

BEST PRACTICES: 2023



LIKE THE FACEBOOK PAGE

Like us on Facebook to stay up-to-date with trends and campaigns

? The more the merrier! Liking the Facebook page gives you an opportunity to check out updates in real time and also helps with increasing our followers.

CAPTURE USER GENERATED CONTENT

Original content taken by you

? We're thrilled about your enthusiasm for the resort! Feel free to share any content you capture, and we might feature it on our social media channels.

JOIN COMMUNITY FACEBOOK GROUPS

You're welcome to join Fort Myers Beach local groups

? You're definitely encouraged to join any Fort Myers Beach related Facebook groups! It offers valuable insights into local perspectives.



POST CONTENT ABOUT OPENING

Refrain from posting on any of your personal social media channels about our open date

? Fans and followers are excited about our doors opening, but a lot of false information is getting thrown out there and we want to limit that as much as possible.

ENGAGE OR COMMENT ON POSTS

Do not engage or comment on posts

? This gives an open doorway to our followers to see who works at our resort and presents them with an opportunity to friend request you and spam with messages.

ACCEPT FRIEND REQUESTS FROM FOLLOWERS

While we love creating personal relationships with our guests, do not accept any friend requests from them

? A lot of these people commenting just want answers, and if you accept any requests, they may think they have an "in".