



crews

Where you belong

TRAINING

Instagram & Hospitality

LEARNING OBJECTIVES

- Understand the challenges of Instagram for hospitality establishments
- Learn how to produce distinctive visual content to attract and retain customers
- Build an editorial strategy aligned with the hotel's positioning
- Analyse performance and adjust the strategy in an agile way

TRAINING DURATION

1 day (7 hours)

TARGET AUDIENCE

Hotel communication or marketing managers, establishment directors, community managers, hospitality freelancers, hotel and tourism students

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €940 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Understanding Instagram's levers in the hotel sector
 - Role of the platform in customer inspiration and conversion
 - How the algorithm works and engagement logic
 - The most effective content types in hospitality
- Building a coherent editorial strategy
 - Defining objectives (brand image, occupancy, loyalty)
 - Editorial positioning and hotel storytelling
 - Creating content pillars aligned with the hotel customer journey
- Producing distinctive content
 - Visual creation using accessible tools (Canva, CapCut)
 - On-site shooting: showcasing rooms, experiences, staff
 - Using trends, hashtags, music and locations
- Growing your community and brand awareness
 - Methods to generate customer interaction
 - Use of stories, reels and user-generated content
 - Collaborations with local influencers or creators
- Practical workshop
 - Auditing hotel accounts (real or participant-based)
 - Creating specific posts, stories and reels
 - Building an optimised publication calendar

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design and manage a professional Instagram strategy dedicated to their hotel, enhancing its image and generating direct bookings.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training led by active professionals
- Varied and dynamic teaching methods
- Individual support by the Experience team

TRAINING TOOLS

- Suite of high-performance technology tools: Google Workspace for Education, Edusign...
- Practical case studies based on real business scenarios

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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