

Social Media User Guide



LinkedIn

Log in: Open LinkedIn and log into your account.

Navigate to post section: Click on the “Start a post” section on your homepage.

Insert copy: Paste the copy we have shared with you on Hilton Content Hub.

Add Media: Attach the image we have shared with you by clicking the respective icons.

Add Hashtags: Add suggested hashtags.

Post: Click “Post” to publish.

Facebook

Log in: Open Facebook and log into your account.

Navigate to create post: Click the “What’s on your mind?” box on the homepage

Insert copy: Paste the copy we have shared with you on Hilton Content Hub.

Add media: Click “photo/video” to upload the image we have shared with you.

Add Hashtags: Add suggested hashtags.

Post: Click “Post” to share your update.

Instagram

Log in: Open Instagram and log into your account.

Navigate to new post: Tap the “+” icon at the bottom of the screen.

Select media: Choose the photo we have shared with you. Make sure it is saved on your device.

Add a caption: Paste the copy we have shared with you on Hilton Content Hub.

Add Hashtags: Add suggested hashtags.

Post: Click “Share” to publish.



Quick Tips:

Engagement: Include a call-to-action to encourage comments.

Timing: Post during peak activity hours for better visibility (e.g., mornings on LinkedIn, evenings on Instagram).