

MULTICHANNEL

Peninsula broadens reach with primary Instagram, Twitter accounts

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Peninsula Hotels introduction

By NANCY BUCKLEY

Peninsula Hotels created its first general Twitter and Instagram handles with a brand-wide social post on the local properties.



Each individual Peninsula location has its own social media pages, but this will be the first time that the general brand of Peninsula Hotels will host its own Instagram and Twitter. The decision to broaden its social media presence will likely help the brand gain more attention, especially among the younger generations of guests.

“Peninsula Hotels has always been known for exceptional personalized service and being very technologically advanced,” said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston.

“Guests will feel even more connected to the brand by enjoying this new insider’s look,” she said. “It will be an exciting account to follow.”

Insta Tweet

Several individual locations posted the same photo as Peninsula Hotels on their Instagram channels that informs consumers about the new handle @PeninsulaHotels.

On Twitter and Instagram, the hotel brand was welcomed to the social media platforms by both Peninsula locations and other travel industry experts.



Peninsula Twitter

Its Instagram has been in active for about a day and, as of press time, had gained 422 followers. The posts so far have circled around guest images and resort photos.

On Twitter the brand has gained 140 followers and has tweeted 12 times since its launch Nov. 12.

Peninsula Hotels has had its own Facebook page with more than 34,000 followers, but has relied upon the individual properties to handle Instagram and Twitter for the brand's hotels. However, now the general hotel name will be able to promote itself and its properties on more platforms.



Peninsula Instagram

Creating a greater presence on social media will likely lead to a greater reach for Peninsula.

Upgrading on social

Several other brands have recent expanded their social platforms.

For instance, New York retailer Bergdorf Goodman was reaching out to fashion-savvy men through a new Instagram account separate from the main store profile.

Bergdorf Goodman launched its @Goodmans account at the beginning of the spring/summer 2015 menswear runway shows. Joining the existing male-specific Twitter account, this addition helps the department store connect with its male consumers on a

more focused level ([see story](#)).

Also, there has been a trend toward a greater use of Instagram, like using the social platform for ecommerce.

For example, U.S. fashion label Marc Jacobs is simplifying the path to purchase for its beauty collection with a new Instagram effort.

Brands have struggled to generate conversions through Instagram because the platform does not allow for active hyperlinks to be embedded in the captions of shared photos. Marc Jacobs is looking to give consumers straightforward access to ecommerce through Instagram by linking its shared images to product emails for purchasing ease ([see story](#)).

Creating global accounts for a brand can allow access to behind-the-scenes views of Peninsula.

“The new global accounts will allow guests to feel like an insider at Peninsula Hotels,” Ms. Dowd said.

“From its Peninsula Academy to the stylish design, there are many ways the hotel will be able to keep followers engaged and attract guests to stay at their luxury hotels around the world,” she said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/12x3o3J2i6c](https://www.youtube.com/embed/12x3o3J2i6c)

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