

The Evolution of Social Media in the Hospitality Industry

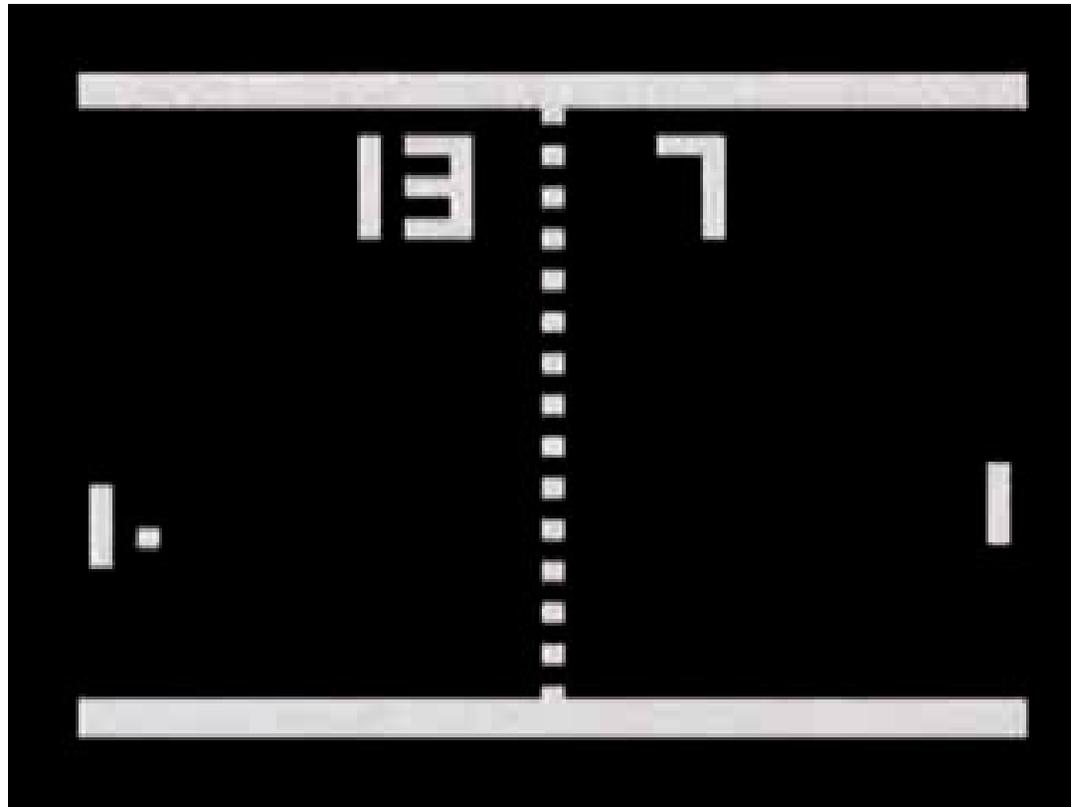


Mike Dover

October 3, 2009

Quebec City

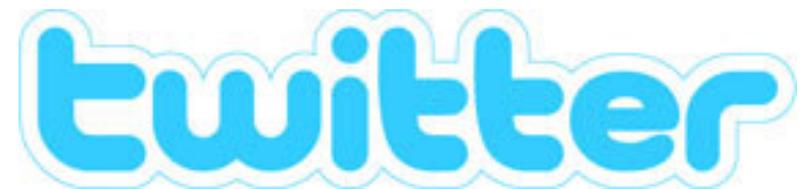
Evolution of Video Games



Controls Become more sophisticated



Social Media: The Big Four



We Discussed With Mike the Meaning of the Term “Guarantee.”

guar·an·tee (g r n-t), *n.*

1. Something that assures a particular outcome or condition: *Lack of interest is a guarantee of failure.*
 - a. A promise or an assurance, especially one given in writing, that attests to the quality or durability of a product or service.
 - b. A pledge that something will be performed in a specified manner.

(Save this for your future reference.)

Seat 9E

Flt# 888 / SDO → Houston
SEAT # 29E

RECEIVED

APR 13 2005

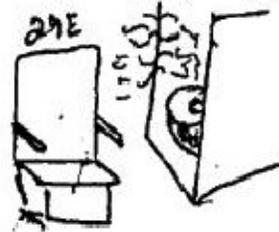
CUSTOMER C...

Dear Continental Airlines,

I am disgusted as I write this note to you about the miserable experience I am having sitting in seat 29E on one of your aircrafts.

As you may know, this seat is situated directly across from the lavatory, so close that I can reach out my left arm and touch the door.

I am picturing a board room full of executives giving props to the young promising engineer that figured out how to squeeze an additional row of seats onto this plane by putting them next to the lav.



I would like to flush his head in the toilet that I am close enough to touch from my seat.

and taste.

NOTE: 29E

United Breaks Guitars

www.davecarrollmusic.com

Non-monetary investment

Simon Pulsifer

From Wikipedia, the free encyclopedia

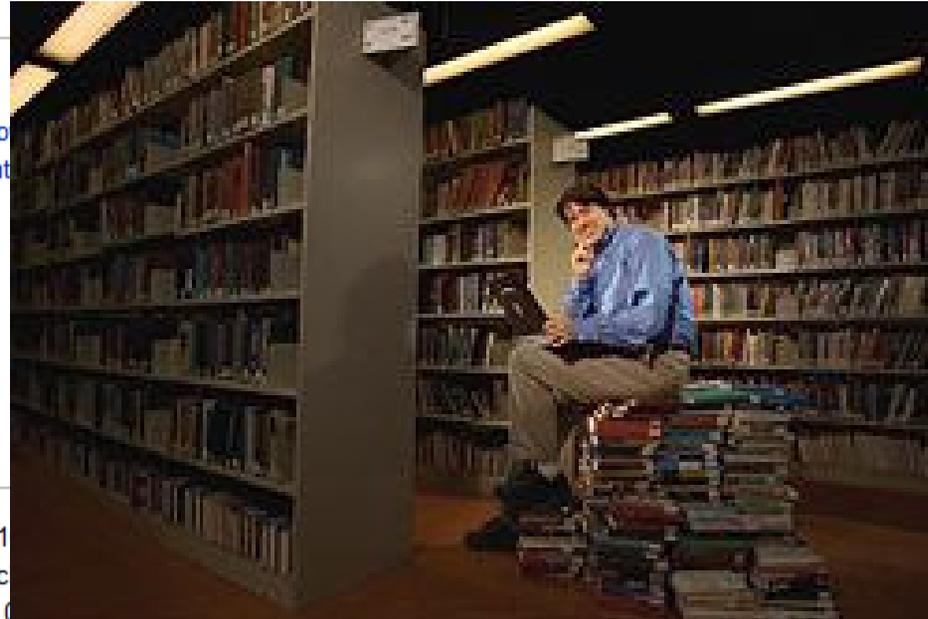
Simon Edward Pulsifer (born September 11, 1981 in Halifax, Nova Scotia) is a Canadian computer programmer whose prolific participation made him a subject of many human interest stories.

Contents [hide]

- 1 Wikipedia
- 2 Personal
- 3 References
- 4 External links

Wikipedia

Pulsifer became an active contributor of Wikipedia on December 11, 2001, and was featured in an article from *The New York Times Magazine*.^[2] While studying for his bachelor's degree, he created a website. As of September 2007, Pulsifer had made more than 94,000 edits to Wikipedia.^[4]



Prolific Canadian is king of Wikipedia

ALEXANDRA SHIMO

From Friday's Globe and Mail

Simon Pulsifer has never really blended in with the crowd. In kindergarten, he began building elaborate, fantastical buildings out of Lego, already bored by the construction plans on the back of the box. In Grade 8, he, attired as Stalin, and other friends re-enacted the Yalta conference on the balcony of a friend's house. In university, he became the Trivial Pursuit champion at his college, and even won when the whole residence took him on.

Your definition of “wasted time” differs from mine



Prosumers – Doritos Crash the SuperBowl Contest

Doritos
PRESENTS
CRASH THE SUPER BOWL
A SNACK STRONG PRODUCTION

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- Chip Lover's Dream** by **JaredLicon**
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- Mouse Trap** by **billyfederighi**

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Doritos

Prosumers – Doritos Crash the SuperBowl Contest

www.zdsoft.com



Employee Blogging

waiter Rant



WWW.WAITERRANT.NET

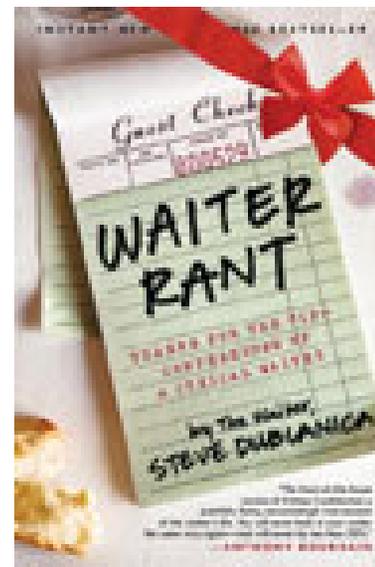
DO YOU WANT POMMES FRITES WITH THAT?

"A painfully funny, excruciatingly true-life account of the waiter's life....You will never look at your waiter the same way again—and will never tip less than 20%." —Anthony Bourdain



The Kids Are All Right

September 8th, 2009 by Waiter



Employee Alumni Site -- Facebook

facebook Home Profile Friends Inbox Mike Dover Settings Logout

Stittsville Tim Horton's
Global



Basic Info
Name: *Stittsville Tim Horton's*
Category: Business - Companies
Description: This group is for everyone who has worked or is working for Tim Horton's in Stittsville!

Contact Info
Location: Main St.

Members
Displaying 8 of 17 members [See All](#)

 Henry Brugma	 Erica Bell	 Jenny Muzik	 Crystal Gard	 Glen K. Amo	 Mike Swafford	 Emilie Marena Weatherbee Weavers	 Jess Vail
--	--	---	--	---	--	--	---

Discussion Board
Displaying 1 discussion topic [See All](#)

Memories*
1 post by 1 person. Updated on July 10, 2007 at 7:38am

View Discussion Board
[Join this Group](#)

Share +

Group Type
This is an open group. Anyone can join and invite others to join.

Admins
■ Jenn May (Ottawa, ON) (creator)

Related Groups
Sacred Heart Alumni
Student Groups - Alumni Groups
Six Degrees of Separation
Common Interest - Friends
Stittsville...The Happiest Place On Earth
Organizations - Community Organizations

Employee Alumni Site -- LinkedIn

The screenshot shows the LinkedIn group page for 'Coca-Cola Current & Former Employees Group'. The page features a navigation bar with 'Groups', 'My Groups', 'Groups Directory', 'Create a Group', and 'FAQ'. Below the navigation bar is the group's header, including the Coca-Cola logo and the group name. A secondary navigation bar contains tabs for 'Overview', 'Discussions', 'News', 'Jobs', 'Subgroups', and 'More'. A 'Share group' button is located below the navigation bar. The main content area is divided into two columns. The left column is titled 'Discussions' and includes a 'Start a Discussion' button. It features three featured discussions, each with a profile picture, a title, and a byline. The first discussion is 'Announcement from Coca-Cola Current & Former Employees Group - Membership!' by Jim Browning, posted 1 month ago. The second is 'Please take the time to detail when and where you worked for Coke,' by Jim Browning, dated August 30, 2008. The third is 'Need Resources on how to use LinkedIn in Recruiting or your Job Search?' by Jim Browning, posted 9 months ago. The right column is titled 'Activity: Last 7 Days' and displays three statistics: '100+ New members', '8 New discussions', and '100 New news articles'. Below this is a 'Linked in Polls' section with the question 'Do you believe a business coach can help make a company more productive and profitable'. The poll options are: 'Yes I have a coach in my business', 'No way! No-one knows my business like me', 'What's a business coach?', 'Yes but I don't have a coach yet', and 'I am a coach'. The poll is created by Jodie Shaw, Chief of ActionCOACH.

Groups My Groups | Groups Directory | Create a Group | FAQ

Coca-Cola Current & Former Employees Group Group Profile

[Overview](#) | [Discussions](#) | [News](#) | [Jobs](#) | [Subgroups](#) | [More](#)

[Share group](#)

Discussions

[+ Start a Discussion](#)

[Recent Activity](#) | [Recent Discussions](#) | [Most Comments](#)

Featured Discussion
Announcement from Coca-Cola Current & Former Employees Group - Membership!
By Jim Browning 1 month ago
[Follow](#) | [1 comment](#) »

Featured Discussion
Please take the time to detail when and where you worked for Coke,
By Jim Browning August 30, 2008
[Follow](#) | [222 comments](#) »

Featured Discussion
Need Resources on how to use LinkedIn in Recruiting or your Job Search?
By Jim Browning 9 months ago
[Follow](#) | [Add comment](#) »

Featured Discussion

Activity: Last 7 Days

- 100+ New members
- 8 New discussions
- 100 New news articles

Linked in Polls

[Create Poll](#)

Do you believe a business coach can help make a company more productive and profitable

- Yes I have a coach in my business
- No way! No-one knows my business like me
- What's a business coach?
- Yes but I don't have a coach yet
- I am a coach

[Vote](#) | Jodie Shaw
ActionCOACH's Chief of

Employee Mischief Gone Viral

Dominos' YouTube Nightmare

Henry Blodget | Apr. 16, 2009, 7:04 AM | 🔥 8,402 | 💬 17

🖨️ Print

Tags: Media, Big Tech, Video, YouTube

Dominos discovered the power of viral marketing this week when two employees filmed a "prank" video of themselves stuffing cheese up their noses and then putting it into sandwiches. The video went nuts on YouTube, and Twitter lit up with disgusted [customer complaints](#).

Dominos has since apologized and put its own CEO on YouTube, and the employees have been fired, sued, and charged with the crime of "delivering prohibited food." But consumer perception of Dominos quality has already gone from positive to negative on YouGov, and a spokesman says folks who have been customers for decades are now "second-guessing" this relationship.

Hard to know what companies should do about this other recognize that it's going to happen (with thousands of employees and customers, a few are always going to be disgruntled and/or stupid). Companies just need to learn to deal with it as fast and well as they can.



A Fan Site

facebook

Home Profile Friends Inbox

Mike Dover Settings Logout

Tim Horton Addicts

Global

Basic Info

Name: Tim Horton Addicts
Category: Common Interest - Food & Drink
Description: Whether ur sippin on a fresh french vanilla's or chillin on the corner eating a honey crueler with ya fly *itch, Timmy's is the spot to be!

Contact Info

Website: <http://www.timhortons.com/>
Office: Tim Hortons

Members

Displaying 8 of 2,104 members

See All



Rikesh Tanna



Reena Bhagani



Ra Jie



Risha Raja



Raghav Jain



Ricky Panchal



Rikesh Kotecha



Reena Paul



[View Discussion Board](#)

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Share +

Group Type

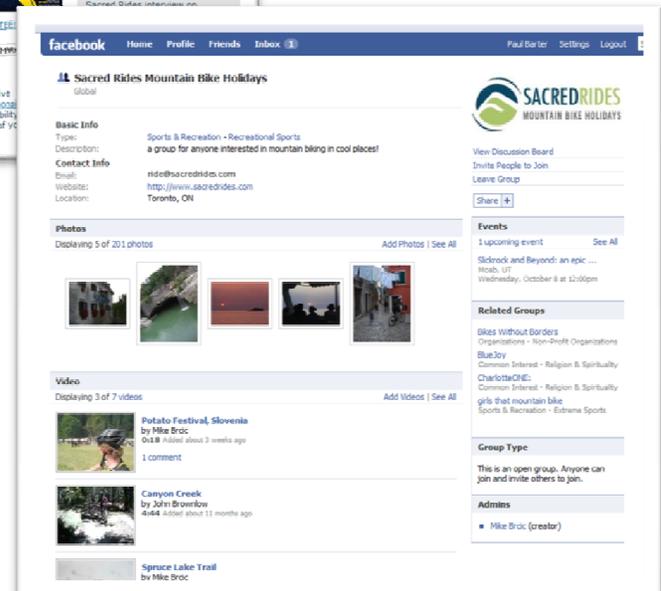
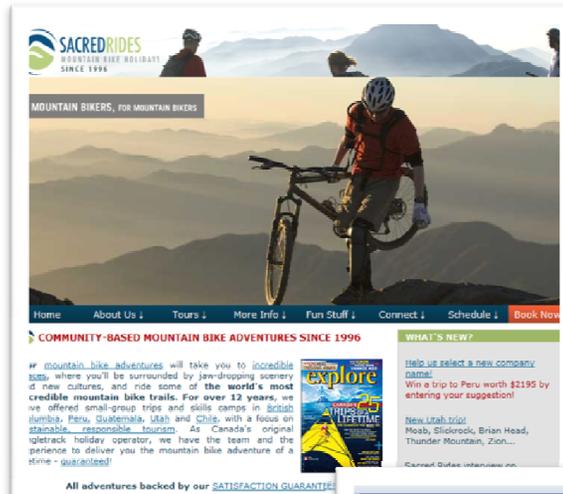
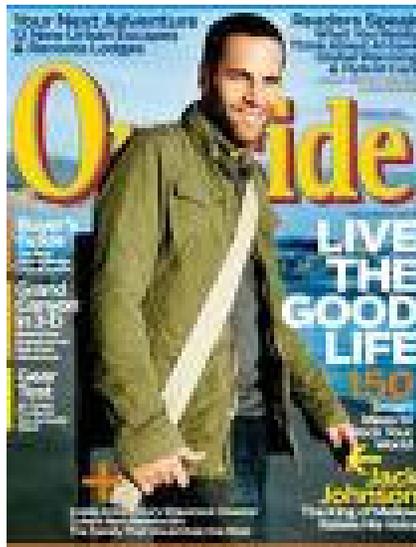
This is an open group. Anyone can join and invite others to join.

Officers

Mo Alam
Dribble dibble

Admins

Social Networking: Travel and Hospitality



Next on the list is Four Seasons at €1000/night



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TripAdvisor Popularity Index
 #1 of 1,898 hotels in Paris

6 rue Copernic | 16th Arr., 75116 Paris, France

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- hotels.ca
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TripAdvisor Traveler Rating

112 Reviews

98% | [Write a review](#)

"Home away from home"
Sep 4, 2009 - KCKCJY

"A jewel in the heart of Paris"
Aug 27, 2009 - frcarter



Social Media -- Post Ranch Inn

twitter

What are you doing?

Latest: @anya1anya any more for me to review?2

Real-time results for post ranch



LuxLove: The **Post Ranch Inn** recommend a tree house room through a skylight in the roof . about 22 hours ago from web



millgroup: @turbolapp Gotta say right? :) I've stayed at Ventana next time..... 5 days ago from web



SpecialPhysX: @womenwine: f **Ranch Inn** on Big Sur 6 days ago from CoTweet



millgroup: @turbolapp Stay at l at Ventana in Big Sur. Expensi 6 days ago from web

Older tweets are t

Traveler Reviews

90% Recommend

156 reviews

Excellent	121
Very good	14
Average	9
Poor	7
Terrible	5

By trip type

- All (156)
- Business (1)
- Couples (80)
- Family (3)
- Friends getaway (3)
- Solo travel (1)

5-9 of 156

« 1 2 3 ... 32 »

Sort by [Date ▼][Rating]

English first ▼

“ Heavenly...worth the splurge ” Post Ranch Inn



5/5

Aspen09 15 contributions
NYC

Jul 16, 2009 | Trip type: Couples

Save Review

1/2 found this review helpful

There is not much to say here that hasn't already been said. This place is heaven on earth. Big Sur is truly one of the most gorgeous, mysterious places on earth, and the Post Ranch Inn captures the very essence of it perfectly. If you go, spend the extra money to get a place with a coastal view, and spend the entire day on your deck. Romantic, beautiful, peaceful, and unforgettable.

My ratings for this hotel

Value	5/5	Service	5/5
Rooms	5/5		
Location	5/5		
Cleanliness	5/5		



Mike Dover Settings Logout

Be a Fan

Events Discussions Video >>

you to everyone who shared their memories and pictures Post. <http://jwpost.com/Home.html>.

Celebrating the life of Billy Post (Joseph William Post III)

Source: jwpost.com

BIG SUR – The 4th generation of a well known homesteading family, Billy Post was a respected and enormously loved "old timer" in Big Sur. A humble and gentle man, he had an old fashioned sense of

Share

He made cool kids and grandkids, looks like he lived life with awareness. I respect that. 1:58pm · Report

It's so nice to get to read some of those early missed and seeing photos and reading other is in awe of all the cards and comments I am so proud to be a part of a man who went legend in a week. 1:55pm · Report

Post
6, 2009
his to the land

generation of a well known homesteading family, Billy Post was enormously loved "old timer" in Big Sur. A humble and gentle man,



TripAdvisor: Bike About Tours

Wildly overrated

Home → Europe → France → Ile-de-France → Paris → Paris - Things to Do → Bi

Bike About Tours: Traveler Reviews

TripAdvisor Traveler Rating:



TripAdvisor Popularity Index:



- ▶ <http://www.bikeabouttours.com>
- ▶ [Bike About Tours, Paris](#)

we met and who seemed a very nice person) but rather the younger brother of an owner who was on a working holiday, helping out.... The guide carried out the tour in a largely disinterested and somewhat superior manner. Instead of participating in our experience of the so called sights (hidden gardens etc) he would point to a gate and say 'walk through there for five minutes to see the garden' while he consulted his mobile phone texts. The mid-tour 'coffee break' consisted of us stopping in front of a cafe, buying our own stuff and then having to stand on the footpath out the front trying to juggle drinks, food and conversation while dodging bypassing pedestrians. I would have thought that the company could pre-arrange with a regular cafe to have a table allocated for 20 minutes for the group to enjoy their break and perhaps the guide could even

Management Response
(Management representative)
Oct 16, 2008

Dear Sir/Madam,

Thank you for your honest review. Firstly, I would like to say that Christian and I are deeply sorry that you didn't enjoy our bike tour when you were in Paris. I really hope however that despite the dash of characters (between you and the guide) a little bit of Paris' magic did rub off on you while you were here briefly.

We are a small tour company in comparison to other tour companies in Paris and so naturally we need to work harder than everyone else.

Constructive criticism helps improve our bike tours, our customer service and makes us better and stronger. Despite your comments being a little too harsh and at times a little unfair we have taken on board your comments and Christian and I have talked thoroughly through those issues to help improve our service and so again thank you for being honest with us.

Next time you are in Paris please drop by 'our office' and we will take you out to our favourite French wine bar to make amends.

Kindest regards,

Paul (Co-Owner)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC.

Authenticity



⚠ Message from TripAdvisor: TripAdvisor has reasonable grounds to believe that either this page or the content associated with it has attempted to manipulate the index by inappropriate use of the nature of the content. This is taken into consideration in your travel plans.

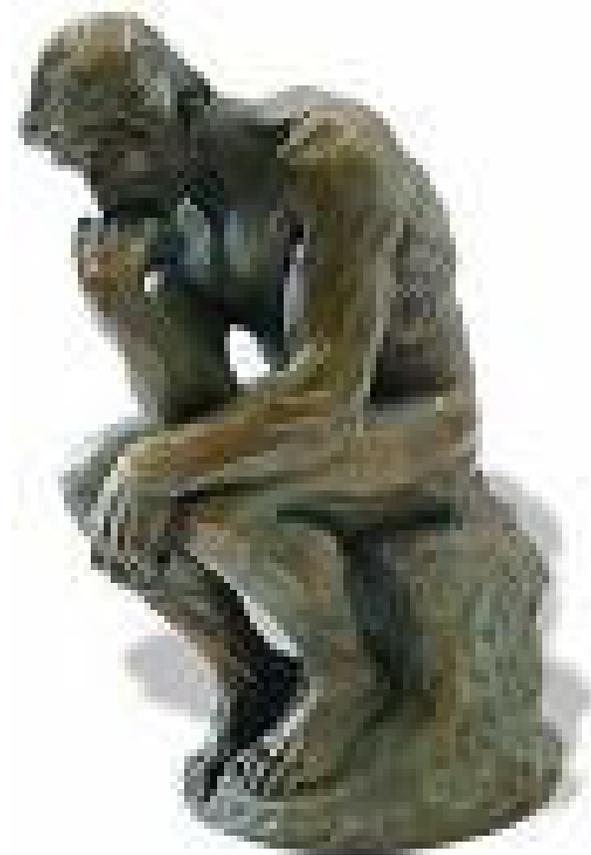
Anti-Astro Surfing

TripAdvisor Popularity index ⓘ

👁️ **#9** of 17 Specialty lodging in Naples

What is appropriate behavior?

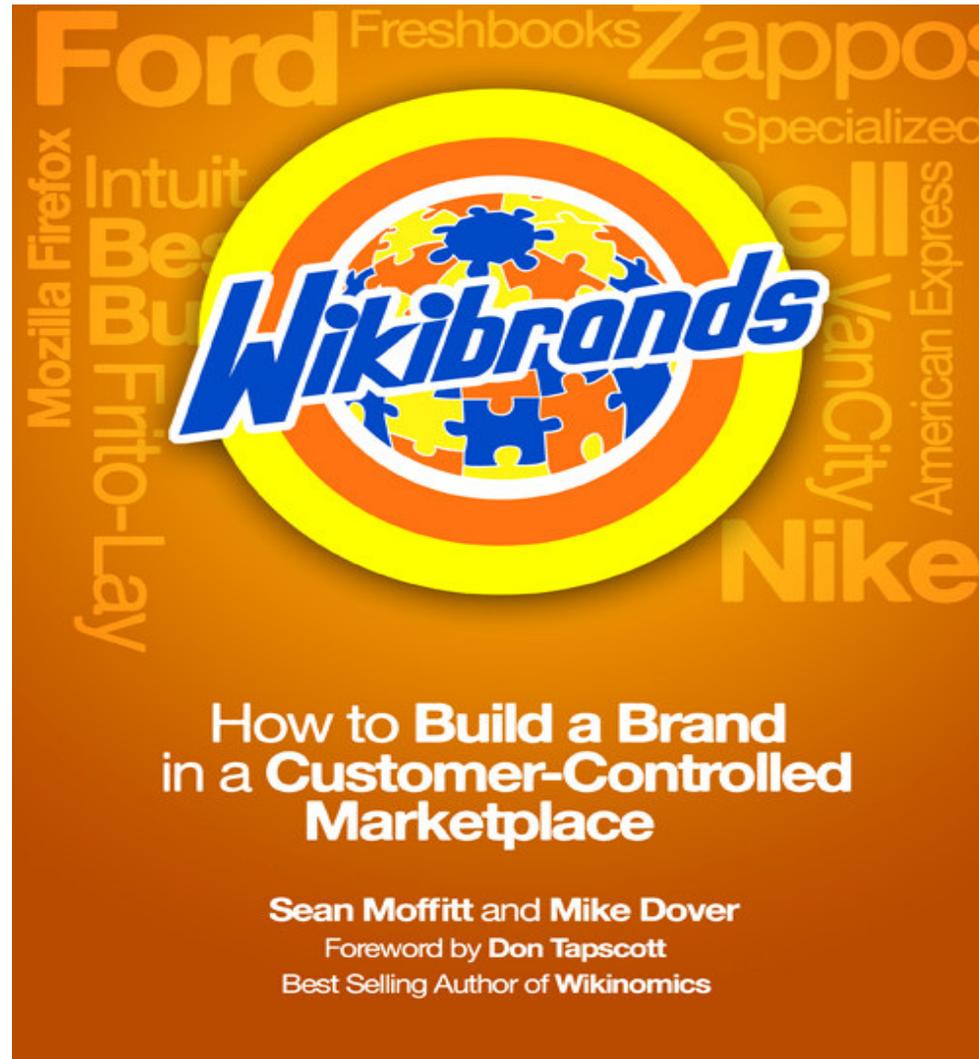
- **Posting reviews of your own site**
- **Responding to reviews of others**
- **Asking all departing guests to fill out a review**
- **Asking people that return positive feedback to fill out a review**
- **Offering a discount in return for a positive review**

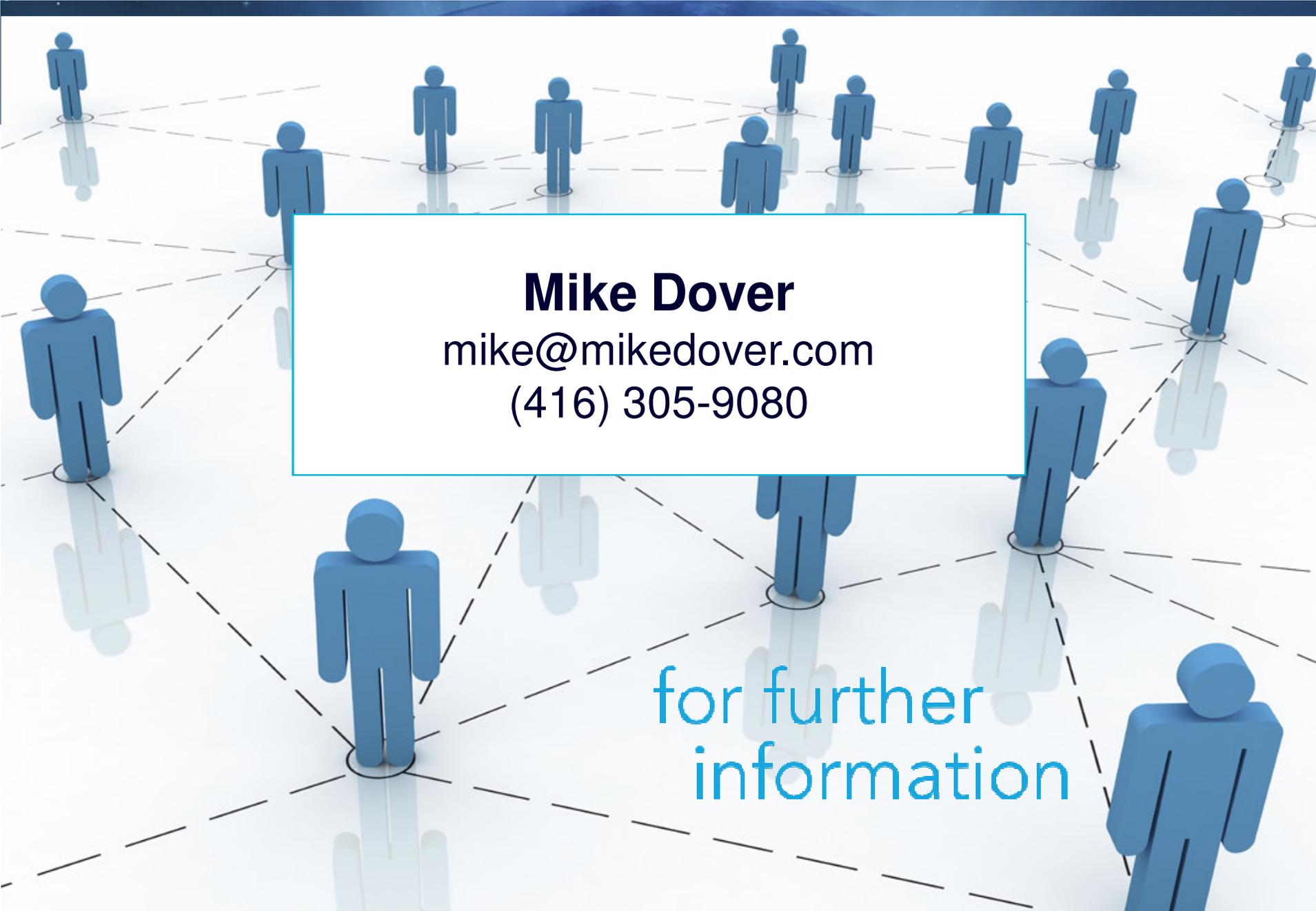


Final Thoughts

- Connecting with customers for free is good
- Broadcast isn't bad
- Money is starting to get made
- Be Open to Feedback
- Don't Feed the Trolls
- Set Guidelines for Staff
- Nourish Alumni Networks
- Live it...Homework Assignment: Sign up for LinkedIn or Facebook
 - Don't stalk your (adult) children

Upcoming Project





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(416) 305-9080

for further
information