



Fáilte Ireland

National Tourism Development Authority

DAY 3 – SOCIAL MEDIA

Version 3.0

13 December 2012



Fáilte Ireland

National Tourism Development Authority

Social Media – Beyond Facebook

Overview of Social Media



My Objectives

Ensure you have a clear understanding of the importance of Social Media with a particular emphasis on Facebook.



Fáilte Ireland

National Tourism Development Authority

Social Media – Beyond Facebook

Traditional Advertising is not as effective



More people are using Social Media to find out information





What is Social Media...

- It's **technology** that facilitates conversation
- It's **content** that gets attention
- It's **people** that engage



What is Social Media great for?

- Building relationships with partners or customers
- Finding people looking for business (e.g. try out twitter search)
- Getting feedback on your product/service
- Generating Leads
- Sometimes Sales – But this will never be your main sales channel. Sales will more likely happen through referrals and the sale will still probably happen on your website.
- Learning – What are your competitors doing, what are people doing internationally, what are the trends.



Social Media is not just Twitter and Facebook

- If you are building a relationship with someone online you are being social
 - Facebook, Twitter, LinkedIn, Google + -> All social if you are not using them for purse selling.
 - E-mail -> If you deliver e-mails to stimulate conversation and relationship building then this is social media. If you are blasting out sales messages then this is not social media
 - Trip Advisor -> Travellers/visitors have a chance to interact with you and you have a chance to respond. Responding is critical.
 - Website -> How do you make it social, get some interaction.

Types of Online Media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

It's important to listen

BoardTracker
V.2010 Discussion Search

socialmention*

radian⁶



GoogleTM
Alerts



Find you on social media..



[clodagh2000](#): Highly **recommend restaurant** SABOR BRAZIL, Pleasant Street, **Dublin 8**. Had amazing meal last sat, impeccable service..a hidden gem indeed.

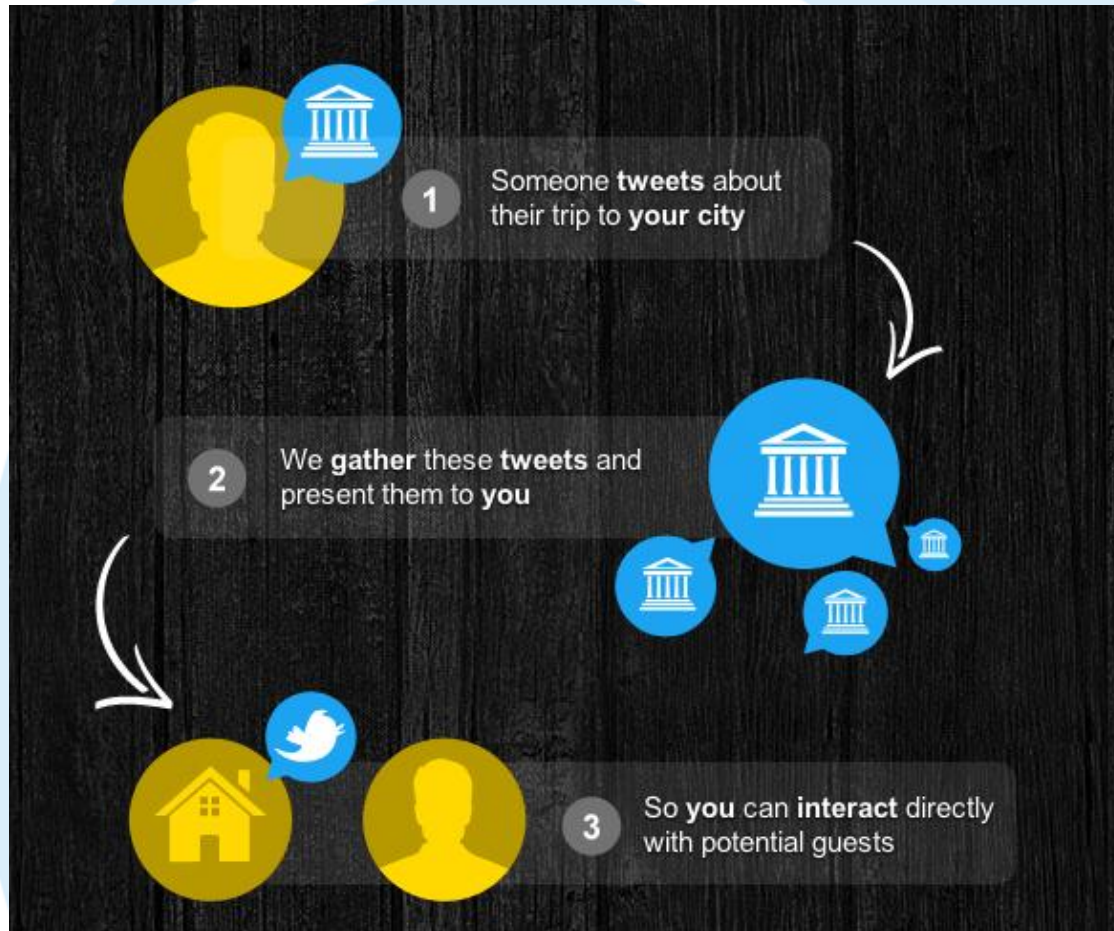
1 day ago via *web* · [Reply](#) · [View Tweet](#)



[DamoPoder](#): Anyone **recommend restaurant** near abbey theatre in **Dublin** for 15 people, they're looking for cheap and cheerful. RT PLEASE

3 days ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#)

Reach.ly





Fáilte Ireland

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Social Media – Beyond Facebook

Introduction to Facebook



Facebook Statistics

900 million active users

Average person 130 friends

Greatest growing segment > 35

Facebook valued at 100 billion



Why use Facebook?

What are the reasons for using
Facebook?



Facebook - What's the point?

- 900 million people!
- Your customer expect you to be on Facebook
- Great at keeping in contact for future or referral business
- Can be good for last minute promotions
- Getting feedback
- Showing that you have a personality!



Facebook Personal V Business

Personal	Business
Profiles	Pages
Friends Limited to 5000 Must be approved	Fans Unlimited No approval required
Private	Public Searchable on Google
Updates Come from the person Only owner can post	Updates Come from the page Can have multiple admins



Personal Profile



Personal Account

Sign Up

It's free and always will be.

First Name:

Last Name:

Your email
address:

Reenter email
address:

New Password:

I am:

Select Gender:

Birthday:

Day:

Month:

Year:

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.



Enter security check..

Sign Up

It's free and always will be.

Security check

Please enter the text below



Can't read the text above?

Try another text or an audio CAPTCHA

Text in the box:

What's this?

[◀ Back](#)

[Sign Up](#)

By clicking Sign Up, you are indicating that you have read and agree to the [Terms of Use](#) and [Privacy Policy](#).


Finding friends..

Step 1
Find friends

Step 2
Profile information


Step 3
Profile picture


Are your friends already on Facebook?
Many of your friends may already be here. Searching your email account is the fastest way to find your friends on Facebook.


 **Windows Live Hotmail**

Your Email:

[Find friends](#)

 **Yahoo!** [Find friends](#)

 **Skype** [Find friends](#)

 **Other email service** [Find friends](#)

[Skip this step](#)



Profile Information...

Step 1
Find friends

Step 2
Profile information

Step 3
Profile picture

Fill in your Profile info

This information will help you find your friends on Facebook.

Secondary School:

University:

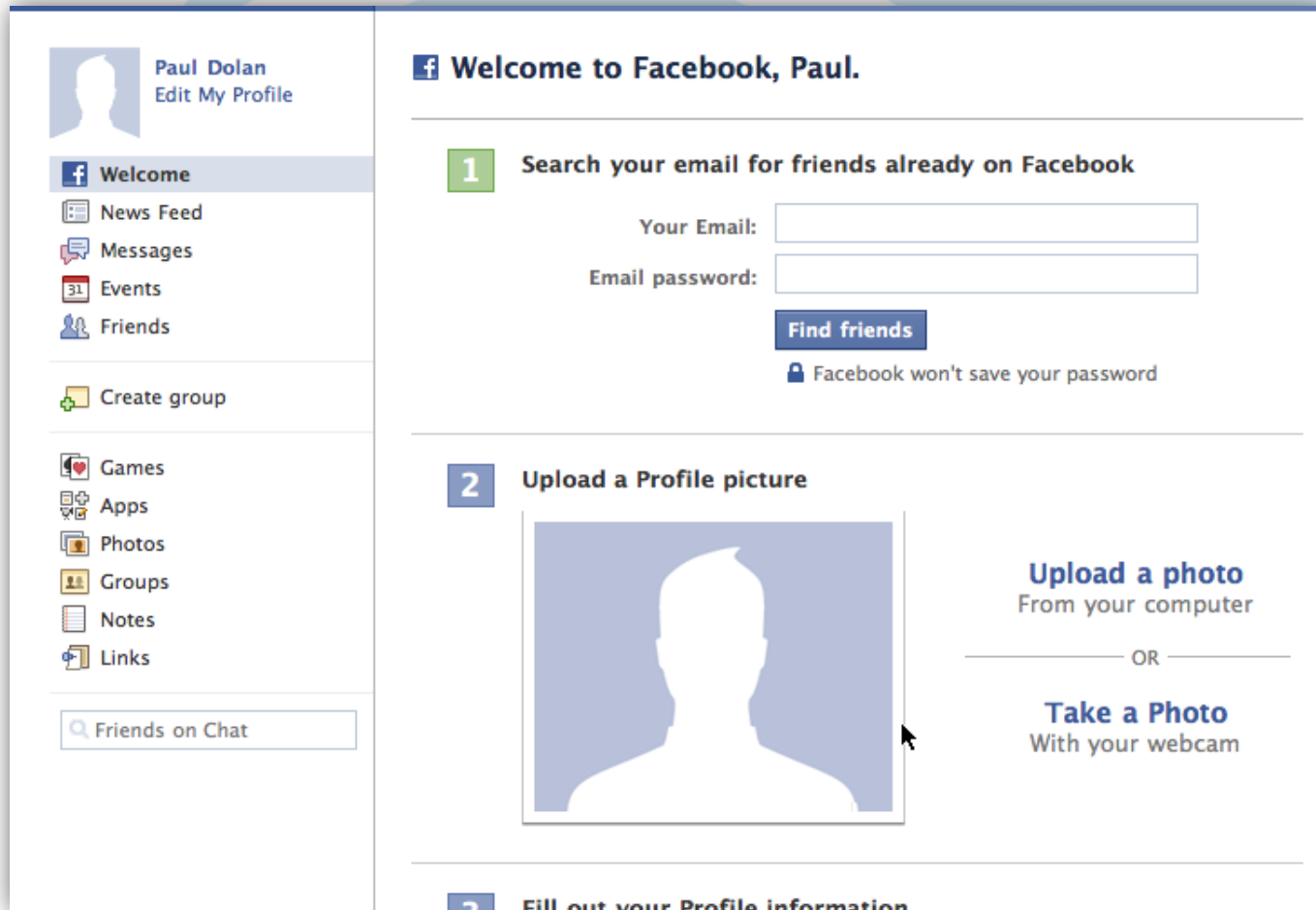
Employer:

◀ Back

Skip

Save & continue

Login...



The screenshot shows the Facebook login and profile setup process. On the left is a navigation sidebar for user Paul Dolan. The main content area is divided into three numbered steps:

- 1 Welcome to Facebook, Paul.** This section contains a search prompt: "Search your email for friends already on Facebook". Below this are two input fields: "Your Email:" and "Email password:". A "Find friends" button is positioned below the password field, with a note: "Facebook won't save your password".
- 2 Upload a Profile picture** This section features a large square placeholder for a profile picture. To the right of the placeholder are two options: "Upload a photo From your computer" and "Take a Photo With your webcam", separated by "OR".
- 3 Fill out your Profile information** This step is partially visible at the bottom of the screen.

The sidebar on the left includes the user's name "Paul Dolan" and "Edit My Profile" link. Below this is a "Welcome" header followed by a list of navigation items: News Feed, Messages, Events, Friends, Create group, Games, Apps, Photos, Groups, Notes, and Links. At the bottom of the sidebar is a search box labeled "Friends on Chat".

Facebook Newsfeed settings



The image shows a screenshot of a Facebook Newsfeed interface. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Ian Cleary' with options for 'Find friends' and 'Home'. The left sidebar contains navigation options: 'FAVOURITES' (News Feed, Messages, Events, Find friends), 'PAGES' (lanqalway, Horizon Speakers an..., Razorcoast, RazorSocial, RazorSocialTest, Ianennis, lnsbeveraqs), 'APPS' (Photo Competition, Coupons for Pages, Application req...), 'LISTS' (Close friends), and 'GROUPS' (Generation Inn..., IET Ireland Net..., Create group).

The main Newsfeed area shows a post by 'Nayla Jervis' with a photo of a baby in a crib. Below it is a post by 'Arina Solina' with a photo of a group of people. A 'SORT' dropdown menu is open, showing 'Highlighted Stories First' (selected) and 'Recent Stories First'. A tooltip for 'Highlighted Stories First' reads: 'New! Choose how your news is sorted: with highlighted or recent stories first. Learn more.'

Annotations with blue arrows point to specific features: 'Default view' points to the 'Highlighted Stories First' option in the sort menu; 'Ticker....' points to the right-hand side of the page where a list of recent activity is visible; 'Ads' points to a sponsored advertisement for a golf membership.

The right-hand side of the page shows a 'TICKER' of recent activity, including: 'Nayla Jervis added a new photo.', 'Jessica Schuster likes L Yang's photo.', 'Anju Rupal A world where music, TV, & journalism are virtually free? Why internet is an artistic wasteland http://onforb.es/jugsGmX #digitalparasites.', 'Nayla Jervis commented on her own status: "Oh dear! Seems I've been awake..."', 'Arina Solina shared Trust Me, I'm an "Engineer"'s photo.', and 'Arina Solina shared Trust Me, I'm an...'. Below the ticker is a list of 'ONLINE FRIENDS' including Aisling Duff, Charles Dowd, Colette Cleary, Gerry Moan, Joy Lewis, Liam Whelan, Mark Sellars, Mike O'Keeffe, Nayla Jervis, Neil O'Toole, Paddy Cosgrave, Philip Hogan, Ronan Duff, and Tricia Duff.

Timeline



Philip O'Callaghan

Friends Message

- Director at The Super Generation
- Studied Entrepreneurship at Warwick Business Sch...
- Lives in Dublin, Ireland
- From Dungourney, Cork, Ireland









Post Photo

Write something...

Buffer Share

Tim O'Shea
27 August via Causes

Your voice will make a difference. Sign the petition.




PETITION: CLOSE THIS PAGE DOWN FACEBOOK SAY'S THE PAGE IS FINE.

Tim has invited you to sign a petition on Causes
IF PEOPLE HAVE A HEART THEY WILL SUPPORT WHAT WE ARE TRYING TO DO OR AT LEAST PUT DENT IN IT. SHARE IT ALL OVER PLEASE WE HAVE TO CLOSE THIS PAGE. THANK YOU.

Like · Comment · Sign the petition

Friends
7 Mutual Friends









Dympna Leahy
UCC

1 mutual friend

Add Friend

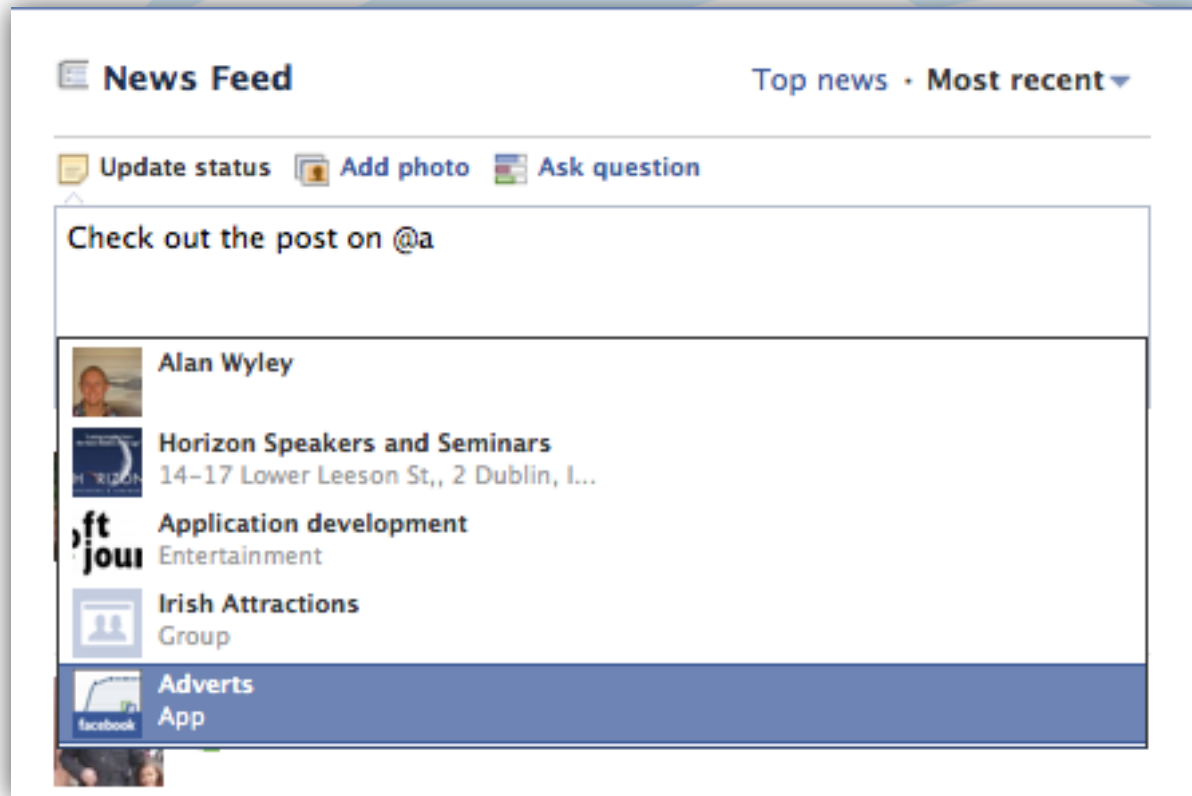



Tim O'Shea
25 August via Causes






Your voice matters. Join the cause today.

Join my cause: Mass action against the corrupt banks from

Tagging updates



The screenshot shows a Facebook News Feed interface. At the top, it says "News Feed" and "Top news · Most recent". Below this are three buttons: "Update status", "Add photo", and "Ask question". A text input field contains the placeholder text "Check out the post on @a". Below the input field is a list of tagging suggestions:

-  **Alan Wyley**
-  **Horizon Speakers and Seminars**
14-17 Lower Leeson St., 2 Dublin, I...
-  **Application development**
Entertainment
-  **Irish Attractions**
Group
-  **Adverts**
App



Facebook - Functionality

- Creating and viewing posts on Facebook
- Updating Privacy settings
- Tagging content
- Uploading pictures/videos
- Commenting, liking and sharing.
- Becoming a fan
- Unliking a page
- Hiding content from a page

Example Tagging..



Click on the photo to start tagging... Finished tagging

 **Mary Morrissey Holmes**
photoshoot 2
Like · Comment · Share

Album: Wall Photos · 14 of 14
Shared with:  Friends
Posted: 10 hours ago



Exercise..

Step through the functionality we have just gone through to get familiar with it.



Company Pages



Fáilte Ireland

National Tourism Development Authority

Social Media – Beyond Facebook

Manor Grove Guest House

15 Bedrooms

Close to plenty of activities

Close to a village

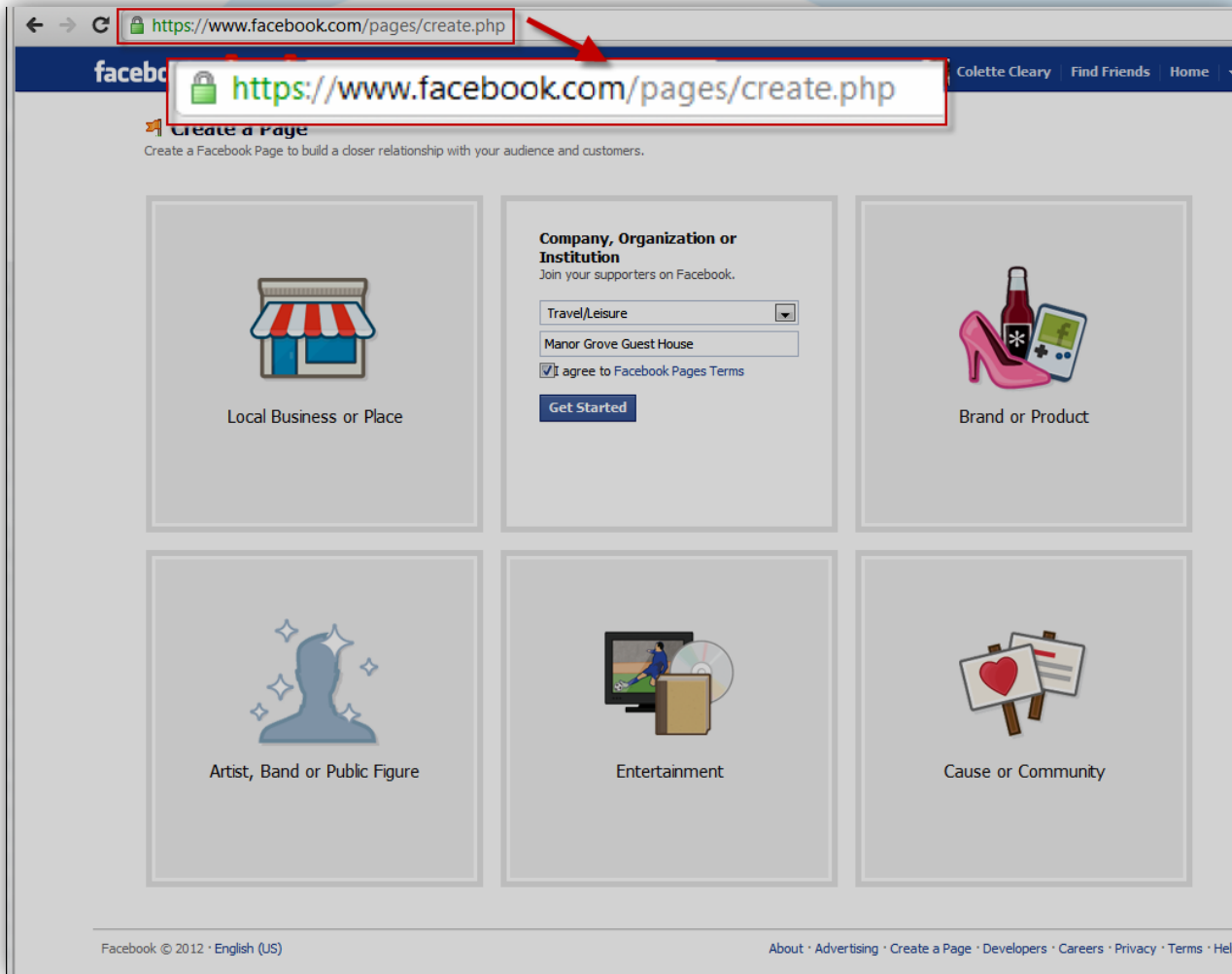




Which pages do well..

- Creative content
- Two way communication
- Active discussion's
- Videos and pictures
- A fun, human and authentic tone
- Regular updates

Create a test business page...




← → ↻ <https://www.facebook.com/pages/create.php>

facebook [Colette Cleary](#) [Find Friends](#) [Home](#)

Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.



Local Business or Place


Company, Organization or Institution
Join your supporters on Facebook.

Travel/Leisure


Manor Grove Guest House

I agree to Facebook Pages Terms


[Get Started](#)




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Facebook © 2012 · English (US) [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Facebook Timeline..



The image shows a screenshot of a Facebook page for 'Dromoland Castle Hotel & Country Club'. The page features a large cover photo of the castle with a blue arrow pointing to it labeled '850px x 315px'. Below the cover photo is the profile picture and the page name 'Dromoland Castle Hotel & Country Club' with '4,422 likes · 209 talking about this'. A blue arrow points to the page name and like count area labeled 'Info on business'. To the right, there are buttons for 'Like' and 'Message'. Below the page name is a row of icons for 'Hotel - Historical place', 'For best available', '368 144 or log o', and 'www.dromoland.i'. A blue arrow points to this row labeled 'Info on business'. Below this is a 'Highlights' section with 'Post' and 'Photo' tabs. A blue arrow points to the 'Post' tab labeled 'Info on business'. The main content area shows a post from 'Dromoland Castle Hotel & Country Club' shared '22 hours ago' about 'Golf Course Information'. A blue arrow points to this post labeled 'Personal to you'. Below the post is a 'Recent Posts by Others' section with posts from 'Jane Purcell' and 'Siobhán Aherne'. A blue arrow points to this section labeled 'Posts by others'. On the right side, there is a 'Create a Page' dropdown menu with options for 'Now', 'February', '2012', '2011', '2010', 'Joined Facebook', and 'Sponsored'. Below this are several sponsored ads, including 'Facebook Marketing UK', 'Sam Dennigan Potatoes', and 'Menupages.ie'. A blue arrow points to the 'Apps' section of the right sidebar labeled 'Apps'.

Create the cover shot

851px x 315px - No Calls to action, No discount messages,
No mention of like, share etc.



Create the image

180px by 180px scaled to 32 x 32



Create your history with milestones



The image shows a screenshot of a Facebook profile page. At the top, there is a photo of a large, two-story stone house with a gabled roof and a garden. Below the photo is a bar with the text "Like · Comment · Share".

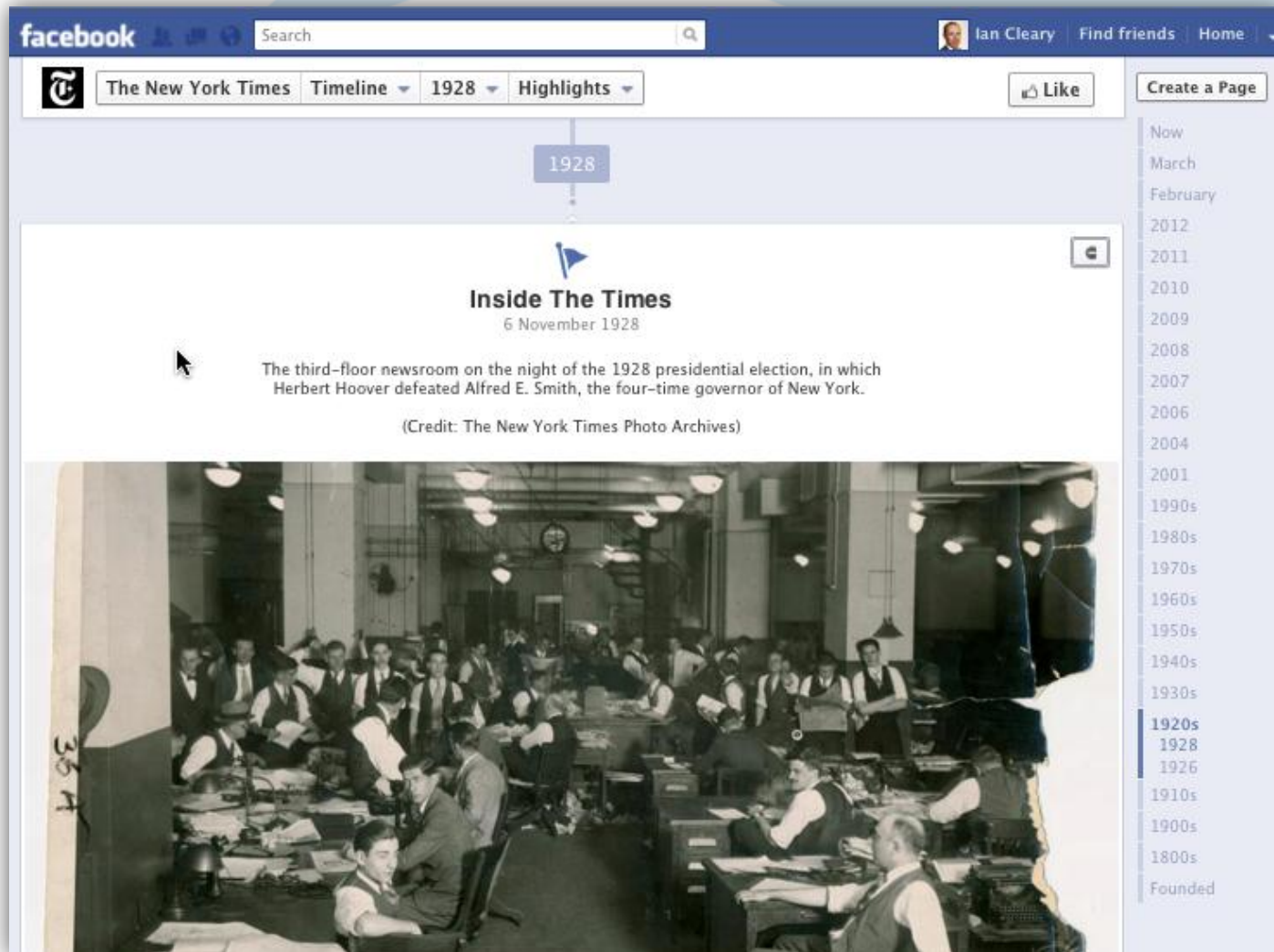
In the center of the page, there is a blue Facebook logo above the text "Joined Facebook" and "20 February".

Below this, there is a horizontal menu with four options: "Status", "Photo", "Ask question", and "Milestone". The "Milestone" option is circled in red.

Below the menu, there is a vertical timeline. A blue box labeled "2004" is positioned on the timeline. Below the timeline, there is a blue flag icon above the text "Opened in 2004".

In the bottom right corner, there is a blue pencil icon above a button labeled "Edit...".

Example Milestones – NY Times



The screenshot shows a Facebook interface with a search bar at the top. The user is logged in as 'Ian Cleary'. The page is for 'The New York Times' and is set to the year '1928'. A 'Like' button is visible. On the right, there is a 'Create a Page' button and a vertical timeline navigation menu with years from 'Now' to 'Founded'. The main content area features a milestone titled 'Inside The Times' dated '6 November 1928'. The text describes the third-floor newsroom on the night of the 1928 presidential election, where Herbert Hoover defeated Alfred E. Smith. A credit line reads '(Credit: The New York Times Photo Archives)'. Below the text is a black and white photograph of a busy newsroom with many people working at desks. A handwritten number '364' is visible on the left edge of the photo.

facebook Search Ian Cleary Find friends Home

The New York Times Timeline 1928 Highlights Like Create a Page

1928

Inside The Times
6 November 1928

The third-floor newsroom on the night of the 1928 presidential election, in which Herbert Hoover defeated Alfred E. Smith, the four-time governor of New York.

(Credit: The New York Times Photo Archives)

Now
March
February
2012
2011
2010
2009
2008
2007
2006
2004
2001
1990s
1980s
1970s
1960s
1950s
1940s
1930s
1920s
1928
1926
1910s
1900s
1800s
Founded

364



Exercise...

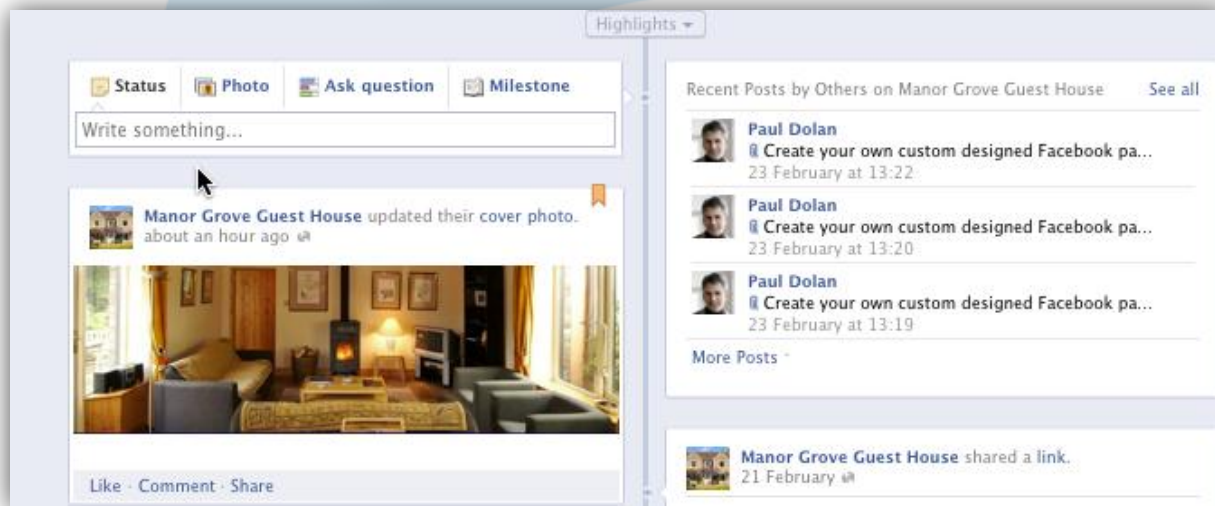
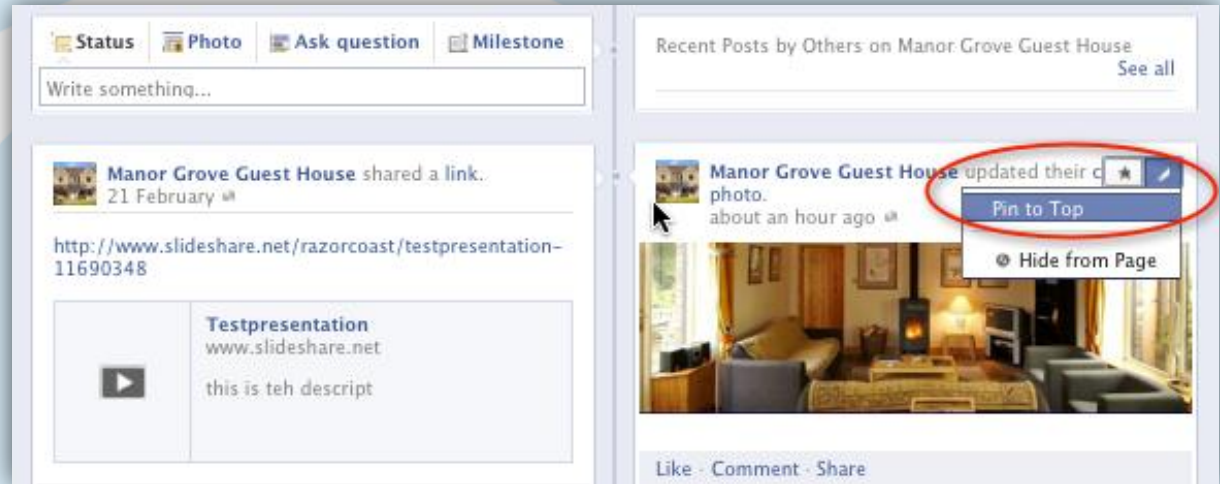
Create a set of milestones for your page.

Highlight a post



Pin a post

Before...



After..



Exercise...

1. Highlight a post
2. Pin a post

Posting content on Facebook





The Newsfeed

- Not all items are posted to the newsfeed
- People don't read all newsfeed items
- Pictures/videos capture attention
- Interaction is key



Exercise...

1. How do you ensure you get more fans to see your content?
2. If you had a content calendar with different content each day over a 7 day period, what would it be?
3. What engaging content are you going to produce? How are you going to get fans to interact.



Exercise – Review and comment

Adventure Centre

<http://www.facebook.com/TeamBuildingAdventure>

Festival

<http://www.facebook.com/nyedublin>

Restaurant

<http://www.facebook.com/Brasseriesixty6restaurant>

Advertising





Google V Facebook Ads

Google	Facebook
Keyword Targeting Mandatory	Keyword Targeting Optional
Targeting by Location and Content sites	Targeting by Location, Keywords, Age, Education, Interest etc.
Crowded – Highly competitive	Less Crowded
Ads sometimes on obscure places	Ads direct on people's profiles

Ads for

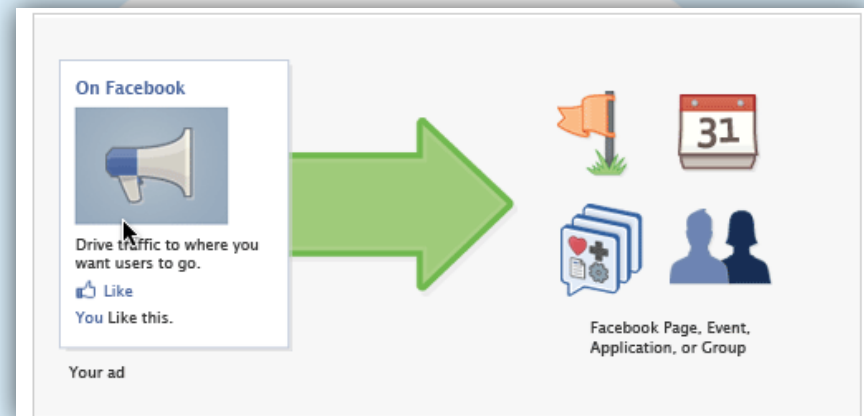
Website

Facebook Page

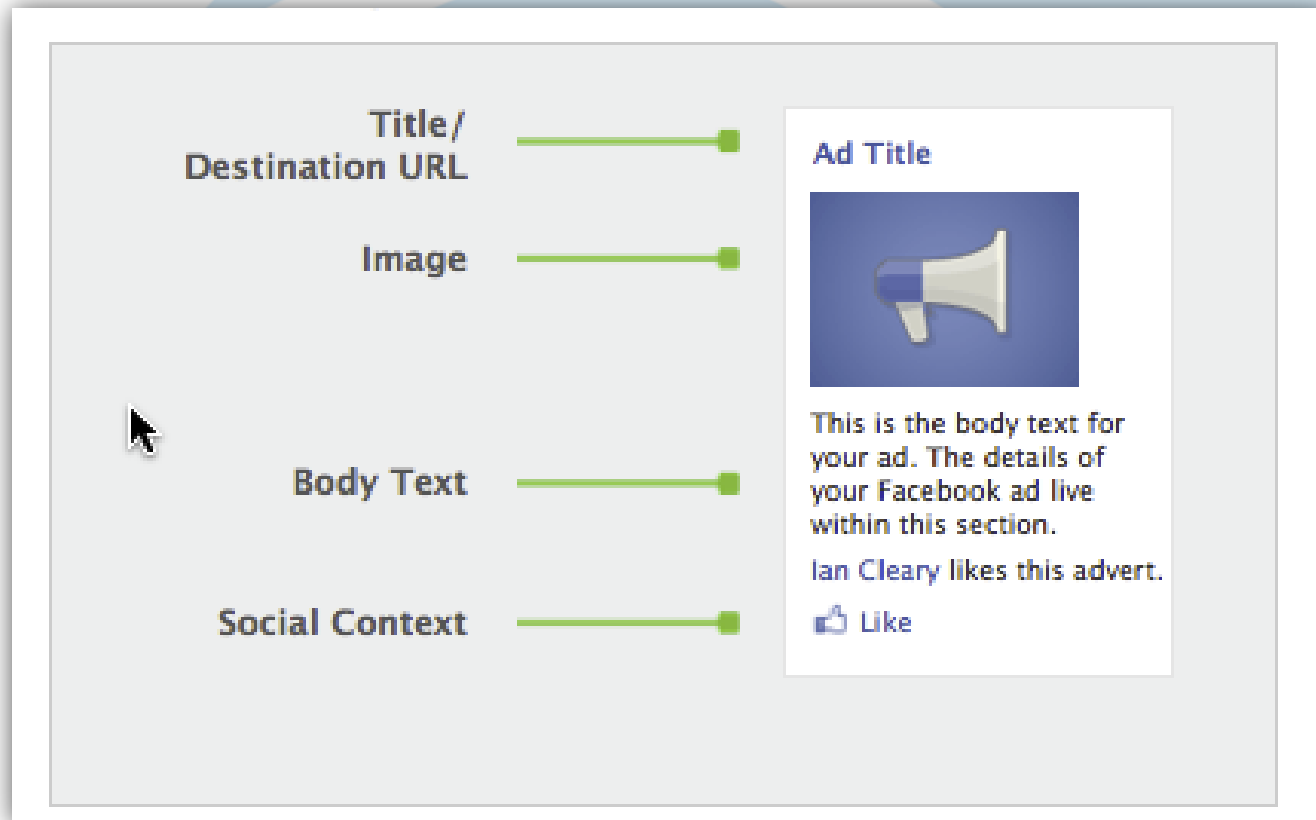
Facebook Group

Facebook Event

Facebook Application




Facebook Ad details



The diagram illustrates the components of a Facebook Ad. On the left, four categories are listed with green arrows pointing to a preview window on the right:

- Title/ Destination URL**
- Image**
- Body Text**
- Social Context**

The preview window on the right shows a sample ad with the following details:

- Ad Title**
- 
- Body Text:** This is the body text for your ad. The details of your Facebook ad live within this section.
- Social Context:** Ian Cleary likes this advert.
- Like button:** Like

Manor Grove Ad

1. Design your advert Select Existing Creative Design your advert F

Destination [?]

Type Sponsored Stories [?]
 Facebook Adverts [?]

Story type Page Post Advert [?]
 Facebook Adverts for Pages

Destination tab [?]


Title [?]
characters left.

Body [?]
54 characters left.


Image No file chosen [?]
[Remove uploaded image.](#)

Preview

Manor Grove Guest House



25% of off our accommodation for all of march. Check out our page for the offers

 Like · Ian Cleary likes this.



Targeting..

2. Targeting

[Advert targeting FAQ](#)

Location

Country: [?]

Everywhere

By City [?]

Demographics

Age: [?] -

Require exact age match [?]

Gender: [?] All Men Women

Interests

Broad category: [?]

Activities	<input type="checkbox"/>	Cooking
Business/technology	<input type="checkbox"/>	Dancing
Ethnic	<input type="checkbox"/>	DIY/crafts
Events	<input type="checkbox"/>	Event Planning
Family status	<input type="checkbox"/>	Food & dining
Interests	<input type="checkbox"/>	Gaming (console)
Mobile	<input type="checkbox"/>	Gaming (social/online)
Movie/film	<input type="checkbox"/>	Gardening
	<input type="checkbox"/>	Literature/reading
	<input type="checkbox"/>	Outdoor fitness activities

0 categories selected · [Show selected](#)

[Switch to precise interest targeting \[?\]](#)

Estimated reach [?]

1,814,980 people

- who live in **Ireland**
- age **18** and older
- who are not already connected to **Manor Grove Guest House**



Exercise

1. Review the advertising functionality
2. Come up with an ad that would work
 - What type of picture
 - What title
 - What content
 - Who to target

Interacting with other pages

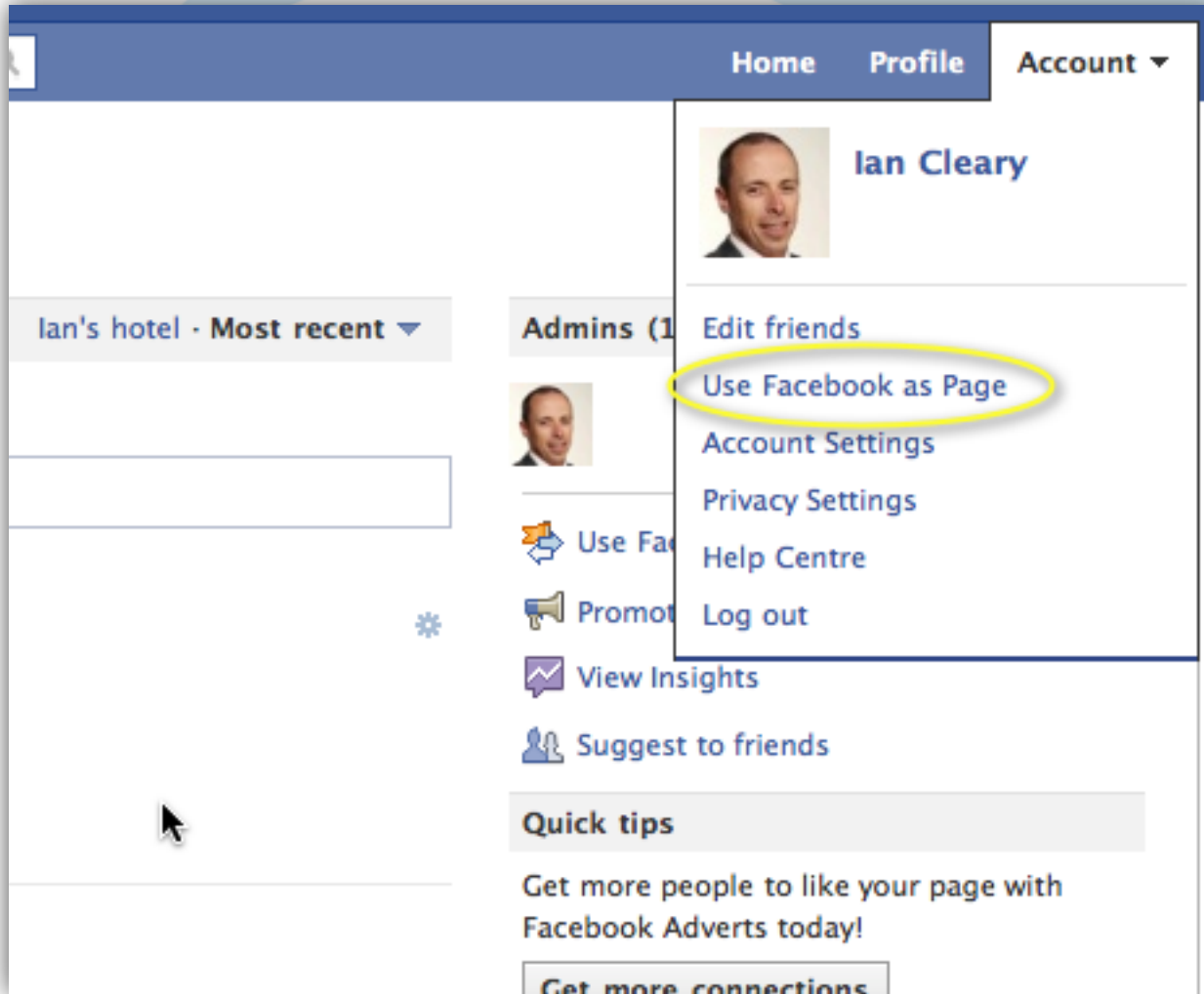




Ideas...

1. Complimentary local businesses
2. Similar businesses in other locations
3. Local tourism pages

Use Facebook as Page



The image shows a screenshot of a Facebook account page. At the top, there are navigation tabs for 'Home', 'Profile', and 'Account'. Below the navigation, the user's name 'Ian Cleary' is displayed next to a profile picture. A dropdown menu is open, showing various options. The option 'Use Facebook as Page' is highlighted with a yellow oval. Other options in the menu include 'Edit friends', 'Account Settings', 'Privacy Settings', 'Help Centre', and 'Log out'. Below the menu, there are sections for 'Admins (1)', 'Use Facebook as Page', 'Promote your page', 'View Insights', and 'Suggest to friends'. At the bottom, there is a 'Quick tips' section with the text 'Get more people to like your page with Facebook Adverts today!' and a button that says 'Get more connections'.

Home Profile Account ▾

Ian Cleary

Admins (1)

Use Facebook as Page

Promote your page

View Insights

Suggest to friends

Quick tips

Get more people to like your page with Facebook Adverts today!

Get more connections

Competitions





Competition Rules

1. Has to be run as an application
2. You cannot enter people into a competition through 'Like'
3. You must explicitly say that Facebook is not running the competition
4. Pick a prize that will attract potential customers (not an iPad)



Promoting content through your website




Plugins...



www.charvillelodge.ie

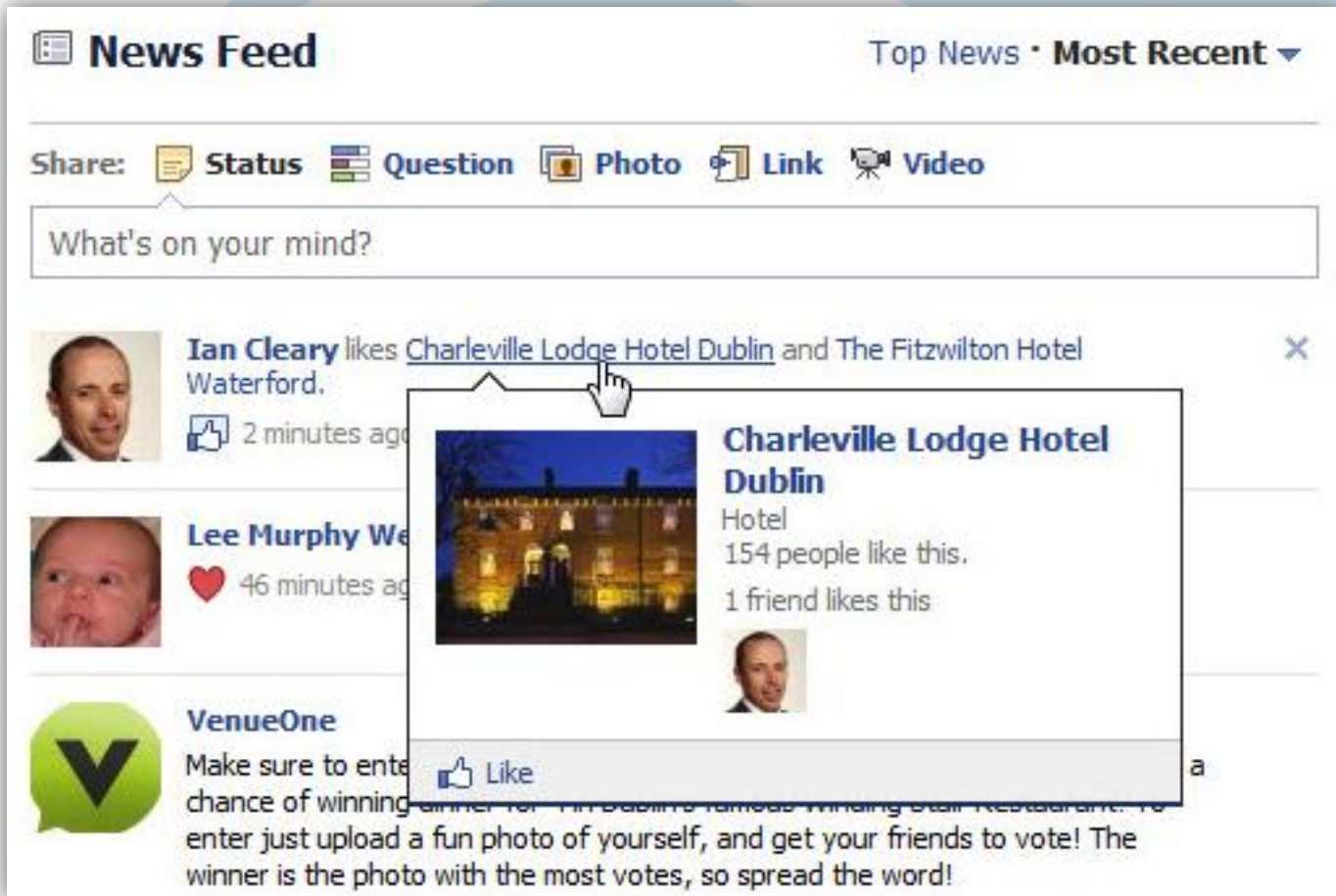
YouTube

0:00 / 3:03






✓ Like  Ian Cleary and 158 others like this.




Like displayed on friends newsfeed





News Feed Top News · Most Recent ▾

Share:  **Status**  **Question**  **Photo**  **Link**  **Video**



What's on your mind?

 **Ian Cleary** likes [Charleville Lodge Hotel Dublin](#) and The Fitzwilton Hotel Waterford. 2 minutes ago

 **Lee Murphy** We 46 minutes ago

 **VenueOne** Make sure to enter for a chance of winning dinner for 4 in Dublin's famous Windmill Restaurant. To enter just upload a fun photo of yourself, and get your friends to vote! The winner is the photo with the most votes, so spread the word!

Charleville Lodge Hotel Dublin
Hotel
154 people like this.
1 friend likes this

  Like



Exercise...

- Pick out one page amongst the group and come up with some ideas regarding building awareness and growing fans.



Exercise...

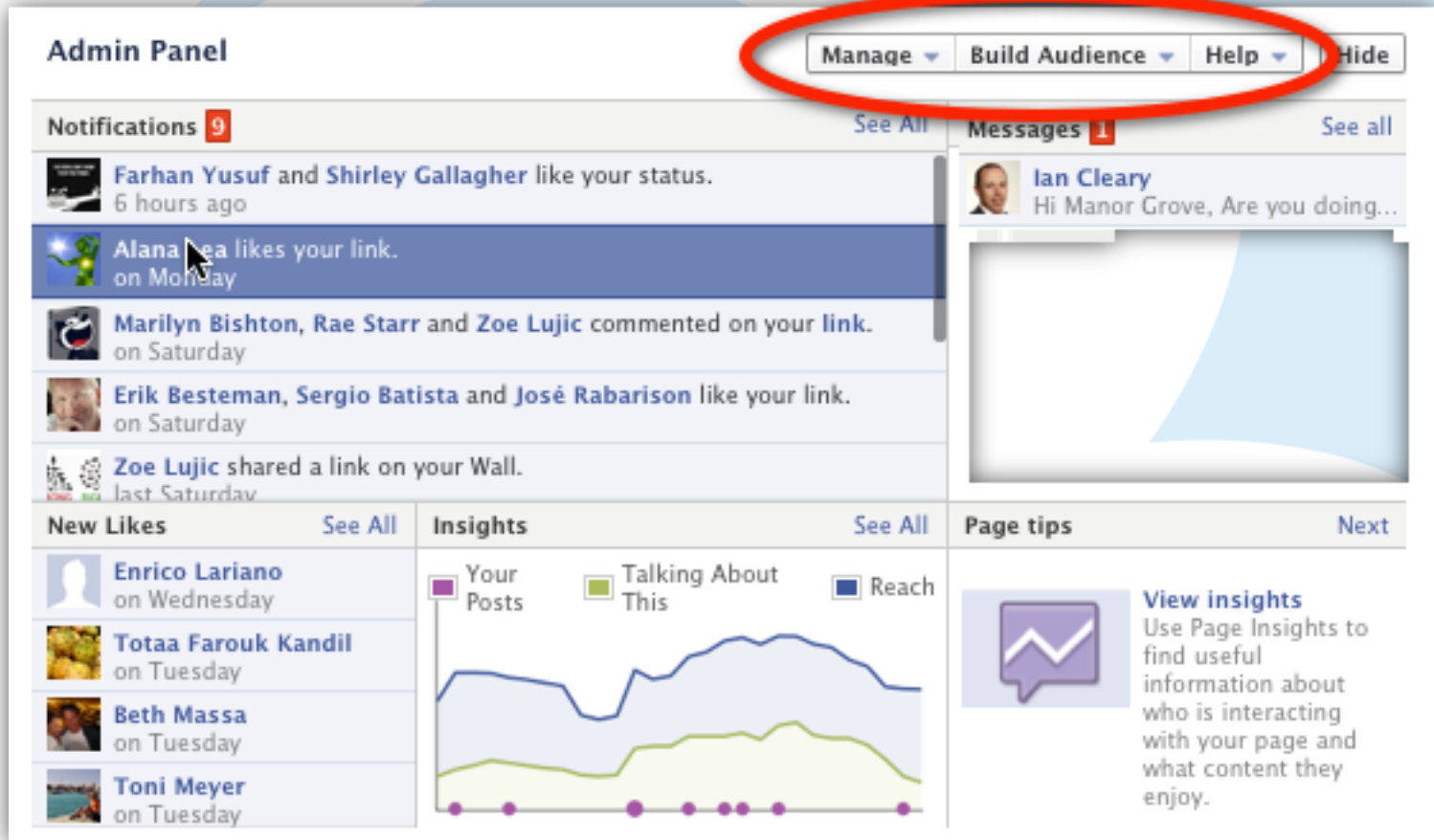
Review

- <http://www.facebook.com/fitzwiltonhotelwaterford>
- <http://www.facebook.com/TheBrehon>
- <http://www.facebook.com/CarltonHotelGroup>



Monitoring & Reporting

Admin Panel



The screenshot shows the Facebook Admin Panel interface. A red circle highlights the top navigation bar containing the following items: **Manage**, **Build Audience**, **Help**, and **Hide**.

Admin Panel

Notifications 9 [See All](#)

- Farhan Yusuf and Shirley Gallagher** like your status. 6 hours ago
- Alana** likes your link. on Monday
- Marilyn Bishton, Rae Starr and Zoe Lujic** commented on your link. on Saturday
- Erik Besteman, Sergio Batista and José Rabarison** like your link. on Saturday
- Zoe Lujic** shared a link on your Wall. last Saturday

Messages 1 [See all](#)

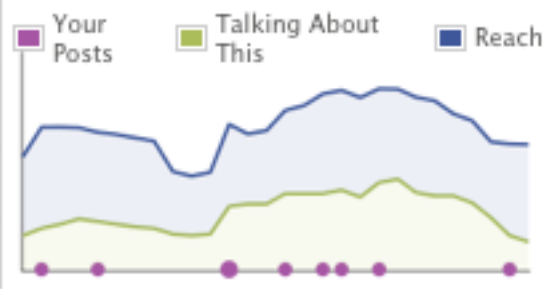
Ian Cleary
Hi Manor Grove, Are you doing...

New Likes [See All](#)

- Enrico Lariano** on Wednesday
- Totaa Farouk Kandil** on Tuesday
- Beth Massa** on Tuesday
- Toni Meyer** on Tuesday

Insights [See All](#)

Legend: **Your Posts** (purple square), **Talking About This** (green square), **Reach** (blue square)



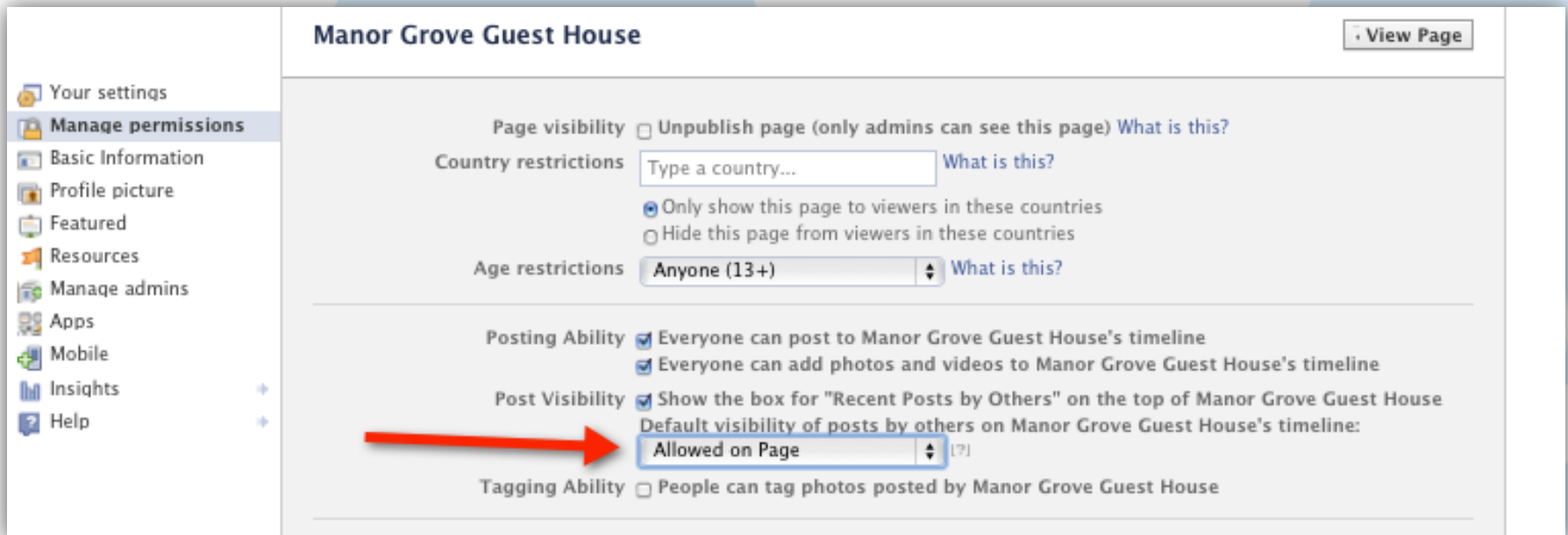
The chart displays three data series over a period of time. The 'Reach' series (blue line) shows the highest values, peaking in the middle. The 'Talking About This' series (green line) shows moderate, fluctuating activity. The 'Your Posts' series (purple line) shows very low activity, indicated by small purple dots at the bottom of the chart.

Page tips [Next](#)

View insights
Use Page Insights to find useful information about who is interacting with your page and what content they enjoy.

Permission Changes

Previously you could allow or disallow user posts. Now you can allow them but hide them until approved by you so you can reduce spam...



Manor Grove Guest House View Page

Manage permissions

Page visibility Unpublish page (only admins can see this page) [What is this?](#)

Country restrictions [What is this?](#)

Only show this page to viewers in these countries

Hide this page from viewers in these countries

Age restrictions [What is this?](#)

Posting Ability Everyone can post to Manor Grove Guest House's timeline

Everyone can add photos and videos to Manor Grove Guest House's timeline

Post Visibility Show the box for "Recent Posts by Others" on the top of Manor Grove Guest House

Default visibility of posts by others on Manor Grove Guest House's timeline:

[\[?\]](#)

Tagging Ability People can tag photos posted by Manor Grove Guest House

Analytics





Fáilte Ireland

National Tourism Development Authority

Social Media – Beyond Facebook

Trip Advisor





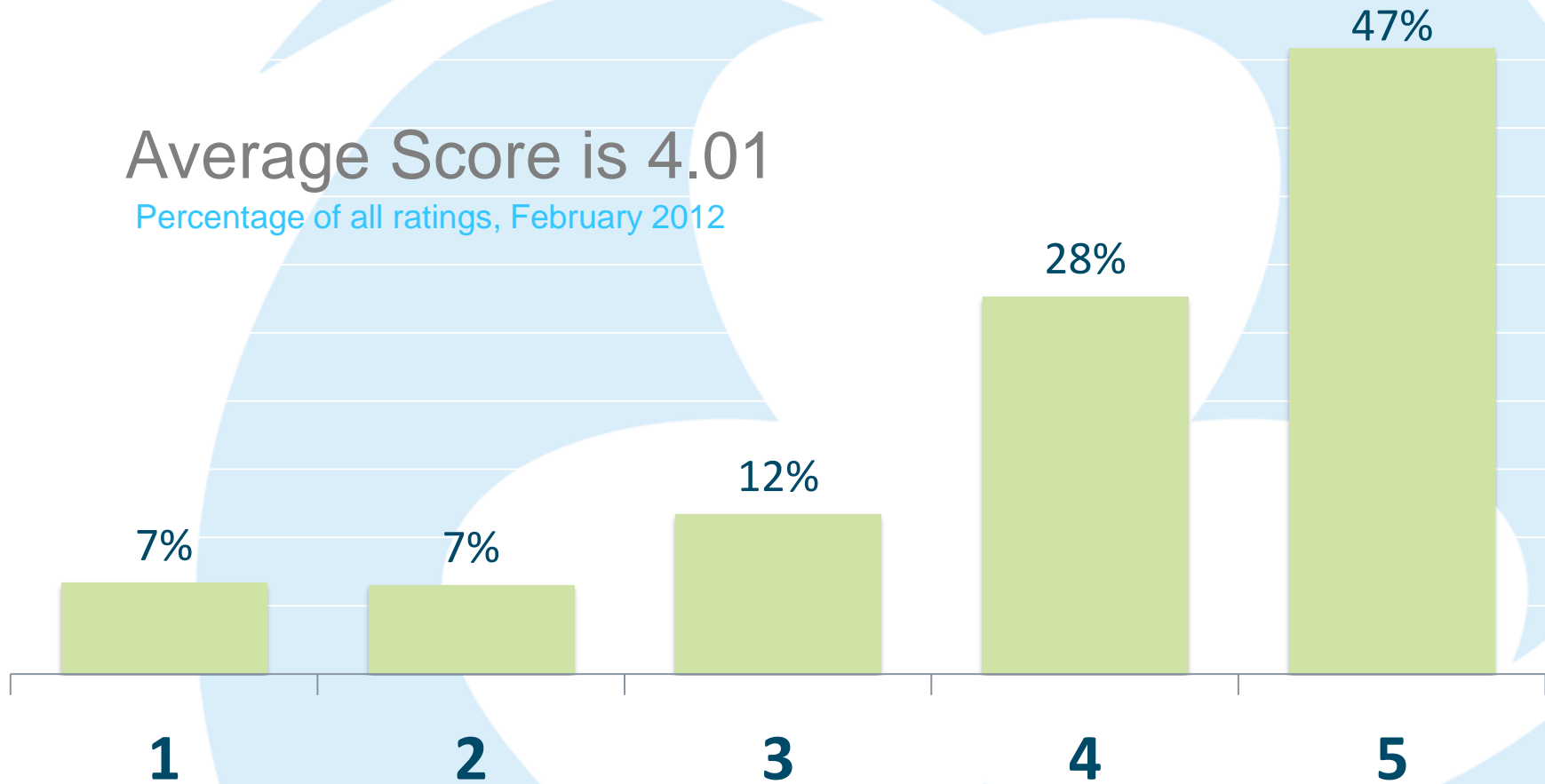
Trip Advisor

- 56 million unique visitors every month, 20 million members
- 75 million reviews
- 50 new contributions every minute

Trip Advisor reviews and generally positive

Average Score is 4.01

Percentage of all ratings, February 2012



3 Main Factors that Effect your Listing

- How recent they reviews are
- How positive or negative the reviews are
- The number of reviews

base2stay Liverpool


[Hotel photos](#) | [Map this hotel](#) | [Amenities](#) | [Contact info](#)



[Slideshow](#)

Show Prices

\$95 - \$199
Avg. price/night*

 **#1** of 95 hotels in Liverpool

 498 reviews

“ Highly recommended ” Nov 7, 2011

“ Perfect ” Nov 7, 2011



Special offer  **Advance Purchase Rate**



The Management Centre

BEST WESTERN The Cromwell Management Center

Welcome to your Management Center!

This is where you will find free tools and content resources to manage your business' online reputation, engage the TripAdvisor traveler community, and attract guests. See our [video](#), [tip sheet](#), and [guide](#) on how to market your business on TripAdvisor for free and get started today!



Manage your TripAdvisor page

Enhance your listing, upload photos and videos; update business details, rates and booking info; track performance, and more...



Upgrade your TripAdvisor page

Add contact details, upload Special Offers, save on OTA costs and expand your database with a Business Listing.



Manage your reviews

Know what your customers are saying about you and post your reply.



Online marketing tools

Use our downloadable badges and widgets on your own website to display your TripAdvisor ratings and reviews, encourage customer reviews and create photo slideshows.



What TripAdvisor can do for you

We want to help you grow your business through TripAdvisor's 50 million unique monthly visitors. Learn how with our collection of videos, guides, webinars, and master classes, and follow our blog for the latest updates!



Get help with your questions

Can't solve your query? Use our FAQs. Our help center offers further guidance and direct links to support specialists.

Quick Links

- [Write a management response](#)
- [Update business details](#)
- [Add photos](#)
- [Encourage customer reviews](#)

Your property overview

BEST WESTERN The Cromwell on TripAdvisor

Total Reviews	457
Ranking	308/1069
Rating	

[View Dashboard](#)

Contact TripAdvisor

[Email us](#)

Your Description is important...



HOW TO SAY SUCCESS


APPLY NOW

GET A DECISION IN 60 SECONDS

AdChoices 



Queens Court

-  Bar/Lounge
-  Restaurant




-  Free Parking
-  Room Service

Number of rooms: 18

The Queens Court Hotel Exeter offers a warm welcome, attentive and relaxed service, and a proud reputation for serving exceptional restaurant food from a creative 'modern British' menu. Our restaurant is open to non-residents and offers a well known and highly regarded restaurant venue for contemporary dining. Standing apart from the larger chain hotels in Exeter, our hotel is privately owned and run with real focus on providing a customer centered, friendly service to all of our guests. The hotel enjoys a convenient central location to rival the very best hotels in Exeter. Located in a gracious period terrace set on a quiet and leafy square, the Queens Court Hotel and Olive Tree Restaurant in Exeter benefits from being just a 5 minute level walk to the city centre, easy walking distance from both main line Exeter railway stations and close to Exeter University campus.

This description is provided by the hotel.

Check Rates and Availability

Check In: 11/11/2011  Check Out: 11/13/2011  Adults: 2 

CHECK RATES!

- Expedia.com
- Hotels.com



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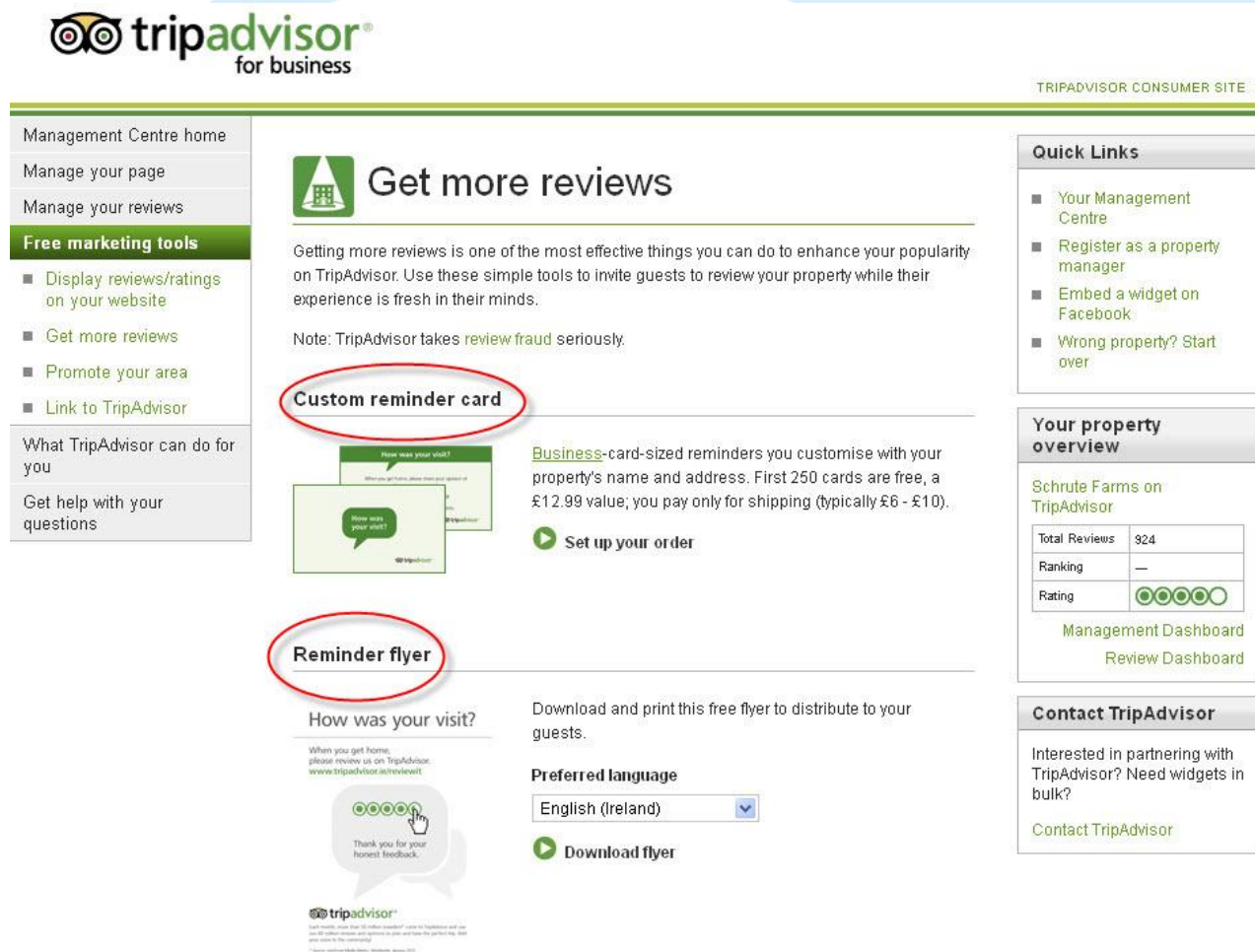
Newsletter Format HTML Text

Owners' products	Subscribed	Unsubscribed
Owner Update: The latest news and information for property owners and managers	<input checked="" type="radio"/>	<input type="radio"/>
TripAdvisor Review Report: Review reports for property owners and managers	<input checked="" type="radio"/>	<input type="radio"/>

Trip planning alerts	Subscribed	Unsubscribed									
TripWatch: Weekly deals, articles, and reviews for any destination you choose	<input checked="" type="radio"/>	<input type="radio"/>									
<div style="border-bottom: 1px solid #ccc; margin-bottom: 5px;"> Destinations you are watching Add </div> <div style="margin-bottom: 5px;"> London, England, United Kingdom Remove </div>											
Air Watch: Track prices on any air route you choose (up to 10 routes)	<input checked="" type="radio"/>	<input type="radio"/>									
<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid #ccc; padding: 2px 5px;">Watched routes</th> <th style="text-align: left; border-bottom: 1px solid #ccc; padding: 2px 5px;">Alert when</th> <th style="text-align: right; border-bottom: 1px solid #ccc; padding: 2px 5px;">Add</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px 5px;">Boston, MA (BOS) to London, GB (LON)</td> <td style="padding: 2px 5px;">price goes below \$700</td> <td style="text-align: right; padding: 2px 5px;">Edit Remove</td> </tr> <tr> <td style="padding: 2px 5px;">Boston, MA (BOS) to Phoenix, AZ (PHX)</td> <td style="padding: 2px 5px;">price goes below \$300</td> <td style="text-align: right; padding: 2px 5px;">Edit Remove</td> </tr> </tbody> </table>	Watched routes	Alert when	Add	Boston, MA (BOS) to London, GB (LON)	price goes below \$700	Edit Remove	Boston, MA (BOS) to Phoenix, AZ (PHX)	price goes below \$300	Edit Remove		
Watched routes	Alert when	Add									
Boston, MA (BOS) to London, GB (LON)	price goes below \$700	Edit Remove									
Boston, MA (BOS) to Phoenix, AZ (PHX)	price goes below \$300	Edit Remove									

Travel inspiration and deals	Subscribed	Unsubscribed
Member Update: Monthly updates on the latest TripAdvisor resources	<input type="radio"/>	<input checked="" type="radio"/>
Weekly Travel Deals	<input type="radio"/>	<input checked="" type="radio"/>
Special Updates & Free Giveaways: Find out about contests, giveaways and more	<input type="radio"/>	<input checked="" type="radio"/>
Vacation Rental Deals	<input type="radio"/>	<input checked="" type="radio"/>

Fliers and reminder cards for free!



tripadvisor® for business

TRIPADVISOR CONSUMER SITE »

- Management Centre home
- Manage your page
- Manage your reviews
- Free marketing tools**
 - Display reviews/ratings on your website
 - Get more reviews
 - Promote your area
 - Link to TripAdvisor
- What TripAdvisor can do for you
- Get help with your questions

Get more reviews

Getting more reviews is one of the most effective things you can do to enhance your popularity on TripAdvisor. Use these simple tools to invite guests to review your property while their experience is fresh in their minds.

Note: TripAdvisor takes [review fraud](#) seriously.

Custom reminder card

Business-card-sized reminders you customise with your property's name and address. First 250 cards are free, a £12.99 value; you pay only for shipping (typically £6 - £10).

▶ [Set up your order](#)

Reminder flyer

How was your visit?

When you get home, please review us on TripAdvisor www.tripadvisor.ie/reviewit

Thank you for your honest feedback.

▶ [Download flyer](#)

Quick Links

- Your Management Centre
- Register as a property manager
- Embed a widget on Facebook
- Wrong property? Start over

Your property overview

Schrute Farms on TripAdvisor

Total Reviews	324
Ranking	—
Rating	★★★★☆

[Management Dashboard](#)
[Review Dashboard](#)

Contact TripAdvisor

Interested in partnering with TripAdvisor? Need widgets in bulk?

[Contact TripAdvisor](#)

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How to encourage more reviews

- Download the fliers and reminder cards
- Use widgets to display and encourage reviews
- Encourage it through your email



Fáilte Ireland

National Tourism Development Authority

GOOGLE PLACES/LOCAL PLACES/MAPS


Register at www.google.com/places


- Google Places – Businesses can still add/upload items
- Users – Link reviews etc to your Google+ account for local search.

Explanation


- Google Places – Register your business add/upload
- Google Local – Google+, ability for users to see reviews, search for businesses, etc.
- Google Maps -

Google + Local


ian.cleary@raz




Home




Profile




Explore



Events



Photos





Local


More


Fire Restaurant


Mansion House Dawson Street Dublin 2, Co. Dublin




About Photos


 **Mansion House** Dawson Street Dublin 2, Co. Dublin
(01) 676 7200 · mansionhouse.ie


 Restaurant, Restaurants - Steakhouses · Today 5:00-10:00 p.m.


 From the owner: "Fire Restaurant located in the heart of Dublin, combines, great food, great service with a fabulous atmosphere and an amazing setting."

SCORE OVERALL **16** 54 reviews  Scoring guide

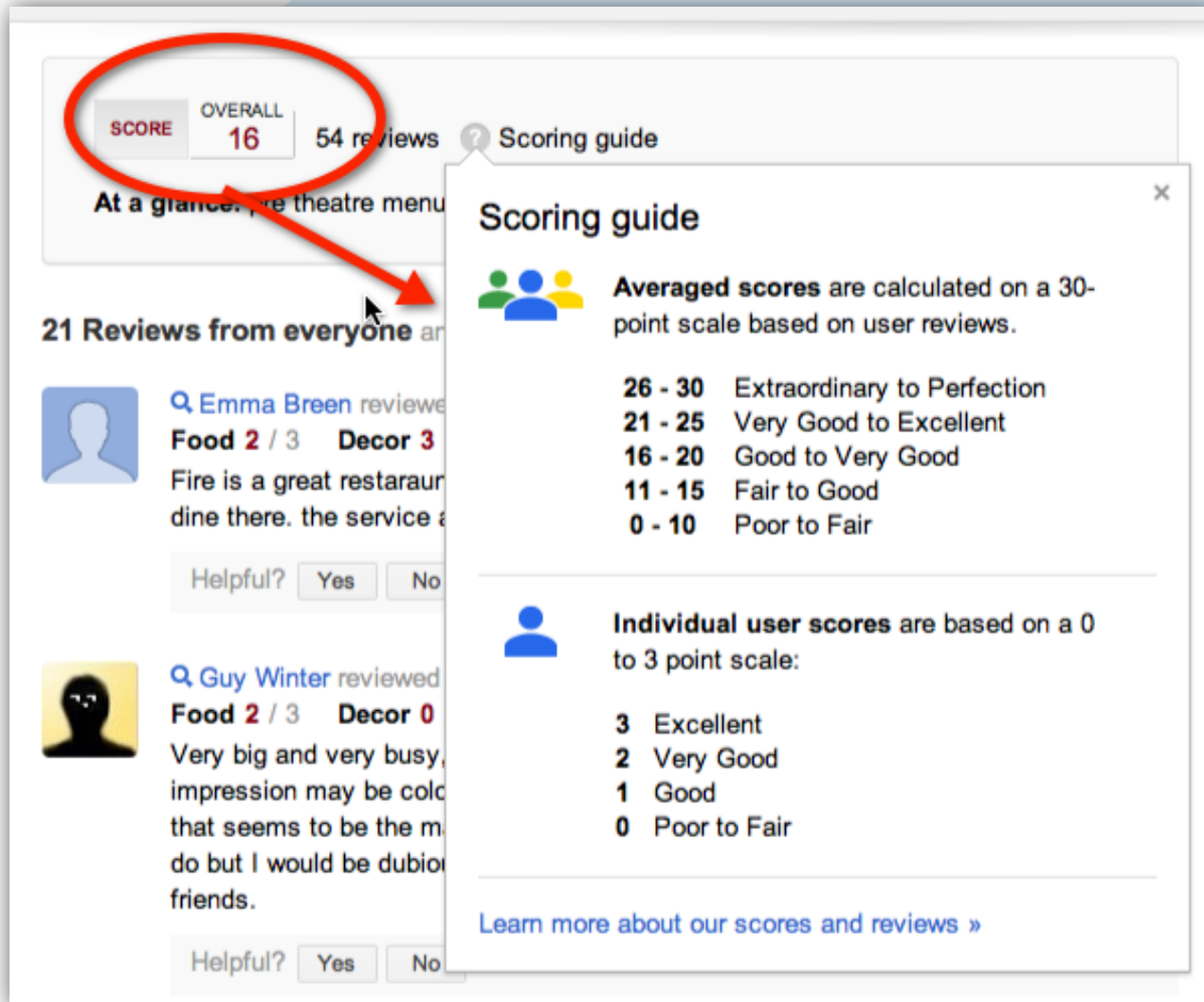
At a glance: pre theatre menu · hen



 **Dawson St.** (56 m NW)


 **Directions**

Google+ — Rating displayed



The screenshot shows a Google+ review interface. At the top, a red circle highlights the 'SCORE' section, which displays 'OVERALL 16' and '54 reviews'. A red arrow points from this score to a 'Scoring guide' popup window. The popup window contains the following information:

Scoring guide

 **Averaged scores** are calculated on a 30-point scale based on user reviews.

26 - 30	Extraordinary to Perfection
21 - 25	Very Good to Excellent
16 - 20	Good to Very Good
11 - 15	Fair to Good
0 - 10	Poor to Fair

Individual user scores are based on a 0 to 3 point scale:

3	Excellent
2	Very Good
1	Good
0	Poor to Fair

[Learn more about our scores and reviews »](#)

In the background, two reviews are visible. The first is by Emma Breen, who reviewed 'Food 2 / 3' and 'Decor 3'. The second is by Guy Winter, who reviewed 'Food 2 / 3' and 'Decor 0'. Both reviews include text and 'Helpful?' buttons with 'Yes' and 'No' options.

Google Maps

The screenshot shows the Google Maps interface. At the top, the search bar contains 'restaurant, dublin|'. Below the search bar are buttons for 'Get directions', 'My places', and a print icon. The left sidebar displays search results for 'restaurant, near Dublin'. The top result is an advertisement for 'Fire Restaurant Dawson St', followed by 'The Church Bar, Restaurant & Nightclub' and 'Chapter One'. The main map area shows a street view of Dublin with numerous red location markers. A scale bar at the bottom left indicates 500m and 2000ft.

Google

restaurant, dublin|

Get directions My places

restaurant, near Dublin

Ad - Why this ad?

Fire Restaurant Dawson St

A Short Stroll From Grafton Street
View Menus & Book Your Table Online
www.mansionhouse.ie/Fire.aspx
Dawson Street, The Mansion House, Dublin 2

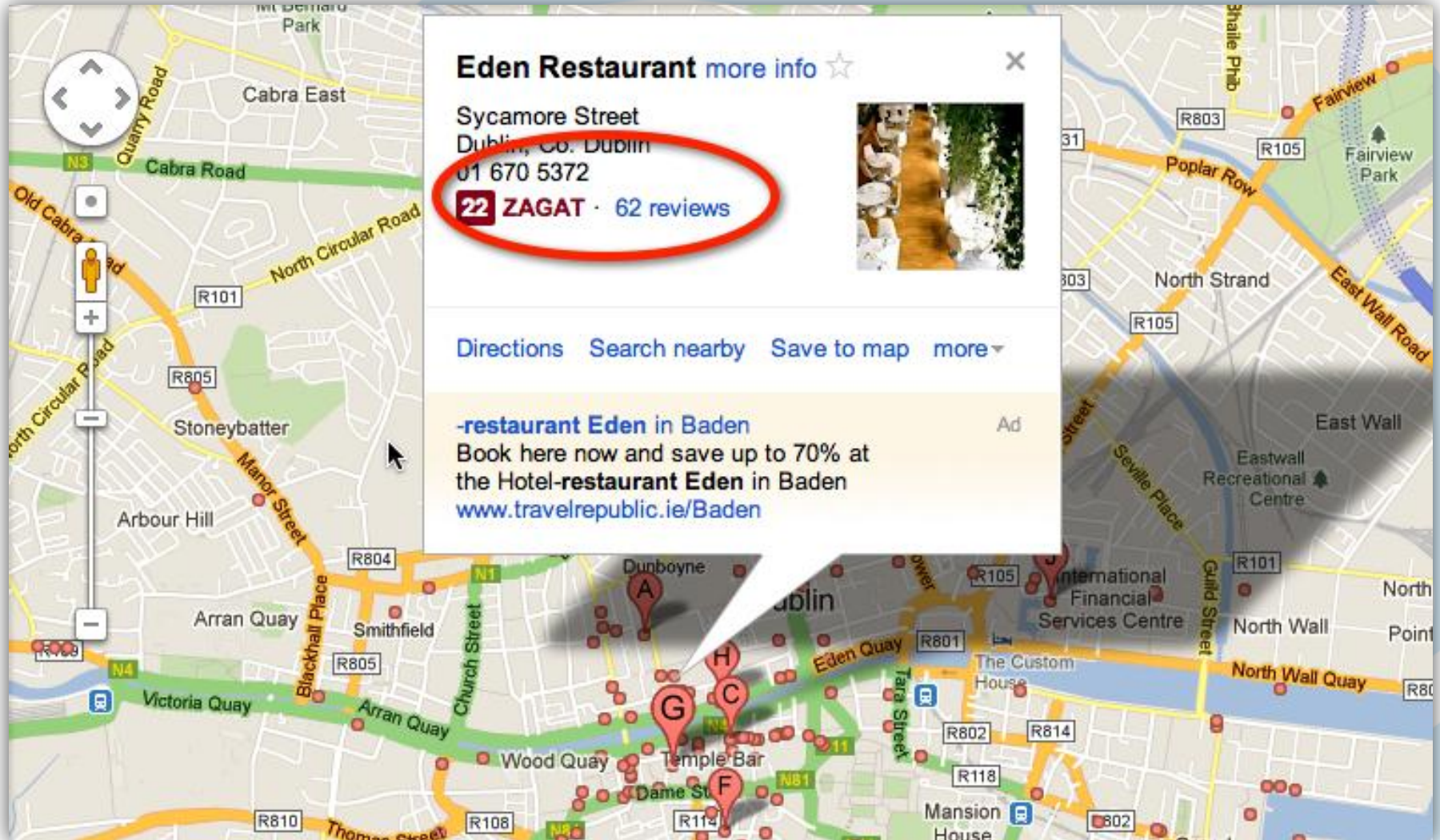
The Church Bar, Restaurant & Nightclub

Jervis Street/Mary Street, Dublin, Co. Dublin
(01) 828 0102 · thechurch.ie
17 178 reviews
outdoor seating · steak sandwich · brasserie · mash
"It looks like I'm in the minority on this one. Apart from it's admittedly ..." -

Chapter One

19 Parnell Square North, Dublin 1, Co. Dublin
(01) 873 2266
Category: Restaurant
23 ZAGAT · 51 reviews

Zagat Score..



The image shows a map of Dublin, Ireland, with a pop-up window for 'Eden Restaurant'. The pop-up window contains the following information:

- Eden Restaurant** more info ☆
- Sycamore Street
Dublin, Co. Dublin
- 01 670 5372
- 22 ZAGAT** · 62 reviews
- Directions Search nearby Save to map more ▾
- restaurant **Eden** in Baden Ad
- Book here now and save up to 70% at the Hotel-restaurant **Eden** in Baden
- www.travelrepublic.ie/Baden

The ZAGAT score of 22 and the number of reviews (62) are circled in red in the original image. The map shows various streets and landmarks in Dublin, including Cabra East, Stoneybatter, and Temple Bar.

What is Zagat Score?

- 30 point score
- Restaurant Rating
- Register at zagat.com and encourage people to vote
- Google takes the ratings, averages them, multiplies by 10 to get averaged score.

Tips for Google Places account

- Detailed description with relevant keywords
- Photos
- Videos
- Regular maintenance
- Encourage reviews!



Fáilte Ireland

National Tourism Development Authority

What have we covered...

A lot ...

- Digital Marketing Strategy
- Web Design
- Branding
- Attracting visitors to your website
- Creating content
- E-mail marketing
- Mobile marketing
- Facebook
- Trip Advisor
- Google Places

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Webinars: failteireland.ie/News-Features/News-Library/Web-Supports-now-available-Online.aspx
Online Resources: failteireland.ie/Market-Your-Business-With-Failte-Ireland.aspx
Courses Available: failteireland.ie/Business-Supports/Websupports/Events
Online Business Tools failteireland.ie/Develop-Your-Business/Business-Tools.aspx

For any other questions, contact the Business Supports team on **01-8847762**



Fáilte Ireland

National Tourism Development Authority

Fáilte Ireland

88-95 Amiens Street

Dublin 1

Ireland

Lo-Call: 1890 525 525

Courses Available

- Facebook for Business (Beginners & Advanced)
- Managing TripAdvisor and your Online Reputation
- Getting the Most out of Google Tools
- Finding and Converting your Website Visitors to Sales
- Create Engaging Content that Sells
- Using Email Marketing to Generate Business
- Managing the Relationship with OTAs
- Web Gain (website review and workshop)
- Gaining Business Online (3 day programme)
- Using Mobile Technology to grow Your Business
- Building and Effective Digital Marketing Strategy
- Social & Search Engine Optimisation (SEO)