

THE INFLUENCE OF SOCIAL MEDIA ON THE HILTON BRAND

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Abstract

Social media is a collection of social networking platforms where people can connect, share and express themselves. These applications can easily be used in marketing campaigns by hospitality businesses. Social media is a marketing strategy that allows brands to set themselves apart from the competition based on the content that they post and share. Each social media application has strengths and weaknesses, which is why it is beneficial for companies to use a multi-platform marketing strategy to convey different content, but the same message. These platforms can be especially useful for the hospitality industry whose main focus is to sell an experience, quality service and lodging. The Hilton Company is comprised of many brands that each offer unique amenities. Accommodations can be a large portion of a travel budget for many people, so it is crucial for the guest to understand all of the benefits and features of their selected hotel. This paper will examine five popular social media platforms and how Hilton is using brand specific accounts to attract guests and how effectively the social media apps are being used. The effectiveness will be determined by monitoring the types of posts and engagement on each brand-specific page on each of the five platforms previously discussed. The paper will conclude in a comparison between the three Hilton brands to see which brand is most effective at using social media to create engagement, build brand value and create sales.

Keywords: Social Media Platform, Target Market, Advertising Campaign, YouTube, Facebook, Instagram, Twitter, Snapchat, Hilton

The Influence of Social Media on the Hilton Brand

Marketing is a crucial part to any business plan and crafting a quality strategy is an excellent way to build a brand and create brand loyalty. Marketing is crucial to a business's success because it creates an image that the brand is trying to sell in order to make money and sell their product or service. The purpose of marketing is to show the product or service in a positive light to a group of people and encourage them to use or buy the service.

Communications can come in many forms including, billboards, television commercials, website banners and social media. Each advertisement is created and promoted to a specific demographic and social media creates a new market and form of advertising for companies.

Social media has created various websites and applications for users to come together and share knowledge, opinions and media to other people. Social media was created to build a sense of community among people outside of your local area and connect with people who share similar ideas and interests. This sense of community not only allows for people to build and create relationship, but this also creates a great environment for a business to market their product. They can now easily target their traditional market and reach out to new ones to share their message and brand. This form of advertising can be done by simply creating an account on the social media site, but many sites now offer paid or sponsored posts which are aimed to target their ideal consumer. The increasing usability and availability of social media sites ensures that no matter who the consumer is they likely have at least one form of social media where they can be targeted.

The hospitality industry is a service based industry encompassing fields including, hotels, events, food and beverage, tourism, and many more similar areas. Each area is based on providing an experience or service to a consumer. This industry alone produced 2.4 trillion

dollars of U.S. spending and employed 15.6 million jobs in 2017 (U.S. Travel Association, 2017). The impact of the travel industry deeply affects the economic success of America and the American people. Due to the breadth of options available in each aspect of the industry it is easy to create multiple brands under one common company in order to tailor the business to a specific group. Social Media easily allows users to share about their experiences with a specific company or employee and share this with many people. Because people are already using social media they also post about their vacations, work trips and restaurant outings which help to promote the business (U.S. Travel Association, 2017). The media component embedded into social media sites benefits the hospitality industry as a clean presentation is crucial to good service and this allows people to show exactly the experience that they have received from the business.

Purpose of Social Media

Each social media platform was designed and created for a specific purpose and demographic of users to create and share posts. The most popular social media websites include each site can be used for a different purpose and content on these websites is typically targeted to this group based on a common interest or shared characteristic. Some of the most popular social media sites include Facebook, Instagram, Twitter and Snapchat (Reuters Institute for the Study of Journalism, n.d.). These sites have many similarities while still maintaining enough differences to create loyal followers and users of each individual app. Almost every platform allows the user to show visuals via pictures or videos. This ability opens up new lines of communication between users who can share more about their experiences by attaching multimedia sources. There are approximately 2.62 billion social media users globally, which represents a large portion of the global population (eMarketer, n.d.). As social media is an

internet-based community posts and content can reach around the globe, as long as internet is available. The global network allows users to share and interact with a large community that spans the globe. People can meet and build connections with people they otherwise would have never met or known.

The Hospitality Industry

The hospitality industry is a vast industry including many disciplines and specific areas. However, all of these areas depend on delivering a specific service and providing an excellent experience for the guests. As previously mentioned, the industry includes things ranging from lodging, restaurants, amusement parks and special events. The importance of this industry is to create an unforgettable experience and to provide the highest quality of service to any and every guest. This can only be done through adequate training and professionalism from management. The focus of this paper will be on the hotel industry. Hotels and resorts were built simply to provide overnight accommodations and lodging for a traveler. However, recent properties have been created and modified to fit any need. Modifications include robust business centers, room upgrades with the finest materials and a modern influence of technology that can be found throughout the entire hotel stay. A leader in the hotel industry is the Hilton family of hotels. Hilton has branded their company to be equated with only the highest standards and quality. This company has created several brands under the Hilton name in order to create properties to meet the needs of each type of traveler. These unique qualities set each brand of hotel apart so the consumer can review what they are looking for and find their best match.

Social Media Platforms

Social media platforms are websites that allow users to build connections, share creative content and post about their lives. The social media platforms described in the following

sections are all used for the purpose of sharing ideas with others through words, website links, photos or videos. Companies are also able to use these media platforms to share information about their business. Each website has a primary purpose that helps to define the uses and the users that are on that application. Users are active on particular sites because they are attracted to the type of content posted or the engagement between people on the app. YouTube is unique compared to other sites because the primary focus of the app is video content that is uploaded and shared. Both Instagram and Snapchat focus primarily on sharing photos and short videos with followers. Facebook and Twitter are both blogging websites that people use to share links and posts that are primarily words not photos and videos. However, these posts do allow the user with the ability to add photos and videos. All of these platforms can be used for different purposes including personal use and business marketing purposes. These websites make communication easier between people in different locations and allow the ability to share ideas in a global culture.

YouTube

YouTube has been a popular website since its inception in the early 2000's. The video sharing platform has changed the way that people share and watch video. Boasting millions of users, "YouTube has become a touchstone in cultural debates about the Internet" (Belanger & English, 2018). A website, such as YouTube has become synonymous with social networking applications and the movement toward a global community. Users are able to post and share any content that they have created or own, in cases of produced programs. This allows a much larger audience access to the video content that these people have spent hours producing and creating. Another factor that makes YouTube attractive to users because it is primarily a free

website. YouTube has been able to remain a free source for videos because of sponsored advertisements around the page and embedded into videos.

YouTube is designed to be a video-sharing platform and because they focused on making this function great, the site has limited other functions. The other primary function of the website is that “Users may respond to videos by posting a comment about the video (in writing or by video response), giving a video a thumbs-up or thumbs-down rating” (Belanger & English, 2018). All of these other functions are in direct relation to the original video posted. YouTube has been able to create a culture where anyone can share a video about any topic and find support in other viewers who will watch that content. This platform has become the main venue for people looking to share their lives through video blogging, or vlogging. Users have also been able to establish careers for themselves by creating videos that gain millions of views in short periods and YouTube has helped to launch acting and singing careers.

Belanger and English describe how large the YouTube influence is, “By 2017, the site had 1.5 billion logged-in users visiting YouTube each month, and logged-in users spent an average of more than one hour per day watching YouTube videos on mobile devices. YouTube was the second-most trafficked webpage on the Internet in 2017, following Google” (2018). The amount of users and visitors to this website alone, show how important a platform can be in terms of marketing potential. This website is often used as a basis to measure success both in users and time spent on the application. An additional metric that is helpful to analyze is how long the viewer remains on the video or if users stop watching the video in the middle. In order to have a popular video, the uploader must create relevant and creative content.

Marketing Possibilities

YouTube is a proven popular site with a large audience provides an opportunity for companies to showcase video content through a company channel. However, users are posting content beyond commercials, video clips and advertisements. People have been able to create careers based on posting videos and curating a personal brand for themselves. These ‘influencers’, as they are known as have amassed thousands and sometimes millions of viewers who watch their content. Influencers will reach a large audience without needing to seek out other support because they have an established fanbase. Influencers can be found on most social media platforms, but YouTube allows for longer and more creative content, so it is a popular sharing platform.

YouTube is a very large platform that many people use, therefore it can be the perfect place to begin a campaign kickoff with a video. Before sharing a video it is important to know the purpose of the video; is it to spread the company name, a new product, a new initiative, etc. A defined purpose will lead to establishing a target audience. Not all videos uploaded will be seen by everyone. So, when the intended audience watches the video the goal is for the consumer to share it. The user can “discover it and then embed it in their blogs or share it with their followers” (Jarbo, 2012). Posting a video to a well-known platform like YouTube means that people will trust the source more than many other video sharing platform and viewers will be more likely to share the link. Approximately 57% of video viewers will share a video that they have watched (Jarbo, 2012). This is fundamental to the spread of a video campaign because it is free advertising, once the video has been originally posted online.

YouTube has a dedicated channel that was created to help companies build brand awareness through YouTube. The videos posted to this account share tips from business owners

who have used the YouTube community to build brand value for themselves. This is a great source for companies looking for strategies that are proven successful among brands (YouTube for Business, 2019). Because YouTube is an established social media platform and companies can feel comfortable investing resources into content that will be uploaded to YouTube. The videos will be stored on the account and will be available to view after the campaign is over.

Demographics

YouTube has a unique demographic of users because of the variety of content available on the site. The variety in content explains why the website is popular with many age groups and both genders. Hulkower describes how, “YouTube, for instance, which offers live and recorded video has access to more than eight in 10 adults” (2018) The reach that an uploaded video has is incredible, which makes this platform a great one to use when reaching out to adults. Across all age groups men are using the YouTube more than women. This difference is likely due to the short videos and content found on YouTube. Men are more likely to watch videos about comedy or sports. These videos tend to be engaging and short enough to keep attention (Hulkower, 2018). Additionally, the users will stay on the app for a longer amount of time or leave and come back.

YouTube attracts every type of user as evident by the fastest growing age groups of 35 and older and 55 and older (Omnicores, 2019). These groups are traditionally not ‘tech-savvy’ but both the content available and ease of use make YouTube a popular platform for all. These populations are not the only groups spending time on the platform. It has been reported by Omnicore that 37% of Millennials prefer binge-watching YouTube than other online viewing websites (2019). YouTube has remained a popular social media platform for over a decade because of the simplicity of the design and website interface. Users from a young age can search

for their desired topic or creator and simply click the video to start watching. Simplicity will keep the app popular among all age groups.

Facebook

There have been many websites and applications that have connected people online. The entire concept of Facebook was not new to the social media market, but the purpose of the website was unique. They have chosen to strengthen relationships rather than to try and connect similar users. Additionally, “Despite Facebook's late start compared to its competitors, the site ultimately gained the largest user base of all social-networking sites, becoming one of the highest-trafficked sites of the decade.” (Skemp, 2018) Designed as a social network for primarily college students, Facebook found early success with similar websites in the mid-2000’s. This website was designed so that people would be able to share their lives online through photos and videos to friends and relatives.

Facebook’s approach to social networking was to build an online community that mirrored your real-life social network. Most notably, “Facebook does not make it easy to find people through shared interests; the emphasis is on maintaining existing connections, not creating new ones.” (Skemp, 2018). By focusing on connections that already exist Facebook was able to create easy ways to connect with people and not have to worry about how to find new friends from website users. The emphasis on strengthening community rather than trying to build an online community has continued to set them apart from other social networking sites. Skemp continues to say that, “The success of the platform showed that Facebook's primary value proposition was not its features but was instead the connections between its users” (2018). Choosing to focus on building and maintaining relationships has been a prime factor of Facebook’s success over the years.

Facebook does give users a forum to share thoughts, photos and videos with their friends. Through the years Facebook has made it easier to create groups for people who share a common characteristic or interest in some topic. Facebook “Users can create groups for general communication around a particular topic or cause, or they can schedule events such as birthday parties or protests. The vast range of Facebook events and groups shows the flexibility and power of the platform, which has often been used for purposes of political organization and activism.” (Skemp, 2018). Integrating this feature allows users to use Facebook for all of their social needs. This additional features increases how much time and how often people are using the site. While adding groups, Facebook has begun to improve how people can build relationships with people that they do not know. Users can also post photos and videos to their profile. After posting a photo the user can ‘tag’ another account to alert them of the photo. Tagged “Users could approve tagged photos or “un-tag” themselves from photos. Photos in which a user was tagged were linked to that user's profile. The tagging feature was the first of its kind and was key in attracting new users and getting existing users more involved with the site.” (Skemp, 2018). Facebook soon became an innovator with their photo uploading, tagging and sharing ability. This created a truly unique feature and differentiated themselves from similar sites, like Myspace. Myspace had been a fairly similar platform to Facebook as both allowed users to share word posts with their friends and build or strengthen connections.

The update of a central news feed truly changed how Facebook was used and how updates were seen by friends. The central news feed shared updates and new posts to all friends which increased their visibility. However, this came with concerns about who could see what posts and the level of privacy. Therefore, Facebook had to create and adjust privacy settings so that users would continue to feel comfortable sharing on the app. Skemp states that, “In addition

to the more public communication of wall posts, status updates, and comments, Facebook offers users the option of private communication through messaging and chat features.” (2018) A private messaging system creates another reason for Facebook users to continue the conversation, but with additional privacy. Facebook strives to be a one-stop place for any all social networking needs. Notifications are ways for users to be alerted when friends talk to them or interact with their content. A user can receive notifications from private messages, new posts from friends or by being tagged in a post. (Skemp, 2018)

Recent years have provided great improvements and some less favored updates. Among these include the live feature and the privacy setting updates. 2016 brought with it a massive change to the platform with the introduction of a live feature. This feature allowed the user to live broadcast from their account and share live updates and video. This update was added to compete with Twitter, who had also recently added a live feature to their app. In addition, Facebook added photo and video filters. Users were also able to comment on a live video. Facebook had angered users by changing their privacy settings to share all posts and profiles publicly. The user had to then go and change their own settings to private. This added step was a poor move on their part and they lost some users because of it. Additionally, the issues of privacy infringement have also created some users who no longer trust the privacy from this website. (Skemp, 2018)

Another controversy that involved Facebook was the production and spread of fake news. These fake stories were no longer being caught and removed by editor’s which lead to a larger issue than the one that they were trying to solve in the first place. As explained by Skemp, “The human editors were replaced with algorithms that determined what the biggest trending stories were. This turned out to not be an effective alternative, however. The algorithms allowed

fake news stories to be at the top of Facebook's trending stories. These fake news stories would have previously been caught by editors.” (Skemp, 2018). This is especially important as many people get their news and information from social media, primarily Facebook. Another issue with algorithms occurred with the Facebook Live feature. Many people were broadcasting illegal activities and then broadcasting this all over their Facebook page. The algorithm that was supposed to catch these types of things simply was not working, landing Facebook in more poor publicity. (Skemp, 2018)

Marketing Possibilities

Facebook has completely “revolutionized online communications, human connections, activism, and advertising” (Skemp, 2018). This application has essentially become a hub for online communication between friends and businesses. This interaction is unprecedented because companies have not had this much access to their target demographic. Facebook was able to provide marketing teams with “a platform to broadcast product messages, but it also generated marketing and usage data to inform the successful targeting of those messages” (Skemp, 2018). As mentioned previously, not only is Facebook a one-stop communication network for users, it plays the same role for advertisers. Skemp describes an example, “Facebook made it possible to target an advertisement about a running shoe sale in San Francisco only to users who live in the area and have indicated interest in running” (Skemp, 2018). The option to target ads not only to people interested in running, but to know their location and use that was new technology to companies.

Facebook has come into some issues with users who disagree with their marketing and targeted advertising tactics. Users felt like this was a breach of privacy because of the data that Facebook was gathering in order to target these ads (Skemp, 2018). Facebook was able to

collect data about people's interest based on topics and pages that they have 'liked' and followed. Many users found this to be an unfair tactic and that this information should be semi-private and not available to advertisers. However, the opportunity to create more revenue for Facebook initially outweighed these concerns. Facebook argued that this information was public because users can see who has joined a group or liked a page, as well as seeing where you are located.

Demographic

Facebook was created as an online network for college students. The benefit of choosing to focus their efforts on maintaining a base of college students was that they were always socializing, "had numerous social connections, and were willing to share personal information online" (Skemp, 2018). The combination of these characteristics lead to users who were active on the website and were more than willing to use it. Both current college students and recent graduates have remained connected to the social media platform with "88% of online users of age 18-29 are on Facebook, 84% of those 30-49" (Omnicores, 2019). The newer generations have continued using Facebook to remain connected during and after college with their high school friends and relatives. Additionally, these users are typically active on social media and will utilize Facebook as one of their social media platforms used daily.

Facebook has also changed how much people share with their friends because it is very simple to share and create posts. The ease of use has been "prompting nearly 60 percent of Facebook's users to visit the site daily and some 20 percent of users to visit the site more than five times a day" (Skemp, 2018). The majority of users are spending a considerable amount of time online, particularly Facebook. Creating a platform that users are interested in checking

multiple times a day has also been important in creating functions that users are looking for in a social networking platform.

Beyond the scope of college students and very active users, Facebook is able to attract a large global community. Omnicore states, “Of all the people on the internet, 83% of Women & 75% of Men use Facebook.” (2019) Approximately 80% of all internet use Facebook, this staggering statistic shows how valuable an effective Facebook page and marketing campaign can be for a business. Not only, are the majority of internet users using Facebook, most visit the site daily (Hulkower, 2018). Because Facebook users are avid users, there are more opportunities for the page to be seen by followers and potential new customers each day. Both men and women use Facebook almost equally, which is interesting because most websites have one gender that favors that application. However, due to the inherent purpose of remaining connected with friends and family it is not surprising to see the lack of gender division (Omnicore, 2019).

Instagram

Instagram was created in late 2011, and the site gained over 100,000 users in the first week alone (Cooper, 2018). This result indicates that Instagram filled a need for people who were looking for an easy way to share photos to family and friends. The user can easily post their photo, follow friends, like photos and repost content onto their page. Instagram easily offered this functionality and used a unique square photo design which is different than the traditional ratio used on a phone’s camera. This feature easily separates them from other photo sharing applications. There are also filters available in the app itself which gives the user the option to change the look of their photo. The filters eliminate the need for users to alter their photos outside of the app, which makes Instagram more appealing to users.

After receiving much praise and in late 2010 and 2011 Instagram was bought by Facebook. This proved to be a great move for Facebook, as in 2014 “Instagram was reported to be growing faster than all other social media services” (Cooper, 2018). Facebook did not change or modify anything at first. However, over time they added new editing features to Instagram. These features gave users the ability to edit their photos even more and change the intensity of the filters when used. 2015 brought a major change to the application and their classic square shape for photos. After user issues and users choosing to post elsewhere, Instagram chose to change the posting format to include rectangular photos in addition to the square shape (Cooper, 2018). Cooper describes that “Instagram also supports videos, which can last up to fifteen seconds. Users can then share their photographs or videos on other social media services such as Facebook and Twitter” (2018). The functionality embedded in Instagram allows for the user who is connected on a variety of platforms to easily share the post. This is a great option for many users who use a variety of apps and want to share the same content across several accounts. 2016 brought another large change to Instagram’s usability with the addition of the Stories feature. This feature allows users to share “collections of photos and videos that expire after a day” (Cooper 2018). This feature is very similar to an aspect of Snapchat, a top competitor to Instagram. This option gave users the opportunity to share the content that may have posted on Snapchat, which increased how many users posted and used Instagram daily.

Marketing Possibilities

Instagram has the potential to be used for many marketing purposes, as the main function of the app is sharing pictures and videos. Companies seeking to promote a product, service of campaign can began by “posting behind-the-scenes photographs, holding contests in which users are asked to repost photographs and hashtags, promoting new products, and displaying customers

using their products” (Cooper, 2018). Company accounts and single person accounts can easily share this type of content with other users. This has become a popular form of marketing and advertising for companies because Instagram is a primarily free service. This brings in a reduction in costs and expenses because they can post and share the content without needing to pay for distribution and printing costs.

The marketing functions were enhanced by the addition of ‘shoppable tags’. Shoppable tags are “small icons of a shopping bag appearing on advertising posts that users can click to find out how to buy products depicted in that post” (Cooper 2018). These tags allow the original poster to attach a link to a website or product page for that specific product. This increases the ease of use for the customer who may be interested in learning more about the product by easily creating a path for them to go online. These tags can be added to any content posted in the Stories section of Instagram, giving users another option to link and tag a product. An additional opportunity for promotion on Instagram is using an ‘exclusive’ discount given to followers of the company page. Giving followers the ability to directly purchase through the app “will give the comfort to the buyer and the seller also” (Plus Company Updates, 2018). Both parties will feel confident in the security that Instagram provides, as the page may be verified through Instagram which proves to users that this is a legitimate company page.

The most popular campaign types are building awareness, promoting a cause and creating a contest. The first category of promotion concerns brand awareness and the goal is to increase consumer knowledge about the company, product or service. Many Instagram users follow companies and brands that they are interested in or buy from regularly. Therefore approximately, 80% of users will respond to a campaign shown in the story and 40% of people will visit the profile and website to learn more (Plus Company Updates, 2018). This level of

engagement can be a large motivating factor as to how people learn about the brand. Another type of campaign is a cause-based campaign, this type of campaign is similar to brand awareness because they are promoting something for a specific purpose. People become engaged when they can relate to the cause and feel a personal need to learn more or contribute financially. Social causes will also serve to promote the company as a charitable and socially conscious organization (Plus Company Updates, 2018). Lastly, contests are a great way to drive engagement and promote a product on Instagram. However, it is crucial to list and indicate clear rules and guidelines about participation, entry requirements and the times that the competition is open so that there are no legal implications and it is a positive campaign.

Demographic

Instagram boasts a female dominated user group with an astounding 68% of users being females (Omnicores, 2019). Female users have distinctly different needs and expectations than male users. Instagram must be aware of what their prominent demographic is looking for from an app. This way they can best cater to these needs, while still including options that would appeal to male users. Additionally, many users have created Instagram accounts and use these accounts to post photos and share with friends and family. Omnicore states that “38% of female internet users use Instagram and 26% of male internet users use Instagram” (2019). Both of these groups make up a significant portion of internet users. However, Instagram should continue to make improvements and features that would appeal to more users.

Millennials and teens make up a large portion of Instagram users and accounts. An impressive, “59% of internet users between the ages of 18 and 29 use Instagram and 33% of internet users between the ages of 30 and 49 use Instagram” (Omnicores 2019). Many users who are between the ages of 18 and 29 were young teenagers or young twenties when the app was

created. This alone, is a major factor of why the usage rate is so much higher for Millennials. Furthermore, approximately 70% of teens use Instagram and these users will continue to use the app as they mature and grow older (Omnicores, 2019). It is important for companies to know that the majority of users are younger because this will impact the content that is shared on the app. Users will be less likely to pursue a company with intention to purchase a product or service so the companies must be cautious when promoting through this app.

Twitter

Described as a ‘microblogging’ site, Twitter users are required to share their thoughts in posts using up to 280 characters (Skemp, 2018). Limiting the amount of characters that users can post with provides a unique way for users to share their thoughts. Additionally, by limiting the amount of characters users must put more thought into what they are posting and how they are wording the message. Twitter has created this cap on the number of characters in their posts as a way to set themselves apart from similar sites. The culture of Twitter has “changed the way that people interact, fostering shorter messages in real time, and enabling discovery across professional and geographic boundaries” (Skemp, 2018). Conversations happen on Twitter between followers, as well as between any users. The openness brings more opportunities to engage with people outside of your direct area and friends and acquaintances.

Twitter is used to post tweets or blog posts to their account. Account users have the ability to follow each other and create a feed of posts from the people that they have chosen to follow. Users can also use the search feature to find posts containing a specific word, phrase or account. Twitter allows multiple ways to communicate and interact with other users including following their account, replying to posts, private messaging, and interacting with their original post directly by sharing and liking (Skemp, 2018). The variety of ways to engage with

someone's post increases interaction between users. Many users choose to include hashtags in their posts. Hashtags are an indicator used in posts to discuss a subject and find other related messages and group similar posts together. Additionally, these hashtags can be searched within the application to show all related tweets using that hashtag. This is a positive aspect because users are able to interact with another account in more than one way. The user can comment, share, like the tweet or add it to a list of favorites.

There are privacy settings that each user can decide to enable which will keep their posts private to only their followers. There are also privacy settings that allow the user to decide who has access to their account by approving followers who request to follow. However, many users choose to have their accounts open and public, which allows anyone to interact with them and their posts. The public nature of Twitter encourages community and creates interactions between many people in a global network. This openness is an aspect of what makes Twitter different and successful when compared to similar blogging platforms.

Unlike Instagram, Twitter chose not to be bought out by Facebook in 2008. This failed acquisition proved to be a smart move for Twitter as the number of users continued to grow exponentially over the next few quarters (Skemp, 2018). Interestingly, Twitter began to acquire other companies that would serve to create a better platform and reduce potential competition. Twitter has acquired similar social media and social networking platforms so that users can stay in the same brand. Some companies that Twitter has acquired include Tweetdeck and Periscope. Both companies helped to increase features and ease of use. Periscope is a livestreaming application that has now been integrated into Twitter. Similarly, Tweetdeck is designed for people to be able to follow and manage tweets for multiple accounts. (Gorton, 2018)

Beyond a social network designed for friends to communicate and share, Twitter has become a hub for political activity. Twitter has become an invaluable resource for both journalists and the public. The Twitter network extends beyond national borders and allows for world-wide news to be shared instantly and easily. Anyone is able to share their point of view, including journalists, informed citizens and anyone else interested in taking part in the discussion. Twitter also encourages replies and conversations so that users can be informed about major events. While the idea of a global or national conversation seems like a positive opportunity for people. It allows for people to share negative or insensitive posts. Therefore, Twitter users must be wary of the content and posts that they believe as it may be a false statement created to cause harm to other users.

Marketing Possibilities

Messages and campaigns can be spread through Twitter by the user sharing or interacting with the Tweet. Campaigns can be started by a post about the campaign with a video, picture or link to the website. For a campaign to be successful on Twitter key 'Influencers' must be found in order to spread the post and the message online. Influencers are people with accounts that can reach a mass audience by simply reacting to a post (Mei, Yang & Zhao, 2017). It is crucial to reach out to influencers who are both knowledgeable about the company or industry and have dedicated followers that value their opinion. This is the only way to increase the likelihood that the intended audience will see the tweets.

Twitter offers an easy to use feature that builds onto their free account, called Twitter Promote Mode. Twitter Promote Mode is a specific setting that is paid for per month and will help to advertise posted tweets to targeted accounts and help the account gain followers. There is potential for the account to "Reach up to 30,000 additional people and add an average of 30

new followers each month” (Twitter, 2019). This can be a significant increase if the account is tweeting multiple times per day and following up with comments to their tweets. Twitter Promote Mode can be a great asset for business accounts. The campaigns and content must still be able to attract people and make them interested in following up with the account, product or brand. Twitter Promote Mode will automatically boost each tweet to more users, creating an easy to use addition that is cost-effective for the business. It is cost-effective because the original post simply has to be created and Twitter is able to take care of the rest and ensures that the business is getting results.

Demographic

Twitter is a male-dominated site, which is unique to this platform as the majority of social media networks are female-dominated. Twitter is a community founded on sharing thoughts, which explains why a large majority of daily users are older than Millennials. Almost a quarter of all male internet users have Twitter accounts, compared to just over 20% of females (Omnicores, 2019). This difference can also be seen in the age and gender breakdown of users, which leans more towards a middle-aged male population. Hulkower describes that “28% of men 35-54 use [Twitter] daily, as compared to 15% of women 18-34.” (2018) Younger women are not as active on this particular application, this groups is typically the most prominent on social media.

Almost half of all Twitter users check the app for daily updates and new tweets from their followers and community. It is important for users to not only make accounts on the platform, but rather to be active in tweeting and sharing posts. This helps the users interact more and also make the app more attractive to non-users. When looking solely at age, Millennials remain the most prominent group on the app. Omnicores reports that “37% of Twitter users are between the

ages of 18 and 29, 25% users are 30-49 years old.” (2019). While there is still a significant difference between the two age groupings, there is ample room for growth in both groups. Each age group is able to find a community in the app because of the open nature and global community that Twitter encourages and promotes among its users.

Snapchat

Unique to Snapchat is their purpose, which is to share primarily photos and videos with friends. Focusing less on private conversations has allowed Snapchat to create a new popular platform. When creating a snap to send the user can edit with drawings, filters or captions. The captions do have a limit on the number of characters that can be used. Snapchat was created in 2011 and quickly gained users interested because of the new platform centered on photo sharing as form of conversation. Mazzei describes the disappearing function, “What makes the application unique is that the snaps can be viewed only for a few seconds before they disappear” (2018). The user receiving the picture can only view the photo for however long the sender has set the timer, up to ten seconds. Once the time is up the photo disappears and can no longer be seen or opened. This feature sets it apart from other social media which serve to share and keep photos available for viewing by posting them to the user’s account.

Additionally, “Snapchat also offers other features, including a chat feature and a stories feature.” (Mazzei, 2018) The chat feature is the most similar to the photo sharing feature of the app as the message disappears after it has been opened by the receiver. These messages are private conversations between two users. There is also a stories feature which allows any user to post a picture or video that can be viewed for 24 hours by anyone added to the poster’s account. The privacy settings can be changed to include selecting viewers from anyone subscribed or

open to the general public. Snapchat also offers a live feature to users that is available in the chat section and can be shared with only one person.

Similar to many of the aforementioned applications, Facebook attempted to purchase Snapchat, but the inventors were not interested. This proved to be a wise decision as they grew the value of the app from investors and proved that they did not need to be helped to gain popularity. Snapchat rose to popularity because it was different and the novelty of disappearing posts was new. This unique model has proven successful as, “Many Snapchatters used the application on a daily basis, as hundreds of millions of snaps were sent every day. Snapchat’s usage was almost as high as the usage of Facebook and Twitter.” (Mazzei, 2018) While Snapchat is a much newer application, it is used by many and those that use the app do use it often. The engagement on this application is largely due the uniqueness and the fact that the photos, videos, and conversations seemingly disappear.

While Snapchat has made some changes to the disappearing nature, the popularity remains unchanged. There has been an update to allow users to create groups where they can share snaps and conversations. Additionally, these groups can create a shared story where everyone can post and only group members can see the story. Users can change the timer settings on the snap to last until the recipient closes out of the snap or loop a video until they leave the video. These changes make it much easier to communicate via snapchat.

Marketing Possibilities

The concept of disappearing content is not going away in the near future. Companies would be smart to incorporate this strategy into their marketing and social media. Not only is Snapchat remaining a popular form of social media, many other apps have integrated technology to include a disappearing element. Using behind the scenes views are one way for a company to

engage the user. Additionally, using more visuals would be beneficial but, “disappearing content might be one of the most compelling additions” (Rowe, 2018) that can be added to an existing social media platform. The exclusivity of the content solely will make users wonder what they missed by not checking the account that day. These video clips can just be small pieces of information to help tease a new product or campaign. Clips can go viral easily and garner excitement and publicity from one small sneak peek (Rowe, 2018).

The nature of disappearing content means that companies will not be investing large sums of money into a campaign available for 24 hours. Due to the small investment the content is more likely to be unpolished and quickly created and posted. The less-polished the post is, the more relatable that it will be for the consumer. Generally, “being current and credible is more important than being polished and professional” (Rowe, 2018). The younger audience gravitates to simple and relatable content because it is similar to the content that they can post themselves. Businesses must also know their target market and what platforms are popular for these groups. This ensures that anyone seeing the ad or content will likely be interested. This idea goes beyond creating a proper marketing campaign that relates to the intended audience, but rather focuses on promoting where the intended audience is already active (Rowe, 2018).

Demographic

Snapchat has a unique demographic as most of their users are avid and active social media users. These users typically, check their app daily and are active on the aforementioned platforms. Hulkower reports that, “some 83% of daily multi-site users are on Snapchat (including 46% who use it daily)” (2018). Users often visit Snapchat because the communication is simple and easy that the user can quickly respond and continue what they were doing. Similarly, many users are returning to the app multiple times per day. 71% of users in the

age group of 18 to 24 year olds use the app multiple times per day (Omnicores, 2019). Snapchat sees a significant amount of users returning to the app daily and throughout the day because these users have grown up with social media and quickly adapted to the new platform. Snapchat offers a unique way to have a conversation with a friend and this makes the app more appealing than a simple text message.

Users of Snapchat are typically younger than middle-aged. Nearly half of all users are aged 18-24 (Omnicores, 2019). College age users are actively using this app to stay in constant contact with their friends. Users primarily use the app to send quick, fun selfies. Omnicores reports that “50% of Male College students share selfies on Snapchat, the number is higher for Female college students. 77% to be precise” (2019). Because such a high percentage of users are using the app for the same specific purpose indicates to Snapchat that this feature is working well. They need to continuously monitor and update this feature. The last important piece of information about the majority of users is that nearly 70% of Snapchat users are in fact female (Omnicores, 2019). This is important to note as Snapchat continues to implement new features and options because they must consider if that will appeal to their base of female users.

The Hilton Brand

The Hilton hotel brand has a long legacy of providing accommodations, great service and a unique experience with a focus on the guest experience. Hilton has proven to be a leader in the industry because they have an established brand that signifies excellence to their guests. Hilton is able to meet the needs of any and all guests. They offer a brand portfolio featuring 17 unique brands. Each brand has a different price range, amenities and service options. There are options ranging from luxury, mid-service and cost-effective brands that will fit any leisure or business traveler needs.

The main branding activity that Hilton uses on their main website is defining each letter in their name with a characteristic. The 'H' represents 'Hospitality' and Hilton defines this term as "delivering exceptional guest experiences" (Hilton: Our Brands, 2019). Guest service is critical to ensuring a great guest experience from the beginning. This is the basis of creating a great experience and showing guests why they should always choose your company. Following that 'I' stands for Integrity. Including integrity as a defining characteristic of their brand ensures guests that understand the business is ethical and they are actively choosing to do the right thing. 'L' is for Leadership, showing that not only is Hilton a leader in the hotel industry, but also in the communities that they serve. Hilton strives to be a positive influence on the cities and countries that they have built hotels in. They do this by leading volunteer efforts to benefit the local area. Next, the letter 'T' represents the commitment to Teamwork. All functions of the business must come together to provide an overall great experience for each guest. Following that is 'O' which stands for Ownership, indicating that they take responsibility for their actions. This is important because it proves to the guest that their needs are being heard. Lastly, 'N' represents Now. To Hilton this means "We operate with a sense of urgency and discipline" (Hilton: Our Brands, 2019). It is important to take action quickly when resolving an issue or complaint because it shows the guest that their time is valued and that Hilton also sees this problem. These core values help to define each brand in Hilton's portfolio and provide a baseline of service that each guest can expect for their time at their hotel.

Social media has had a strong impact on how the Hilton markets and advertises their brand and their services. Hilton uses company-wide social media accounts and also brand-specific accounts. The general Hilton accounts are used primarily to brand the company and promote individual accounts. However these do not offer specific details about any of the hotel

brands. While, the brand-specific pages promote the amenities, features and unique options at their properties. The three brands that will be analyzed on their social media strategy are Waldorf Astoria, Hampton by Hilton and Tru. Each of the brands discussed in this section are users of several social media platforms.

Waldorf Astoria

Hilton's most iconic luxury brand is Waldorf Astoria. Waldorf Astoria is defined by their ability and dedication to luxury experiences and providing unique activities for every guest. This brand follows a set of three core pillars that define themselves and the experience that they aim to provide. The first core principle that defines this brand is their 'True Waldorf Service'. Waldorf defines this as "responding to the changing needs of our guests, always striking the right note, always providing anticipatory yet unobtrusive service, and always delivering an unforgettable luxury experience." (Kingsley, 2019) The employees of these luxury properties are trained to anticipate any and all needs of the guests and can therefore provide them with tailored answers and suggestions to solve any and all problems. This service begins when a guest books a room at one of the properties and is evident with the personal concierge service. Each guest is assigned to a personal concierge who will ensure that all of their dining, entertainment and room needs are met and will help to organize and extra requests. Personal concierges are not requested by the guests, but are provided to help them plan their visit to the destination. These representatives help the guest to experience the destination with an emphasis on the culture of each destination and exploring the history of the location.

Waldorf Astoria properties are established in destinations that feature a deep and is also defined by their limited number of locations. Remaining selective in their location process allows them to choose the best countries and cities in order to curate a cultural experience for

each guest, as this another core pillar for the brand. The next idea of inspirational environments describe not only the city that the hotel or resort is based in, but also the construction of the hotel itself. The Waldorf Astoria brochure explains how the, “history and heritage of each destination inspires the spirit of the experiences and is executed with unmatched service and world-class amenities” (Waldorf Astoria, 2019). It is important for each hotel to be crafted to convey the culture of the destination while balancing the luxury synonymous with a Waldorf property. This luxury includes cleanliness, modernity and a focus on the destination.

The last core principle is crafting ‘Authentic Moments’. This can be defined as the hotel taking ownership for the experiences that their guests partake in. The aforementioned personal concierges available will create an experience in each country based on personal needs and what the city can offer for each guest. The concierges will plan out an itinerary full of unique experiences so that the guest will leave feeling connection to the destination. The concierges can book reservations for activities, entertainment and dining, so the guest only needs to show up at the hotel to start their once-in-a-lifetime vacation. Waldorf Astoria aims to incorporate each destination into their hotel, creating a unique venue at each of their resorts (Waldorf, 2019).

Waldorf Astoria is one of two luxury brands for the Hilton Hotels portfolio. Due to this status there is a high standard and high expectations from guests about what their stay and experience will entail. Primarily the guests staying at a Waldorf hotel are seeking a luxurious stay with personal attention from staff and total immersion into the culture. The guests may be called “Discerning travelers” (Hilton, 2019) because of their expectations. These guests are investing a significant amount of money to experience the destination. One aspect that makes Waldorf hotels very appealing for travelers is the opportunity to discuss different dining and excursions options with someone who knows the culture and the area. Guests can feel confident

in their planned and suggested activities because the concierge has experienced the area and has built up connections with the best businesses in the city.

More than ever guests are looking for an experience that will hold their attention and keep them interested for the duration of their vacation. The guests that are choosing to stay at a Waldorf property are seeking a stay and experiences that reflect the culture and are unique to their trip. Travelers are looking for a trip to “create unforgettable experiences and live their lives to the fullest” (Waldorf Astoria Takes on New Luxury Marketing Approach with Breakthrough Campaign, 2018). The influence of social media and people working harder increases the need for vacations and time off. These people are looking for something different that they can only do once and only in that destination. Additionally, “an increasing number of consumers who seek the ever-elusive sense of place to be present” (Waldorf Astoria Takes on New Luxury Marketing Approach with Breakthrough Campaign, 2018). These consumers are hoping to be fully present in their experiences with their loved ones and to create memories. The infiltration of social media into people’s everyday lives makes people yearn for a distraction.

Hampton by Hilton

The large mid-range service level of the Hilton portfolio is served by the Hampton by Hilton brand. Hampton by Hilton is a recognized brand in the hotel industry because of their dedication to service and pleasing their guests. The brand’s motto states, “Making you happy makes us happy. So, if we can make your stay better, talk to any member of our team, and we'll make sure you're 100% happy. Guaranteed” (Why Hampton, 2019). The employees and managers implement a certain level of quality that they guarantee each guest. They are providing value to their brand and to the guests because there is a level of comfort for the guests that all of their requests will be met or they will be refunded any charges. This dedication to

quality and service has easily allowed Hampton by Hilton to become a leader in this service level (Hampton by Hilton: Prototype & Decor Package, 2018).

Hampton by Hilton, previously known as Hampton Inn, has undergone a rebranding effort. These efforts include new defined goals and standards, along with property renovations to their existing hotels. Part of the effort to rebrand included promoting their amenities that are included in the purchase of a room. The most notable amenities being the free Wi-Fi and hot breakfast each morning (Our Brands, 2019; Hampton by Hilton, 2019). Including these necessities in the price of the guestroom adds value for the guest. These complimentary options set the brand apart from the competition and show the guest that Hampton is considerate of their needs and includes them with their room.

A key component to their brand is their dedication to embracing their community and creating a strong connection to the people who live and work there. Hilton achieves this through their 'Hands on Hamptonality' initiative. This includes their "commitment to inspire acts of community service to help build stronger and more connected communities through the spirit of hospitality" (Why Hampton, 2019). This initiative is spread through the entire brand and all employees are encouraged to spend time volunteering and completing service projects in the community. These efforts also serve as team-building activities for the employees to build trust with each other and establish stronger relationships. In addition to serving the local community, Hampton by Hilton strives to incorporate aspects of their environment into the hotel's design and decor. This is evident in the renovated porte-de-cocheres at many Hampton properties. These areas have been designed to infuse local designs and materials with the Hampton by Hilton standard of excellence (Hampton by Hilton: Prototype & Decor Package, 2019). Embracing the community that they serve also reinforces their belief of "celebration and diversity - embracing

local culture and giving guests a true experience during their stay” (Our Brands, 2019).

Hampton by Hilton strives to remain true to their brand standards and wants to ensure that local guests find the decor relevant and accurate. This is especially important for out of town guests, as this will ensure that they are seeing the culture and environment accurately.

Hampton by Hilton is a mid-range hotel, which means it provides the basic lobby, room and related areas. Additionally, there are often restaurant facilities in some capacity on the property and there is a higher level of service provided to guests. The Hampton Guarantee is a promise of friendly service from every employee and that they will meet all needs. Additionally, Hampton by Hilton resides in the upper mid-range level so they provide clean and moderately spacious accommodations for every guest. They also strive to create extra, “comfortable, multi-functional spaces” (Hampton by Hilton: Prototype & Decor Package, 2019) for people to gather in while they are at the hotel. These spaces can be used as a meeting space, lounge area or waiting area before beginning the guest’s planned activity for the day.

The target guest for Hampton hotels is somewhat value-conscious and wants to make sure that they are not only paying a fair price for their accommodations. They want to be assured that the experience will be a positive one. These guests will appreciate that breakfast and Wi-Fi are included. All Hampton hotels are “Designed for how guests live, work, and relax while traveling” (Hampton by Hilton: Prototype & Decor Package, 2019). It is important to both Hilton and their guests that the spaces meet their needs so that they will choose Hampton by Hilton again and again. Finally, these spaces are designed with both business and leisure travelers in mind, as these are their key markets for guests (Kauremszky, 2015). While these guests are staying for different purposes, they share many requests for accommodations and the space as a whole. These needs being quality service, a spacious rooms and adequate facilities.

Hampton by Hilton is able to meet all of those needs and providing extra assurance through their 100% Hampton Guarantee to ensure that the guest stays and leaves satisfied (Hampton by Hilton, 2019).

Tru

Tru is one of Hilton's newest brands and brings with it a new sense of technological innovation and quality. Tru serves the limited service market with several amenities on property, but with an emphasis on providing everything needed to spend the night and not much else. Described as "a back-to-basics experience with the soul" (Our brands, 2019). Tru stands for simplicity, spirit and value. Simplicity is evident throughout the entire operation from the decor, lobby and especially the rooms. The rooms are designed to have all the necessary features, without useless additions. While the rooms may seem small, the space is used efficiently and areas often have two or more purposes. For example, the entryway and hallway also serve as the open closet for the room (Tru by Hilton, 2018). Hilton describes the brand with, "We stand up for the love of simplicity. Intuitive and effortless. Nimble and efficient. All beautifully balanced" (2018). Clearly defining and promoting that the rooms and lobby are efficient and rather simple sets guest expectation for the experience that they will have when choosing Tru.

Tru embodies the human spirit and building connections with guests and creating connections between guests (Tru by Hilton, 2018). They are hoping to create spaces that are more like lounges that guests are encouraged to spend some time and relax. They have done this by creating an innovative and multi-functional lobby space that has several spaces for nearly anything. The Tru by Hilton fact sheet describes the lobby as a "space to play, eat, relax and work in semi-private work pods" (Tru by Hilton, 2019). Creating a common lounge area with all of these aspects efficiently uses the space and allows guests to do several things without leaving

this one space. The lobby space contains an open refreshment bar, several couches and dedicated work spaces. The variety of options available encourages all guests to visit and use this space throughout their time at the hotel.

The brand is defined by their dedication to creating value for their guests in nearly all aspects of the hotel. Tru “champion[s] the value-conscious traveler. We understand what matters most- better basics served up in a fresh, consistent and surprisingly affordable way. Minimal yet meaningful” (Tru by Hilton, 2018). Choosing to focus on the most important things to their target market, has allowed them to excel in these particular areas. For example, offering a complimentary build-your-own breakfast bar, shows guests that their needs are considered. The breakfast is full of several base items and numerous toppings to create an indulgent or healthy breakfast. They also have incorporated technology into their operation to increase efficiency for the guest. Tru utilizes a “Digital Check-in, room selection and Digital Key” (Tru by Hilton, 2019). These options give guests an easy way to enter and choose their room without needing to stop by a front desk, although a front desk is still available for guests.

Tru is a modern take on the traditional hotel. The emphasis at Tru is on enhancing the experience at the hotel with the additions of color, new usage of space and incorporating the ability to customize your experience. Tru meets the needs of those who are searching for something “vibrant, affordable and young-at-heart. It's energetic, yet relaxing and comfortable. It's familiar, and it's also unexpected. It's completely unprecedented, it's uniquely Tru” (Tru by Hilton, 2019). Tru makes room accommodations within reach by providing simple accommodations and common sense amenities. Choosing to remain a lower priced hotel, Tru attracts a youthful clientele that is tech-savvy and looking for value this is unwilling to compromise on aesthetics. Additionally, Tru hopes that their hotels can be a destination for

many travelers who are hoping to seek out a quiet lounge to get some work done or get a refreshment and meet some new people.

The demographic that Tru is targeting is the younger generation, particularly Millennials. This group is quickly becoming a group that likes to travel and travels often. Tru has created a new way to serve their overnight guests by fundamentally changing and rearranging their idea of a hotel. Tru has created “A focus on the bed, the shower, in-room entertainment, desired technology, engaging and lively spaces to connect, eat, work or play - creates a hotel that is more than just a place to sleep, but a true travel experience” (Tru by Hilton, 2018). Tru wants their guests to be able to experience the destination in the best way possible. They have done this by focusing on the guest experience and creating multi-functional spaces that can meet guest needs. Kelly states that, “Hotel brands are increasingly targeting Millennials with specific brands... Social media is therefore a critical platform used by these hotels to connect with its target audience.” (Kelly, 2016) The following sections will discuss the variety of strategies and applications that the various brands use.

Social Media Comparison

Each of the Hilton brands have employed a multi-platform strategy, electing to use many of the platforms described in the previous sections. Each of the brands have specific accounts dedicated to their particular brand. Each brand uses their social media differently and some are more successful than others. These brands must consider who their target market is for their brand and who are the primary users on that social media. Effectively using the social media that the company already has can be a great marketing tool to build brand recognition and value for the guest.

YouTube

Waldorf Astoria has defined themselves as a leader in luxury accommodations and experiences. This is also evident through their videos that they post on their YouTube channel. The videos feature unique experiences only found in that particular hotel or destination. One of Waldorf's core beliefs is to showcase the destination and hotel. The Live Unforgettable Campaign is one of their newer campaigns that shows how their guests are looking for unique opportunities and travel destinations. This campaign includes videos that display the unique architecture and decorations that can be found at each property. Similarly, their Taste of Waldorf Astoria video collection showcases their chefs. The chefs talk about the cuisine unique to that destination and also share their personal story with Hilton. Most of these videos are a few minutes long, but the majority of videos on this channel are under a minute (Waldorf Astoria, 2010). Short videos help to draw people to the videos because it is a short time commitment. Everything that Waldorf Astoria does ties back to their belief of truly showing the destination and making their hotel fit in to the towns and cultures that are located in.

This brand has been able to establish a following that is responsive to their posted videos. They have amassed approximately 1,130 subscribers and are adding one new subscriber each day (Socialblade, 2019b). It is positive that new subscribers are choosing to follow this account for video updates, but one new person each day is very slow growth. Similarly, on the 100 videos uploaded there are a total of 1,964,533 views and on average 55 new views each day (Socialblade, 2019b). Once again, these statistics show positive growth. There is still potential room for many more views per day, which will lead to an increase in the total video views. These numbers can be affected by new content and promotions. A change in the types of videos should be considered if Waldorf Astoria is interested in pursuing YouTube as a marketing

outlet. Their ability to retain and add new viewers is a sign that the content that they are posting is connecting with people. However, these numbers could improve with changes to the account and the types of videos that they post. This would help them to align their message of simple luxury with their viewers.

Hampton by Hilton has a similar video strategy, where the content is like a commercial that is clearly advertising the brand, products and services. The focus of their videos tends to be on #RealTravel, which is what they title most of their videos. (Hampton by Hilton, 2008) These videos are made to showcase the many types of guests staying at a Hampton hotel. The leisure guest who is on vacation, the business traveler who is in town for a conference and even a family. These travelers have unique stories and needs, but Hampton is able to provide a great experience regardless of their unique needs. Commercials make up many of their videos, these commercials are aired on television and sometimes are extended versions. Choosing to upload the same commercials brings some continuity to the brand, as the story continues from TV. Hampton by Hilton has also uploaded several cooking videos and recipes for different holidays and special occasions. The videos posted are generally around one minute long, which aligns with the length of their normal commercials. (Hampton by Hilton, 2008)

This channel has created a following that is interested and engaged with the posted content. This is clear as based on the 36 total uploads, there are 2,130,444 views and 102 daily new views (Socialblade, 2019b). Clearly, Hampton is engaging their audience because people are watching their videos. These statistics are more important than how many accounts are subscribed. These numbers show that the content is working and relating to their target market. However, the numbers regarding following should still be considered to see if people are subscribing to the account so that they can be notified when content is posted by this account.

Hampton by Hilton has 3,053 subscribers and averaged 1 new daily subscriber. (Socialblade, 2019b). While, these numbers do not indicate immediate following after watching the content, they show that people are still liking the content enough to subscribe.

The YouTube channel for Tru is unique in the types of videos that they post. Most notably, they post many workout videos. These videos range in length from 10 to 30 minutes and lead the viewer through a workout. These videos use basic equipment that can be found in Tru fitness facilities. (Tru by Hilton, 2016). The 'Making of Tru by Hilton' campaign of videos was created to showcase the various properties that make up the brand and explore the leaders who lead the process. These videos include interviews with leaders at Tru who established the brand and created the first hotels for Tru. (Tru by Hilton, 2016) While there are a limited number of videos, the videos that are shared go deeper into the brand and relate to the consumer. Videos like those will help the brand to establish themselves in the market and create an online presence.

It is difficult to analyze the engagement for the Tru YouTube channel because the channel is newer. It was only created three years ago, while both Waldorf Astoria and Hampton by Hilton were created practically a decade ago. Nonetheless, it is still important to know where the brand is so that with several more years of growth they can reach the same following that the other two channels possess. Currently the channel has a following of 226 subscribers and an average of one new subscriber daily (Socialblade, 2019b). This is important because while the following is small it does show daily growth, which will be key to getting a larger following. Regarding the views on the channel, there are 27 videos and 49,256 total views (Socialblade, 2019b). Additionally, Tru is averaging 68 new video views daily. (Socialblade, 2019b). These statistics show that this newer channel is growing steadily and will likely reach the same level of following and engagement given more time to develop and grow as a brand for Hilton.

Engagement is an important part to social media accounts. Analyzing the data regarding views and followers will help the brands to understand what they are doing well and what areas need improvement on YouTube. When looking at Table 1 it is clear to see that all YouTube channels experienced growth month over month for the 16 months examined. Hampton by Hilton saw the greatest growth with a rise in subscribers from 1,890 up to 3,050. Tru experienced growth, but the channel gained less than 100 new subscribers over the same time span. It is clear to see that Hampton's video content and upload schedule was reaching the most people, while also appealing to their needs. The total video view count found in Table 2 is another way to track how many people are watching the posted videos. Hampton by Hilton had a steep increase and sudden decrease as views were removed following a check on the users that watched the videos. (Socialblade, 2019) Similarly, the views count also indicates how many people are watching the videos and engaging with the page. All of the channels did experience some level of growth over the same 16-month period. The total view counts show growth on different scales. The growth rates are reflective of the size of the subscriber group, meaning that the smaller channel Tru saw an increase on a smaller scale.

Facebook

Content posted by a company on Facebook must be relatable for the consumer. Waldorf Astoria has found success on Facebook because their content is what people want to see. Even those who are not likely to book a stay at a property are still familiar with the brand name. Nearly all posts feature a photo or video related to the topic of the post. Pictures and videos greatly impact the viewer because they can see a visual rather than read about it. Most of the posts are related to showcasing a particular resort or hotel. Choosing to dedicate individual posts to specific hotels shows a unified image and shares new destinations to viewers. Many posts

feature unique food options or activities that can only be found at their property in one specific location. This will also help to drive people to stay at their properties because food is often an important element in leisure travel. (Waldorf Astoria, 2019a) Most importantly, each photo is simple and shows peace and relaxation. This fact will resonate with viewers who are seeking serenity and a beautiful place to enjoy.

Analyzing engagement on a Facebook page is important as many people share their own content on the site, it can be a little easier to understand who their consumer is based on their particular pages. The FrontPage of a Facebook page is the first thing that someone sees when they enter the website and Waldorf has a profile photo and background photo, so the rating is 100%. Additionally, the contact information and milestones should be updated on the page so that the viewer is able to learn about the past of the business. Waldorf does have some information about how to contact the brand, but is lacking on the background milestone moments. The activity rating as shown in table 3 indicates what media is posted, how often posts are posted and the average length of the posts. There was 100% photo content posted and averaging one post every two days. Additionally, the posts include 25 embedded videos and average 175 characters per post. These statistics are important to understanding what the followers of the page are looking for when viewing a company page. Waldorf Astoria has opened comments on their posts and actively engage with the posters, however there is a response rate of 12.5% response rate at 1 hour (Likealyzer, 2019c). Ideally, the response would be 100% as this would mean that each comment is getting a response and answering all questions. The engagement rating indicates how many people are mentioning the topic on Facebook and how many page likes there are on the page, as shown in Table 3. All of these statistics must be considered when analyzing the overall effectiveness of the page and Waldorf

Astoria is overall an effective Facebook page for branding and marketing because they are sharing their information and engaging with their followers.

Hampton by Hilton is not as effective at creating and selling their brand through their Facebook posts. This is evident because Hampton posts infrequently on their account. Also, the posts don't share new information, but rather the same or similar thoughts. The most shared type of post is about their breakfast program at their hotels, nearly half of their posts highlight this one element. One good thing that Hampton does is share many Hilton initiatives including about Hilton Honors, their mobile app and new brands. These posts are great to remind the consumer that Hampton is a Hilton brand and that the Hilton standard of quality and service can be found at their hotels. They have also used Facebook as a platform to share their commercials.

(Hampton by Hilton, 2019a)

The engagement level on the Hampton by Hilton Facebook homepage can be measured in a variety of ways. The first place to look is the initial home page which indicates to anyone viewing the page what the purpose of the company or page is used for. Hampton by Hilton has successfully provided the appropriate information so that anyone would be able to tell that this is a hotel brand for Hilton, thus the rating was 100%. The next step to increasing engagement on Facebook is to incorporate milestones which show a history to the page viewer. Hampton, has added some milestone moments, but should consider adding some past ones and actively create new ones. Due to the underrepresentation of this part of the page their rating here is 47%. The activity rating is comprised of many different aspects, and Hampton was given an 83%. The posts on the page are 42% photos, 17% notes and 42% videos averaging .4 posts a day. This is a great mix to keep people interested in the page because they are being shown different messages in a variety of formats. Additionally, Hampton by Hilton is averaging 120 characters per post

and have included 25 embedded videos into their posts. Once again, short posts will encourage users to spend the time to fully read the text. The Hampton by Hilton Facebook page has also liked more than 100 other Facebook pages. The response rate from this page is only 56% because while users have the opportunity to respond to posts, only 45.54% of their responses are being answered within two hours. The engagement rate is .3% because it is calculated by taking into account the 1,175 people talking about the page and the total of page likes, which is 376, 211 (Likealyzer, 2019a). This data should be considered holistically when analyzing the page because some aspects, the front page, are done well. While others, the response rate leaves room for improvement.

Tru by Hilton has been able to use Facebook to establish themselves and define what they support. Tru uses visuals in every post that are bright and colorful, often featuring a photo and some text. They will use the caption on the post to provide more background regarding the post, but let the visual speak for itself. Tru always shares posts featuring employees and new hotel openings, while also including new things about Hilton. Promoting the new openings should help to drive business because of the new construction or renovation. Many posts also ask the user a question and share the answer the next day. This is a great way to promote engagement with the followers of the account because they can get involved and will check back later for the answer. They will typically reply to their post in the comments section, once again forcing the follower to go into the comments to find the answer. Tru also creates visuals around historic days or certain facts related to a specific day. This is a fun way to share knowledge and keep people interested in the content. (Tru by Hilton, 2019a)

Tru has been able to establish their Facebook page and use this page to differentiate themselves from other Hilton brands. Their frontpage is 100% filled in with all the basic

information describing to anyone who sees the page that they are a hotel brand that is uniquely them. However, the milestone sections is fairly empty with only 22% filled in regarding contact information and important dates for the brand. The activity rating for the page is 54% based on the amount of photos posted, videos posted and posts per day. 80% of the media posted is a photo and the account averages .3 posts per day. Additionally, no other pages are liked, which shows a lack of activity because the brand isn't making connections with similar brand pages. Tru also averages 174 characters per post and has embedded 9 videos into their posts. The response rate is 100%. However, this average does not include any data concerning how often the page responds to comments on posts or how long the average response can take. The engagement rate stands at 1.4% because 114 people are talking about the page and the page has 7,889 like. (Likealyzer, 2019b) This information proves that Tru is taking advantage of their followers and communicating to them. There is a lack of engagement with non-followers as shown in the statistic of the page following no accounts.

Each of the Facebook pages used by the Hilton brands are moderately successful as shown in Table 3. They all have proper identifiable information that can be found on the frontpage of the account. Each of the Facebook pages is lacking information to help provide background information about the individual brand and Hilton. This area can be easily developed on all of the brands by incorporating major brand milestones, such as the founding, openings and more. The Activity section indicates major differences between Tru and the other hotel brands. Tru is not as active on Facebook and that is reflected in their rating in this category. The response rate shows that Hampton by Hilton and Waldorf Astoria do not respond back to posted comments in a timely manner. Tru was rated 100% in this category due to a lack of information regarding the comment response rate. The engagement rate is the ratio of people

talking and mentioning the topic against the number of followers of the page. Facebook users are mentioning Tru in posts and due to their lower follower count, their ratio is higher than both Hampton and Waldorf Astoria.

Instagram

Waldorf Astoria shares many types of posts on Instagram. Many of the posts are simple pictures, but they do incorporate videos. They use minimal colors to bring out the beauty in a very simplistic way. The use of minimal colors makes other aspects of the photo or video stand out much more. There is a clear emphasis on food as many of the posts showcase the unique and delicious food offerings that can be found at any of their hotels world-wide. It is important for Waldorf Astoria to show the variety of activities that a guest can experience while staying at one of their properties. These types of posts help to define the brand for viewers, while also marketing the various activities available. These types of posts include showcasing the rooms available. The posts show the amenities in the rooms, the potential views from the room and the available room service options. (Waldorf Astoria, 2019b) These posts help the Instagram user imagine themselves there and experiencing the same things.

The levels of engagement on Instagram can be viewed through a variety of statistics regarding the followers, following and engagement of the page. The Instagram page boasts a following of 100,716 users and they follow 3,700 accounts. They have accumulated approximately 1,549 posts including video and photo posts. The ratio between likes and comments is 197,199 likes compared to 881 comments on all of their posts. Additionally, the average likes and comments on their last nine posts is 16,433 likes and 73 comments. (Audituser, 2019c) The numbers suggest that people like to view and will even like the posts from Waldorf Astoria. There is a severe drop in the number of comments compared to the number of likes.

This indicates that while the posts are interesting to look at followers are not feeling the need interact further with the brand.

The Instagram page for Hampton by Hilton focuses on content that provides information about the experience that can be found at their properties. One key factor is their free breakfast, particularly free waffles and coffee. Many posts incorporate a picture of their coffee cup and sharing that their coffee is the best way to start your day. The photos incorporate the Hampton logo or key color, blue, in nearly every post. (Hampton by Hilton, 2019b) The Instagram strategy is to clearly define their brand for value-based and money-sensitive guests. Their posts are also clearly incorporating their brand and its characteristics into each post. These posts are not targeting any particular person or type of person, as shown by posting their follower's photos. Additionally, by posting their follower's photos on their account they are increasing brand loyalty and engagement, as people will be encouraged to share their own experience and potentially be featured on Hampton's Instagram page.

The total amount of followers on the Hampton by Hilton Instagram page is 7,292 and the page is also following 63 pages. Hampton by Hilton has posted 546 photos and videos. Hampton by Hilton is much more selective in the accounts that they follow back on their Instagram page, as evidenced in the large difference between the followers to following ratio. Each post on the Hampton Instagram page accumulates approximately 90 likes and 2 comments. The total ratio between likes and comments on their last nine posts is 1,081 likes to 19 comments. (Audituser, 2019a) These numbers suggest that Hampton by Hilton is posting content that is great for branding purposes, but users are not interested in engaging with the posts.

Instagram user Tru by Hilton has curated a page that introduces viewers to the brand, their properties and the people that make Tru successful. The posts on this page all use a clear and brightly colored border to surround the main content or photo of the post. This clearly defined border helps to differentiate these posts from others. Additionally, the content in the borders tends to be brightly colored as well. These posts focus on new and opening Tru hotels. The posts will showcase specific properties and their staff to introduce and welcome them to the Tru family. Their posts educate the viewer about their unique amenities found in each hotel, including a free and customizable breakfast. There are also several posts celebrating holidays with creative and themed posts. (Tru by Hilton, 2019b) The clear theme between their photos is to celebrate and radiate positivity. Nearly every post is about something positive about the brand or about the day.

The engagement with the Tru Instagram page is still developing as the brand itself continues to grow. The page currently has 3,241 followers and follows 80 pages. They account has also posted 435 times. The likes to comments ratio based on the last nine posts is 614 likes and 19 comments. Additionally the average likes per photo is 51 and the average number of comments are 2. (Audituser, 2019b) These numbers indicate that the Tru page is still establishing content that resonates with their followers and building a dedicated follower base. Once these are established all the interaction and followers count will increase because the content is relevant to what the viewers are looking for in a post. Tru is attempting to engage with their followers through posts that ask a question or evoke a response, they just haven't found the right base that will react yet.

Table 4 displays the number of likes on the last 9 Instagram posts for all of the brands Instagram pages. Hampton by Hilton and Tru by Hilton have similar numbers of likes on their

posts that are all near or below 100 per photo. However, Waldorf Astoria's posts can earn likes on posts that range from 1,000 to nearly 70,000. The variance in these numbers is due to the content of the individual posts. Regardless, Waldorf Astoria's posts are clearly impacting viewers on the app and their own followers because of the level of engagement seen in their posts compare to Hampton and Tru. Comments are another way to see how the posts are resonating with the follower who sees the post and Table 5 lists the number of comments on the last 9 posts for these brands. Much like the number of like Waldorf Astoria is seeing anywhere from 27 to 194 comments on their posts. While both Hampton by Hilton and Tru are seeing anywhere from zero to four. This stark difference shows that the content from the latter two brands is not interesting to the audience, as they aren't liking or commenting on the posts. Waldorf Astoria has been able to curate a brand and display this brand through their photos, which makes them very successful with a visual platform, like Instagram.

Twitter

The Twitter page for Waldorf Astoria features many links to other Hilton websites, their own website and more. These articles share new knowledge about renovations or opening properties. Additionally, the page tags the account that originally posted the article so that their followers can find the original account. The photos posted to the page prominently feature photos of their properties and the different amenities available while staying at a Waldorf Astoria. They also post photos of the different views found in the unique locations of the hotels. (Waldorf Astoria, 2019) Almost all tweets contain a link to an article or a photo.

The engagement statistics on this page can be analyzed by reviewing the followers, how many people the account follows and the new follower activity on the page daily. The Waldorf Astoria Twitter page has a total of 24,423 Followers. The page is also following 2,341 accounts.

The total number of Tweets posted by the account is 9,687. Additionally, the page averages five new followers and follows one new account each day. (Socialblade, 2019) The account does have an established follower base that is interacting with the account. This indicates that both the content posted by the page is relevant and important to them. Additionally, there are several new accounts engaging with the Waldorf Astoria account by following their account.

Hampton by Hilton actively uses their Twitter page to share many of their commercials and other marketing materials. The account actively uses hashtags on their posts. The hashtags are both related to Hilton and to the topic of the post. In addition to their Hilton and Hampton by Hilton posts, there are also several holiday-related photos and videos. Posting about popular holidays and other popular topics helps to keep people interested with the page and the shared content. The account does post a mix between posts that are only text, have photos or videos or links to articles. (Hampton by Hilton, 2019) This account does posts a couple posts weekly.

Engagement on this page can be analyzed by looking at the followers and the new followers each day on the page. The total amount of followers on this page is 63,350 and the total amount that the account is following totals 9,843. The account has posted 22,441 posts on the account. The account averages 8 new followers per day and the account follows one new account per day. (Socialblade, 2019) These statistics indicate that many users on Twitter are interested in the content that Hampton by Hilton posts. Additionally, the account is actively gaining followers which shows that both the type and number of tweets they are posting is resonating with users of the app.

Tru by Hilton also uses Twitter as a platform to share their new properties and their brand. Due to the fact that Tru is a newer hotel brand for Hilton the brand is still establishing their name as a hotel brand for Hilton. Many of the posts are related to holidays or national

holidays with photos featuring bright colors, photos and videos. The account uses the photos to convey a question and increase engagement. The account will post the answer the next day. Many of the tweets are sharing information about new hotel openings and the employees for these properties. Many tweets also promote their breakfast offerings included with your stay. Notably, their custom breakfast bar with over 30 toppings for the guest to choose from that is also included with their room. (Tru by Hilton, 2019) All of their posts convey the brand values and how unique Tru is as a brand for Hilton.

The engagement for this account is measured in the followers and the amount of accounts that the Tru page follows. The number of followers that Tru has is 2,256 followers. The Tru Twitter page also follows 157 accounts. There is a total of 945 tweets posted from this account. Lastly, one new follower and one new account is followed each day. (Socialblade, 2019) This account is posting content that encourages engagement, but there is a clear lack of followers actively following the account. This is likely because the account is still newer to Twitter and the brand is newer to the hotel market.

The ratio of followers compared to following is an indicator of how active the brand is on that media and how many people are interested in that account and their content. Tables 6 and 7 show the number of followers and the number of accounts followed for a 16-month period for all three brands. Like the other forms of social media, all three Twitter profiles saw growth month over month for the duration. While Waldorf Astoria and Hampton by Hilton only received an additional 2,000 and 4,000 followers respectively. Tru received 6,000 new followers in the same period, nearly one third of their starting number of followers. Strong growth shows that Twitter users are following the account because the content posted is relatable to them. Table 7 shows the number of accounts that the users followed over the course of 16 months. All of the accounts

did follow more accounts as time went on. Waldorf Astoria averaged following an additional 40 to 60 accounts each month. While Hampton, was following nearly 100 each month. Tru would follow 30 to 40 every month. These numbers show that the brand accounts are engaging with their own followers and the other accounts that are interacting with their pages and tweets.

Snapchat

None of the brands discussed in this paper use Snapchat as a form of social media.

Recommendations

Waldorf Astoria

The YouTube page for Waldorf Astoria is currently underutilized and the brand can easily incorporate more content about the hotels. Using similar content and ideas from the Instagram page should help to increase subscribers and views for the account. The Facebook page is used well to showcase the food and variety in each hotel around the world. The only necessary change is to increase the response rate to comments and reply in a timely manner to the comments. Instagram for Waldorf Astoria has become their leading social media account as they have curated an image and brand of wealth and luxury. Each post shows a peaceful scene, luxurious accommodations or high-quality cuisine that is found in all properties. The use of article links and photos is important to helping the brand reach out on Twitter. Additionally, the account is actively incorporating multimedia content into their tweets to share brand and Hilton news. Lastly, the creation of a Snapchat account would benefit Waldorf Astoria because they would be able to showcase different destinations and take the subscriber to that location with the use of unique visuals and perspectives. This account would also easily translate to show any property or specific part of several properties to show what Waldorf Astoria is and what they can do for their guests.

Hampton by Hilton

The YouTube channel for Hampton by Hilton has a strong subscriber base established. They would benefit from creating content that is only seen on this media. Many of the videos are simply their commercials or extended versions of their commercials and little new content is featured on the account. Hampton by Hilton should strive to be more active on their Facebook page in order to create engagement with their followers. Also, the page would benefit from a quicker response rate to the comments that the page receives daily. Regarding Instagram, Hampton includes their logo in nearly all posts which clearly indicates to all viewers that this post is from Hampton by Hilton. Additionally, the posts clearly show one of the brand-defining characteristics which is their free breakfast. They post and re-post followers photos featuring their coffee cups and free breakfast. Twitter is a great platform for Hampton to share their commercials with followers because the users are looking to view and learn something quickly. Additionally, Hampton has an established following already on the app, so it would be easy to integrate more photos and videos in their posts. Hampton by Hilton would not benefit from the creation of a Snapchat both because their demographic isn't on the app and also because this strategy doesn't fit with their marketing style.

Tru

Tru by Hilton's YouTube channel features video content that covers a variety of topics. The account should post more often about the creation of the newer hotels and more about what the brand is because they are still actively building a subscriber base. The content on their Facebook page is great for engagement because it is eye-catching and causes the user to return to the post the next day. These posts are great for defining the brand in a fun, new and unique way while also sharing knowledge and facts about the brand itself. The Instagram page for Tru needs

improvement with the types of posts and the content shared. The current posts are not defining the brand as well as they need to. Tru should use the same or similar posts from Facebook to encourage people to follow and learn the answer the following day. Additionally, this is a great platform to define their brand, their amenities and what the values are for Tru and this must be conveyed through their posts. The tweets posted on Twitter are attention-grabbing with the bright colors and many visuals. This has been an important website for their growth as a brand because they have been able to share knowledge and articles about their brand. The creation of a Snapchat account would be beneficial because they could easily share the same content about new openings and renovations on this app. Additionally, the users on this app align more with their target market. Snapchatters want to see and learn about the behind the scenes building and renovations that aren't normally shown on social media and Tru can meet that need because they are constantly opening and renovating new properties.

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Tables

Table 1

YouTube Total Subscribers by Month from 12/1/17-3/1/19

Dates	Waldorf Astoria	Hampton by Hilton	Tru
12/1/17	870	1890	0
1/1/18	922	1920	152
2/1/18	941	1990	153
3/1/18	957	2170	162
4/1/18	979	2310	167
5/1/18	1000	2390	172
6/1/18	1010	2510	178
7/1/18	1020	2590	186
8/1/18	1040	2710	192
9/1/18	1050	2790	199
10/1/18	1060	2880	208
11/1/18	1070	2950	212
12/1/18	1080	3030	221
1/1/19	1080	3040	223
2/1/19	1100	3040	224
3/1/19	1120	3050	227

Note: Source: Socialblade. (March 12, 2019) Compare youtube channels and statistics [Graph].

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Ohilton.

Table 2

YouTube Total Views by Month from 12/1/17-3/1/19

Dates	Waldorf Astoria	Hampton by Hilton	Tru
12/1/17	1590000	915860	0
1/1/18	1940000	1340000	39460
2/1/18	1950000	2310000	41810
3/1/18	1950000	4700000	44050
4/1/18	1950000	6830000	46620
5/1/18	1950000	8580000	51240
6/1/18	1950000	10640000	40430
7/1/18	1950000	12070000	43140
8/1/18	1950000	13790000	44610
9/1/18	1950000	14810000	45790
10/1/18	1960000	15490000	46860
11/1/18	1960000	16100000	47830
12/1/18	1960000	19700000	48680
1/1/19	1960000	2130000	49580
2/1/19	1960000	2130000	47100
3/1/19	1960000	2130000	48370

Note: Hampton by Hilton: 12/1/18-1/1/19 significant decrease due to YouTube removing views considered to be fake.

Source: Socialblade. (March 12, 2019) Compare youtube channels and statistics [Graph].

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Table 3

Facebook Comparison

Brand	Frontpage	About	Activity	Response	Engagement
Waldorf Astoria	100	45	92	56	0.5
Hampton by Hilton	100	47	83	56	0.3
Tru	100	22	54	100	1.4

Note: Numbers written as a percentage

Source: Audituser. (March 13, 2019a). Hampton by Hilton [Graph and data file]. Retrieved from <http://audituser.com/user/hamptonbyhilton>

Source: Audituser. (March 13, 2019b). Tru by Hilton [Graph and data file]. Retrieved from <http://audituser.com/user/trubyhilton>

Source: Audituser. (March 13, 2019c). Waldorf Astoria [Graph and data file]. Retrieved from <http://audituser.com/user/waldorfastoria>.

Table 4

Instagram Likes for Last 9 Posts

Post	Waldorf Astoria	Hampton by Hilton	Tru
1	1445	138	64
2	4611	107	51
3	69448	77	71
4	44286	70	68
5	8064	101	33
6	9890	105	72
7	16582	85	39
8	3695	51	69
9	15838	64	24

Note: Source: Likealyzer. (March 19, 2019a). Hampton by Hilton Overview [Data file].

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Source: Likealyzer. (March 19, 2019c). Waldorf Astoria Overview [Data file]. Retrieved from

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Table 5

Instagram Comments for Last 9 Posts

Post	Waldorf Astoria	Hampton by Hilton	Tru
1	27	4	1
2	67	1	0
3	194	2	4
4	147	1	4
5	48	3	2
6	49	1	1
7	132	3	2
8	47	2	4
9	63	0	0

Note: Source: Likealyzer. (March 19, 2019a). Hampton by Hilton Overview [Data file].

Retrieved from <https://likealyzer.com/report/hamptonbyhilton>

Source: Likealyzer. (March 19, 2019b). Tru by Hilton Overview [Data file]. Retrieved from

<https://likealyzer.com/report/trubyhilton>

Source: Likealyzer. (March 19, 2019c). Waldorf Astoria Overview [Data file]. Retrieved from

<https://likealyzer.com/report/waldorfastoria>

Table 6

Twitter Total Followers by Month from 12/1/17-3/1/19

Dates	Waldorf Astoria	Hampton by Hilton	Tru
12/1/17	0	59600	1640
1/1/18	22090	60030	1690
2/1/18	22320	60390	1720
3/1/18	22530	60720	1740
4/1/18	22700	61090	1790
5/1/18	22930	61390	1840
6/1/18	23170	61690	1890
7/1/18	23380	62030	1960
8/1/18	23380	61410	2020
9/1/18	23540	61870	2060
10/1/18	23730	62190	2090
11/1/18	23920	62720	2130
12/1/18	24020	62760	2160
1/1/19	24180	62980	2200
2/1/19	24270	63120	2210
3/1/19	24370	63270	2250

Note: Source: Socialblade. (March 12, 2019a) Compare twitter channels and statistics [Graph].

Retrieved from

<https://socialblade.com/twitter/compare/waldorfastoria/hamptonbyhilton/trubyhilton>.

Table 7

Twitter Total Following by Month from 12/1/17-3/1/19

Dates	Waldorf Astoria	Hampton by Hilton	Tru
12/1/17	0	21020	505
1/1/18	9010	21120	528
2/1/18	9060	21210	551
3/1/18	9120	21300	587
4/1/18	9170	21420	610
5/1/18	9220	21530	649
6/1/18	9260	21620	675
7/1/18	9320	27750	707
8/1/18	9360	21880	753
9/1/18	9430	21980	789
10/1/18	9490	22070	828
11/1/18	9550	22150	859
12/1/18	9580	22230	880
1/1/19	9630	22280	900
2/1/19	9660	22340	912
3/1/19	9690	22420	936

Note: Source: Socialblade. (March 12, 2019a) Compare twitter channels and statistics [Graph].

Retrieved from

<https://socialblade.com/twitter/compare/waldorfastoria/hamptonbyhilton/trubyhilton>.