



*HOTEL DEL CORONADO*®

BCV





## Facebook

118K Likes

## Twitter

15.9K Followers

## Instagram

31K Followers

CONDÉ NAST  
**Traveler**

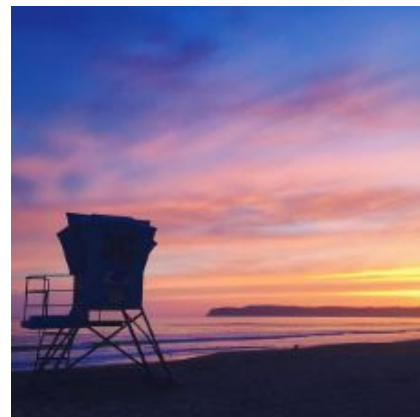
Exclusive: Instagram Reveals Its 10 Most Photographed Hotels





# Finding Best Practices for your brand

@delcoronado #PRNews



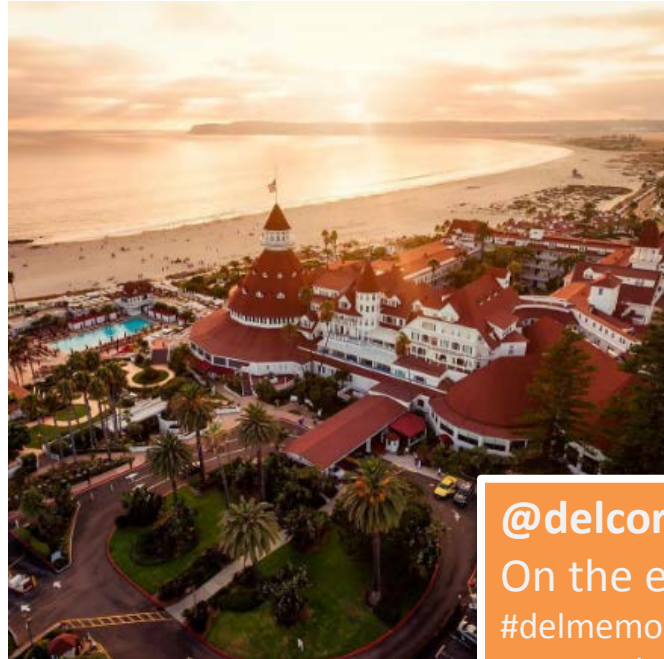


## Consistency

- Brand Voice
- Use of Colors
- Filters
- POV
- Frequency
- Time of Day
- Hashtags

2,667 Likes

84 comments



**@delcoronado**

On the edge of the Pacific  
#delmemories #thedel #hoteldel  
#coronado #sandiego #california  
#sunset



Video: a 15 or 30-second

@delcoronado #PRNews





## Zero to Low Budget

- Time Lapse
- Slow Motion
- Boomerang
- Apps
  - Stop Motion Studio
  - iMovie











## Love Tatum Jewelry Collaboration

- Promoted ROAST
- Donated Space
- LoveTatum partners



4,390 views  
152 comments



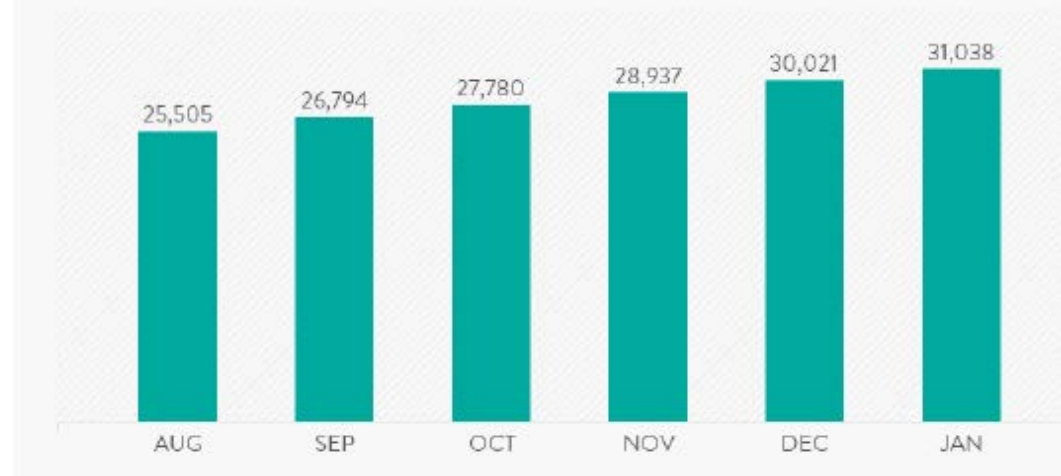


## Success and Value

- YOY Growth
  - 14K in 2015
  - 31K in 2016
- YOY Engagement
  - 137K likes in 2015
  - 242K likes in 2016
- YOY Geo-Tags
- Competitor Set



### TOTAL FOLLOWERS





## In-the-moment

- UGC and Content Champions
- Creative, consistent brand voice
- Authenticity
- Behind-the-scenes
- Inspire, don't sell



