

Boutique Hotel Social Media Strategy (1-Year Plan)

Overview

This document provides a structured 1-year social media plan for a boutique hotel. It focuses on consistency, brand positioning, and revenue-driven content.

Content Pillars

- Property Showcase (40%) – Rooms, environment, ambience
- Value & Education (20%) – Tips and insights
- Social Proof (15%) – Reviews and testimonials
- Experience Content (15%) – Guest experience
- Sales Content (10%) – Offers and promotions

Weekly Posting Schedule

Day	Content Type
Monday	Room Showcase
Tuesday	Educational Content
Wednesday	Behind the Scenes
Thursday	Testimonials
Friday	Experience Content
Saturday	Promotions
Sunday	Branding / Relaxation Post

Monthly Themes

- January – New Year, New Stay
- February – Love & Couples
- March – Business Travelers
- April – Easter Getaways
- May – Relax & Recharge
- June – Mid-Year Escape

- July – Luxury Experience
- August – Staycation
- September – Work & Travel
- October – Premium Comfort
- November – Holiday Prep
- December – Festive Bookings

Content Ideas

- What ■50,000 gets you
- Room transformation
- Morning vs Night ambience
- Customer reviews
- Available rooms today
- Weekend offers
- Cleaning process
- Why choose boutique hotels

Execution Strategy

Create content once weekly (10–15 videos/photos) and distribute across the week.

Batch approval: Send weekly plan to owner before posting.

Post daily reels and stories with location tags.