, intentional, natural**, and **uplifting**.

Keep in mind the following when writing social media content:

- Don’t try to do too much in a single post. Your social media audience has a very limited attention span. Focus on one message or point and don’t try to crowd in other things.
- Don’t use emojis in your copy. This does not align with the JW Marriott brand.
- Remember that only around 80 characters appear on Instagram before the “more” tag. So if you have something super important, try to get it into the beginning of the copy so it isn’t missed.
- If you’re stuck, take a look at the brand social channels. They are a great place to find inspiration that is on-brand.
- Use the list of words and phrases on the next page to help you make sure you are consistently pulling through the brand’s voice and pillars.





KEY WORDS & PHRASES

Present	Haven	Intentional service
Mindful	Comfort	Mindful experiences
Warm	Serene	Replenished spirits
Nourish	Uplifting	Present in mind
Whole	Restore	Nourished in body
Revitalized	Genuine	Revitalized in spirit
Fulfilled	Balanced	Feed your soul
Focus	Natural	Meaningful connections
Well-being	Family	Come together
Welcoming	Human	Cared for
Moment	Unconditional	From the heart
Tranquil	Culinary	Nourish the soul
Grateful	Recover	Natural surroundings
Gratitude	Intentional	Be mindful and present
Breathe	Happiness	Be nourished
Joy/Joyful	Re-center	Be together
Refresh	Reconnect	Holistic well-being
Clear	Nurture	Foster togetherness





HASHTAG STRATEGY

In keeping with our overall warm, natural language, JW Marriott uses hashtags naturally based on the customs of each social network. JW Marriott is not the kind of brand that places a list of 15 hashtags at the end of a social media post just to get more engagement.

Our primary hashtag is #JWMarriott. #JWMarriott should never be appended to the end of a post — when used, it will always be an organic part of the copy. For example: “Focused on the flowers — at #JWMarriott, we’re letting nature lead us in the right direction today.”

Based on this selective usage, we should expect to see it in only 10-20% of our total posts.

As a secondary hashtag, #JWPartner will be included for paid partnerships and user generated content.

Other hashtags to consider for your posts if relevant are:

- #wellbeing
- #mind
- #soul
- #mindfulness

In general, in order to broaden hashtag usage in the future, any branded hashtag campaigns will need to be paid for maximum effectiveness.



WRITING EXAMPLES



Forget the earbuds, the distant waves are the only soundtrack you need to be in the moment.



Rise to the surface as sunset leaves the sky at [@jwmarriottkhaolak](#).



WRITING EXAMPLES



Mindfulness may not grow on trees, but it certainly thrives in our gardens.



Every once in a while you need to stop and smell the world around you.



WRITING EXAMPLES



Clear our schedules — today is just for staying open to the ocean.



At JW Los Cabos, we frame every day in the correct mentality.



WRITING EXAMPLES



It's Saturday — sneak in some time at your Secret Spot.



Get lost in our own desert oasis @camelbackinn.



WRITING EXAMPLES



Where's your happy place? At @jwloscaabos, ours is curled up near a warm fire pit with the tranquil sounds of a gentle ocean at sunset.



Go where ocean beauty is all that matters at @jwloscabos.





LANGUAGE CONSIDERATIONS

Although we address a global audience, The JW Marriott brand-level social media channels post exclusively in American-style English (i.e. “color” not “colour”).

JW Marriott property-level social media accounts should also use English in their posts unless the majority of your target audience and followers primarily speak a different language.

We do not recommend switching between languages on your channel. It can be very confusing to have some posts in English and others not in English. If you do want to create specific non-english content, we recommend using dark posts and targeting people who speak that language natively.

While having a message in English and another language in the same caption is not prohibited, it can often lead to a decrease in engagement.





INSTAGRAM

Primary Goal:

Engagement

Secondary Goal:

Saves

Recommended Posting Cadence: **3-5/week**

Instagram is a primary channel for bringing to life the JW Marriott brand pillars and the best aspects of your property. Instagram's role for your property is one of inspiration and engagement with your target customers.

Instagram is primarily a visual platform. All research indicates that the visual is responsible for 80% of the posts overall success. While the caption is also important, a caption can do more to hinder a post's success than to enable it.

Our data suggests that Instagram captions under 20 words perform significantly better than captions of any other length.

Instagram is the primary platform for use of hashtags and tags.

A typical instagram post will:

- Serve one of our brand pillars
- Use an impactful image
- Have a caption of 20 words or fewer
- Geo-tag the location of the image
- Not contain a link





INSTAGRAM STORIES

Primary Goal:

Views

Secondary Goal:

Link swipes

Recommended Posting Cadence:

As necessary

Instagram stories provide an additional avenue to amplify and extend the best aspects of your property and how your property pulls through the brand pillars. Their role for your property is one of inspiration and more “real time” connection with your audience.

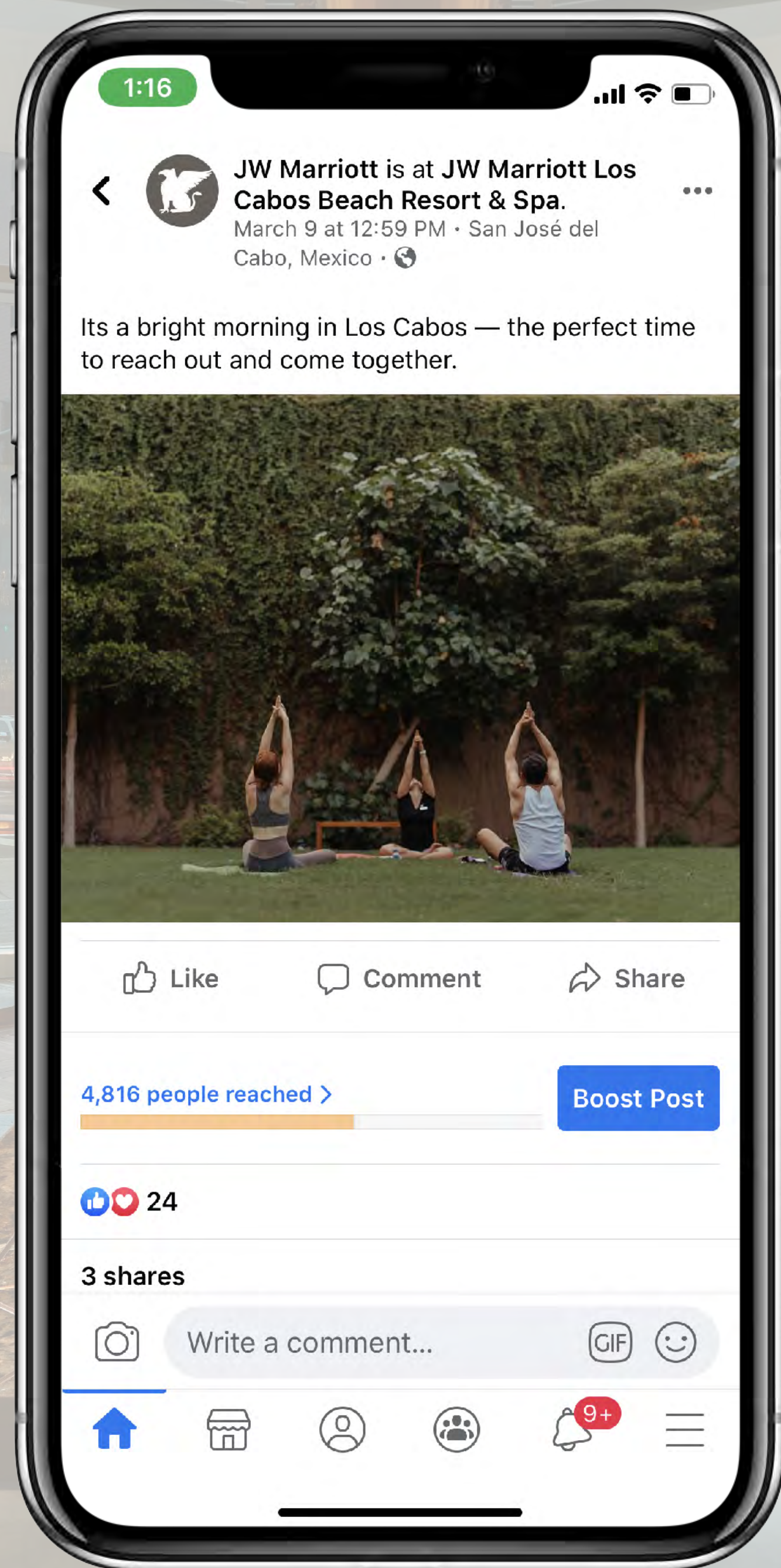
Special events, openings, campaigns, activations, and other key moments throughout they year may warrant an IG story to call special attention to one or more things.

Stories provide a great way to draw attention to something specific. From something as small as a new menu to something as big as a renovation.

There is no “typical” IG Story, but a typical IG story will:

- Tell a cohesive narrative about something specific
- Focus on brand pillar messaging
- Follow best practices for tags, links, hashtags, stickers, etc.
- Spread out frames throughout a 24-hour period for maximum visibility
- Use “swipe up” links sparingly (not in every frame)





FACEBOOK

Primary Goal:

Engagement

Secondary Goal:

Clicks

Recommended Posting Cadence: 2-4/week

Facebook is a primary channel for bringing to life the JW Marriott brand pillars and the best aspects of your property. Facebook's role for your property is to capture people's attention and get them to engage or click to visit your website for more information.

Facebook is both a channel for striking visuals and deeper information. Facebook also allows the seamless integration of links to encourage people clicking off to a website to learn more and/or enter a sales funnel.

A typical Facebook post will:

- Serve one of our brand pillars
- Use an impactful image
- Use slightly longer copy when needed in order to provide full value in the post
- Contain a link (if relevant)





OTHER CHANNELS

As a brand, we continually monitor the development of new social channels so that we always have the best chance to reach and impact the Mindful & Fulfilled.

We also look at new channels through the lens of their value to properties. At this time, we do not recommend using any of the following social media channels for JW Marriott properties:

- Twitter
- Pinterest
- LinkedIn
- Snapchat
- TikTok

Remember that a poor social presence will often have a negative effect on both the property and brand, and this could be a guest's first impression of your hotel and/or JW Marriott.

For information/guidance on regionally-specific social media channels such as WeChat, please reach out to continent leadership.





MEASURING SUCCESS

Each social channel has slightly different ways that it can be used and therefore you might have slightly different goals and KPIs for each channel.

However, there are some general KPIs you should focus on to ensure you are getting the most value from your social media efforts.

Primary KPIs:

- Impressions - This number is accessible through the Facebook and Instagram Insights as well as most social media management software. This tells you how many people saw your content. You want to maximize the number of target consumers who see your content as well as how many times they see it.

But remember: impressions for their own sake don't matter. Don't chase big impression numbers through bad targeting. It only helps you if your content is being seen by your guests and prospective guests.

- Engagements: - This is also measurable through the channels and third-party tools. This is your indicator of how impactful your content is. Did people see it and just pass by? Or did they stop to like, comment, share, etc.? And engagement is an indicator of a connection made with that person.
- Link Clicks - This is mostly measured through Facebook and Instagram, or through a link shortener like bit.ly. If you have content/posts that are meant to drive traffic back to your website, this is the best way to judge how well the content performs against that objective.





USER-GENERATED CONTENT

User-generated content (UGC) can be a powerful tool in your overall social media strategy but it must be used correctly. Always keep the following in mind when using UGC.

- Follow Marriott's User-Generated Content Policy: <https://mgsccloud.marriott.com/common/sales-mktg-and-rev-mgmt/ecommerce/emarketing/social-media/user-generated-content.html>
- Always get permission from the photo/video creator to use their content.
- Try to use UGC to fill in the gaps in your own content. For example, if you don't have enough food & beverage content, then you should look for UGC in that area. Don't waste time searching for UGC about things that you already have plenty of assets for.
- Before requesting permission to use someone's content, perform a quick review of their profile to make sure there are no red flags that would reflect badly on your property and the brand (i.e. sexism, racism, radical and overt political statements, etc.)
- Do not pay for UGC. Most people will give you permission to use their content without needing payment.
- Always credit the user when you use their content.
 - When crediting users, please use "photo credit: @username"





GETTING PERMISSION

As stated previously, you must always get consent from someone before using their content on your social channels.

This is most easily done through comments on Instagram/Facebook.

Once you have found an image that you would like to use on your own channels, you can comment on the image with text like:

Thanks for sharing such a great picture, [username]. We would like to use this on our own social channels. Do we have your permission to use this [image or video] if we credit you?

The above request is simple and straightforward. Most often, you will receive an affirmative response. At that point, you should thank them. If the person says no, then do not pester them. Simply reply that you understand and move on. Note that it is also a good idea to take a screenshot of them comment where they give you permissions and save that file in case the user tries to rescind permission later.

If you received permission to use the image/video, then you should move on to getting the full resolution version. DO NOT just take a screenshot of the image. Screenshots will not be high enough quality.

Use the following website to download high-quality images from Instagram: <https://www.dinsta.com/>



GOOD UGC EXAMPLES





WORKING WITH AN INFLUENCER

JW Influencers ARE

ALIGNED WITH THE BRAND POSITIONING & PILLARS
(i.e. health, well-being, nourishment, family)

APPROACHABLE LUXURY

PEOPLE WITH CURATED/PURPOSEFUL INSTAGRAM FEEDS

VARIED IN THEIR CONTENT
(i.e family, fashion, health)

BRIGHT AND UPLIFTING

JW Influencers ARE NOT

FITNESS PROS

TOP TIER LUXURY, BRAND AMBASSADORS

ELITISTS OR SNOBS

FOCUSED ONLY ON THEMSELVES (e.g. many fashion influencers)

DARK AND MOODY





SELECTION CRITERIA

A visiting influencer should align with one or more of our brand pillars and meet the following criteria.

PASSIONS: An influencer should have a passion for one of our brand pillars and incorporate one into their everyday life. Influencers that enjoy cooking, staying active, and maintaining a balanced lifestyle are passions a JW Influencer should possess.

PERSONALITY: Individuals should have an uplifting, friendly personable demeanor. They should be approachable and share content daily on their channels giving insight into their lives. They are warm and inviting and someone a person would want to be friends with.

METRICS: Individuals should have a 1%+ engagement rate (expected to be 2%+ if the the follower count is below 100K followers).

STYLE & DESIGN AESTHETIC: A JW Influencer should have a bright and uplifting aesthetic that aligns with JW Marriott's style for social. Their photos should be curated to look cohesive across their page.





EXAMPLE JW BRAND INFLUENCERS

The following influencers embody many of the qualities we look for at a brand level for JW Marriott, and illustrate the type of people you should strive to work with at the property level.

<u>@MaddieGreer</u>	-	Lifestyle & Fashion
<u>@Cellajaneblog</u>	-	Family Travel
<u>@mind_body_bowl</u>	-	Well-being
<u>@veggiekins</u>	-	Well-being
<u>@MellisaWoodHealth</u>	-	Well-being
<u>@lily_kwong</u>	-	Nature





INFLUENCER DOS & DON'Ts

DO:

- Follow the Marriott Social Influencer Guidelines; <https://mgsccloud.marriott.com/common/sales-mktg-and-rev-mgmt/ecommerce/emarketing/social-media/influencers.html>
- Take time to vet potential influencers. A high follower count could be fake. Always check to make sure they are getting high engagement on their posts.
- Review the influencer's past content to make sure their aesthetic and voice are aligned with your property.
- Negotiate specific deliverables and expectations up front. Agree on exactly what you are giving them (free stay, etc.) and what they are giving you (number of posts, number of IG stories, etc.) The more specific and detailed you can be, the happier both sides will be.
- Look for opportunities to get more value from an influencer. For instance, in addition to social posts, many influencers will also provide access to 5-10 images that you can get permission to use on your own channels.

DON'T:

- Blindly work with anyone who reaches out. Many people are just trying to get free travel and are not really influencers.





EVENT AMPLIFICATION

At the brand level, events are classified into Tiers, which indicate the importance of and level of coverage for an event.

This framework will also help you classify and plan for your events at the property level.

- Tier 1 - These are your largest events of the year, perhaps only happening every couple of years. These events have a significant investment and may involved other partner organizations. Because these are the tentpole events for your property, they have the most robust coverage on your social media.
- Tier 2 - These are smaller events that are still important to talk about on social media, but don't warrant the same level of amplification.
- Tier 3 - These are your smallest events that don't have broad or lasting appeal and so are only minimally amplified on social media.





AMPLIFICATION FRAMEWORK

Period	Timing	Tiers	Tactics
Teaser	4-6 weeks out	1	Teaser posts that create excitement, but don't dive into too much detail.
Lead Up	0-4 weeks out	1, 2	Posts with information and context about the event. Images from previous years or people involved. Links to sites.
Event	During	1, 2, 3	Live coverage on IG Stories and Twitter. Hero posts on IG and FB. Targeted coverage using dark posts.
Post	1 week after	1, 2	Recap albums and posts using photo and video produced at event.
Looking Back (optional)	1-2 months after	1	Keep tentpole events alive through a reminiscing post looking back at a highlight.





PAID SOCIAL OVERVIEW

Any complete social media strategy must include a paid component. The days of massive organic reach are gone. In fact, organic reach has continued to trend down year over year.

The good news is that social networks provide some of the most robust audience targeting available.

JW Marriott properties are recommended to have a minimum paid social budget of \$1,000 per quarter. This budget can be used across Facebook and Instagram based on which network gets the most activity for your property. We do not recommend using any paid social funds for Twitter.

In general, there are two ad objectives a property should focus on: Engagement and Traffic.

Engagement ads are used to show existing organic content to your target audience in order to get more people to see and interact with your messaging.

Traffic ads are used to drive clicks to a website for more information.





PAID SOCIAL GUIDELINES

- Don't let your organic content go to waste. If a post was good enough to be put on your Facebook or Instagram feed, then it is probably also good enough to promote to your target audience.
- Focus the bulk of your paid social budget on engagement posts. This is the most efficient way to get your property in front of as many target consumers as possible.
- Remember that over 85% of all people who see your social ads will be on a mobile device. This means that if you are running a traffic ad, you should make sure that the site you are linking to is mobile friendly.
- Focus your paid social efforts on Facebook and Instagram. We do not recommend using paid social budget on other networks (like Twitter).
- The Facebook/Instagram Ads manager is very easy to use and you will quickly see how it helps you target the right people in your feeder markets. But remember that the platform changes often, so always recheck your targeting at least once per quarter to make sure it is still optimized.





COMMUNITY MANAGEMENT

Social media is a two-way medium. This means that people will talk back to you as much (if not more) than you talk to them. This is most often in the form of comments on your posts, but may also be via direct messages on platforms like Facebook and Instagram.

When engaging with your community, remember the following:

- Always follow the brand voice and tone. We don't speak differently in community management than we would if we were writing a post.
- You do not need to respond to every single comment. Depending on the size of your audience, that could be a full-time job.
 - Direct messages should always be prioritized and 100% of them should be answered. If someone took the time to reach out to you directly, you should respond.
 - Negative comments should always be responded to. You don't want negativity to go publicly unaddressed.
 - Look for occasional positive comments to engage with. This could be as simple as "liking" the comment or as complex as responding with a thought out response.
- Treat everyone with the same respect that you would a guest.
- Develop a standard response to HR inquiries, pointing them towards a website or hiring email. You will get a lot of these messages and this is the only time you should use a canned response.



A close-up photograph of a person's hand holding a silver fork, lifting a piece of orange-colored food (possibly salmon or a vegetable) from a white bowl filled with green salad. In the background, a glass of red wine is visible, and the scene is set on a wooden table. The lighting is warm and soft.

NEGATIVE COMMENTS

Negative comments/messages are the most important to deal with quickly and professionally.

The most important initial consideration when dealing with a new negative comment is to move the conversation out of the public view and off of social media as quickly as possible.

If the negative comment was in a direct message, then it is already private. But you should still work to move the conversation to email or phone as quickly as possible in order to better resolve the issue.

If the negative comment is publicly viewable (i.e. a comment on one of your posts, your first goal should be to respond publicly in an attempt to move the conversation offline. This way, you are showing other members of the community that you care, but angling towards a private interaction with the original commenter.

Below are examples of ways to move a conversation offline:

We are sorry to hear about your experience, [name], and we want to quickly correct this issue for you. Please email our General Manager at [email address] and we will get this resolved.

Thank you for bringing this to our attention, [name]. We would like to contact you directly about this matter. Would you please privately message us with your contact information so that we may follow up?





HOTEL OPENINGS - TIMING

As the saying goes, “you only get one first impression.”

This is as true on social media as anywhere else. Often, the excitement of a new hotel opening can result in trying to share too much too soon and accidentally undermining the values and pillars of the JW Marriott brand.

On Facebook, it is recommended that you make an official page as soon as you know the name of your hotel and have a fixed physical address. Note that you do not need to begin posting content at this time. You are simply claiming your digital real estate so that it is there when you need it.

Facebook is unique in that if you don’t make your own official page, Facebook will often make one for you that you can’t control.

On Instagram, it is recommended that you claim your Instagram account handle as soon as you know the official name of your hotel. As with Facebook, you do not need to begin posting at this time. Again, you are just claiming your digital real estate.

In terms of timing for starting your social activities at the property level, it is recommended that you begin roughly six months ahead of your expected opening.

Remember that you don’t want to start talking before you have something to say, so it may make sense to wait until even closer to your opening in some cases.

Specific guidelines for new hotel openings can be found on the next page.





HOTEL OPENINGS - GUIDELINES

- Prior to opening, do not feel pressured to follow the recommended posting frequency in this document. Remember: quality vs. quantity. Many hotels may find two posts per channel per month to be the right cadence, ramping up to one post per channel per week as you get closer to opening.
- Set aside a dedicated budget for paid social. In the beginning you will have no organic audience, so you will need to promote your content to your target audience to begin growing your channels.
- Be very careful when posting “progress” pictures. Seeing certain parts of the hotel under construction may be interesting to you, but it is rarely interesting to the JW Marriott target audience and may actually detract from our key messaging and brand pillars.
- Instead of “progress” pictures, focus on getting quality images of hotel spaces as they are completed, renderings, and content about the local area of the hotel.
- Remember that social media is not a sales channel for JW Marriott. Adhere to the voice and tone outlined in this document even for your pre-opening posts.
- Reach out to the brand team if you have any questions.





SALES & PROMOTIONS

Properties should be very careful when talking about sales or special promotions on social media because it has the possibility of diminishing the brand.

Tactics like “10% off all spa treatments” or “Fifth night free” might be effective ways to fill rooms, but they can all too easily devalue the JW Marriott brand and your property.

If you are going to talk about a sale or other promotion on social media, keep the following in mind:

- Use these posts sparingly.
- Consider using “dark posts” and using paid social to advertise the promotion only to a specific target audience. This has the added benefit of keeping the post out of your organic feed.
- Try to avoid listing prices and specific dollar figures in your social posts.
- Try to couch the sale/promotion within the context of a brand pillar (e.g. This summer, take time to focus on yourself with these spa specials).





TOOLS & RESOURCES

Contacts:

If you need assistance for your channels and/or if you need help with brand styles, guidelines, verbiage, and ideas, please contact:

Laura Troy
laura.Troy@marriottluxurybrands.com

Resources:

[Marriott Social Media Guidelines](#)

[Marriott Rules of Conduct for Associates](#)

[Marriott Social Media Crisis Communications Guidelines](#)

[Link to follow MLive Updates](#)

[Link to official Brand Avatars](#)





THANK YOU