

Best Practices for Creating Optimal Social Media Searches

'Social Media Searches' is an extremely powerful new system that allows Revinatate customers to monitor millions of web sites and social networks for any mention of their hotel, restaurant, competitors or amenities. Social Media Searches can even be used as an incredible prospecting solution to attract new bookings and increase market share by monitoring the web and social networks for anyone asking for hotel recommendations.

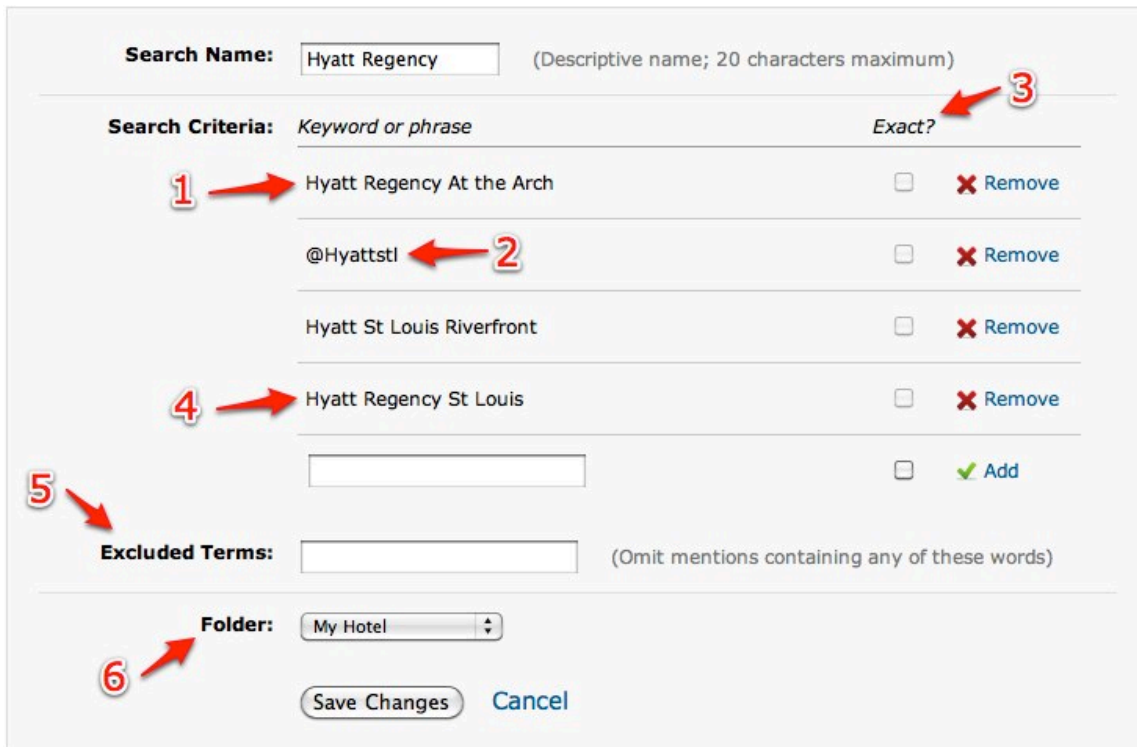
Creating searches is quick and easy, and for each search Revinatate will monitor millions of content sources in real-time. Social Media Searches comprehensively covers blogs, mainstream news sites, Twitter, Facebook, forums and comments, and even photo and video sites.

Here are some guidelines for creating great Social Media Searches:

- 1) A single search should be created for each distinct topic of interest, as our advanced analytics engine will analyze the results of each search. So for example, it's best to create separate searches for each hotel, restaurant or topic (rather than grouping hotels or topics together into a single search).
- 2) Each search can contain multiple keyphrases. This is very helpful, for example, if people refer to your hotel using various 'nicknames' or aliases. If this is the case, you can create a single search that contains multiple variations of your hotel name.
- 3) We suggest that you create one search for your hotel, one for each competitor, and one for prospecting (eg "resorts in napa"). From there, you may decide to add searches for your restaurant, spa or other amenities, or anything else of interest.
- 4) When you create searches, make sure that each keyphrase is specific to your hotel. For example, you will want to use "peabody orlando renovation" (rather than simply "renovation") to find mentions specific to your property.
- 5) Searches happen in real-time, so as soon as you create your search our system will begin looking for new results. This means that only content posted after you create the search will be collected. So while results for each search may be limited initially, over time each search will populate with many eye-opening results.

Here's how a great Social Media Searches setup would look for the Hyatt Regency St Louis At the Arch

Search One: A general search for mentions of the hotel:



The screenshot shows a search configuration form with the following elements:

- Search Name:** A text input field containing "Hyatt Regency" with a note "(Descriptive name; 20 characters maximum)".
- Search Criteria:** A section with a "Keyword or phrase" input field and an "Exact?" checkbox. Below this is a list of search terms:
 - 1) "Hyatt Regency At the Arch" with a "Remove" button.
 - 2) "@Hyattstl" with a "Remove" button.
 - "Hyatt St Louis Riverfront" with a "Remove" button.
 - 4) "Hyatt Regency St Louis" with a "Remove" button.
 - An empty input field with an "Add" button.
- Excluded Terms:** A text input field with a note "(Omit mentions containing any of these words)".
- Folder:** A dropdown menu currently set to "My Hotel".
- Buttons for "Save Changes" and "Cancel".

Red callout numbers 1 through 6 are placed on the interface with arrows pointing to the following elements:

- 1: Points to the first search term "Hyatt Regency At the Arch".
- 2: Points to the second search term "@Hyattstl".
- 3: Points to the "Exact?" checkbox.
- 4: Points to the search term "Hyatt Regency St Louis".
- 5: Points to the "Excluded Terms" input field.
- 6: Points to the "Folder" dropdown menu.

Notes:

- 1) Mentions will only be collected if all words in each keyphrase are found.
- 2) Your hotel's twitter username is a very useful search.
- 3) The "Exact" option means that all words in the keyphrase must be found in the exact order.
- 4) Each keyphrase is treated independently. So make sure that each keyphrase is specific to your hotel.
- 5) If you add any "Excluded Terms", no mentions containing any of those terms will be collected for the search.
- 6) Folders keep your searches organized.

Search Two: A search for the hotel restaurant, “Red Kitchen and Bar”

Search Name: (Descriptive name; 20 characters maximum)

Search Criteria:

Keyword or phrase	Exact?
Red Kitchen and Bar	<input type="checkbox"/> ✖ Remove
Red Kitchen	<input type="checkbox"/> ✖ Remove
Red Bar	<input type="checkbox"/> ✖ Remove
Red Hyatt Regency St Louis	<input type="checkbox"/> ✖ Remove
@redstl <i>← Twitter username.</i>	<input type="checkbox"/> ✖ Remove

Variations of the restaurant name. →

Excluded Terms: (Omit mentions containing any of these words)

Folder:

Search Three: A search for one of the hotel’s competitors, The Millenium

Search Name: (Descriptive name; 20 characters maximum)

Search Criteria:

Keyword or phrase	Exact?
Millenium Hotel St Louis	<input type="checkbox"/> ✖ Remove
Millenium St. Louis Downtown	<input type="checkbox"/> ✖ Remove
<input type="text"/>	<input type="checkbox"/> ✔ Add

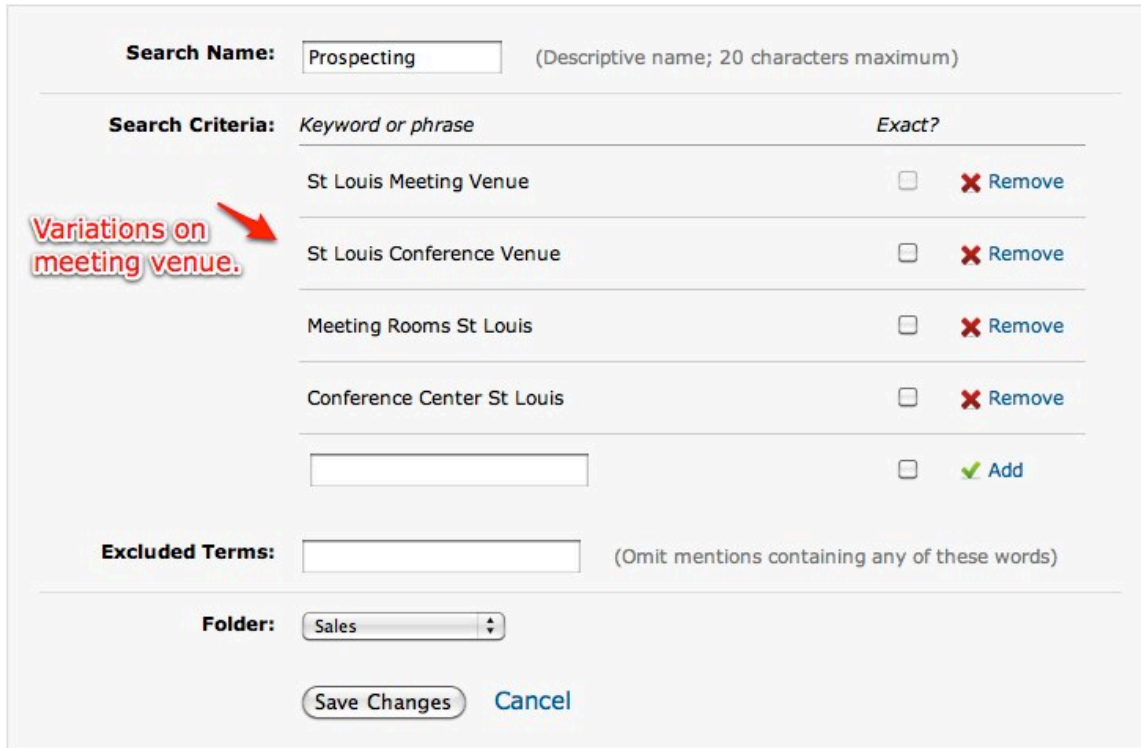
Capitalization doesn't matter. →

Excluded Terms: (Omit mentions containing any of these words)

Folder:

Remember to click "Save Changes" whenever adding or editing.

Search Four: A search to find people looking for meeting space in St. Louis. This search can unearth people seeking recommendations for meeting venues in St. Louis.



Search Name: (Descriptive name; 20 characters maximum)

Search Criteria:

Keyword or phrase	Exact?	
St Louis Meeting Venue	<input type="checkbox"/>	✖ Remove
St Louis Conference Venue	<input type="checkbox"/>	✖ Remove
Meeting Rooms St Louis	<input type="checkbox"/>	✖ Remove
Conference Center St Louis	<input type="checkbox"/>	✖ Remove
<input type="text"/>	<input type="checkbox"/>	✔ Add

Excluded Terms: (Omit mentions containing any of these words)

Folder:

Now that you have the fundamentals, please log-in to Revinatate and set up your own Social Media Searches so you can monitor millions of sources to see what people are saying about your property and amenities. And when you win business or strengthen a relationship with 'Social Media Searches', please let us know. We love to hear your success stories.

About Revinatate. The ultimate social media solution for hotels, Revinatate harnesses online reviews and social media as the ultimate measures of guest satisfaction and drivers of demand. By tracking key metrics, providing real-time alerts and intuitively guiding hoteliers to action, Revinatate helps hospitality companies profit from social media. For more information visit www.Revinatate.com