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Chapter 1... About me

A little introduction as to why I'm exactly the right person for the job of telling you how to sort out your social media.

Chapter 2... Introduction

This is how the guide is going to work, and how you're going to get the most out of reading and learning from it.

Chapter 3... Your online profile

Your online profile is the most important marketing tool you have. In this chapter I go in depth with tools and advice on how you can keep on top of yours.

PART II

Chapter 4... Facebook

Chapter 5... Twitter

Chapter 6... Google+

Chapter 7... YouTube

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For every social media platform I reveal

1. *What exactly is the platform?*
2. *How many people use it?*
3. *How often should I update it?*
4. *Which are the top hostels to follow?*
5. *How do I create an account?*
6. *How do I use it?*
7. *What is the best practice?*
8. *Benefits of the platform in a nutshell*
9. *5-point action plan of what to do next on it*
10. *7 ideas to get bookings from it*

PART III

Chapter 10... Other social media sites

A look at the other popular social media sites not covered in depth in the book. This includes LinkedIn, MySpace, Vine, Vimeo, Tumblr and Foursquare.

Chapter 11... Cross promoting, linking and automation

How all three can help you to manage your social media more effectively with correct use and planning.

Chapter 12... *Easy Social Media for Hostels: The 11 Commandments*

The whole book, in a nutshell. Ten things for you to remember every day that you're working on getting heads on beds through your social media.