



Smart Pineapple

Social Media Cheat Sheet

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www.smartpineapple.ai

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Cheat Sheet: Social Media That Works for Vacation Rentals, Hotels, and Tourism (2025)

This cheat sheet helps you stay visible online, reach more guests, and get more direct bookings—without needing a full marketing team.

Based on insights from Neil Patel’s “Social Media Secrets” webinar and updated with AI-powered strategies, this resource is designed for vacation rentals, boutique hotels, and tourism services.

Use it as a quick reference to stay on track, save time, and grow sustainably.

Content That Converts

- Post short-form videos (15–60 sec) on TikTok, Reels, and YouTube Shorts to grab attention.
- Share longer videos (1–10 min) on YouTube and LinkedIn to build trust and showcase expertise.
- Repurpose content across platforms—don’t recreate the wheel.
- Add captions to all videos for accessibility and engagement.

Organic + Paid Strategy

- Run small ad campaigns on Facebook or Instagram—start with \$5–10/day.
- Post organically 2–3 times a week to stay top of mind.
- Share behind-the-scenes moments and local tips—this builds connection and shows personality.
- Use ads to promote last-minute deals, gift cards, or experience bundles.

Real People, Real Trust

- Share User-Generated Content (UGC) from happy guests (with written permission).
- Post Employee-Generated Content (EGC) to highlight your team.
- Collaborate with micro-influencers in travel, regional, or niche communities.
- Consider adding model releases for guest or staff content with identifiable faces.

Social = Search + Shopping

- Focus on keywords in captions and video overlays—hashtags are less important now.
- Use Pinterest Pins for “Trip Ideas” and “Weekend in [Your Area]” searches.
- Set up Instagram or TikTok Shops (if applicable) to sell gift cards or experiences.
- AI tip: Use ChatGPT, Gemini, or Claude to help write keyword-rich captions.

Easy Engagement

- Invite users to comment—then send them a DM with a special offer or guide.
- Use free automation tools like ManyChat or Tidio to:
 - Auto-reply
 - Collect emails
 - Share lead magnets
- Reply to comments to boost reach and build loyalty.
- Use alt-text on images to support accessibility and improve SEO.

Bonus Smart Moves

- Post to LinkedIn groups or Reddit threads where your ideal guests or partners hang out.
- Experiment with new formats—polls, carousels, or stories—platforms reward early adopters.
- Track performance monthly using:
 - Engagement rate = (Likes + Comments + Shares) ÷ Impressions
 - Click-through rate (CTR) = Link Clicks ÷ Post Impressions
 - Use free tools like Meta Business Suite or Metricool

AI + Automation

Streamline your content creation and scheduling:

- Use ChatGPT or Gemini to generate video scripts or post captions.
- Try Lately.ai or Jasper to convert long content into social snippets.
- Schedule with tools like Metricool, Buffer, or Later.
- Create a bank of reusable prompts like:
- “Write a 30-second video script about the best sunrise hike near my rental in [Your City/Destination].”

ROI: What to Expect

Short-Term (2–4 weeks):

- More profile views and post engagement
- Increased traffic to your booking site (especially with ads)

Mid-Term (6–12 weeks):

- More email sign-ups
- More DMs and inquiries
- Stronger brand recall

Long-Term (3–6 months+):

- Consistent direct bookings
- Higher SEO + social visibility
- Sustainable ROI from trust and strategy

APPENDIX

Social Media Platforms

1. TikTok – <https://www.tiktok.com>
2. Instagram (Reels & Shops) – <https://www.instagram.com>
3. YouTube (Shorts) – <https://www.youtube.com>
4. LinkedIn – <https://www.linkedin.com>
5. Pinterest – <https://www.pinterest.com>
6. Reddit – <https://www.reddit.com>
7. Facebook – <https://www.facebook.com>

AI & Automation Tools

1. ChatGPT (OpenAI) – <https://chat.openai.com>
2. Google Gemini – <https://gemini.google.com>
3. Claude (Anthropic) – <https://claude.ai>
4. Jasper – <https://www.jasper.ai>
5. Lately.ai – <https://www.lately.ai>
6. ManyChat – <https://manychat.com>
7. Tidio – <https://www.tidio.com>

Scheduling & Analytics Tools

1. Metricool – <https://metricool.com>
2. Buffer – <https://buffer.com>
3. Later – <https://later.com>
4. Meta Business Suite – <https://business.facebook.com>

Original Source & Smart Pineapple

1. Neil Patel – Social Media Secrets – <https://neilpatel.com>
2. Smart Pineapple – <https://www.smartpineapple.ai>

Want to Go Deeper?

We work with only a few property owners and teams each year—those who are serious about refining their guest experience, growing sustainably, and doing it without losing their soul (or their Sundays).

If that sounds like you, reach out:

 kay@smartpineapple.ai

We don't do hype. We do clarity, creativity, and real partnership.



We are a woman-owned business that is passionate about building hospitality and tourism worldwide. We believe in local economies, education and professional development. Smart Pineapple, a brand of Pineapple Innovate Inc.

Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.