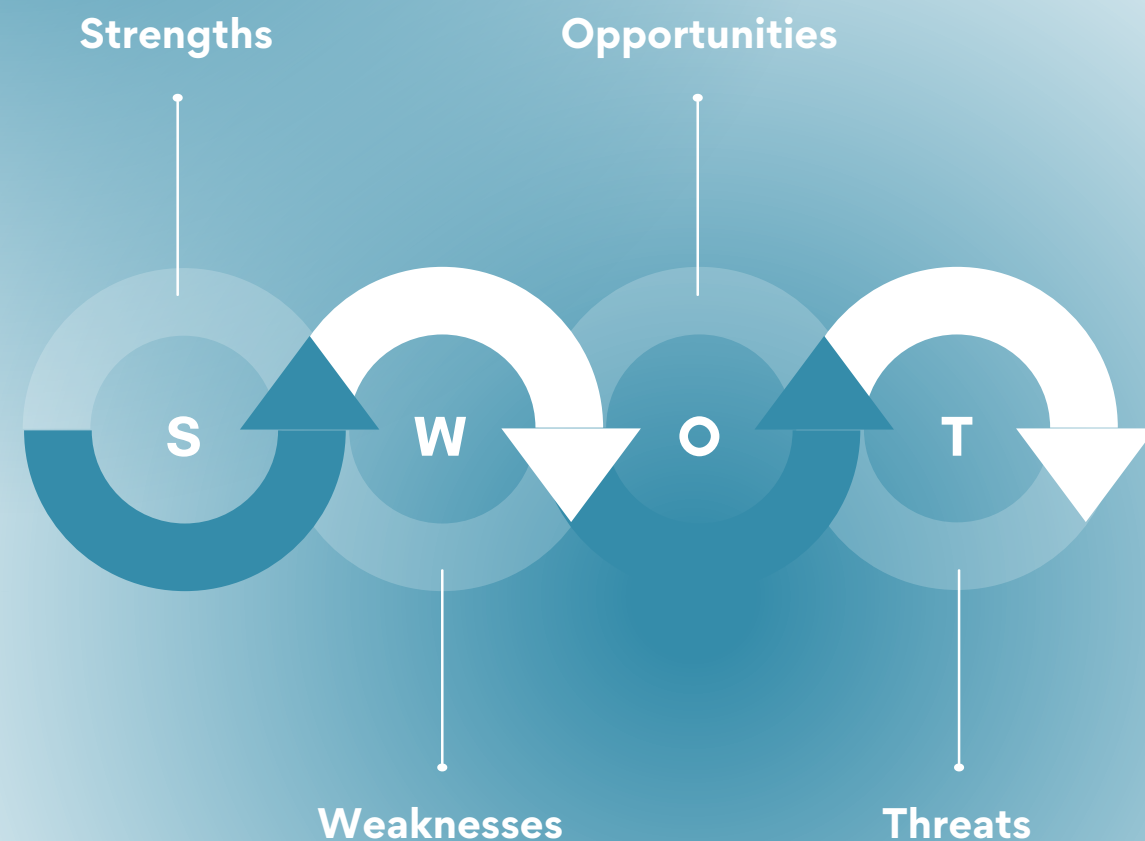


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Why do a competitor analysis on social media?

A social media competitive analysis will help you perform better by differentiating your hotel from others in your market and within the same brand.

FOUR STEPS

1. Identify who your competitors are on social media.
2. Know which social platforms they're using.
3. Know how they're using those platforms by performing a SWOT ([Click to worksheet](#)).
4. Adjust your strategy based on your findings.