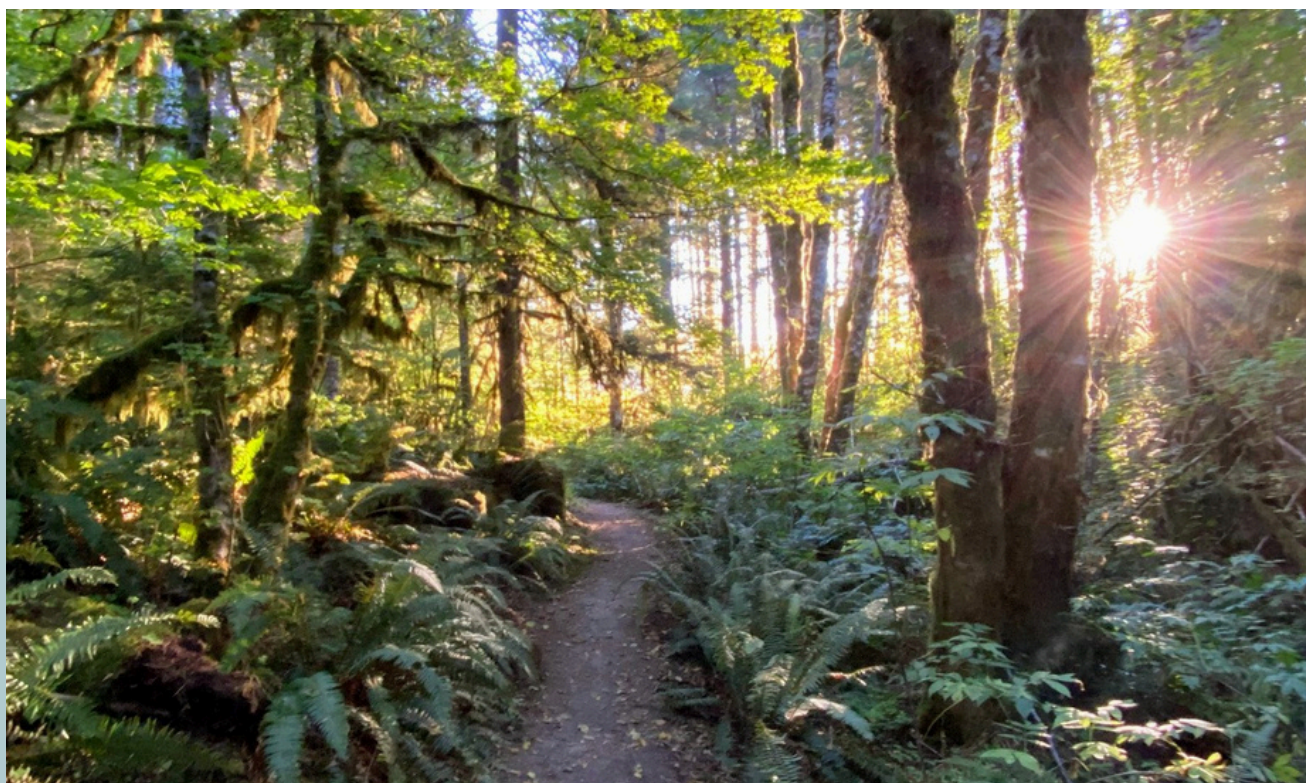




SIMPLE SOCIAL MEDIA FOR LODGING: YOUR STEP-BY-STEP GUIDE

Tillamook Coast Lodging Partners



Welcome!

This guide is your printable companion to the Facebook and Instagram training video created specifically for lodging businesses on the Tillamook Coast.

Whether you're new to social media, or just need a reset, this will walk you through the basics with quick wins and easy strategies that will drive direct bookings to your business.

SECTION #1

Why Social Media?

Social media is often the first impression potential guests get of your business. People look at Instagram and Facebook to see what they can expect.

An active, welcoming, and up-to-date social presence:

- Answers questions before they're asked
- Encourages direct bookings
- Sets you apart from the competition

You don't need thousands of followers. **You need trust.**

Quick Start Checklist

Want to make fast progress? Start here:

1. Update your Instagram and Facebook bio

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2. Add a clear, recognizable profile photo

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3. Post one new photo this week with a helpful caption

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4. Update Facebook cover photo / pin an Instagram post

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5. Schedule your next post in Meta Business Suite

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6. Respond to new messages within 24 hours

☐

SECTION #2




Optimize Your Profile

Your bio is your first introduction to people who find you on social media. Make it feel warm, welcoming and helpful.

Profile Bio

Share what you offer, your location, and what they should do next.

Example:

Cozy waterfront cabins 
 Netarts Bay, OR
Plan your escape—book
direct and save 

Profile Photo

Your profile photo shows up every time you post. It is your most visible content on social media.

Use your logo or a recognizable photo that is easy to see and/or read as a small circle.

Cover Photo

This is the big banner at the top of your profile; think of it as a mini billboard to showcase your best signature photos.

Use your best wide photo to fit the aspect ratio, and update it seasonally.

Pinned Post(s)

Choose your favorite past posts to “pin” to the top of your profile.

Pinned posts can answer FAQs, be successful posts that people loved, or share seasonal offers or an upcoming event.

SECTION #3

What To Post

Content pillars are the key messages of your business. These are categories of content that you can rotate through to keep your feed fresh and relevant.

	Suggested Pillars	Post Ideas
Pillar #1	Point of View Experience <i>Create posts that help potential guests picture themselves there.</i>	Video of sunset from your deck OR Person relaxing with coffee on the porch
Pillar #2	Rooms & Amenities <i>Showcase your room types, amenities, seasonal perks and accessibility.</i>	Quick room tour video OR a mini gallery of room setup
Pillar #3	Local Experiences <i>Become a guide. Share your favorite local shops, hikes, and events.</i>	Directions to a scenic hiking spot nearby OR highlight a weekend event
Pillar #4	Guest Experiences <i>Social proof is powerful. Share guests' posts, testimonials, and stories.</i>	Share a guest photo OR a screenshot of a glowing review with your reply
Pillar #5	Answer FAQs <i>Turn the questions you get all the time into posts with friendly captions.</i>	Dog-friendly photo OR someone working on the patio to show off WiFi

SECTION #4

Manage Social Media

Meta Business Suite is a free tool that helps you manage Facebook and Instagram all in one place.

Go to **business.facebook.com** or download the mobile app.

How to Create a Post

1. Go to Planner
2. Click “Create Post”
3. Add your photo or video
4. Write a simple caption
5. Choose where to post
(Facebook or Instagram)
6. Hit “Publish”

How to Schedule a Post

1. Go to Planner
2. Click “Create Post”
3. Add your photo or video
4. Write a simple caption
5. Choose where to post
(Facebook or Instagram)
6. Select a date and time,
then hit “Schedule”

How to Engage

1. Go to Inbox
 2. See all your Facebook +
Instagram messages and
comments in one place
 3. Reply, react, or mark as
“Done”
- Fast replies = more trust and
more bookings.

How to See What Works

1. Go to Insights
2. See what posts got the
most reach, likes, reactions
and comments
3. Look for patterns—post
more of what people like
the most!


SECTION #5

How To Save Time

Running a lodging business is already a full-time job. Here's how to manage social media part-time, without burning out:


Set a Plan

Sit down monthly to plan content around holidays, events, specials, or business updates. Use content pillars to brainstorm ideas. Schedule time to gather photos or video if needed.




One Photo, Multiple Uses

One good photo can be a Facebook post, Instagram story, a Reel cover, and more. Repetition is okay—most people won't see it all the first time. Spread out those uses so your content goes further.




Batch When You Can

Set aside one quiet hour to:
Upload a few photos, write a few simple captions, and schedule your posts in Meta Business Suite.



Use What You Already Have

Check your camera roll for:
Room or amenity shots, staff or guest moments, and favorite views or past seasonal decor.



Don't Overthink It

Simple posts often perform best. Try a clean room with "Ready for your arrival" **OR** a note from a guest: "We loved our stay!" **OR** a small detail that shows your space's charm.

SECTION #6

Increase Direct Bookings

You don't want people to just like your posts. You want them to book a stay—with you, directly, without giving a big cut to a booking site.

1. **Make Booking Easy:**

Double-check your booking link and make sure it's easy for people to book directly.

- Add a "Book Now" or "Call Now" button on Facebook
- Use your website or booking link in your Instagram bio

2. **Use Creative Calls-To-Action in Your Captions:**

Tell people exactly what you want them to do after they see your post. They'll be much more likely to do that thing.

- "Want this view next weekend? Tap the link in bio."
- "Just had a cancellation for Saturday—DM us to grab it!"

3. **Be Quick To Reply:**

Direct bookings often start in your messages. When people ask you questions about your lodging, reply quickly and warmly.

- You don't need to be a salesperson—you just need to be helpful.
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BONUS

Sample Post Calendar

If you're posting 1–2 times per week, you'll stay visible and build trust. Here's a sample month of content based on the ideas from this guide:

Week 1

Post 1 – Cozy room photo with a caption like: “Ready for your weekend escape?”

Post 2 – Highlight a guest review or quote (try putting the text over a scenic image)

Week 2

Post 1 – Local recommendation (like a favorite coffee shop or nearby hike)

Post 2 – Post answering a common FAQ (like pet policy or check-in time)

Week 3

Post 1 – Behind-the-scenes photo (prepping rooms, new welcome baskets, etc.)

Post 2 – A video or carousel showing off amenities

Week 4

Post 1 – Seasonal post with light urgency (e.g. “Spring weekends are filling fast!”)

Post 2 – Re-share a guest photo or a post they tagged you in (with permission!)

Tip: You can schedule all 8 posts at once using Meta Business Suite to save time and stay consistent.



Keep It Simple

You don't have to become a full-time content creator. With just a handful of intentional posts each month, you can:

- Stay top-of-mind with potential guests
- Build trust with returning visitors
- Encourage more direct bookings

Start with what you can manage. Use the tools. Show off what makes your property special. And remember—you don't need to do it all. Just start somewhere, and build from there.

The Tillamook Coast is a beautiful place to stay. When people can see it through your posts, they'll want to experience it with you.
