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# Social Media: Tailor Made Content

Social media has evolved into an indispensable medium for the hospitality industry. It has forever altered how hotels communicate with their customers and it has redefined how advertising and marketing are conducted. Currently, the biggest social media platforms are Facebook, Twitter, LinkedIn, Pinterest, Instagram, Snapchat, YouTube and TikTok. Each has their own appeal and demographic. In order to reach the users of an individual social media platform, it is necessary for hotels to tailor their content to each platform's audience. For example, LinkedIn is more business-oriented so content might be directed to conference organizers, meeting planners, travel agencies, etc. Facebook has a more mature user base so they might be looking for family vacation packages, cultural experiences, or recreational sightseeing trips. TikTok is popular with a younger audience who might want to know about concerts, sporting events, and gaming competitions, while Pinterest and Instagram focus on exquisite visuals and aesthetics. The February Hotel Business Review will document how some hotels are successfully integrating social media strategies into their operations.

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