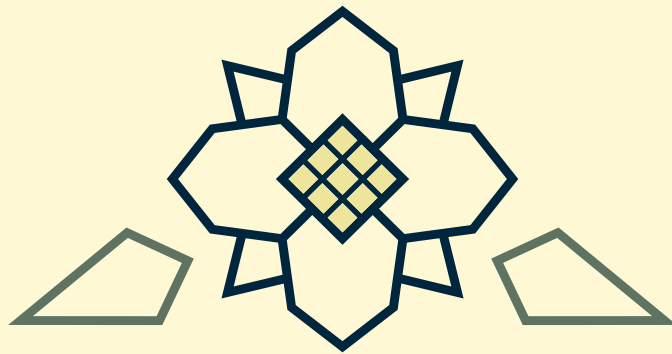




FRIENDLY CITY INN

◀ BED & BREAKFAST ▶

HARRISONBURG, VA

About the Authors



Ella Willigerod

Ella is a senior at James Madison University majoring in Media and Design with a concentration in creative advertising. She has a passion for traveling and studied abroad in London during the fall of 2023. She interned in Lisbon, Portugal in the summer of 2024 and loves learning about a variety of cultures and reflecting upon the differences people across the world encounter. While at James Madison University, she served as the Vice President of Communications for Zeta Tau Alpha and works as a Social Media Intern for the College of Health and Behavioral Sciences. She is extremely passionate about social media and is working towards a future in digital marketing.



Lauren Zimmerman

Lauren is a Junior at James Madison University majoring in Media Arts and Design with a concentration in creative advertising and a minor in sports communication. Originally from Richmond, VA, she loves photography, spending time with friends, and being creative. Currently she serves as the lead photography intern for the JMU dining program, and works for creative marketing in the College of Science and Engineering. She served as a lead student photographer for JMU Athletics in the past and also has experience doing social media work for on campus clubs. She has a special interest in creative media for athletics, as she grew up playing basketball, and is seeking a career doing creative media for a professional sports team.



Kayli Blankenship

Kayli is a Junior at JMU with a major in Media, Arts, and Design concentrating in creative advertising, with a minor in film studies. Her hometown is Salem, VA and she loves spending time with family and friends, trying new things, and being active. She is involved in sorority on campus called Phi Sigma Sigma where she does volunteer work and spends a lot of her time with the sisters. She works with the social media team for her job at home, Harmony Senior Services, which is a senior living facility. She spends most of her time there because of her love for the elderly.

Executive Summary

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About the Client

Friendly City Inn



The Friendly City Inn, located in the heart of Harrisonburg, Virginia, is a charming and historic bed and breakfast that offers unique history and modern comforts. Originally built in 1885, this restored mansion offers a glimpse into the past while catering to the needs of today's travelers.

In August 2019, Joel and Becca Graham became the owners of the inn and continuously work to fulfill their dreams. Through the various renovations, they've integrated contemporary amenities while preserving the historic charm of the inn.

Guests of the Friendly City Inn enjoy a unique and personalized experience. Guests will receive breakfast each morning they stay at the inn. Beyond the breakfast, visitors are welcomed with genuine warmth and hospitality, creating an atmosphere that feels like a home away from home.

Assignment Description

During the fall of 2024, we were assigned to research, create, and implement a social media strategy that would effectively increase the online presence of the inn.

The assignment began with evaluating the current online presence of Friendly City Inn by evaluating their social media channels, website, and review. We then analyzed the local competition of the inn including direct and indirect competitors and how the inn compares to them. Following this, we found information regarding the general and specific demographics of various platforms and narrowed down the target audience who the inn should be advertising to. After researching the inn, its competitors, the audience, and the platforms, we created objectives and goals based on our findings and defined the brand as a whole.

The majority of the project centered around effectively implementing the research and strategies by creating content that aligned with the goals and objectives. The content was then evaluated by finding key metrics of how the posts performed.

Finally, future plans relating to influencer outreach, employee advocacy, and crisis management were discussed to help the inn prepare for future situations.



Media Landscape

I. Audit

Profile Analysis



Facebook Profile

Friendly City Inn Bed & Breakfast

- **Followers:** 2.4k
- **Bio:** Beautiful, historic B&B within walking distance of downtown Harrisonburg and James Madison University

Hashtags

#downtownharrisonburg #harrisonburgva #friendlycityinn #bedandbreakfast #bnb #thefriendlycityinn



Instagram Profile

Friendlycityinn

- **Followers:** 1,231
- **Bio:** Built in 1885, the Friendly City Inn is a beautiful historic landmark in Harrisonburg, VA #friendlycityinn

Metric Analysis

Platform Metrics

Facebook

Audience Demographic

- 71.3% women. Highest percent being 17% ages 55-64
- 28.7% men. Highest percent being 6.4% ages 35-44
- 10.7% from Harrisonburg
- 1.2% from Virginia Beach
- 1% from Richmond
- 1% from Bridgewater

Followers 2.4k	New followers 6, up 100 %
Unfollows 3, up 50%	Impressions 12, up 140%
Reach 164, down 6.8%	Visits 285, up 21.3%
Engagements this period 3, up 200%	

Instagram

Audience Demographic

- 74% women. Highest percent being 22.3% ages 35-44
- 26% men. Highest percent being 8.1% ages 25-34
- 19.7% from Harrisonburg
- 3.2% from Staunton
- 2.6% from Bridgewater

Followers 1,231	New followers 9, down 35.7%
Unfollows 3, up 50%	Impressions 3, down 25%
Reach 107, down 26.2%	Visits 29, down 66.3%
Engagements this period 4, down 50%	

Friendly City Inn does not have a blog, an X, a YouTube, or a Pinterest account.

Website

Pages: Rooms & Rates, Specials, Gallery, About the Inn, Local culture, and Meet the Innkeepers

Home: Home page includes cover images shared on all platforms, a brief description of what they are and what they offer, snips of what their rooms look like, as well as a map of Harrisonburg and a pin to where they are located.

Content: Images of the inn are consistent with other platforms, yet this platform has the most attention to detail and highlights the basics of what potential customers would want to know. Also contains profiles of the innkeepers, staff, and a detailed list of everything they offer.

Strengths: Consistent branding, recent updates on staff and operations, and they list up to date nightly rates.

Weaknesses: Outdated images, over used content that is showing up in many places on the site, varying image quality throughout the site.

Colors: Sage Green, pale yellow, and navy blue make up the majority of the website.

Post and Website Activity

Post and Content Frequency: Types are posts are all pretty similar, they range from hiring, features of the inn & highlighting places it is posted, and updates about local activities and new endeavors in the inn. Food highlights, hiring graphics, and local updates make up both the social media and website platforms.

Last Post and post frequency: May 26th, 2024; with large gaps in time between posts.

Interactivity: The pages typically respond and like different comments made on both Instagram and Facebook.

Suggested Corrections

We suggest creating a unified bio and profile photo on Instagram and Facebook. We also suggest putting emphasis on breakfast on the website and social media, as it is a key selling point. Additionally, graphics should have similar styles when they are posted. Finally a highlight on the owners on both Instagram and Facebook would be beneficial.



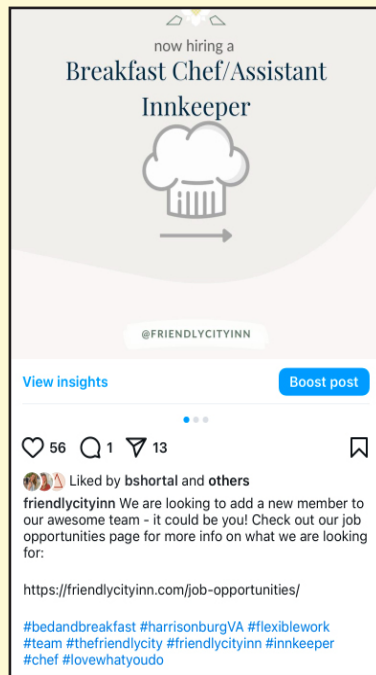
Instagram

Top 3 Posts:

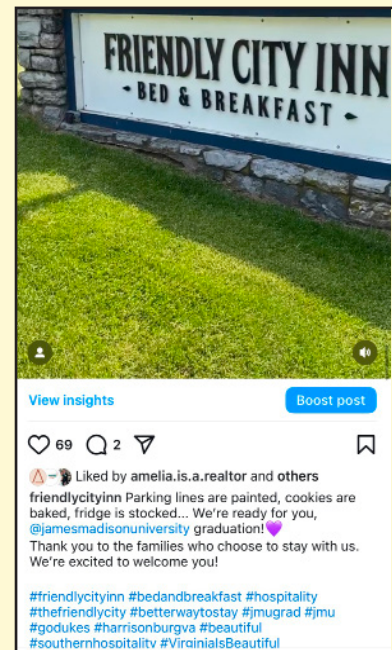
1



2



3



Top Post:

- Reach: 817 - 62.8% followers, 37.2% non-followers
- Impressions: 1,043
- Engagement: 135: 125 likes, 3 comments, 7 shares

Second Top Post:

- Reach: 678 - 86.4% followers, 13.6% non-followers
- Impressions: 895
- Engagement: 73: 56 likes, 1 comment, 13 shares, 3 saves

Third Top Post:

- Reach: 593 - 74.8% followers, 25.2% non-followers
- Impressions: 718
- Engagement: 72: 69 likes, 2 comments, 1 save

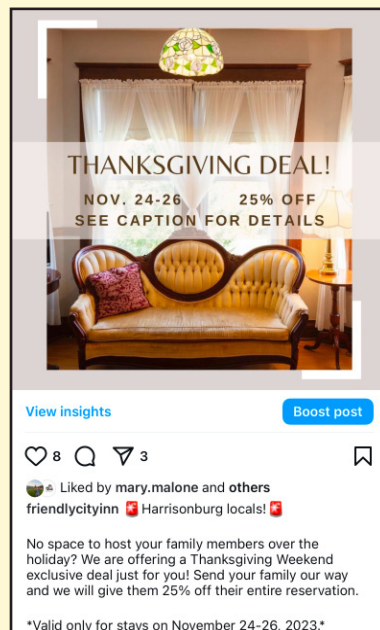
Instagram

Bottom 3 Posts:

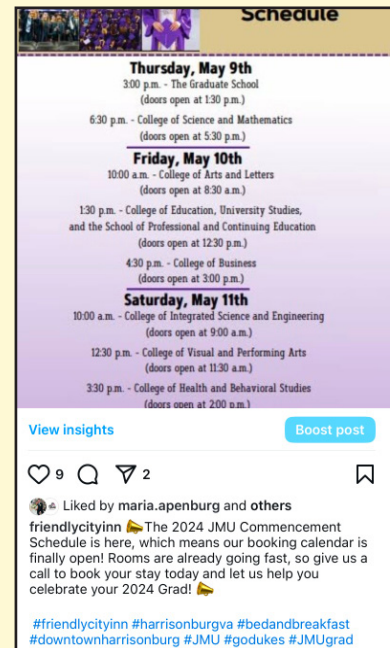
1



2



3



Bottom Post:

- Reach: 153 - 64.3% followers, 35.7% non-followers
- Impressions: 171
- Engagement: 4: 3 likes, 1 share

Second Bottom Post:

- Reach: 203 - 65.4% followers, 34.6% non-followers
- Impressions: 221
- Engagement: 11: 8 likes, 3 shares

Third Bottom Post:

- Reach: 474 - 55.4% followers, 44.6% non-followers
- Impressions: 531
- Engagement: 11: 9 likes, 2 shares

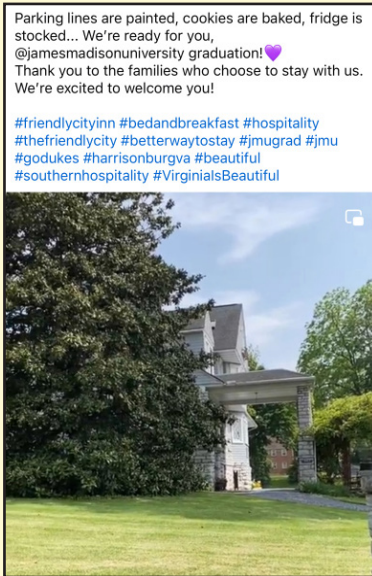
Facebook

Top 3 Posts:

1



2



3



Top Post:

- Reach: 1,974
- Impressions: 2,123
- Engagement: 154: 133 reactions, 15 comments, 6 shares

Second Top Post:

- Reach: 1,036 - 54.1% followers, 45.9% non-followers
- Impressions: 1,418
- Engagement: 75: 60 likes, 11 comments, 4 shares

Third Top Post:

- Reach: 1,682
- Impressions: N/A
- Engagement: 68: 59 reactions, 7 comments, 2 shares

Facebook

Bottom 3 Posts:

1



2



3



Bottom Post:

- Reach: 105
- Impressions: N/A
- Engagement: 5: 4 likes, 1 share

Second Bottom Post:

- Reach: 386
- Impressions: N/A
- Engagement: 5: 4 likes, 1 share

Third Bottom Post:

- Reach: 552
- Impressions: N/A
- Engagement: 9: 7 likes, 2 shares

II. Keywords

Keywords			
cozy special occasion breakfast travel friendly Harrisonburg anniversary natural historic get away	James Madison University Bed and Breakfast historic elegance relaxing inviting mansion comfortable downtown	coastal home southern living quiet community quaint warm old fashioned cultural amenities hospitable	local family Civil-War era accommodation antique clean charming hospitable traditional renovated

III. Social Media Listening

Keywords

Keywords	Platforms	Conversation and Mention Analysis
Bed and Breakfast	Instagram and Facebook	The posts under this generally posted and discussed the breakfast offered. A word largely associated with this is charming. Posts focused on the quaint and quiet nature of this type of accommodation.
Inn or stay	Instagram and Facebook	People typically ask about prices of the inn or hotel. Questions were asked about amenities that are offered. An overall theme is making a stay unforgettable.
Historic and Mansion	Instagram and Facebook	The ability to explore a large and historically rich destination is exciting to people. Talk about renovation to old buildings is a general theme. Architecture is generally appreciated. Cost is also a discussion topic.
Quaint	Instagram and Facebook	This topic is very broad. While the overall theme is a discussion of small and welcoming places with natural beauty and or history.
Downtown Harrisonburg	Instagram and Facebook	Local businesses were the largest theme in this conversation. People frequently talked about locations to eat downtown. Local gatherings were also discussed and many people were learning about new places to go in the town.

Brand Name

The Unwritten Rules Of Bed-And-Breakfast Stays, According To B&B Owners And Experts

Ask for recommendations

My favorite thing about staying in a bed-and-breakfast is having easy access to local recommendations. You can trust your host to give honest insight into the best restaurants, activities, and hidden gems you won't find in your average travel blog or book. "We love sharing about our town and our favorite spots," says Becca Graham. So don't be shy to ask!



Reviews

The inn has a large amount of positive reviews. The cleanliness of the inn was frequently mentioned, and the breakfast was well liked. The dominant sentiment is that the inn is clean, comfortable, cozy, and friendly.

Social Media Platform

The inn has presence on both Instagram and Facebook. Their Instagram has 243 posts and their Facebook has over 200 posts. There are 13 relevant tagged posts on Instagram since the beginning of 2022. On both Facebook and Instagram the inn averages 0-3 comments on recent posts.

By Tara Massouleh McCay

Panelists were asked about the unwritten rules of bed-and breakfast stays, and the Friendly City Inn was a panelist. Their advice was to ask for local recommendations to discover the best things to do in area surrounding the bed and breakfast.

**Katherine**
United States of America

Reviewers' choice Reviewed: July 24, 2023

Stayed two nights-everything was consistent with my rating. Also delicious breakfast both days.

10

 Double Room with Two Double Beds

 Clean, comfortable, and friendly, as the name states.

**Judith Mammoth**
3 weeks ago on Google

5/5

I can't believe I've never left a review for this lovely inn! We've stayed here 3 times as it's about halfway between home and grandchildren. We've had 3 different rooms, upstairs and downstairs and all were beautiful and comfortable. The breakfast is always delicious, plentiful and healthy. They have drinks and water available for guests. As my husband is a Very Early riser, it would be nice if coffee (which is delicious) was available a little earlier than 7:00. The location is perfect for Hwy 81 and visiting the Edith J. Carrier Arboretum. We'll be back!

Rooms 5.0 Service 5.0 Location 5.0

**Jamie R.**
Richfield, PA

0 22 4

5 stars May 19, 2024

3 photos

We stayed at the friendly city inn on a recent trip traveling from North Carolina north. The inn was an easy place to find, being well marked with a large sign. The parking lot was right next to the inn. And it was easy to get her bags in. We found the B and B charming and the innkeeper very accommodating and gracious. Clean and comfortable, the experience was topped off by a delicious breakfast! We will stop again.



**Noemí G.**
Catoonsville, MD

22 2 1

5 stars May 16, 2021

1 photo

Great service! It exceeded my expectations on what a BnB is! Cozy warm environment. Kyle was very attentive and understanding with our super late check in. Becca cooked the most delicious breakfasts. Great for a romantic getaway! Highly recommended and I think we will come back!



Brand Sentiments

The general sentiment was that the inn is very welcoming, charming, and historic. We did not see any negative comments on Social Media. The reviews as well as the conversations across Instagram and Facebook were overwhelmingly positive.



Overall Findings

Overall, Friendly City Inn has a very positive online image. We were not surprised that many people spoke highly of the breakfast, as that is something the owners mentioned as a highlight of the inn. An overall theme was that the inn is very welcoming to guests. We were also not surprised by this, as we had the chance to speak with one of the owners and could sense her kindness. People spoke about the charming nature of the town which was not something we expected because Harrisonburg can become busy and loud during the school year. Since we have not been to the inn ourselves, we were glad to see that many people were talking about how comfortable the beds are and how clean the inside is.

For future content, we recommend highlighting information about the owners to give people who have not yet booked there the opportunity to understand who they are staying with. Additionally, posting photographs of the inside of the rooms could be beneficial since they are said to be clean and charming. Finally, since they are proud of their breakfast food, posting more images of the breakfasts serve would give them an advantage over other accommodations as customers receive free breakfast with their stay. Continuing to respond to reviews and tagged images of the inn will ensure people feel as though the effort they made to review the businesses appreciated.



Competitive Analysis

I. Competitor Audit

Cave Hill Farm

Direct Competitor

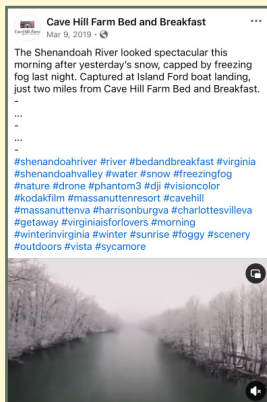


Facebook

- **Cave Hill Farm Bed and Breakfast**
- **Bio:** Welcome to our 1830 Historic manor in the heart of the Shenandoah Valley!"
- **Followers:** 750
- **Post Frequency:** Inconsistent, last post being August 16
- **Comments:** They do not respond to comments
- **Hashtags:** #vabedandbreakfast #cavehillfarms #bedandbreakfast #virginiatravel

Instagram

- **@cavehillfarmbandb**
- **Bio:** Come visit our bed and breakfast and enjoy modern updates while cherishing the unique 1830 history and fine antiques the house has to offer. 9875 Cave Hill Rd, Mcgaheysville, Virginia
- **Followers:** 379
- **Post Frequency:** Inconsistent, last post being August 13 and only 1-3 posts per month
- **Comments:** They do not respond to comments
- **Hashtags:** #vabedandbreakfast #cavehillfarms #bedandbreakfast #virginiatravel



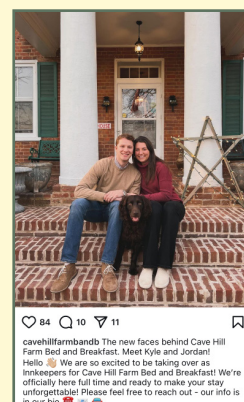
Best Post

With 55 likes, 4 comments, and 23 shares, this post is a video of the frosty trees and lake



Worst Post

With 1 like and 0 comments or shares, this is a collection of photos and a video of falling leaves in fall



Best Post

With 84 likes, 10 comments, and 11 shares, this post highlights the new intakers

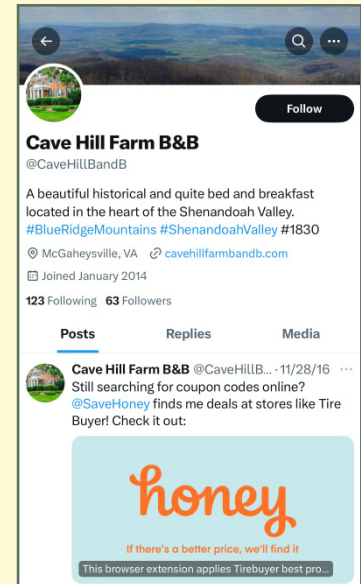
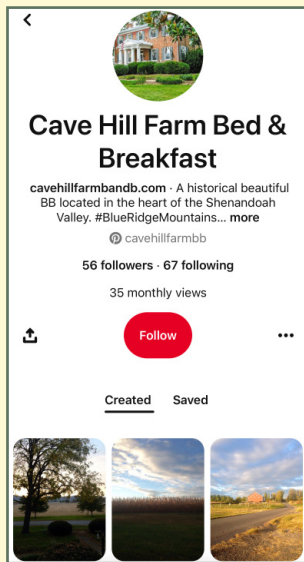


Worst Post

With 5 likes and 0 comments or shares, this post is of a walnut tree at the farm

X

- **@CaveHillBandB**
- **Bio:** A beautiful and quite bed and breakfast located in the heart of the Shenandoah Valley. #BlueRidgeMountains #ShenandoahValley #1830
- **Followers:** 63
- **Post Frequency:** Last post was in 2016
- **Likes:** No posts have likes

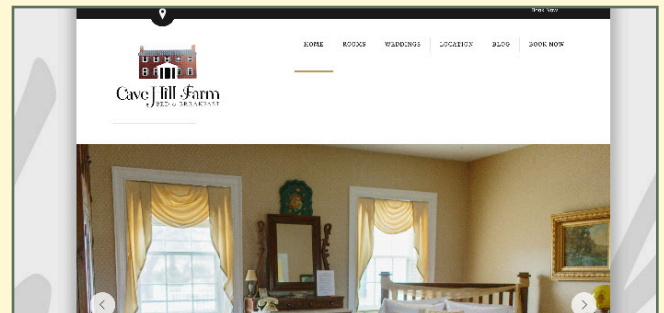


Pinterest

- **Cave Hill Farm Bed and Breakfast**
- **Bio:** A historical beautiful BB located in the heart of the Shenandoah Valley. #BlueRidgeMountains
- **Followers:** 56
- **Post Frequency:** 13 total posts
- **Views:** 35 monthly views

Website

Their website is very simple with easy navigation across the tabs. The navigation includes: Home, Rooms, Weddings, Location, Blog, and Book Now. There are photos in each tab. The website is overall very simple with a white background and black lettering.



Blog

They have a blog linked on their website, but there is only one post from 2015 called "The Perfect Base for Exploring Shenandoah National Park".

Analysis

Friendly City Inn has more engagement on their Social Media and get more likes. Cave Hill Inn does not stay consistent with posting or responding to comments, They also have a few platforms that are no longer used and should be deleted.

Silver Lake Bed and Breakfast

Direct Competitor



Facebook

- **Silver Lake Bed and Breakfast** (New profile)
- **Bio:** Welcome to Silver Lake Bed and Breakfast!
- **Followers:** 217
- **Likes:** 119, averaging 5 likes per post in the past 2 months
- **Post Frequency:** 1-3 times per month, latest post being on August 30
- **Comments:** Inconsistent with responding to comments. On some posts the comments are only liked
- **Hashtags:** #silverlakebedandbreakfast #daytonva #shenandoahvalley #viriniaisforlovers

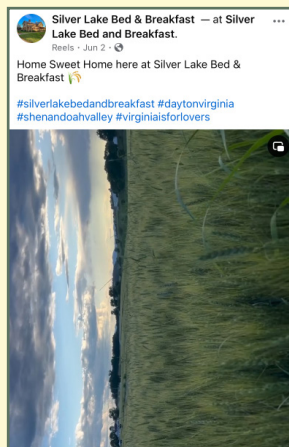
Instagram

- **@silverlakebedandbreakfast**
- **Bio:** Silver Lake Bed & Breakfast Bed and Breakfast 1331 Silver Lake Rd, Dayton, VA 22821
- **Followers:** 772
- **Posts Frequency:** 1-3 times per month, latest post being on August 30
- **Comments:** Have not had a comment on post since February. They like the comments but do not respond
- **Hashtags:** #silverlakebedandbreakfast #daytonva #shenandoahvalley #viriniaisforlovers



Best Post

With 17 likes and 8 comments, this post is introducing the owners of Silver Lake



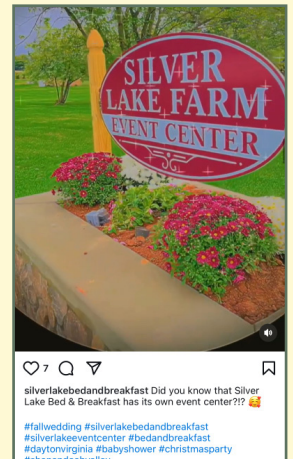
Worst Post

With 2 likes and one share, this reel is showing the nature around the B&B



Best Post

With 74 likes and 2 comments, this post is showing images with various winter scenes

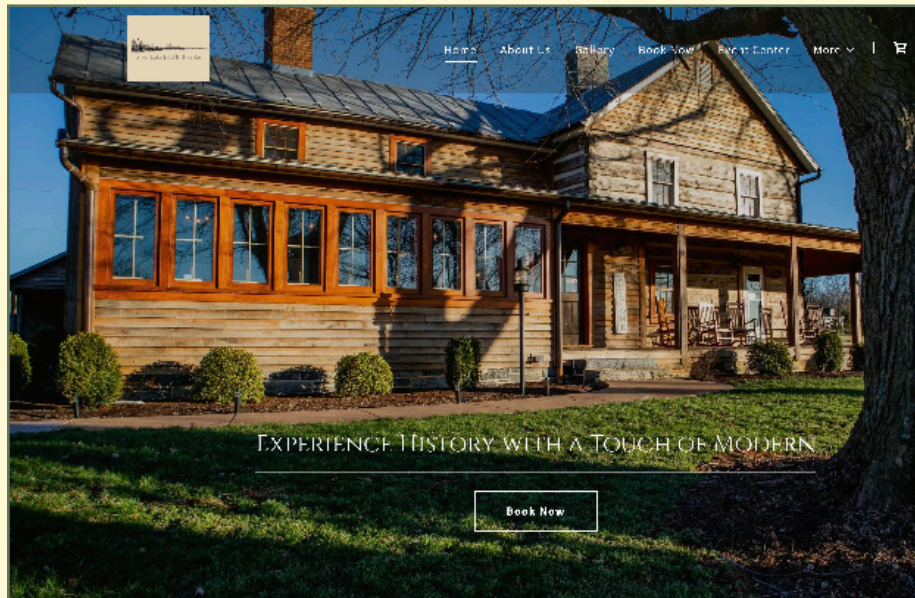


Worst Post

With 7 likes and 0 comments, this reel is a video of their event center sign with effects on top

Website

- Their website is simple but organized. They use a dark green background with white and beige fonts. The logo is in the top left corner with a navigation bar on the right. The tabs are: Home, About Us, Gallery, Book Now, Event Center, Rooms, and Gift Certificate.
- **Strengths:** Simple and easy to use, cohesive color scheme, clear images, links to positive Google reviews.
- **Weaknesses:** Banner image is too large, event center has photos but does not include information about the types of events they offer, it is difficult to find images of rooms and prices.



Blog

They do not have a blog

X

They do not have an X account

Analysis

Friendly City has higher engagement, as people are consistently commenting under their Facebook posts leaving positive reviews. Silver Lake has inconsistent comments and does not respond to many of the comments left on their page. They have fewer followers on both Instagram and Facebook. However, they post more frequently on Facebook and Instagram. Their website is also generally more cohesive and has high-quality images, whereas some images on Friendly City Inn's website appear blurry. Although they receive lower engagement online, they are definitely a competitor of Friendly City Inn.

Madison Hotel

Indirect Competitor



Facebook

- **Hotel Madison & Shenandoah Valley Conference Center**
- **Bio:** Full-service hotel and conference center located in Harrisonburg, Virginia, in the heart of the Shenandoah
- **Followers:** 4.1k
- **Likes:** 3.7k
- **Post Frequency:** Inconsistent. Post more during the school year, but not as much in the summer. Latest post being August 16
- **Comments:** They like comments and respond to them
- **Hashtags:** #hotelmadisonva #harrisonburvva #jmu #jmdukes



Best Post

With 108 likes, 15 comments, and 33 shares, this post is about a Grand Virginia wine tasting at Hotel Madison



Worst Post

With 1 like, this post is promoting their Christmas Tree Stroll event and includes a link to sign up for the event if interested

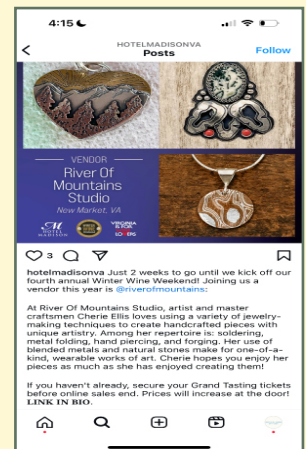
Instagram

- **@hotelmadisonva**
- **Bio:** Gorgeous full service hotel and conference center in the heart of the Shenandoah Valley, step from Downtown Harrisonburg and on JMU campus. 710 South Main Street, Harrisonburg, Virginia
- **Followers:** 2,115
- **Posts Frequency:** Inconsistent. Post more during the school year, but not as much in the summer. Latest post being on August 26
- **Comments:** Very few to no comments
- **Hashtags:** #hotelmadisonva #harrisonburvva #jmu #jmdukes



Best Post

With 65 likes, this post is welcoming students to campus and inviting parents to join their parent loyalty program

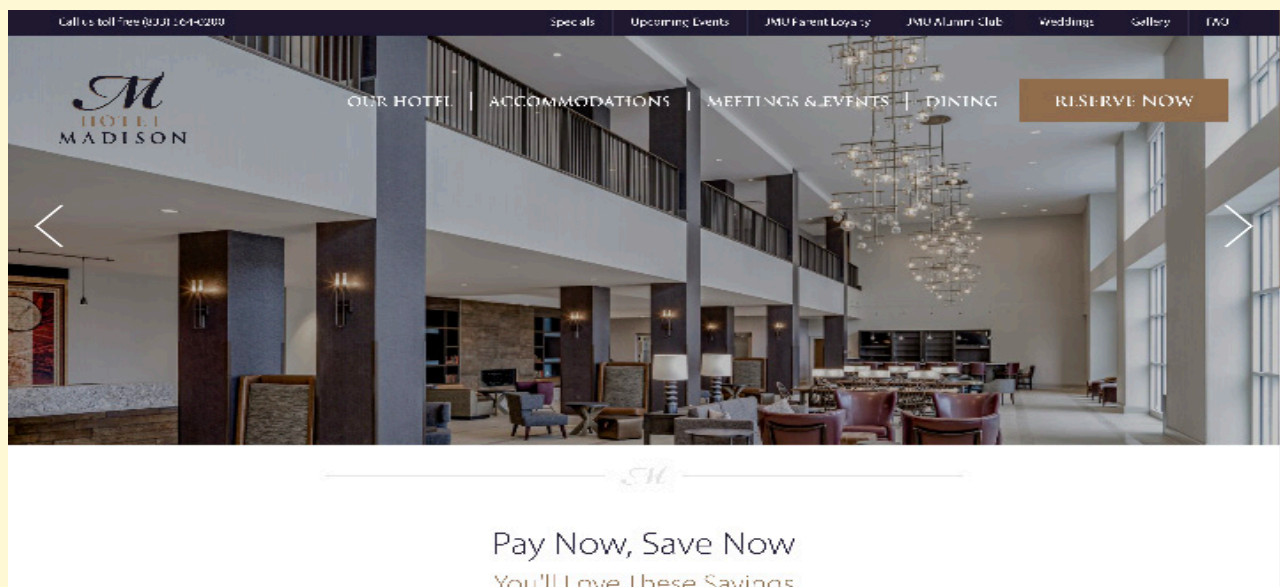


Worst Post

With 3 likes and no comments, this post is a highlight on one of their vendors for their annual wine weekend

Website

- Their website has a professional look. The serifs on the pages match the sans serifs used throughout the body copy. The colors used on their website match their brand colors of dark blue and light brown. These colors are contrasted with the white background which allows for easy readability. The pages included are: Our Hotel, Accommodations, Meetings & Events, Dining, and Reserve Now. Each page drops down into different categories that allow the user to quickly find a specific topic that they may want more information about.
- **Strengths:** Their website is user-friendly and simple to follow. The colors match their logo and are easy to read.
- **Weaknesses:** They include stock photographs on their pages which lack authenticity.



Blog

They do not have a blog

X

They have not posted on X since 2021

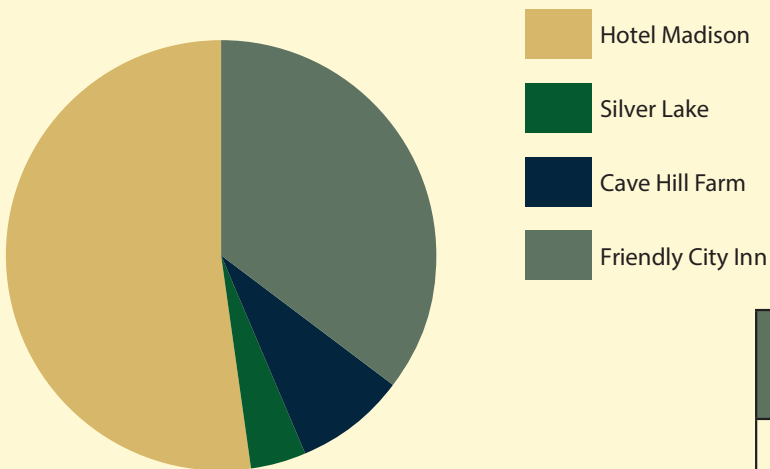
Analysis

Overall, Hotel Madison has a brand that is consistent and their socials flow together well. In comparison to Friendly City Inn, Hotel Madison is a larger company that is run by an organization rather than a family, so they are not a direct competitor of the inn. Hotel Madison is a more professional environment for people who are traveling, as they have a conference room within the hotel. Friendly City Inn, however, has a more inviting atmosphere that offers a more relaxing stay for people. Friendly City inn should focus on promoting the welcoming nature of their inn with the family-style atmosphere, but they should consider making their branding more consistent like Hotel Madison.

II. Share of Voice

Share of Voice is the percentage of total conversations about a brand online in relation to its competition. As a whole, it focuses on brand visibility and how a brand compares to direct and indirect competitors. The SOV is a sum of positive and neutral comments. The SOV percentage is calculated by dividing each brands SOV by the total number of companies SOV and multiplying that number by 100.

Brand	Positive	Neutral	SOV	Negative
Friendly City Inn	17	0	17	0
Cave Hill Farm	4	0	4	0
Silver Lake	2	0	2	1
Hotel Madison	15	10	25	1
Total	38	10	48	2



Brand	Share of Voice %
Friendly City Inn	35.41%
Cave Hill Farm	8.33%
Silver Lake	4.167%
Hotel Madison	52.1%
Total	100%

Analysis

Although Madison Hotel has the largest SOV out of all of all four competitors, Friendly City Inn has the largest SOV out of their direct competitors. The combined share of voice between Silver Lake and Cave Hill farm is still lower than the SOV of Friendly City Inn. Friendly City inn is in a good place in the current market.

III. Brand's Sentiment Scores

Sentiment scores are a numerical value that show the attitude towards a brand. The score shows the overall feeling that people have towards Friendly City Inn and their competitors. The sentiment score is based on positive, neutral, and negative comments. Each positive comment receives five points, neutral three, and negative one point. The table below displays the number of comments for each brand and shows their final sentiment scores based on research about the brands and their online comments.

Brand	Positive	Neutral	Negative	Total Comments Scores	Sentiment Value	Sentiment Scores
Friendly City Inn	17	0	0	17	85	5
Cave Hill Farm	4	0	0	4	20	5
Silver Lake	2	0	2	4	12	3
Hotel Madison	15	10	25	50	130	2.6

Analysis

Both Cave Hill Farm and Friendly City Inn have sentiment scores of 5 which means they have more positive attitudes about their brands in comparison to Silver Lake and Hotel Madison. Friendly City Inn also had more positive comments compared to Cave Hill farm, meaning their positive feedback is more consistent. All four of these brands have positive views about them, but Friendly City Inn is at a good place in the market when it comes to how people see their brand.

IV. SWOT Analysis

Strengths • People who are traveling in and through Harrisonburg may want a place to stay that is not a hotel • The owners and workers are friendly and welcoming • Rooms are home-like and the beds are very comfortable • It is an old historic mansion, so there is a lot of history throughout the building	Weaknesses • Posting on social media is not frequent • Photographs, especially on the website, need updated • Not completely wheelchair accessible
Opportunities • Increasing a younger audience • Creating special events that would encourage new people to come to the inn • Increase online presence with a consistent posting schedule • Host cooking classes to bring new people to the inn	Threats • There are other B&Bs near them • Weather occurrences such as flooding, snow, hurricanes, etc. • Lack of people in Harrisonburg during breaks and holidays when students are not at JMU

V. SWOT Matrix

S-O Strategies Take advantage of the younger population in the area by running promotions and special events that will get this demographic involved with the inn.	W-O Strategies The inn should use all social media platforms more frequently to target a younger audience since they primarily learn information through social media channels. Also, consider creating intern possibilities in the future to maintain this consistent posting.
S-T Strategies Focus on ways that friendly City Inn is different from other Bed and Breakfasts in the area. While doing this, build relationships with anyone who interacts with the inn, works at the inn, or is friends with workers at the inn. All of this will ensure interaction with the brand to reach new audiences and keep a strong relationship with the current audience.	W-T Strategies Using current analytics, look at what has not been working and begin to fix areas that need to be changed. Plan a strategy to overcome events that happen outside of the inns control. Consider working with other businesses in the area to create a strong community and create mutually beneficial relationships.

Analysis and Summary: The main thing Friendly City Inn needs to do is create a consistent posting schedule on social media. This will not only invite new audiences, but will also improve credibility. With a large population of students in the area, they can host events that will bring a younger generation to the inn. They can also work with other local businesses. By doing these things, they will have a greater audience through online and in-person discussion about the inn.

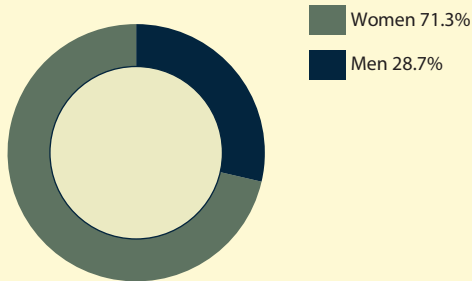
A large, light green, stylized number '3' serves as a background element, centered on the page. It has a thick, rounded stroke and a slight shadow effect.

Audience Analysis

I. Target Market

Facebook

Gender



Age

18-24 years old:

- Men: 0.4%
- Women: 0.6%

25-34 years old:

- Men: 6.1%
- Women: 11%

35-44 years old:

- Men: 6.4%
- Women: 13.4%

45-54 years old:

- Men: 5.1%
- Women: 16.4%

55-64 years old:

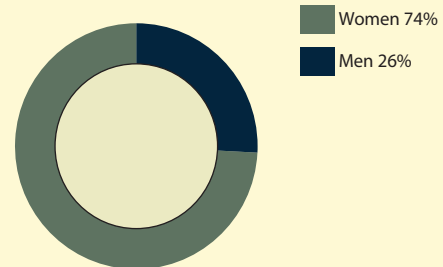
- Men: 5.6%
- Women: 16.9%

65+ years old:

- Men: 4.9%
- Women: 13.2%

Instagram

Gender



Age

18-24 years old:

- Men: 0.7%
- Women: 2.7%

25-34 years old:

- Men: 8.1%
- Women: 20.2%

35-44 years old:

- Men: 7.9%
- Women: 22.2%

45-54 years old:

- Men: 4.6%
- Women: 14.5%

55-64 years old:

- Men: 3.2%
- Women: 9.7%

65+ years old:

- Men: 1.5%
- Women: 4.7%

JMU Family Member: This specific demographic accounts for the families of the students who attend James Madison University, which is a major university located minutes from the inn. This group will be in Harrisonburg for a variety of reasons including, but not limited to, moving students in, visiting students, watching athletic games. They would want to stay at the inn to have a comfortable and home-like environment.

Nature Enthusiast: This specific demographic encompasses people who want to travel to the Shenandoah area for the views and mountains. The Shenandoah area is a hub for hiking and people frequently come to the area for an adventure. They would want to stay at the inn due to the proximity to the mountains and the extensive recommendations from the inn.

Solo Traveler: This specific demographic includes people who are traveling on their own. They may be looking for an adventure or exploring various small towns. They would want to stay in the inn for the socialization aspect and would appreciate the socialization of a small bed and breakfast.

Anne Whitmer

JMU Family Member



Background

- 56 year old female
- Combined income of 275k per year
- Bachelors degree in nursing from JMU
- Married to Mark Whitmer
- Two children at JMU
- Owns a home in Fredricksburg, VA
- Works as a critical care physician in an ICU
- Has Instagram, Facebook, and Pinterest but is most active on Facebook
- One of her sons is on the football team and she never misses a game
- She is tired of staying in hotels and wants somewhere comfortable to stay
- The “social butterfly” social media user

VALS

Believer: Anne is categorized as a believer in the VALS framework. She holds traditional values and is strongly tied to her community and family. She likes stability in her life for herself and for her family. As she is middle age, she is not very adaptable to new technology and has been an active user of Facebook since it was released onto the Internet. She appreciates brands that share the same qualities she holds. She would be inclined to stay at Friendly City Inn due to their family-run style and comfortable environment that welcomes families.

AIOs

Activities:

- Cooks often
- Attends weekly swimming classes
- Drives an SUV to work

Interests:

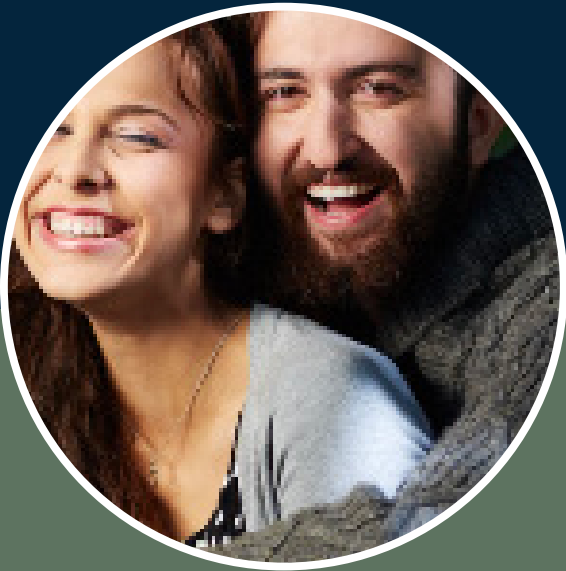
- Making family photo collages
- Reading books on her porch

Opinions:

- JMU is the best University in the world
- Breakfast is the best meal of the day

Tim Lowe

Nature Enthusiast



Background

- 34 year old male
- Income of 115k per year
- Highest education is High School diploma
- Married to Jaime Lowe
- One 4 year old child
- Has a German Sheppard
- Rents a home in Virginia Beach, VA
- Owns a lawn mowing company
- Uses Instagram, LinkedIn, and Facebook for his company but is most active on Instagram for personal use
- Plans trips often
- The “listener” social media user

VALS

Thinker: Tim is categorized as a thinker in the VALS framework. He is dedicated to lifelong learning and always wants to try new things and learn about different cultures. He has a very organized lifestyle and enjoys living a well structured life. He appreciates sustainability and would love that Friendly City Inn offers a variety of sustainable habits that help the environment. He also likes adventure and learns through exploring nature. He would love to visit the Shenandoah for its interesting history and beautiful landscapes that would allow him time to think and reflect upon his life during hikes.

AIOs

Activities:

- Goes on daily walks
- Spends time taking care of their dog

Interests:

- Finding new hikes to complete
- Exploring new cultures
- Reading and writing

Opinions:

- He believes a good looking backyard is the most important part of any home
- Staying active is crucial for ones physical and mental health

Katelyn White

Solo Traveler



Background

- 29 year old female
- Makes 70k per year
- Has a Bachelor of Arts in journalism
- Single
- No children
- Does short-term rentals and travels often
- Writes stories for an online newspaper
- Has Instagram, Facebook, Pinterest, and LinkedIn but is most active on Instagram
- She has a blog where she discusses the life of a remote worker and traveler
- The “passionista” social media user

VALS

Experienter: Katelyn is categorized as an experienter in the VALS framework. She appreciates adventure and loves to travel to experience new things to write about on her blog. She is highly social and would appreciate the welcoming community of the inn. She does not have many commitments in life as she is single with no children and has the ability to experience new opportunities and experiences often. The unique history of the inn would intrigue her as she is always open to trying new things.

AIOs

Activities:

- Wakes up early in the morning
- Drinks coffee every morning

Interests:

- Loves writing
- Has a blog that she posts on frequently about her travels

Opinions:

- Making connections with people is the most important thing in life
- Having a successful career is all about hard work
- Traveling is the best way to learn new things in life

Platform Data Analysis

Facebook

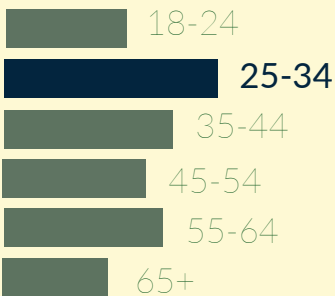
Popularity/Rank

#1 most popular social media platform

Number of monthly active users:

3.05 billion

Largest age group:



Time spent using social media:

19.7 hours per month

Gender Usage:

39.1% female and 60.9% male

Education:

73% of users are college-educated

Income:

70% earn more than \$75,000 per year

Instagram

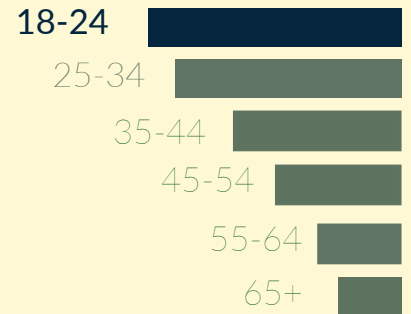
Popularity/Rank

#4 most popular social media platform

Number of monthly active users:

2 million

Largest age group:



Time spent using social media:

15.8 hours per month

Gender Usage:

49.4% female and 50.6% male

Education:

43% of users are college-educated

Income:

53.6% earn more than \$70,000 per year

Platform Data Analysis

Youtube

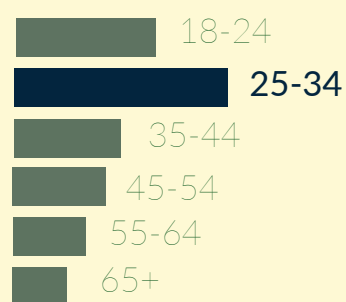
Popularity/Rank

#2 most popular social media platform

Number of monthly active users:

2.49 billion

Largest age group:



Time spent using social media:

28.05 hours per month

Gender Usage:

45.6% female and 54.4% male

Education:

Not available

Income:

65% earn more than \$100,000 per year

TikTok

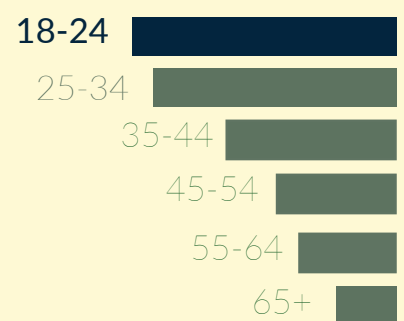
Popularity/Rank

#5 most popular social media platform

Number of monthly active users:

1.56 billion

Largest age group:



Time spent using social media:

4.7 hours per month and 28.8 minutes per day

Gender Usage:

43.6% female and 56.4% male

Education:

33% of users are college-educated

Income:

33% earn more than \$75,000 per year

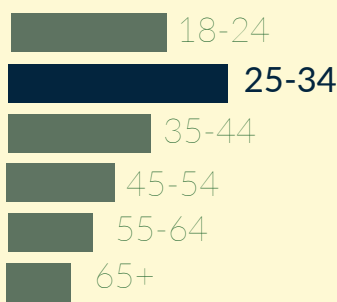
Platform Data Analysis

X

Popularity/Rank
#12 most popular social media platform

Number of monthly active users:
335.7 million

Largest age group:



Time spent using social media:
4.7 hours per month and 28.8 minutes per day

Gender Usage:
43.6% female and 56.4% male

Education:
33% of users are college-educated

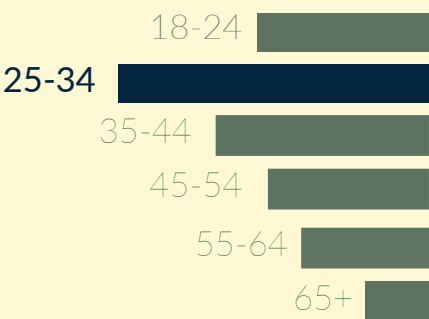
Income:
33% earn more than \$75,000 per year

Pinterest

Popularity/Rank
#15 most popular social media platform

Number of monthly active users:
465 million

Largest age group:



Time spent using social media:
1 hour and 49 minutes per day

Gender Usage:
67% female and 44% male

Education:
73% of users are college-educated

Income:
50% earn more than \$100,000 per year

Platform Data Analysis

LinkedIn

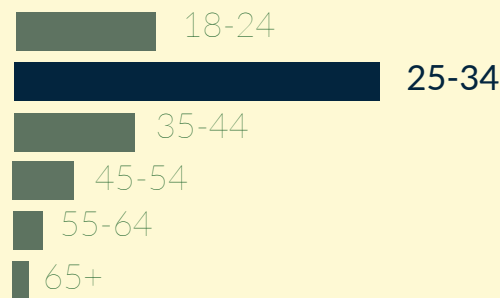
Popularity/Rank

#7 most popular social media platform

Number of monthly active users:

1 billion

Largest age group:



Time spent using social media:

51 minutes per month

Gender Usage:

43% female and 56% male

Education:

62% of users are college-educated

Income:

44% earn more than \$75,000 per year

Snapchat

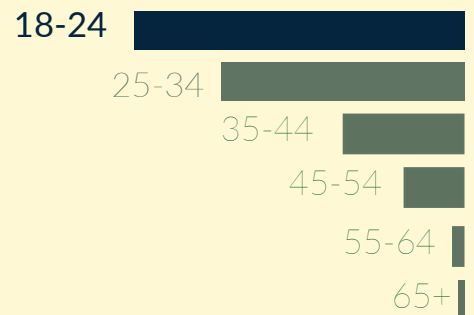
Popularity/Rank

#7 most popular social media platform

Number of monthly active users:

750 million

Largest age group:



Time spent using social media:

3.5 hours per month and 21 minutes per day

Gender Usage:

51% female and 49% male

Education:

32% of users are college-educated

Income:

42% earn more than \$70,000 per year

Recommendations

When analyzing platforms for Friendly City Inn, some should be used by the brand, while other platforms should not be. Facebook stands out as the most recommended platform, as it is the number one most used platform and would offer high brand visibility to an expansive audience. It also currently performs the best among the Inn's social media accounts, making it a valuable platform in the future as well.

Instagram and Pinterest are additional platforms worth exploring or continuing to engage with. Instagram has a relatively balanced percentage of gender demographics and would allow Friendly City Inn's content to be seen by either gender. Pinterest has a large audience within the 25-44 age range, with the largest being 25-34. With females making up 67% of the gender usage for Pinterest, the platform would be an affective way to reach the target market.

Platforms like Snapchat, YouTube, and X are less suited for the brand. Snapchat, primarily used by a younger audience, does not align with the brands values. LinkedIn, YouTube, and X cater to content that doesn't match the Friendly City Inn's goals or tone, making them less relevant for the brand's social media strategy.

A large, light green number '4' is positioned in the background, centered vertically and horizontally. It has a thick, blocky font style.

Content Marketing

Brand Voice/Tone

Key Adjectives

Timeless

Friendly

Relaxed

Quaint

Warm

Lively

Calm

Welcoming

Charming

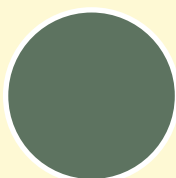
Comfortable

Voice Characteristics	Description	Do	Don't
Quaint	We offer charm and historical value	- Discuss the inns history - Photograph the details - Preserve the history	Show too much modern decor
Welcoming	We have a cozy and kind vibe that feels inviting to all that enter	- Use inclusive language - Show the owners and workers - Engage with the community	- Use exclusive language - Use many dark photographs - Ignore customers
Friendly	We strive to maintain Harrisonburg's nickname, "The Friendly City" and its kind qualities	- Be inviting - Engage with the community - Do it with a smile	- Have a passive tone - Be close minded - Be exclusive
Comfortable	We are a comfortable inn that takes pride in the clean and homely bedrooms	- Show the amenities in the rooms - Use bright photos	- Forget about the rooms - Ignore guest feedback

Friendly City Inn Brand Guide



Sage Green



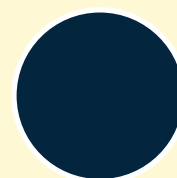
C = 64
M = 40
Y = 62
K = 18

Pastel Yellow



C = 0
M = 1
Y = 20
K = 0

Navy Blue



C = 100
M = 79
Y = 48
K = 53

Hashtags

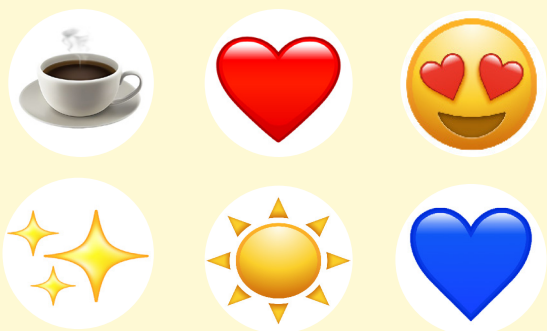
Instagram and Facebook

#friendlycitybedandbreakfast
#friendlycityinn
#harrisonburgva
#bedandbreakfast
#downtownharrisonburg

Image Style

Use a mix of graphics and images. The images used should be clear and professional. The graphics should not be overly crowded and when paired with images they should serve to enhance the image.

Emojis



Key Words

- Breakfast
- Inn
- Historic
- Friendly
- Harrisonburg
- Special
- Weekend

Font

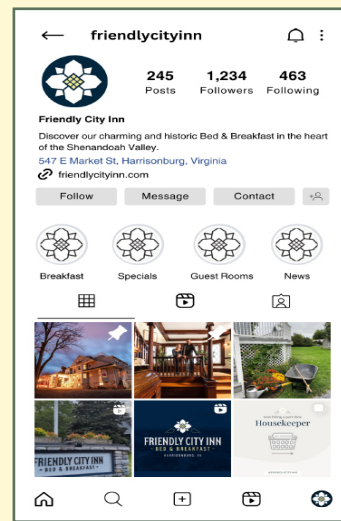
Serif: **Meriweather**
Sans Serif: **Lato**

Profile Optimization

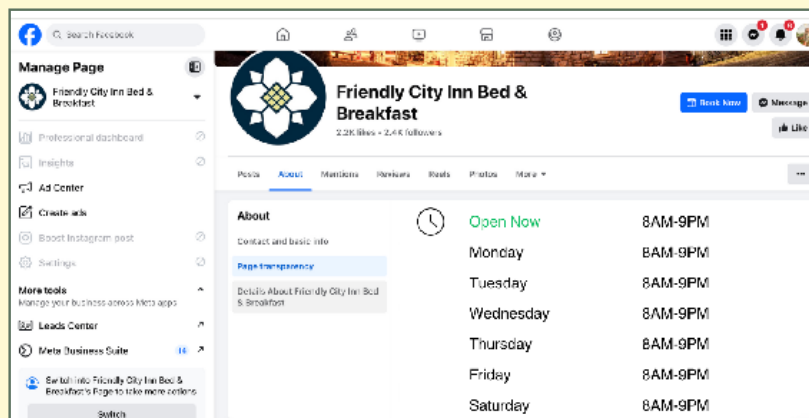
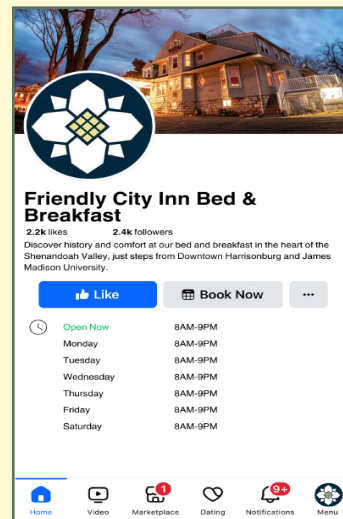
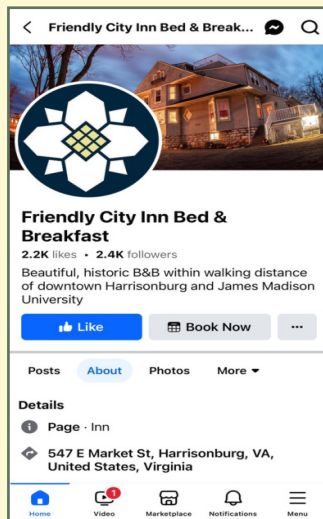
Before

After

Instagram



Facebook



We changed the Instagram profile picture to be the logo, as profile pictures should be consistent across all platforms. This logo is unique to their brand and will enhance brand recognition on social media. Since Instagram bios only allow 150 characters, it had to be short and efficient. The bio offers an overall call to action that will guide viewers to the website and the rest of the page to learn more information. We also changed the cover photo on the pinned post to a picture of the inn that was originally the profile picture. The new picture does not have black borders on the top and bottom of the image and allows viewers to see the complete photo of the inn. We also pinned an image of the owners, as a main selling point for the inn is the charming nature created by them. Finally, we rearranged the stories to show the most important aspects of the inn first and added “news” to insert information others post about the inn.

For Facebook, we changed the bio but kept the profile picture and background photo. The logo was already the profile picture, and the picture is a crisp photograph that shows their brand. Their about page already includes the address, phone number, email, website, price range, and reviews. Therefore, the only thing we added to the about page were their hours.

Goals, Objectives, Metrics, and Content

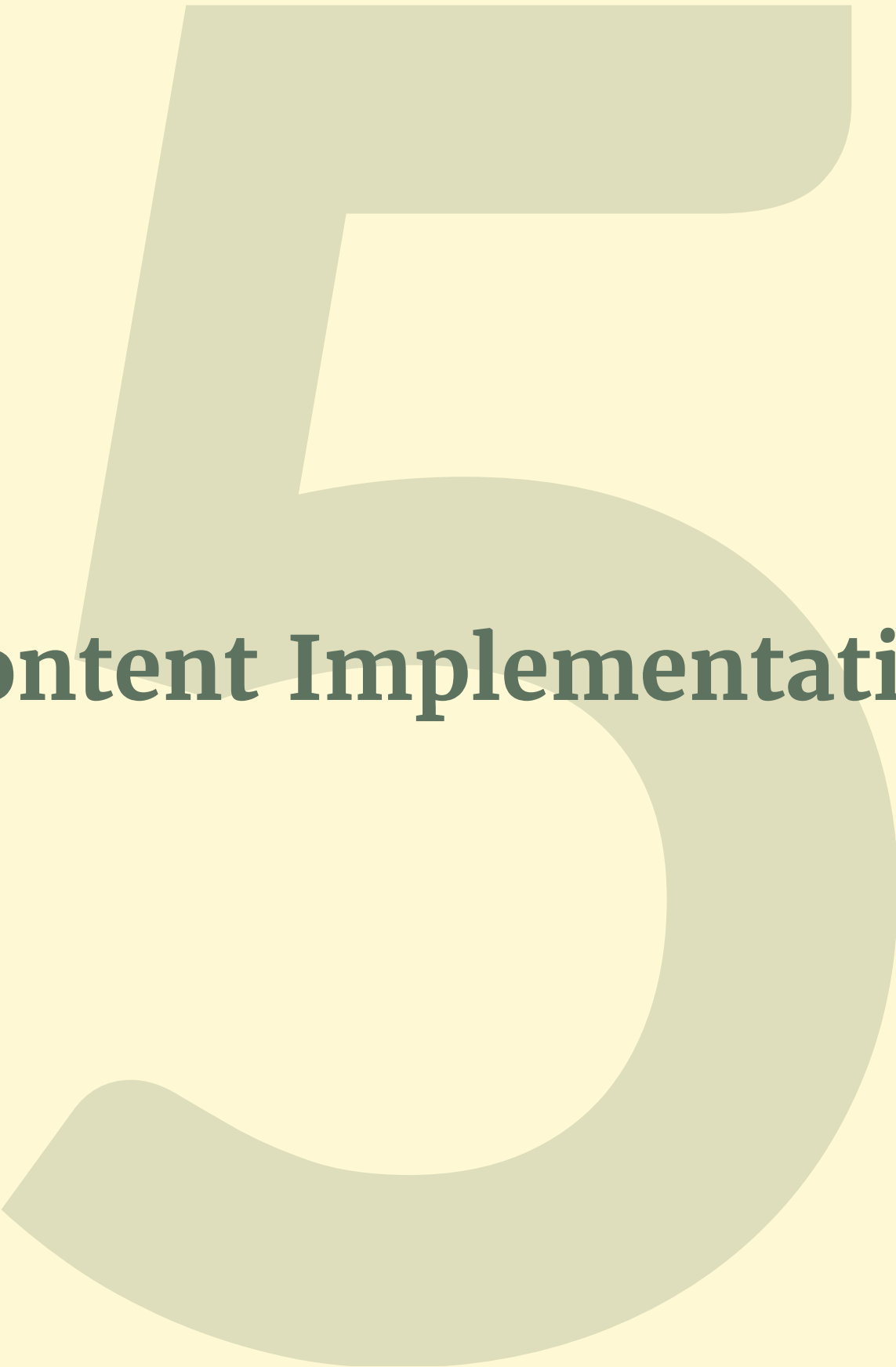
Instagram

Increase Engagement	Increase posting frequency	Increase website traffic
Objective #1	Objective #2	Objective #3
Grow engagement by 20% by the end of the quarter	Increase post frequency to 2 times per week by the end of the quarter	Increase website traffic through the link in bio by 15% by the end of the quarter
Metrics	Metrics	Metrics
Number of likes	Number of posts	Number of website link clicks
Number of comments	Number of stories	
Content	Content	Content
Post about the owners	Take more photos and videos	Make the website link easy to see in bio
Ask questions in posts	Repost user-generated content	Use call-to-actions in captions
Respond to comments	Post behind-the-scenes stories	Highlight specific rooms/inn features
Use trending sounds in reels	Create themed and holiday posts	Provide promotions or discounts
Host like and comment contests	Posts about promotions	Post about events at inn that are featured on website

Goals, Objectives, Metrics, and Content

Facebook

Increase Engagement	Increase posting frequency	Increase booking requests
Objective #1	Objective #2	Objective #3
Grow engagement by 30% by the end of the quarter	Increase post frequency to 3 times per week by the end of the quarter	Increase booking requests on Facebook by 10% by the end of the quarter
Metrics	Metrics	Metrics
Number of likes and comments	Number of posts	Number of booking requests on Facebook
Number of shares	Number of reposts	
Content	Content	Content
Tag People	Take more photos and videos	Use the phrase “book now”
Post Q&As	Repost user-generated content	Use call-to-actions in captions
Respond to comments	Collaborate with local businesses	Highlight specific rooms/inn features
Ask for recommendations	Create themed and holiday posts	Provide promotions or discounts
Post about the owners and visitors	Posts about promotions	Tell people to request more information



Content Implementation

Posting Times

Top Instagram posting times based on followers



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		9:00 PM	4:00 PM	9:00 PM		12:00 PM

Top Facebook posting times based on followers



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10:00 AM		6:00 PM	6:00 PM	6:00 PM		

November Instagram Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6	7 Story post asking what breakfast followers would like to see	8	9 Spotlight on the Mockingbird room
10	11	12	13	14 Highlight on the owners	15	16 Story post about the inns special events
17	18	19 Post about Thanksgiving plans and telling followers to stay with the inn	20 Mid-week break post about the baked goods	21 Story post about the cafe	22	23 Story post asking followers their favorite breakfast
24	25	26 Cheers to the holiday season post	27 Post asking the audience their favorite Thanksgiving meal	28 Happy Thanksgiving story	29	30 Carousel post about the breakfasts the inn offers

November Facebook Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
3	4	5	6 Post about fall and coffee	7	8	9 Post about local hikes in the Shenandoah
10	11 Veterans Day Story post	12	13	14 Post about a guest review	15	16 Post about sustainability
17	18	19	20 Carousel post highlighting various rooms	21 Story post wishing people safe holiday travels	22	23
24	25	26 Story post asking "sweet vs. savory" breakfast	27 Story post asking what Thanksgiving food people are most excited for	28 Happy Thanksgiving post	29	30

December Instagram Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 Story post asking what people are excited for this December	4 Local restaurant recs	5 Story post about the “coffee lovers” package	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

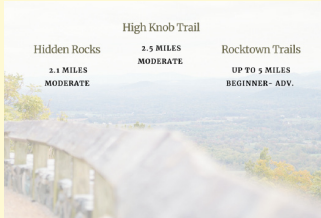
December Facebook Content Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Post welcoming December	2	3 Story asking guests their favorite part of their stay	4 Post about the history of the inn	5 Post highlighting the “craft beer” package	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

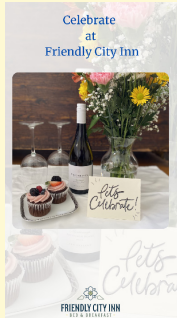
Instagram Week of November 6-November 12

Day	Wednes-day	Thursday	Friday	Saturday	Sun-day	Monday	Tuesday
Time		9:00 PM				9:00 AM	
Visual							
Caption		Story post with question feature asking, "What breakfast would you like to see ?"		The Mockingbird is a backyard-facing room with plenty of natural lighting! Check out our website to see more about the Mockingbird and all of our other beautiful rooms!		Story Post	
Hashtags				#hburgbedandbreakfast #friendlycityinn #roomspotlight			
Metrics							

Facebook Week of November 6-November 12

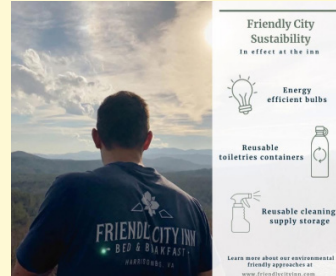
Day	Wednesday	Thurs- day	Friday	Saturday	Sunday	Monday	Tues- day
Time	7:00 PM			12:30 PM		10:00 AM	
Visual							
Caption	We love seeing all of the beautiful colors of the leaves change around our Inn! We believe fall pairs best with a warm cup of coffee, what's your favorite fall drink?			With the Blue Ridge Mountains surrounding us, you will never get bored when you stay with us! Whether you're a beginner looking for an easy walk or a great adventure, there are a variety of trails at our back door!		Story Post	
Hashtags	#friendlycityinn #bedandbreakfast #falldrink			#friendlycityinn #blueridgemountains #shenandoahhikes			

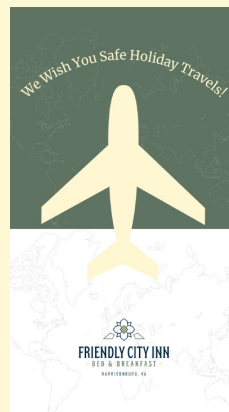
Instagram Week of November 14-November 23

Day	Thursday	Friday	Saturday	Sunday	Monday
Time	9:00 PM		12:00 PM		
Visual					
Caption	You know our inn, but have you met our owners? We are two of the youngest innkeepers in America and have been flourishing owning this 1885 B&B! We hope to see you see you at your next stay with us!		Story Post		
Hashtags	#meettheinnkeepers #friendlycityinn #harrisonburgB&B				

Day	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	6:00 PM	4:00 PM			12:00 PM
Visual					
Caption	Staying in town for Thanksgiving, or coming to visit Harrisonburg? Book your stay with us and enjoy relaxing time away and a gourmet breakfast!	It's time for a mid-week snack break! Enjoy freshly made and delicious baked goods when you stay with us!	Story Post		Story Post with sticker asking, "What's your favorite breakfast food?"
Hashtags	#bedandbreakfast #thanksgivingstay #HarrisonburgB&B	#friendlycityinn #bakedgoods #harrisonburgBnB			

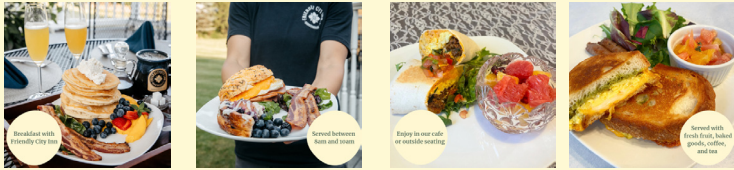
Facebook Week of November 14-November 23

Day	Thursday	Friday	Saturday	Sunday	Monday
Time	9:00 PM			10:00 AM	
Visual					
Caption	Take a peek into what one of our guests has said about the inn and don't forget to leave us a review if you enjoyed your stay with us!			Incorporating bits of small businesses into our Inn is what makes us thrive! Support the small businesses of the Shenandoah Valley.	
Hashtags	#friendlycityinn #harrisonburgva #bedandbreakfast			#shenandoah #friendlycityinn #smallbusiness	

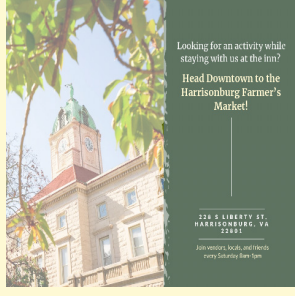
Day	Tuesday	Wednesday	Thursday	Friday	Saturday
Time		6:00 PM	6:00 PM		
Visual					
Caption		Explore The Magnolia, Shenandoah Suite, and Blue Ridge Room on our website and see how you can experience comfort this holiday season!	Story Post		
Hashtags		#friendlycityinn #fallbedandbreakfast #cozyinn			

Instagram Week of November 24-December 2

Day	Sunday	Monday	Tuesday	Wednesday	Thursday
Time			9:00 PM	4:00 PM	9:00 PM
Visual					
Caption			The air is crisp, and the holiday spirit is upon us! Cozy up with us at Friendly City Inn and enjoy the warmth of the season with some delicious coffee or hot chocolate!	Thanksgiving is tomorrow, so we wanted to ask you: what is your favorite Thanksgiving meal?	Story Post
Hashtags			#BedandBreakfast #holidayseason #downtownhburg	#BedandBreakfast #FriendlyCityInn #thanksgivingmeal	

Day	Friday	Saturday	Sunday	Monday
Time		12:00 PM		
Visual				
Caption		What's a bed and breakfast without breakfast? Take a look into some of our breakfast options that will give you an amazing start to the day!		
Hashtags		#BedandBreakfast #FriendlyCityInn #harrisonburgstay		

Facebook Week of November 24-December 2

Day	Sunday	Monday	Tuesday	Wednesday	Thursday
Time	10:00 AM		6:00 PM	6:00 PM	9:00 PM
Visual					
Caption	While in town, head downtown to the Harrisonburg Farmers Market to shop local produce, plants, sweet treats, and more!		Story Post with a story question feature asking, "Sweet or savory breakfast?"	Story Post with question feature asking, "What Thanksgiving food are you most excited for?"	From our family to yours, Happy Thanksgiving! We hope you all have had a relaxing day with a lot of delicious food and quality time with friends and family!
Hashtags	#farmersmarket #downtownhburg #hburgfarmersmarket				#friendlycityinn

Day	Friday	Saturday	Sunday	Monday
Time			10:00 AM	
Visual				
Caption			Friendly City Inn is the perfect place to enjoy the holiday season. While staying with us, you'll be able to experience the warmth and comfort of our rooms. Hang out with us by our fire place and indulge in delicious hot chocolate!	
Hashtags				

Instagram Week of December 3 - December 7

Day	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	9:00 PM	4:00 PM	9:00 PM		12:00 PM
Visual					
Caption	Story Post with question, "What are you excited for this December?"	While at the Inn, enjoy a great meal from some of our local favorites. Check out our website's Local Culture page for more recommendations to make the most of our time here in Harrisonburg!	Craving a cozy morning coffee? Book a stay and add on our "Coffee Lovers" package to keep the local Harrisonburg brews with you! Take home two hand-thrown branded mugs, and a 12oz local specialty coffee grounds to enjoy another day.		Meet our innkeeper Kyla, AKA our host with the most! While staying with us, Kyle will welcome you with an excited smile and have an answer to all of your questions! Don't forget to ask him about dining or entertainment recommendations.
Hashtags	#CozywithCoffee #TraveltotheFriendlyCity #BedandBreakfast	#FriendlyCityInn #DowntownHarrisonburg #LocalEats	#cozywithcoffee #traveltofriendlycityinn #bedandbreakfast		#FriendlyCityinn #InkeeperSpotlight #BedandBreakfast

Facebook Week of December 3 - December 7

Day	Tuesday	Wednesday	Thursday	Friday	Saturday
Time	6:00 PM	6:00 PM	9:00 PM		
Visual					
Caption	Story post with sticker asking, "What did you enjoy during your stay with us?"	Dating back to 1885, Friendly City Inn has a unique and interesting history. Our inn looks and feels like an old summer coastal home with architecture resembling the New England cottage style. Learn more about the history of our charming in on our website and experience the history with us during your next stay!	Enjoy a cozy night in trying different brews & bites with our "Craft Beer" package. Explore the area's local breweries paired with our homemade soft pretzels and snack platter! Book today and add this package for only \$40!		
Hashtags		#historicbedandbreakfast #shenandoahmansion #historicinn	#HburgBrews #HarrisonburgVA #FriendlyCityInn		

Instagram

Overview

- **Reach:** 1.3k, up 1.1k%
- **Interactions:** 222, up 3.6k%
- **Visits:** N/A
- **Posts:** 8
- **Stories:** 7

Demographics

- 73.7% female, 26.3% male
- **Largest age range:** 36-44 years old
- **Top Cities:** Harrisonburg: 19.6%, Staunton: 2.6%, Bridgewater: 2.3%

Audience

- **Total followers:** 1,237
- **Additional followers:** 5
- **Unfollows:** 7

Top 3 by Reach

Day	Thursday	Thursday	Tuesday
Time	9:00 PM	9:00 PM	6:00 PM
Visual			
Caption	You know our inn, but have you met our owners? We are two of the youngest innkeepers in America and have been flourishing owning this 1885 B&B! We hope to see you see you at your next stay with us!	Meet our innkeeper Kyla, AKA our host with the most! While staying with us, Kyle will welcome you with an excited smile and have an answer to all of your questions! Don't forget to ask him about dining or entertainment recommendations.	Staying in town for Thanksgiving, or coming to visit Harrisonburg? Book your stay with us and enjoy relaxing time away and a gourmet breakfast!
Hashtags	#meettheinnkeepers #friendlycityinn #harrisonburgB&B	#FriendlyCityinn #InkeeperSpotlight #BedandBreakfast	#bedandbreakfast #thanksgivingstay #HarrisonburgB&B
Metrics	Reach: 828 Impressions: 876 Engagement: 102 • Likes: 96 • Comments: 4 • Shares: 2	Reach: 254 Impressions: 263 Engagement: 26 • Likes: 21 • Comments: 5 • Shares: 0	Reach: 166 Impressions: 177 Engagement: 15 • Likes: 14 • Comments: 0 • Shares: 1

Lowest 3 by Reach

Day	Wednesday	Thursday	Tuesday
Time	4:00 PM	9:00 PM	9:00 PM
Visual			
Caption	You know our inn, but have you met our owners? We are two of the youngest innkeepers in America and have been flourishing owning this 1885 B&B! We hope to see you see you at your next stay with us!	Craving a cozy morning coffee? Book a stay and add on our "Coffee Lovers" package to keep the local Harrisonburg brews with you! Take home two hand-thrown branded mugs, and a 12oz local specialty coffee grounds to enjoy another day.	The air is crisp, and the holiday spirit is upon us! Cozy up with us at Friendly City Inn and enjoy the warmth of the season with some delicious coffee or hot chocolate!
Hashtags	#meettheinnkeepers #friendlycityinn #harrisonburgB&B	#cozywithcoffee #traveltofriendlycityinn #bedandbreakfast	#BedandBreakfast #holidayseason #downtownhburg
Metrics	Reach: 56 Impressions: 62 Engagement: 6 • Likes: 6 • Comments: 0 • Shares: 0	Reach: 73 Impressions: 75 Engagement: 8 • Likes: 8 • Comments: 0 • Shares: 0	Reach: 79 Impressions: 82 Engagement: 12 • Likes: 12 • Comments: 0 • Shares: 0

Recommendations

Friendly City Inn should focus on the welcoming nature as the inn on social media, and specifically Instagram. Posts about the three innkeepers did the best, as the posts highlight who guests will be staying with while at the inn. Additionally, the third highest post included the word "us", furthering the inviting aspect of staying at the bed and breakfast.

Facebook

Overview

- **Reach:** 2.1k, up 51.2%
- **Interactions:** 286, up 3.5k%
- **Visits:** N/A
- **Posts:** 8
- **Stories:** 6

Demographics

- 71.5% female, 28.5% male
- **Largest age range:** 45-54 years old
- **Top Cities:**
Harrisonburg: 10.8%
Chesapeake: 1.8%,
Bridgewater: 1.4%

Audience

- **Total followers:** 2.4k
- **Additional followers:** 12, up 100%
- **Unfollows:** 4, up 100%

Top 3 by Reach

Day	Wednesday	Sunday	Thursday
Time	6:00 PM	10:00 AM	9:00 PM
Visual			
Caption	Dating back to 1885, Friendly City Inn has a unique and interesting history. Our inn looks and feels like an old summer coastal home with architecture resembling the New England cottage style. Learn more about the history of our charming inn on our website and experience the history with us during your next stay!	Friendly City Inn is the perfect place to enjoy the holiday season. While staying with us, you'll be able to experience the warmth and comfort of our rooms. Hang out with us by our fire place and indulge in delicious hot chocolate!	Take a peek into what one of our guests has said about the inn and don't forget to leave us a review if you enjoyed your stay with us!
Hashtags	#historicbedandbreakfast #shenandoahmansion #historicinn		#friendlycityinn #harrisonburgva #bedandbreakfast
Metrics	Reach: 1,230 Impressions: 1,230 Engagement: 26 • Likes: 19 • Comments: 3 • Shares: 4	Reach: 357 Impressions: 385 Engagement: 15 • Likes: 10 • Comments: 2 • Shares: 3	Reach: 365 Impressions: 379 Engagement: 15 • Likes: 14 • Comments: 1 • Shares: 0

Bottom 3 by Reach

Day	Sunday	Thursday	Sunday
Time	10:00 AM	9:00 PM	10:00 AM
Visual			
Caption	While in town, head downtown to the Harrisonburg Farmers Market to shop local produce, plants, sweet treats, and more!	From our family to yours, Happy Thanksgiving! We hope you all have had a relaxing day with a lot of delicious food and quality time with friends and family!	Enjoy a cozy night in trying different brews & bites with our "Craft Beer" package. Explore the area's local breweries paired with our homemade soft pretzels and snack platter! Book today and add this package for only \$40!
Hashtags	#farmersmarket #downtownhburg #hburgfarmersmarket	#friendlycityinn	#HburgBrews #HarrisonburgVA #FriendlyCityInn
Metrics	Reach: 182 Impressions: 204 Engagement: 7 • Likes: 6 • Comments: 0 • Shares: 1	Reach: 192 Impressions: 207 Engagement: 13 • Likes: 12 • Comments: 1 • Shares: 0	Reach: 209 Impressions: 215 Engagement: 12 • Likes: 11 • Comments: 0 • Shares: 1

Recommendations

Friendly City Inn has an interesting history and many great reviews. They should continue to emphasize the welcoming nature on Facebook. Additionally, they should show off aspects of the inn. The unique history was the highest engaged with post, as it showed stories that are specific to the inn and not seen anywhere else. Additionally, information about how people feel about the inn in a review was highly engaged with as user generated content is typically seen as more reliable than information generated from a brand itself.

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Influencer marketing Strategy

Facebook Influencer



Micro Influencer

Veronica Williamson

Bio: Traveler, dog mom, and coffee connoisseur taking on the world one day at a time

Number of followers: 10k

Age: 34

Gender: Female

Lives in Alexandria, VA

Average number of posts per week: 3 but posts more when she travels

Average Number of likes: 2k-3k

Average number of shares: 70

Level they interact with followers: High interaction

Type of content: Main focus on travel and lifestyle posts

Do they post with brands: She frequently posts with local businesses when she travels

As travelers are a target market for the inn, an influencer with content based on travel and lifestyle is the perfect choice. Followers of her account will see the beauty of the Shenandoah from her content and be encouraged to stay at the inn. She has a large following as a micro influencer, but she frequently interacts with her followers to give them advice about where and how to travel.

Budget:

\$1,500 per post plus a free stay once a year as a brand ambassador

Strategy for searching:

Search for this influencer by looking at content that has to do with traveling and nature. Look at accounts who frequently interact with these posts as they would prove to be interactive online and passionate about exploring the world. Begin by following the accounts that stand out and liking and commenting on their content. After a while of interacting with the content, DM her to see if she would like to stay at the inn for free if in the Shenandoah area. From there, if she enjoys her stay at the inn, there can be a discussion as to if she would like to become a brand ambassador of the inn.

Suggested pitch:

Hi Veronica!

We are Friendly City Inn, a family owned bed and breakfast located in Harrisonburg, VA in the Shenandoah mountains . We have been big fans of your travel and lifestyle posts! We would love to cover the cost of you to stay at our inn for three nights while exploring the beauty of the Blue Ridge mountains! Please let us know if you need any more information. We hope you get to explore with us during your next trip to the Shenandoah and we look forward to hearing from you!

Instagram Influencer



Micro Influencer

Chloe Hughes

Bio: Digital diaries of a gal in her 20s making it through college! @jmuuzta

Number of followers: 4.5k

Age: 20

Gender: Female

Lives in: Urban Exchange apartments

Average number of posts per week: 2 posts per week but posts stories daily

Average Number of likes: 500-2k

Average number of shares: 30-50

Level they interact with followers: Very interactive and a social butterfly

Type of content: Lifestyle and health and wellness tips in college

Do they post with brands: Is a brand ambassador for Poppi Soda

Since Chloe is local to the Harrisonburg area and attends JMU, she is key in targeting the target market of JMU families. These families would follow Chloe to understand the daily lives of a student at the university. As a micro influencer, she is constantly working on growing her following and a collaboration with the inn would be mutually beneficial for both herself and the inn.

Budget:

800 per post, branded content

Strategy for searching:

Search for students at JMU who have large followings. Girls in clubs or sororities generally have higher followings, so searching through the organizations following would be a good start. Looking through tagged images of accounts could also help to narrow down the search for an influencer. Once a target is found, start by following the account. Next, DM the account and ask if she would be interested in working with a local business that works with JMU students and promotes sustainability in Harrisonburg. The inn could offer to hold a sorority event at the inn to have content for her to base her branded content on.

Suggested pitch:

Hi Chloe!

We are Friendly City Inn, a local bed and breakfast in Harrisonburg, VA. We love your content and its focus on health and wellness. We see you are in Zeta Tau Alpha at JMU and were wondering if you would be interested in receiving \$800 for a branded post on your account about our inn? We would be happy to have you at our inn or discuss a possible sorority event held here! Please let us know if you have any more questions and we look forward to the possibility of working with you!

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Employee Advocacy Plan

Definition

Employee Advocacy is the promotion of a company or brand by employees who share information about their companies brand, product, or services on their personal social media network (Charello). Creating and implementing an employee advocacy program for a business is not only cost effective but can also increase a brands reach and visibility by creating a more diverse network of viewers. It can also help improve trust in a brand, as an employees discussion of a brand is more personal and relatable. The plan can also help to drive traffic to a website and drive an increase in sales. Overall, it helps to foster a connection between a brand and its employees by proving the dedication they have to promoting the brand and further develops the personality of the brand.

Potential Reach Examples

1. Employee posts a job update on LinkedIn about what they've been doing at the inn
2. Employee reposts promotions or events happening at the inn on their personal Social Media accounts

Potential Value Examples

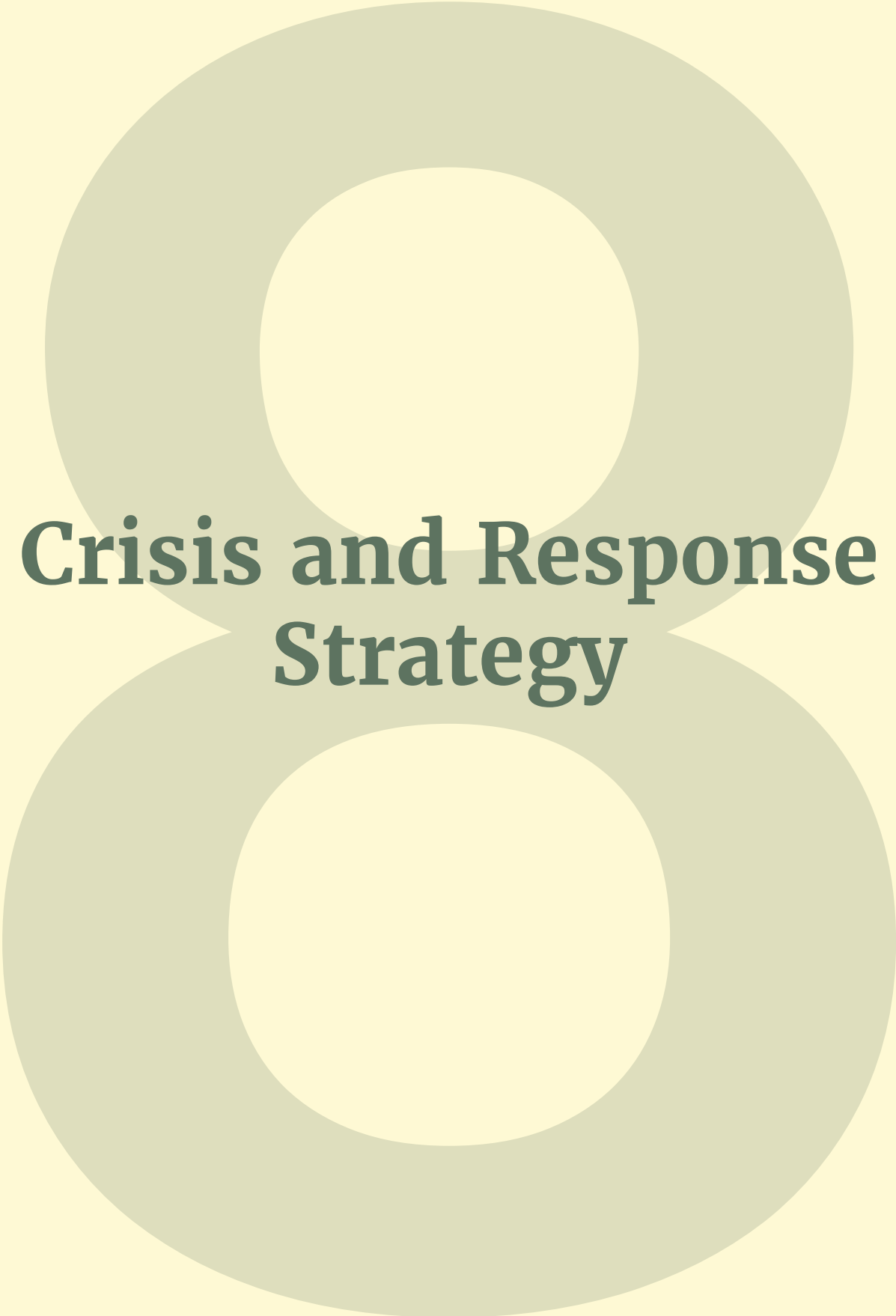
1. Employees use word of mouth communication to tell others about the inn
2. Employee posts a day in the life about their job on their personal accounts

Proposed Programs/Tracking/Incentives

A program that would work at the inn would be for employees to post about a day in their life working at the inn. By showing what they do at the inn and how positive their relationships are with others at the inn, it would drive engagement of people wanting to know more about the inn. They could also talk about why people should stay at the inn and encourage people to come hang out with them while staying as a guest. Employees should also repost various promotions and sales at the inn to widen the inn's audience and show people who may not follow the inn what is happening.

To track the metrics to see the success of the plan, the inn would look at audience growth, sales, and earned media growth.

As an incentive for employees to advocate for the brand, the inn could offer free stays at the inn for friends and families of top advocates, appreciation or thank you dinners with the owners, or money or gift cards to use around the area.

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Crisis and Response Strategy

Issue

An issue is a small-scale problem that would cause an inconvenience for customers or complaints but does not serve as a wide-scale threat to a business. It should be addressed quickly and efficiently but will not cause a business to shut down or completely damage its reputation. Having a strategy to deal with issues will ensure these problems do not become wide-spread and will help to improve reputation.

Potential Issues

1. Negative review: A negative review would impact the workers at the inn due to a potential loss in business by future guests avoiding staying at the inn due to the comment or the person who wrote the comment not staying at the inn again. To help this issue, the inn should respond to the comment quickly with a sincere apology and an explanation as to why their needs were not met. If the issue is large, the inn could consider offering them a free stay or emailing them individually for more information.

2. Breakfast chef unable to come into work: This issue would not cause a halt in the inns business. Although guests would not receive the breakfast made from the top chef, the inn would still be able to serve them breakfast. If this event were to happen, it is important that there is a back-up plan for someone else working at the inn to have been trained to be able to make the breakfast.

3. Construction around the inn: Construction happening around the inn or near streets leading to the inn could cause difficulty for guests to arrive at the inn. In this situation, guests would expect the inn to inform them about the construction before their stay. The inn should send all future guests a rout to take to avoid the construction show them a map of where exactly to enter and park at the inn.

Crisis

A crisis is an activity on social media that can harm a company's reputation or ability to conduct business (Chanello). A crisis is of high-urgency and should be handled immediately as it can create a large impact for a company. Having a crisis strategy will help to avoid further losses the company may face. It will ensure quick and efficient responses that will help to rebuild the brand. One of the most important things to remember in times of crisis is to not post like normal and to never delete or ignore any feedback or issues.

Potential Crises

1. Failing a health inspection: First, Friendly City Inn would have to immediately fix whatever was causing this violation. They should be open and honest with their guests to not seem as though they are trying to ignore the issue or scam their guests into staying there under poor circumstances. People who have stayed there within the time of the violation may expect and should be compensated. If previous guests became sick because of a possible food violation, the inn should pay for any medical services they would need. Once the violation is resolved, the inn should notify the public that they are within the code and tell people what they will do to ensure that will never happen again by explaining what they have done to fix the issue and thoroughly explain how they will prevent the issue from ever happening again.

2. Owners having to take significant time away due to personal issues: The crisis could affect the full time innkeeper as he would now be responsible for running the business on site while the owners are gone. It would ultimately affect the owners as well, they most likely would have to come up with a schedule that allows alternating shifts at the inn vs time at home. It would also affect the guests staying there as they might not be able to accommodate as many people at once due to limited staff. The inn should have clear guidelines for the third innkeeper as to what to do in a situation like this, outlining the responsibilities that they are typically the ones to do. They should also ensure that there are clear communication channels that will allow them to answer any questions the inn may have when they are gone. The inn could also consider hiring additional volunteer workers in the event of a crisis like this.

3. An extended power outage: A power outage would affect guests by causing them to lose amenities such as lighting, heat, or WiFi which would cause discomfort and potential health crises if temperatures outside are extremely low or high. Additionally, it would cause kitchen appliances not to work and would impact the food that is currently stored at the inn. Guests would expect the inn to have a secondary source of power in the event of an emergency like this. The inn should ensure they have power generators as a backup to continue functioning at the inn. Additionally, the inn should invest in products such as flashlights, fans batteries, and non-perishable foods to ensure the guests remain comfortable and fed, even without power.

References

Cave Hill Farm Bed & Breakfast. (n.d.). *Welcome to Cave Hill Farm Bed & Breakfast*. <https://cavehillfarmbandb.com/>

Charello, M. (2020). *Essentials of Social Media Marketing*. Stukent Publishing.

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