

Social Media Incentive!!

Who:

Applicable for all revenue office team members (Not HOD's).

What:

Target is to drive more followers and likes / impressions across the hotels social media channels including Facebook, Instagram, Twitter, TikTok & LinkedIn.

Across all 5 channels, if we increase an increase of 130 followers per month, each named team member gets 1 coin.

Across all 5 channels, if we make a minimum of 2 posts per day per month each team member gets 1 coin (31 day month, 31 posts, 30 day month, 30 posts and so on)

As with other incentives it is the responsibility of the HOD – Stacey, to ensure this is given to accounts so that payments can be made. The incentives will be one month in arrears. So, for example if this is achieved in 5 times in September, proof of that needs to be with accounts by the 15th of October allowing those 5 coins to be issued and added to the tracker!

How is it measured:

Stacey will monitor this and provide monthly statistics to Carina to enable coins to be issued and the total added to the main tracker.

When:

Starts effective Jan 1st, no end date currently.

Why are we doing this:

Growth across our social media channels is key for 2024 to increase out engagement with potential guests, drive sales, aide recruitment and ensure a consistent marketing approach.