

STAY SOCIAL CO.



# THE BOUTIQUE HOTEL SOCIAL MEDIA CHECKLIST

# 15 quick ways to make your property more guest-ready online

Your social media should help potential guests quickly understand where you are, what it feels like to stay with you, and why they should book.

Use this checklist to give your hotel, inn, or boutique property a quick social media refresh.

## Profile Basics

- Your bio clearly says what type of property you are.
- Your location is easy to find.
- Your booking link works and is easy to access.
- Your profile photo is clear and recognizable.
- Your contact buttons are up to date.

## Guest-Ready Content

- Your most recent posts reflect the current season.
- Your feed shows more than rooms — include dining, amenities, views, details, staff, and local experiences.
- Your captions help guests imagine what it feels like to stay with you.
- Your content feels aligned with your property's price point and personality.
- You regularly share what makes your property different.

### Booking & Trust

- Your highlights include key guest information like rooms, dining, amenities, and the local area.
- You answer common guest questions in your content.
- You promote direct booking benefits when applicable.
- You respond to comments and DMs promptly.
- You reshare guest tags, reviews, and real guest experiences.



# Final Check



When someone lands on your social media, can they quickly understand:

- Where you are?
- What you offer?
- What makes you special?
- How to book?

If not, your content does not need to be perfect. It needs a better system.

That is exactly why we created The Stay Social Playbook — a complete in-house social media system for boutique hotels, inns, and hospitality teams that want to plan better content, stay guest-ready online, and market their property with more confidence.

