



SNAPSHOT SURVEY

SOCIAL MEDIA IN THE WORKPLACE

RESULTS REPORT | **SEPTEMBER 2023**

SOCIAL MEDIA IN THE WORKPLACE

The September 2023 ISPA Snapshot Survey asked respondents to share details about their spa or company's social media strategies and policies. The survey response highlights who manages the social media accounts, the most popular social media platforms used, areas promoted on social media, and advertising on social media.

As we know in today's world, having an active social media presence for your brand is critical. The platform most currently used by spas and business is Instagram at 99 percent, followed by Facebook at 91 percent and then LinkedIn at 54 percent. It's important to have a dedicated individual(s) responsible for managing the social media accounts. A total of 45 percent of spa respondents said a non-spa resort/hotel employee manages their social media posts, and 25 percent of respondents said a third-party manages their accounts.

When it comes to promoting via social media, 72 percent of respondents said they showcase the spa's layout and décor, 68 percent feature retail products, and 59 percent post job openings. Regarding marketing efforts to promote social media presence to guests, 80 percent of respondents said they use links or visual promotion on the spa's website, and 49 percent said they use links or visual promotion on the spa's menu.

When looking at advertising on social media, 70 percent of spa respondents said they do invest in social media advertising and 30 percent said they do not. Of those that advertise on social media, 86 percent of respondents said they use Facebook and 84 percent use Instagram.

When we transition and look at the resource partner respondents, a total of 96 percent use Instagram for their business, while 89 percent use Facebook and 71 percent use LinkedIn. When asked what areas their business is promoting on social media, 88 percent said client testimonials, 54 percent said spa partnerships and 50 percent said customer discounts or packages that extend savings.

Regarding the types of videos resource partner respondents utilize on social media, 75 percent of respondents said they use videos taken by an employee, and 64 percent said videos shared by customers. When promoting their company's presence on social media, 96 percent of respondents said they use links or visual promotion to the company's website. Interestingly enough, the advertising rate was slightly lower for resource partner respondents with 35 percent of that audience noting they do not advertise on social media. Instagram was the most popular platform for advertising among resource partners followed by Facebook (94 and 78 percent respectively).

Both spa and resource partners shared advice on lessons learned and tips for success relating to social media promotions, along with marketing efforts to promote their presence on social media, so be sure to check out their responses in the survey.

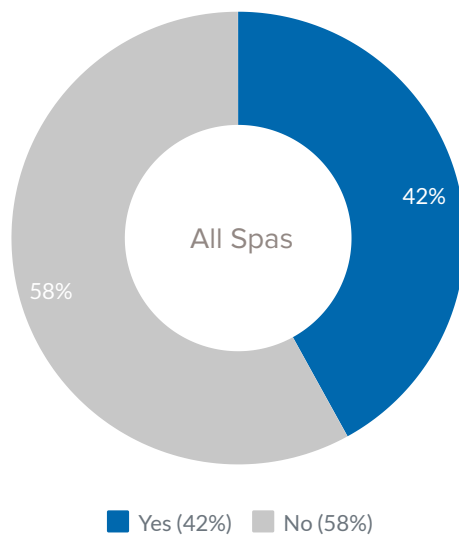
The September 2023 Snapshot Survey collected 250 survey responses from ISPA spa and resource partner members from September 15-25, 2023.

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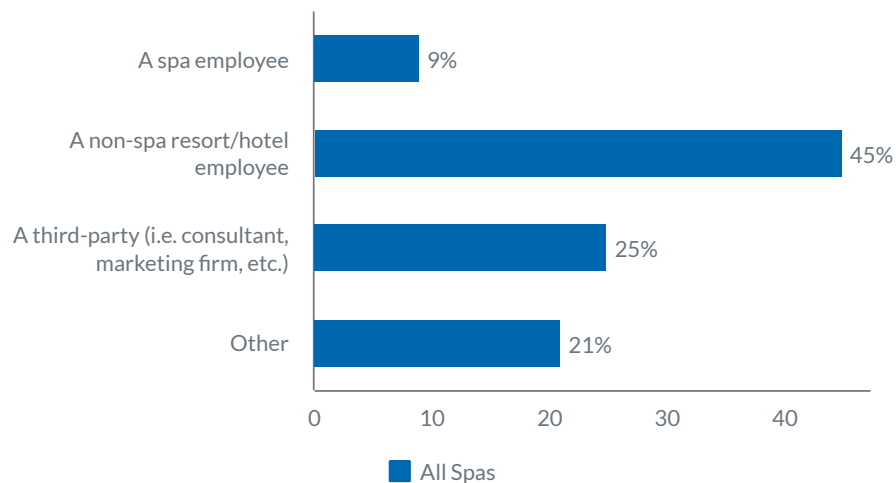
Does your spa have dedicated social media accounts that are separate from your resort/hotel's primary accounts?

SEPARATE DEDICATED SOCIAL MEDIA ACCOUNTS FOR SPA



Which of the following best describes who manages your spa's social media posts?

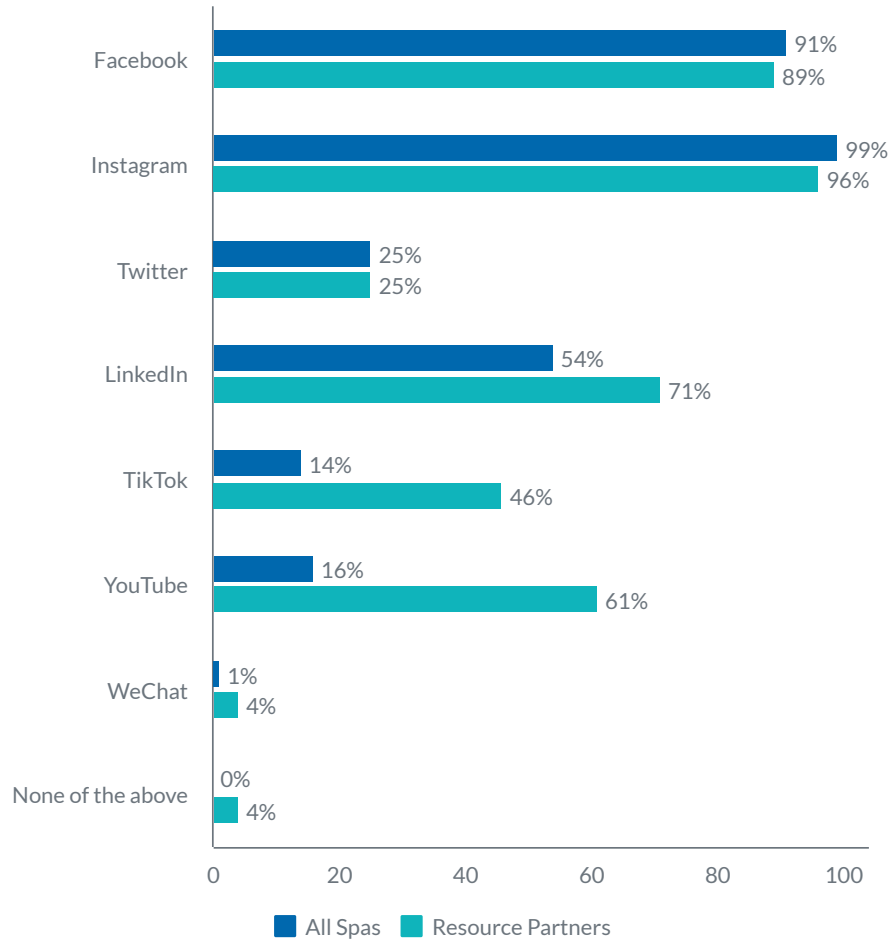
SOCIAL MEDIA POSTS MANAGER





Which of the following social media platforms does your business currently utilize?

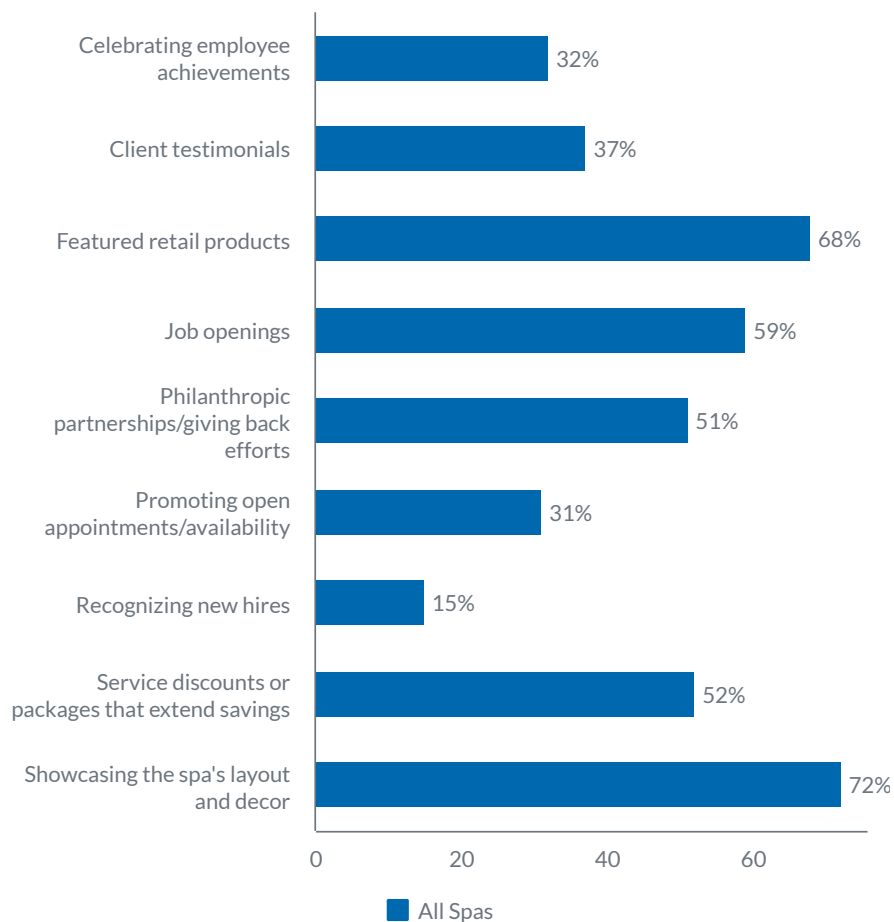
SOCIAL MEDIA PLATFORMS UTILIZED



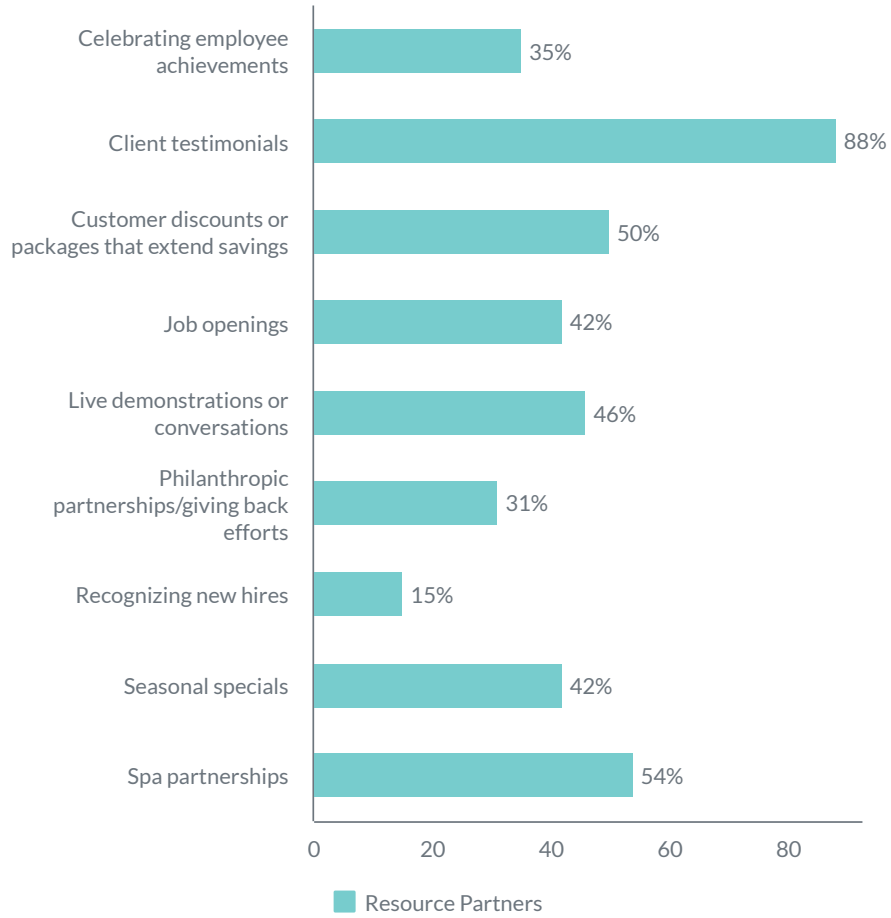


Which of the following areas is your business promoting via social media?

PROMOTED VIA SOCIAL MEDIA



PROMOTED VIA SOCIAL MEDIA





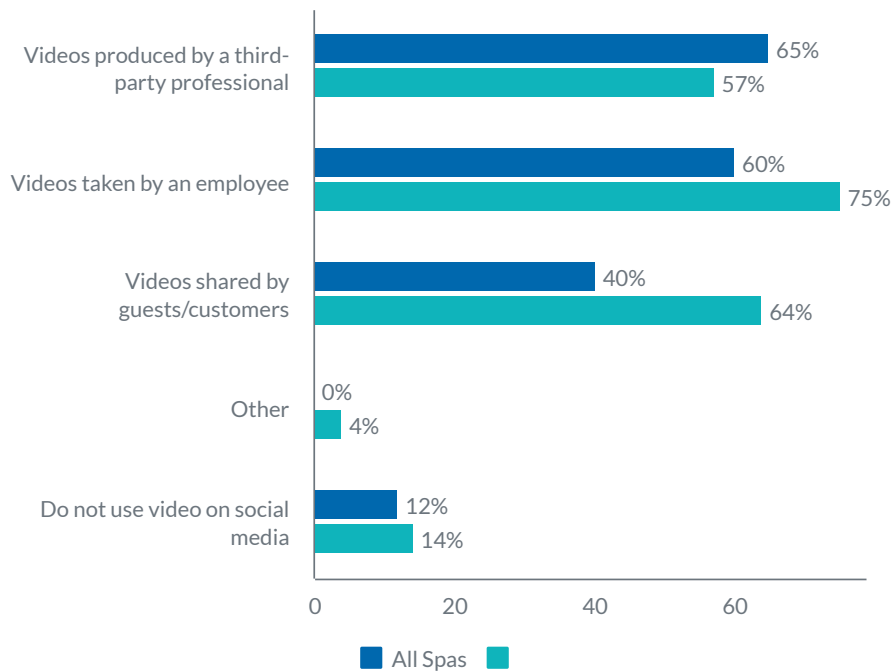
If you have a lesson learned, tip or success story relating to social media promotions, please share details below.

- Adding the spa as a part of person's vacation package is very attractive as it brings in more heads in beds
- Always share real stories and don't sugar coat or over state your spa
- Engagement through polls and questions works on Instagram stories!
- Enhance Spa Signature services with sense of place.
- Highlighting the spa guest experiences – enticing them to want to visit our spa
- I try to capture everyday people on their way to the spa from checking in at the hotel all the way to their walk -in into the spa. I tie in as many on-site events to the spa and tag all the appropriate parties for reposting. I shy away from any discounted offers advertised unless it is geared towards couples or parties that book together.
- Instagram stories really drive interaction!
- Invite your existing network who already has a following and willing to support you and your business. I exchange a spa journey, highlight a new treatment or access to the facilities in exchange for a static post, reel or story. Most of your friends will be willing to participate and typically refer others back to you. It's about the number of followers as much as the specific type of followers you want to gain with the income you need to advertise towards.
- It is a huge opportunity and worth investing in.
- Local influencer partnerships have been very successful.
- One key to success in social is frequent and relevant posting across all channels, and don't underestimate beautiful imagery.
- Outsource this to a trusted social media marketing company with clear guidelines of how many posts and types per month. Educate yourself about hashtags, SEO, customized pictures for your facility, and how to recycle for emails or blog posts. Have a firm budget.
- Reposting is encouraged!
- Should be more relationship vs. transaction/trying to sell.
- Since we embrace a digital detox in the spa, guest posts are limited.
- Tag the property and post. Simple is best.
- Understand and differentiate the platforms.
- We are a very small day spa in suburban NJ, but we are amazed by how quickly the reach a story or post will get to our client base even though they don't necessarily "like" a post or story. We have casual lurkers and that's ok, because we are able to get quick information out that may be time sensitive.
- We are private so our market is limited. Our residents love to follow our videos and event postings though.
- We created social media ambassador agreements so if you (as a service provider) wanted to co brand your business with our brand, these are the rules.
- We don't make our team use their personal accounts to promote us, likewise we don't tag them without explicit permission and that would include an extremely positive client testimonial, story or community-based project they have been involved in. Our team does however like many of our posts and stories, it is very nice, but not mandatory!
- We encourage them to blog about their great experiences.
- We have found that many of our social media viewers love hearing our story and learning about ways we give to our community. We keep our social media very happy and positive but also educational about our services and products.
- We often have influencers that share their experiences on their social page, and we share the content on our social pages.



Which of the following types of videos, if any, does your spa utilize on social media?

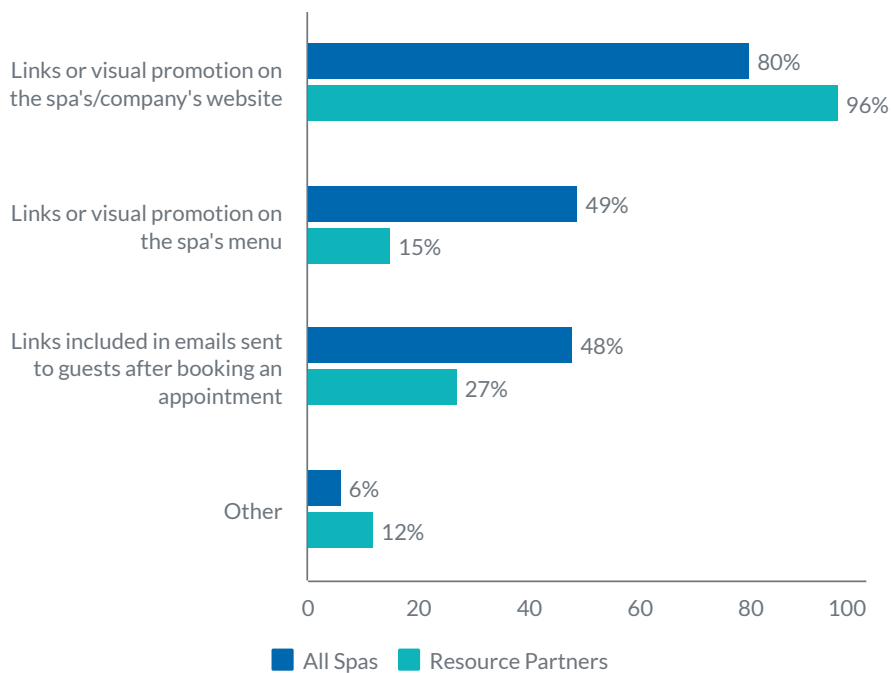
TYPES OF VIDEOS UTILIZED ON SOCIAL MEDIA





Which of the following marketing efforts, if any, does your spa have in place to help promote its social media presence to guests?

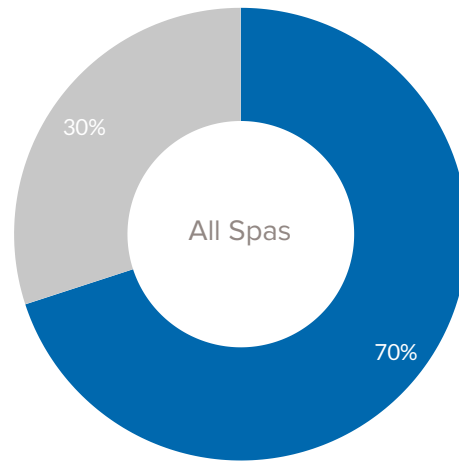
MARKETING EFFORTS PROMOTING SOCIAL MEDIA PRESENCE



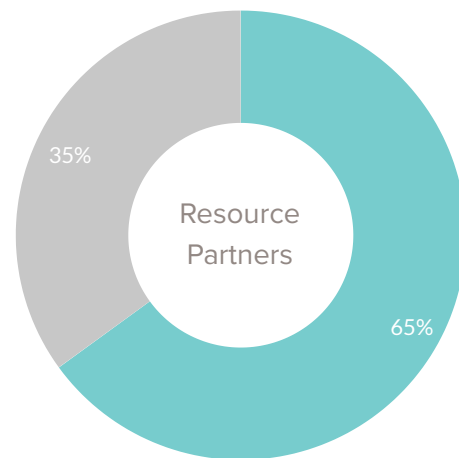


Does your company invest in social media advertising?

SOCIAL MEDIA ADVERTISING INVESTMENT



■ Yes (70%) ■ No (30%)

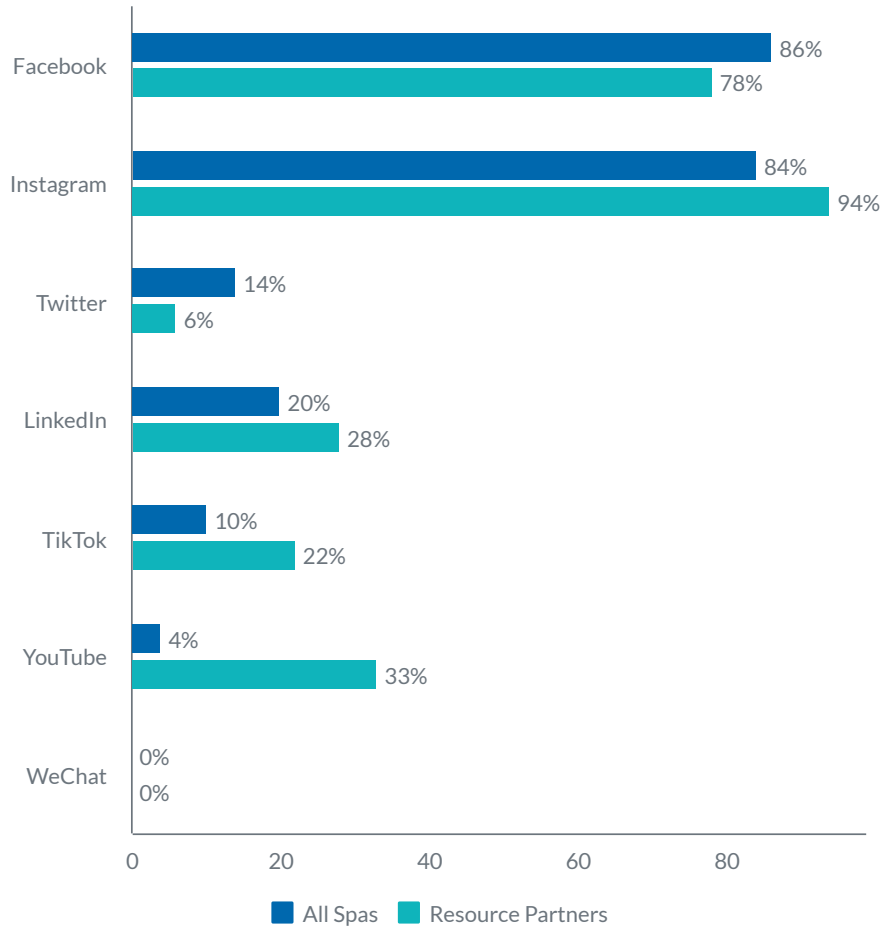


■ Yes (65%) ■ No (35%)



Which of the following social media platforms does your business advertise on?

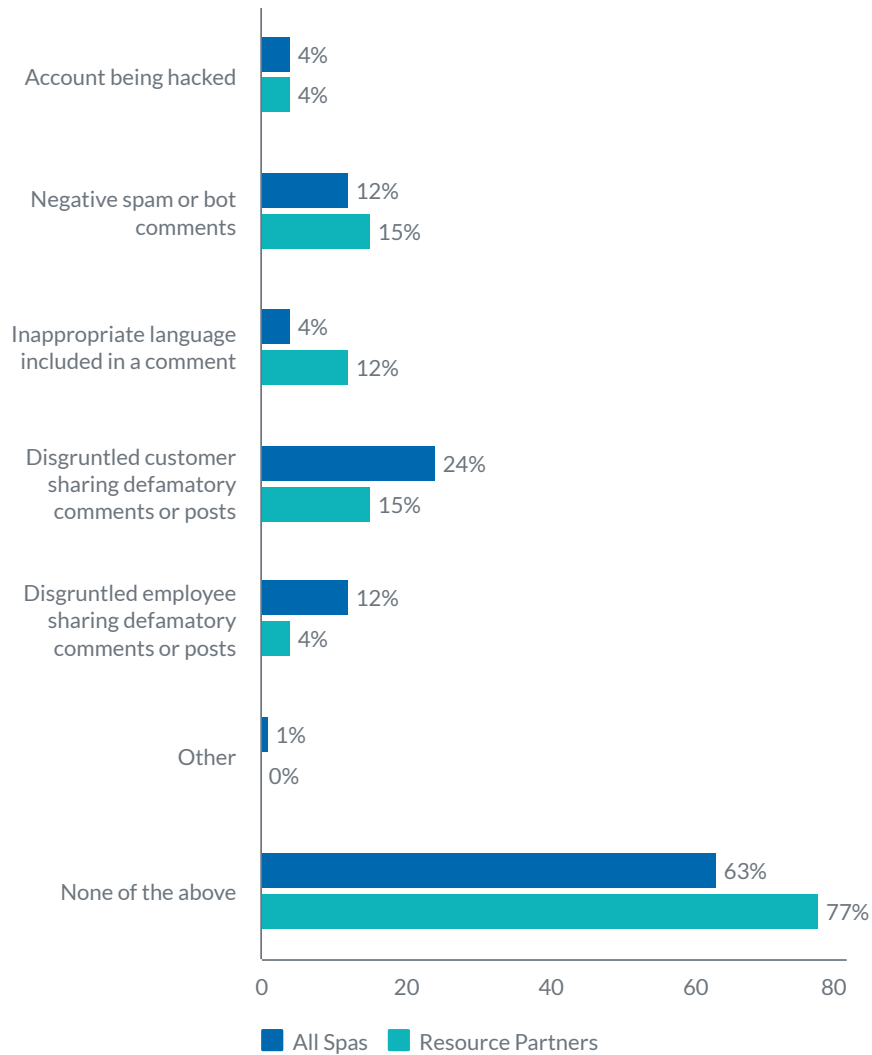
SOCIAL MEDIA PLATFORMS ADVERTISED ON





Which of the following challenges, if any, has your business had to deal with as it relates to social media?

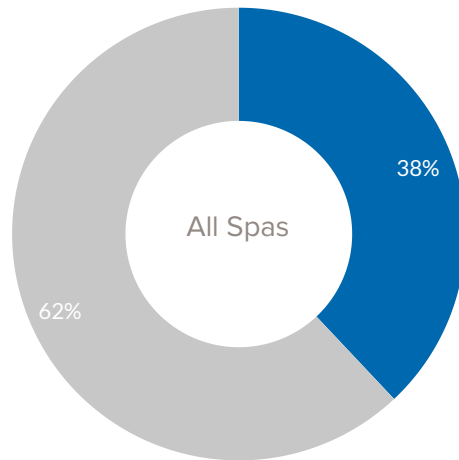
SOCIAL MEDIA CHALLENGES



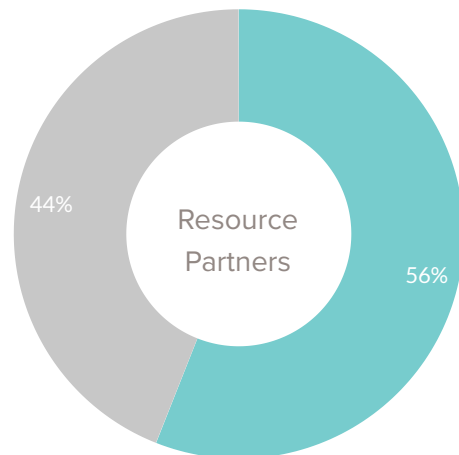


Do you encourage your employees to post videos promoting your company and/or products on their personal social media accounts?

EMPLOYEE ENCOURAGEMENT IN SOCIAL MEDIA PROMOTION

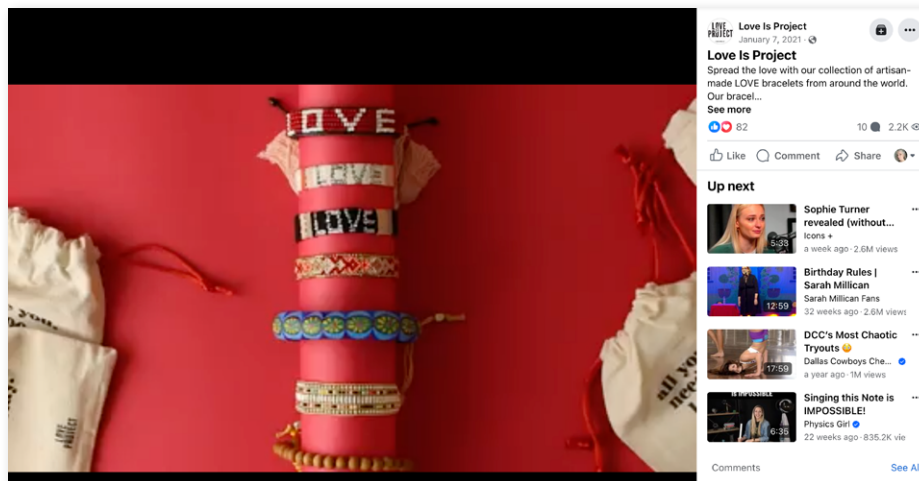
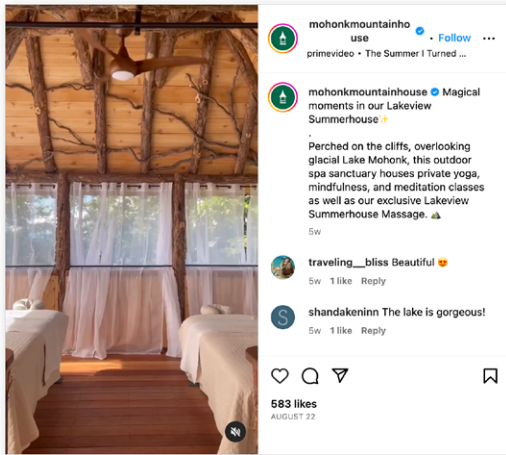


■ Yes (38%) ■ No (62%)



■ Yes (56%) ■ No (44%)

EXAMPLES OF SOCIAL MEDIA POSTS SUBMITTED BY SURVEY RESPONDENTS



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