



Engaging the Media on Twitter

PR News Media Relations Conference

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93 Year History in One Minute



1919

Conrad Hilton purchases his first hotel, The Mobley, in Cisco, Texas.



1943

Hilton becomes the first coast-to-coast hotel chain in the United States.



1949

Conrad Hilton buys "the greatest of them all," The Waldorf-Astoria in New York.



1953

The first Hilton opens in Europe: The Castellana Hilton in Madrid.

1954
Hilton consummates the largest transaction with \$1.5 million. The Star for \$10 million.



1959

The first Hilton opens in Africa: The Nile Hilton in Cairo.

1966

Conrad's son, Barron Hilton, becomes president of Hilton Hotels Corporation.

1967

TWA acquires Hilton.

1970

Hilton becomes NYSE-listed company. Enter the domestic business with the opening of the Las Vegas the Flamingo Hilton.

1982

1996

1999

2006

2009

2011



1925

Conrad Hilton builds the first hotel to carry the "Hilton" name: "The Hilton," in Dallas.

1946

Hilton Hotels Corporation forms and is listed on the New York Stock Exchange (NYSE: HLT).



A L

Creating a Footprint

1. Making the case
2. Define Audience/
Determine Channels
3. Process & Implementation
4. Involving Stakeholders
5. Regularly Reporting
6. Measuring Results



VISION: To fill the earth with the light and warmth of hospitality



- **Engage** target audiences already communicating in this space
- **Optimize** search engine traffic to expand the reach of key messages
- **Differentiate** Hilton Worldwide from competitors
- **Hedge** negative publicity by building community during peacetime to leverage during crisis
- **Provide** a transparent look at the “inside” of the company
- **Position** Hilton Worldwide’s team members as preeminent global hospitality thought leaders
- **Support** Hilton Worldwide’s growth efforts by showcasing the proven value of its brands
- **Highlight** existing partnerships to augment impact & attract new partnerships
- **Build** awareness for corporate responsibility successes

Company Mission

To be the preeminent global hospitality company – the first choice of guests, team members and owners alike.

Goal

Communicate the value of Hilton Worldwide to key audiences and provide a platform for two-way communication with the company.

Target Audiences

Industry Media

Hotel Management Companies

Hotel Owners

Current/Future Stakeholders

Team Members

Prospective Team Members

Operational Niches (F&B, Spa, Fitness)

Industry Enthusiasts

B2B Sales (Strategic Accounts)

Conference & Meeting Planners

Regulators

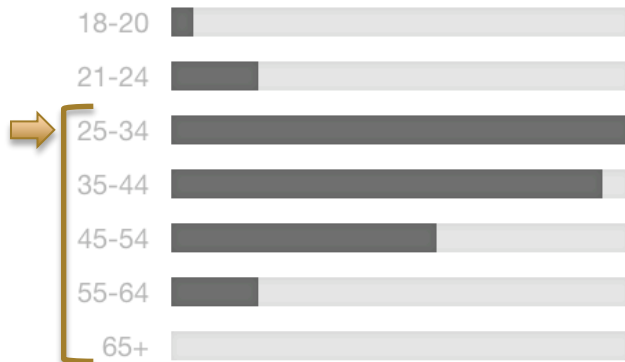
Government Officials

Strategic Partners

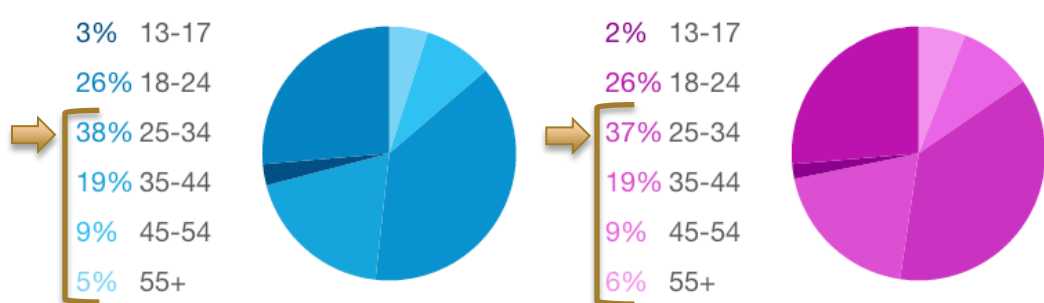
Non-Profit Organizations

- Hilton Worldwide channels launched in **August 2011** – brands active for years
- Channels reflect the **global** nature of the company – **24/7/365**
- Zero **paid** engagement
- Networks are **rapidly evolving** and tactics **change constantly**
- The audience is much broader than “just kids”

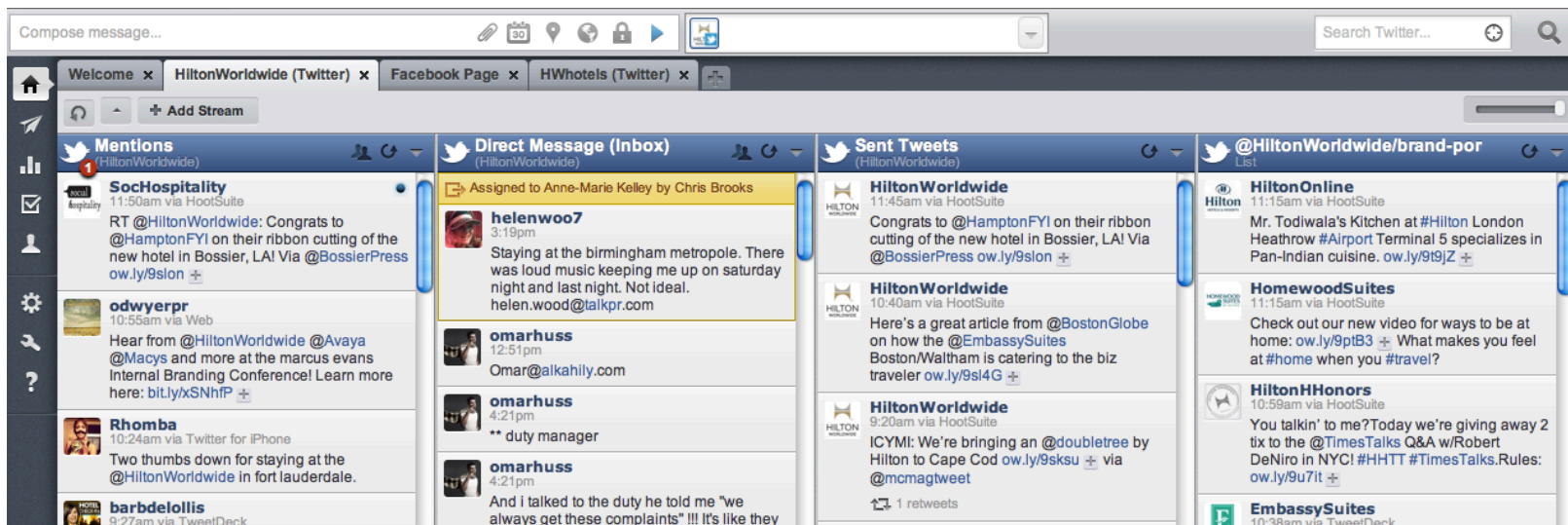
TWITTER FOLLOWERS



FACEBOOK IMPRESSIONS DEMOGRAPHICS



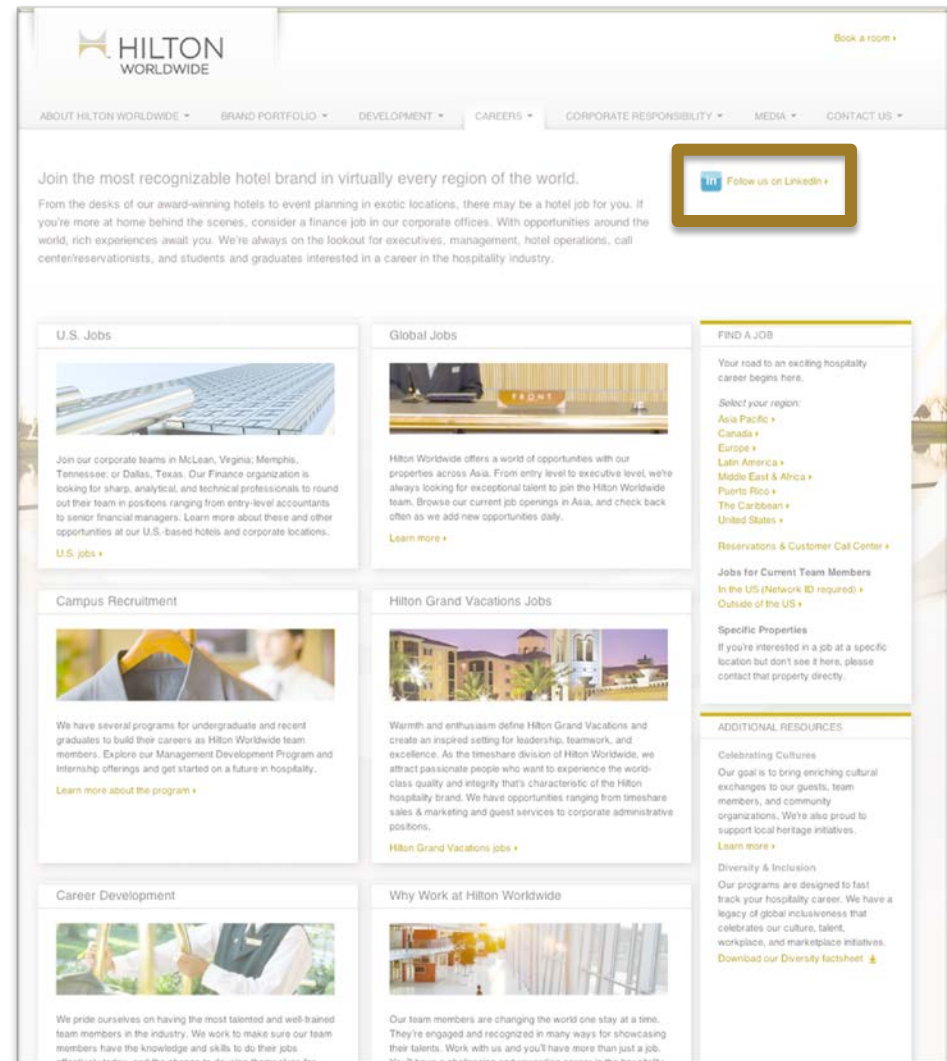
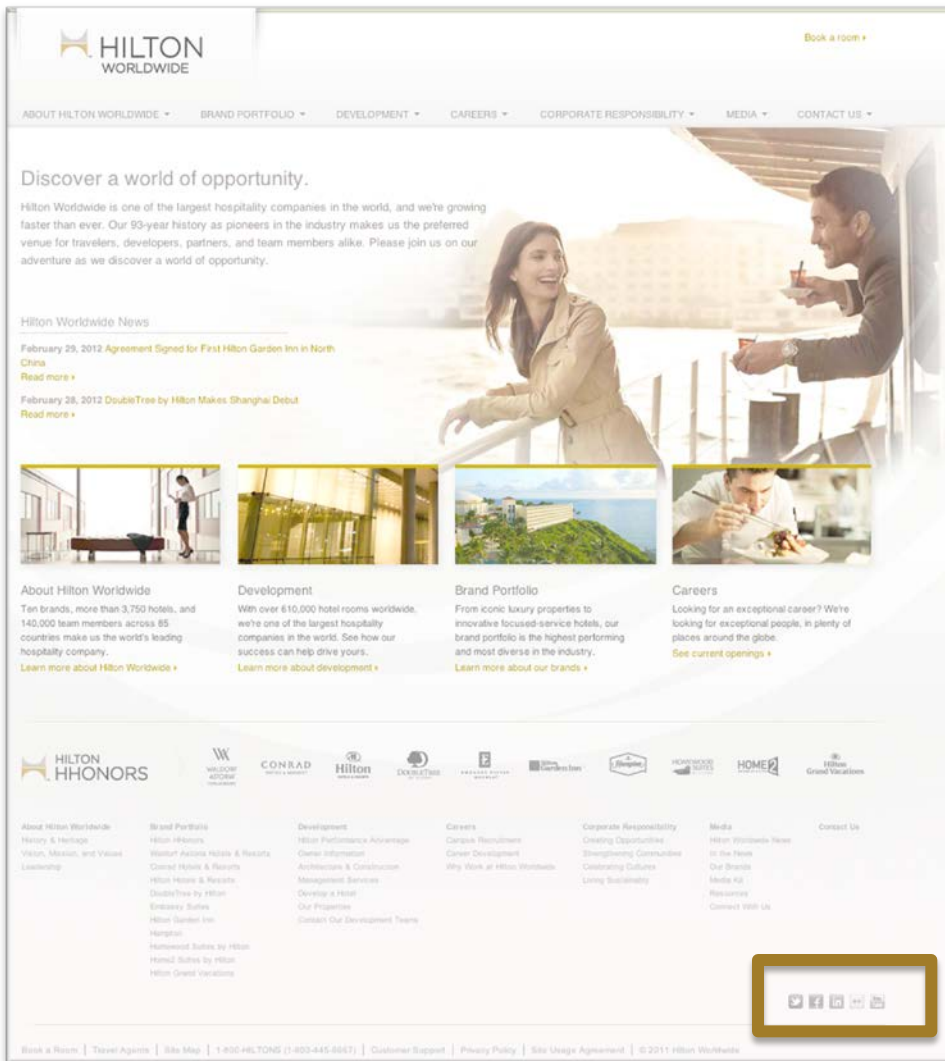
- Direct integration with **guest assistance** to manage guest issues
- **Social media policy** integrated w/ communications policy – “**How TO**” not “**Dos & DON'Ts**”
>How to protect yourself & the company when communicating online.
- **Listen** first – daily online monitoring integrated into media clips
- Maintain **consistent** look & feel, voice and channel names (HiltonWorldwide)
- Mission control is **hiltonworldwide.com**



The screenshot displays a social media monitoring interface for Hilton Worldwide. It features a top navigation bar with tabs for 'Welcome', 'HiltonWorldwide (Twitter)', 'Facebook Page', and 'HWhotels (Twitter)'. Below the navigation bar, there are four main columns of content:

- Mentions:** A list of tweets mentioning Hilton Worldwide, including one from SocHospitality and another from odwyerpr.
- Direct Message (Inbox):** A list of incoming messages, including one from helenwoo7 and two from omarhuss.
- Sent Tweets:** A list of tweets sent by Hilton Worldwide, including one from HiltonWorldwide and another from HiltonWorldwide.
- @HiltonWorldwide/brand-por:** A list of brand pages, including HiltonOnline, HomewoodSuites, HiltonHHonors, and EmbassySuites.

Integration Across Owned Channels: *Corporate Website*



□ Permanent links in the website footer

□ Network specific links for content pages

Integration Across Owned Channels: *Media Center*

□ Embedded sharing

□ Embedded media

□ Channel cross promotion

Integration Across Owned Channels: *Press Release*

Europe News

Hilton Worldwide | Food & Beverage | Corporate Homepage

Hilton Worldwide Crowns Competition Winners At Food and Beverage Masters Grand Final

November 22, 2011 | This information originated in U.K. English.



RELATED CONTENT

Articles

Final Preparations Under Way For Hilton Worldwide's European Food and Beverage Masters 2011

Hilton Worldwide Launches First Ever Middle East & Africa Culinary Challenge

Links

Video: Hilton Worldwide Europe F&B Masters Competition 2011

BERLIN & MCLEAN, Va. - Hilton Worldwide has today announced the winners of its Europe Food & Beverage (F&B) Masters 2011. Following two days of intense judging in Berlin, the competition came to an exciting climax in each of the four disciplines: the Culinary Cup, Pastry Cup, Bar Cup and Service Cup. Friendly rivalry prevailed during the competition as the 50 finalists, shortlisted from over 200 entries from across Hilton Worldwide's European portfolio of hotels, prepared and presented to prove they are the best in the region.

Global/Corporate News

Hilton Worldwide | Wellness | Corporate Homepage

Ten Tips To Maintain a Healthy Lifestyle on the Road

Advice and Live Q&A from Hilton Worldwide's Head of Fitness

February 21, 2012 | This information originated in American English.



RELATED CONTENT

Articles

The Coffee Bean & Tea Leaf® to Open First Location in Washington, D.C. at Washington Hilton

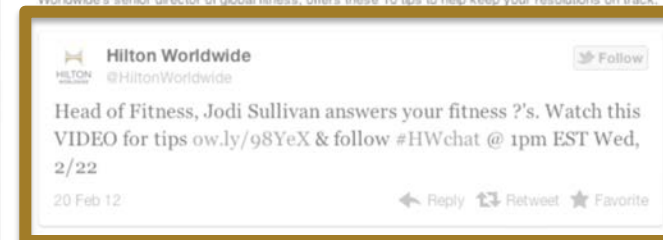
eforea: spa at Hilton Launches to Franchise Hotel Owners

Hilton Worldwide Signs Fourth Hilton Hotels & Resorts Property in Riyadh

Videos

Tips to stay fit on the road

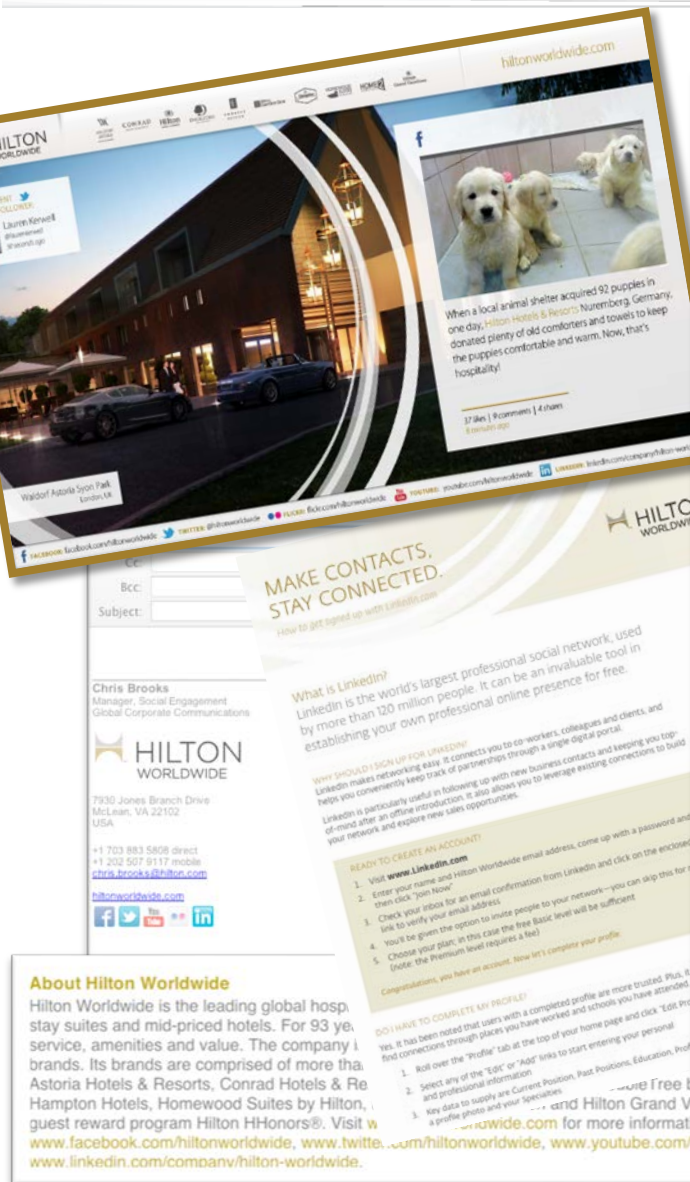
MCLEAN, Va. - Don't let traveling be your excuse to let your New Year's resolutions falter as the year goes on. Jodi Sullivan, Hilton Worldwide's senior director of global fitness, offers these 10 tips to help keep your resolutions on track.



- **Plan in advance.** Schedule your workout like a business meeting. Determine the day and time you plan to visit the gym and log it into your itinerary. Keep in mind the majority of our fitness centers offer 24-hour access.
- **Get up and stretch on flights.** Take a few minutes every hour or so to stretch and improve circulation while combating fatigue.
- **Break your routine.** Try new activities. Repeating the same workout every day can become mundane and methodical. If the treadmill is your staple, go for the elliptical. Our state-of-the-art fitness centers have everything you need to mix it up.
- **Be conscious of your caloric intake.** It can be challenging to maintain healthy eating habits on the road. Incorporate plenty of fresh fruit and vegetables into your meals and try to avoid high calorie, high fat food.
- **Pack your sneakers first.** Packing your workout gear first will ensure it makes it into your bag. Consider packing lightweight workout clothes to help reduce the overall weight of your luggage.
- **Walk during meeting breaks.** Make good use of the time in between meetings by walking while returning phone messages.
- **Stay hydrated.** Traveling can dehydrate our systems. Drink six to eight glasses of water a day to flush toxins and remain alert.
- **Get a good night's sleep.** Try to keep your waking and sleeping hours as close to your regular schedule as possible. Sleep is as important as exercise and eating healthy. Make sure you recharge your battery by getting at least six to eight hours of sleep.

- Embedded Flickr album
- Embedded YouTube video
- Embedded Tweet

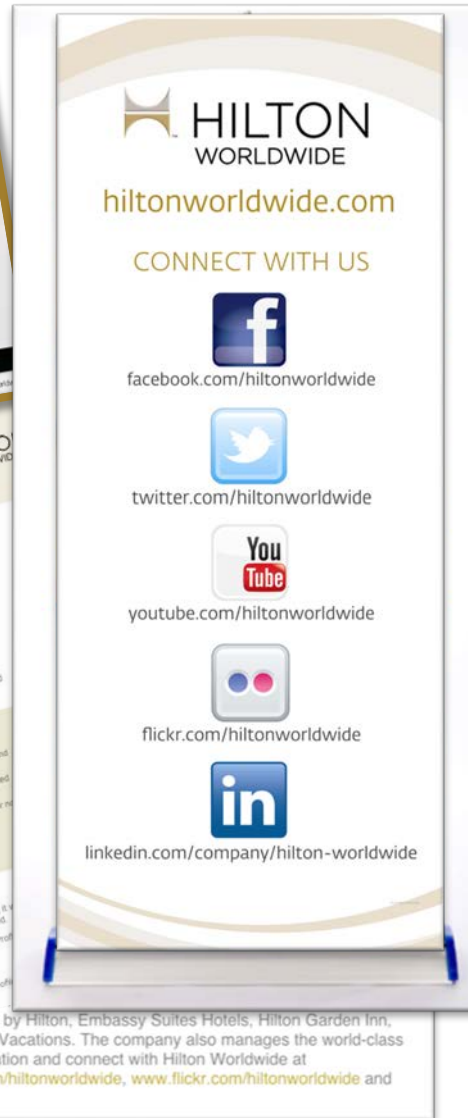
Driving Awareness Internally & Externally



Facebook Post: When a local animal shelter acquired 92 puppies in one day, Hilton Hotels & Resorts Nuremberg, Germany, donated plenty of old comforters and towels to keep the puppies comfortable and warm. Now, that's hospitality!

LinkedIn Article: What is LinkedIn? LinkedIn is the world's largest professional social network, used by more than 120 million people. It can be an invaluable tool in establishing your own professional online presence for free.

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**HILTON
WORLDWIDE**
hiltonworldwide.com

CONNECT WITH US

f
facebook.com/hiltonworldwide

t
twitter.com/hiltonworldwide

YouTube
youtube.com/hiltonworldwide

flickr
flickr.com/hiltonworldwide

in
linkedin.com/company/hilton-worldwide

- Executive communication
- Email signatures
- Printed collateral
- Digital productions
- Interactive video displays
- Promotional materials
- Media boilerplate
- New Hire Information
- How To Guides for Departments



HILTON WORLDWIDE

Tweets | **Following** | **Followers** | **Favorites** | **Lists**

Hilton Worldwide **@HiltonWorldwide** **FOLLOWS YOU**

Official account for Hilton Worldwide, a leading global hospitality company. Filling the earth with the light and warmth of hospitality since 1919.

McLean, VA · <http://news.HiltonWorldwide.com>

7,652 TWEETS | 1,997 FOLLOWING | 15,882 FOLLOWERS

Following

Tweets All / No replies

Hilton Worldwide **@HiltonWorldwide** 30m
 VIDEO: **@HiltonWorldwide** Joins **@FamilyGateway** for Global Wk of Service ow.ly/fpgNb **#TravelwPurpose**
 View media

Hilton Worldwide **@HiltonWorldwide** 1h
 Getting Paid To Travel? Here are 8 Travel Careers You Can Begin

10 – 20 posts/day

Relevant to time and place

Mixture of engagement & “static” content

Real-time conversations #HWchat



#HWchat

Regular Twitter conversations with Hilton Worldwide insiders. Follow @HiltonWorldwide and join the conversation using #HWchat.



RANDY GAINES

VP ENGINEERING OPERATIONS, AMERICAS

Thursday
9/27
2-3 pm ET

- Create a Twitter List

Travel Media
A public list by Hilton Worldwide

Top Travel Media

94 MEMBERS 2 SUBSCRIBERS

Subscribe

Tweets >

List members >

List subscribers >

Recently added members · View all

- Mary Jane Credeur @MaryJane... Follow
- Andrea Petersen @andreaapeter... Follow
- Maxton Walker @maxtonwalker Follow
- masadasiegel @masadasiegel Follow

List members

- Mary Jane Credeur @MaryJaneCredeur
Airlines reporter at Bloomberg News
- Andrea Petersen @andreaapetersen
I'm a Wall Street Journal reporter covering travel, health, parenting and other random things I find interesting. I bake pies, too.
- Maxton Walker @maxtonwalker
Subeditor, occasional blogger; very occasional writer; extremely occasional tweeter
- masadasiegel @masadasiegel
Reporter for Newsweek, New York Times, San Francisco Chronicle, CBSnews.com, Jerusalem Post, Toronto Star....Writes Travel and Fun - as much as possible
- Dave Orrick @OutdoorsNow
Outdoors editor for the Pioneer Press, fishing, hiking, paddling, hunting, skiing and romping across the region while staying on top of outdoors news.
- Jill Schensul @jschensul
Lowell Thomas Travel Journalist of the Year, The Record (NJ). Travel's my life & best way I know toward a kinder world for all who live upon it.

Quick Tips for Engaging Media on Twitter

• Mention journalists and publications in Tweets

Hilton Worldwide @HiltonWorldwide

Pets with celeb status: [@FoxNewsTravel](#) talks pet-friendly travel, incl. [@HiltonHotels](#) Pet Friendly program [ow.ly/fhHjD](#)

Hilton Worldwide @HiltonWorldwide

.[@barbdelollis](#) profiled how [@Hampton](#) [@HomewoodSuites](#) Silver Spring MD prepared for [#HurricaneSandy](#) [ow.ly/eYRX4n](#)

Hilton Worldwide @HiltonWorldwide

[#TT](#): Smart TVs, Lamborghini hotels among 5 top travel trends in the next 5 years: [ow.ly/faGzv](#) via [@tnooz](#)

Hilton Worldwide @HiltonWorldwide

UK travel industry growing as economy comes out of recession: [ow.ly/faxVH](#) via [@travelnewsuk](#)

• Journalists will mention you back

Sustainable Brands @SustainBrands

Hilton Institutes Mattress Recycling - [@Bart_King](#) | [ow.ly/f3IZM](#) [#hospitality](#) [@HiltonHotels](#) [@HiltonWorldwide](#) [#LightStay](#) [#CSR](#) [#hotel](#)

Hotel Business @hotel_business

95% of young chefs who have graduated from the [@HiltonWorldwide](#) Apprenticeship Academy have found jobs in hospitality. [hotel-magazine.co.uk/95-of-hilton-a...](#)

barbara delollis @barbdelollis

My [@usatoday](#) piece re [#StatenIsland](#) [@HiltonWorldwide](#) hotel that refuses to oust [#Sandy](#) victims for [#marathon](#) runners: [usat.ly/QZvOAJ](#)

Lodging Magazine @LodgingMagazine

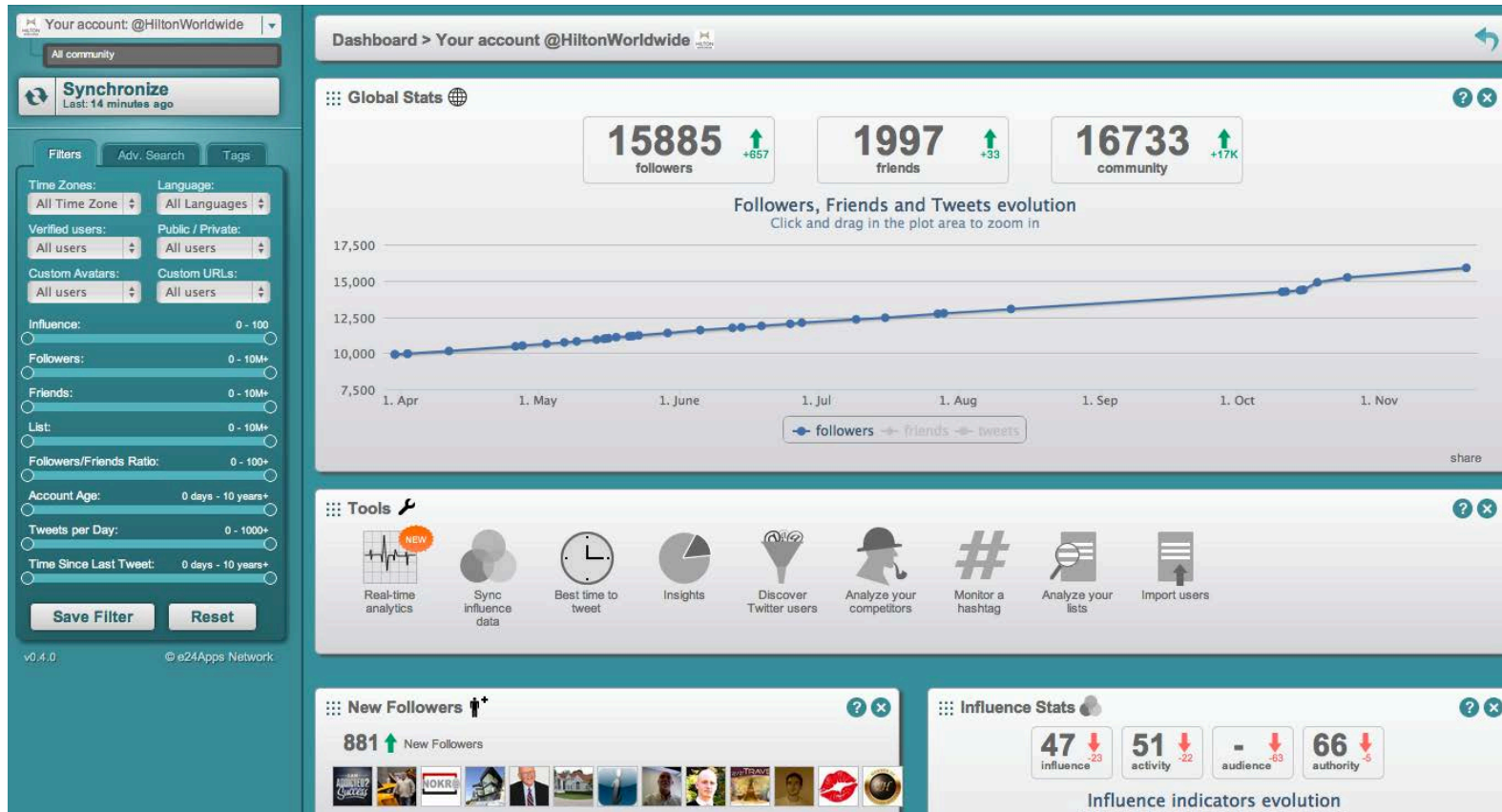
Hilton Cartagena Completes Multimillion Dollar Rooms Renovation Project: [tinyurl.com/ab5kjby](#) [@HiltonWorldwide](#)

gh Green Hotelier @Green_Hotelier

Great new mattress recycling scheme [@hiltonworldwide](#) [@sertamattress](#) - great example of the many uses of unwanted goods! [ow.ly/eXPBq](#)

hospitality News @hospitalityN

Via [@BTN_News](#): [@HiltonWorldwide](#) announces signing of Istanbul's largest hotel & conference center [ow.ly/2t1u4m](#)



- Manage Your Twitter Community
- Best Time to Tweet
- Track Growth – followers/unfollowers
- Find, Filter & Sort

- Import Lists
- Geographic Breakdown
- Audience Insights
- Real-time analytics
- Free & Paid Options





MUCK RACK

- Google alert for journalists on Twitter
- See what journalists are saying about any topic
- As it happens or daily alerts
- Free & Paid Accounts

Hot off the press

<http://muckrack.com/>
Hey Chris,

We've found **2 matches for "Hilton Worldwide"**

Here's your free Muck Rack once-a-day alert. For as-it-happens alerts and more ways to find journalists, sign up for [Muck Rack Pro](#).

 [Marilyn Terrell](#), Chief Researcher, Writer for Intelligent Travel Blog tweeted...

RT [@HiltonWorldwide](#): PHOTO: A team member paints Dewey Elementary in [#Chicago](#) during Global Wk of Service <http://t.co/kqH1mQPa#TravelWP> ...

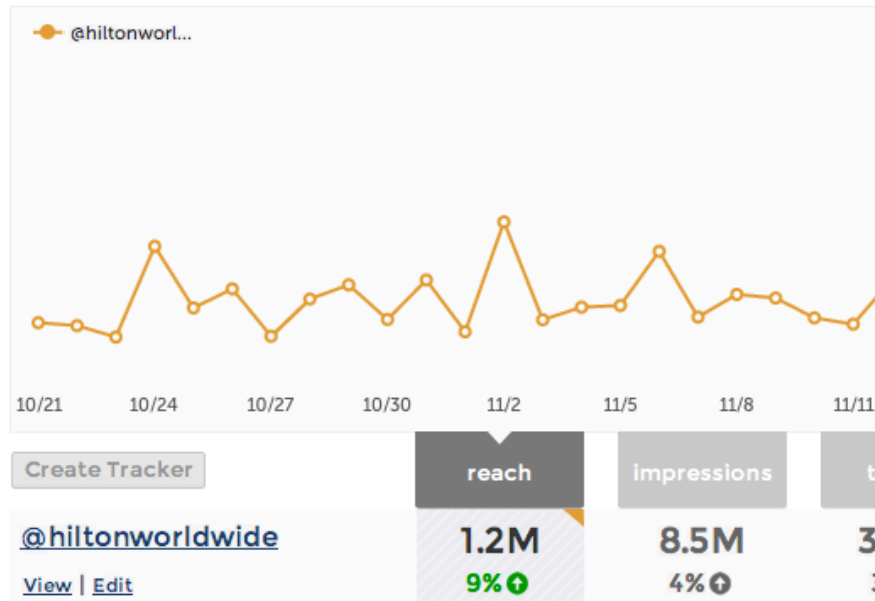
[Forward](#) | [Tweet](#) | [View on Twitter](#) | [Reply](#)
November 14, 2012 at 7:32 a.m. EST

 [Angie Goff](#), Weekend Anchor from [NBC Washington, D.C.](#) tweeted...

Get your EZ Pass people! RT [@InsideNoVA](#): The 495 Express Lanes are set to open Saturday: <http://t.co/B4ktzoLM>

New Beltway lanes seek to break gridlock in DC - INSIDENOVA.COM: News: headlines,
other than avoiding traffic. For instance, the Express Lanes provide better access points to Tysons Corner — a burgeoning commercial hub that is home to corporations including Gannett, [Hilton Worldwide](#)

[Forward](#) | [Tweet](#) | [View on Twitter](#) | [Reply](#)
November 13, 2012 at 2:23 p.m. EST



tweetreach

How far did your tweet travel?

• Free & Paid Options

• Nice, easy reports

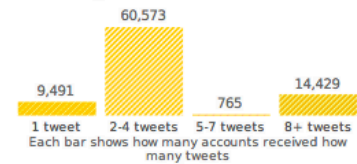
TweetReach Report for #HWchat since:2012-09-24

reach

85,258
accounts reached

exposure

459,988 impressions

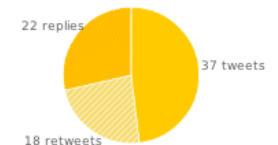


activity

77 tweets

29 contributors

4 days



top contributors

highest exposure
278.6K impressions

[@HiltonWorldwide](#)
Follow 15.8K followers

most retweeted
6 retweets

[@HiltonWorldwide](#)
Follow 15.8K followers

most mentioned
31 mentions

[@HiltonWorldwide](#)
Follow 15.8K followers

most retweeted tweets

- 3p** [triplepundit](#): #susty trends in Travel/Hospitality: Ensure quality tap water, encourage it over bottles. #HWChat about 1 month ago
- 2** [ConradMaldives](#): Join us for our next @HiltonWorldwide #HWChat this Thursday 9/27 at 2pm ET - we're talking #sustainability: [ow.ly/dZK70](#) about 1 month ago
- 2** [HiltonWorldwide](#): #HWChat today at 2pm ET - we're talking #sustainability: [ow.ly/dX6p8](#) PLS RT! cc @treehugger @GreenHotelier @greenlodging @GreenBiz about 1 month ago

contributors

	Tweets	RTs	Impressions
1 HiltonWorldwide	34	6	278,601
2 HiltonHotels	2	2	107,222
3 triplepundit	4	2	54,628
4 nickaster	5	0	4,850
5 thebestplease	2	0	2,330
6 ConradMaldives	1	2	2,244

tweets timeline

- Sep 27, 2012 at 8:40pm UTC
[GreenerFutures](#): RT @triplepundit: #susty trends in Travel/Hospitality: Ensure quality tap water, encourage it over bottles. #HWChat about 1 month ago
- [HiltonWorldwide](#): Thanks for all the great questions everyone. We're working hard to constantly improve how we Live Sustainably! [ow.ly/e2TE0](#) #HWChat about 1 month ago



MUCK RACK



How far did your tweet travel?



If you only remember one thing...

- Content is currency – make your content valuable
- Twitter stalking has an unfair bad rap – listen first



@chrisobrooks

chris.brooks@hilton.com

*“To accomplish **big** things I am convinced you must first dream **big** dreams.”*

-Conrad Hilton

