

# Practical Social Media Checklist for Hostels

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## 1. *Display traveller recommendations about your destination on your website for free*

- Visit [www.bugbitten.com/recommendations](http://www.bugbitten.com/recommendations)
- Select 'Display' and follow the instructions on the next page
- Copy code and paste it into the desired page on your website



## 2. *Capture recommendations from your guests about your destination*

- Visit [www.bugbitten.com/recommendations](http://www.bugbitten.com/recommendations)
- Select 'Capture' and follow the instructions on the next page
- Copy code and paste it into the desired page on your website
- Add a link on your Internet PC's to this page for guests to click on

## 3. *Create a Facebook Group*

- Visit [www.facebook.com](http://www.facebook.com) and create an account (if you don't have one yet)
- Login to your account and click on 'Groups' in left menu
- Click 'Create a New Group' in top right corner
- Fill in details and submit
- Place a link on your website to the group and a link on your internet PC's for guests to click on

## 4. *Create a Google Alert*

- Visit [www.google.com/alerts](http://www.google.com/alerts)
- Fill in the form in the top right corner using your hostel name as the search term
- Select preferences and enter your email address and click 'Create Alert'
- Wait for emails from Google notifying you about anything posted to the web about your business!

## 5. *Setup a webcam and have guests leave short video messages which you upload to Youtube (advanced tip)*

- Connect a webcam to a PC (possibly at your check-in desk) and randomly ask your guests to leave a short video about their stay with you
- Visit [www.youtube.com](http://www.youtube.com) and create an account, then upload the videos
- Put a link from your website to your Youtube profile page