



# Starwood Hawaii

## Social Media Storyteller Program

At Starwood Hawaii we value the power of social media and its potential to build awareness and drive engagement in an authentic and unique way. We are always open to working with social media storytellers to help reach new audiences and excite loyal customers by sharing new perspectives on the experiences we offer at our resort.

### **HOW WE SELECT OUR SOCIAL MEDIA STORYTELLERS**

Our resort shares social stories based on a variety of content themes and brand attributes to which a social influencer might align his or her own brand. When determining whether or not a particular social influencer presents an opportunity for a synergistic partnership with our resorts, our Marketing and Public Relations team consider the following.

#### **RICH CONTENT**

We're looking for content themes, writing styles, photography and videography that align with our resort's core social messaging and online personality. An ideal social storyteller will share his/her experiences at our resorts and surrounding areas in unique and creative ways.

#### **TARGET AUDIENCE/READERSHIP**

An ideal social storyteller partner will have an audience and readership that aligns with our key target demographics. Target demographics differ for each resort and in some cases can also differ based on events or programming taking place at the resort. Ideally we're looking for social storytellers with sizeable audiences (250K+) across multiple online channels, however we don't base a decision solely on the size of a social storyteller's audience.

#### **MULTI-FACETED**

An ideal social storyteller partner will share his/her content across multiple online channels such as Facebook, Twitter, Instagram, YouTube, SnapChat, Blog Sites, etc. We are looking for imagery and messaging that is curated to maximize the potential of each social platform versus duplicated posts across multiple online platforms.

#### **EXPECTATIONS**

We work with a variety of different vendors and creative agencies to execute marketing programs and initiatives, and we consider our social media storyteller partnership in the same light as these other marketing partnerships. To ensure the professional integrity of both parties, we do require a Social Media Contractor Agreement to be signed by the participating resort(s) and the social media storyteller. The Agreement outlines the details of the partnership as it applies to services delivered, compensation, indemnification, etc.

All of our social media storytellers are asked to comply with the Federal Trade Commission (FTC) Guides Concerning the Use of Testimonials and Endorsements in Digital Advertising by disclosing the receipt of any payment or free product in exchange for your endorsement or testimonial of Starwood Hotels and Resorts in Hawaii.

#### **PARTNER WITH US**

If you are interested in partnering with our resort as a social media storyteller, please complete our informational form and submit it to our PR and Marketing team for consideration.

We look forward to hearing your story.