

**NFH&LA**  
NORTH FLORIDA HOTEL & LODGING ASSOCIATION  
**External Affairs Bulletin**  
July 2011

**7/7 NFHLA External Affairs: Social Media Dogma - Creating a Policy For Your Hotel**

**Distributed to:** Hotel Members- ONLY

Writing a social media policy is one of those tasks hotel managers know should be a priority but will find any excuse to avoid. And yet for all the procrastinating, it's not that difficult a task. To help, here is a sample policy and a few things to consider when writing your policy. It's written for a hotel but is applicable to all types of businesses.

**Why do you need a social media policy?**

Given the explosive popularity of social networking, it's likely your employees are actively engaging. Considering the public nature of social media and the rapid-fire speed at which information can spread, without proper guidelines in place your business is exposed to risks. These risks range from employees "social networking" on company time to an employee posting offensive content that causes serious damage to your reputation.

By providing clear guidelines on what's appropriate and what's not appropriate, a social media policy will help mitigate risks and contain fallout in the event of a breach of conduct or a full-on crisis.

Equally important, a social media policy will help mobilize some of your greatest advocates: your employees. Every employee has a role in shaping your reputation, and the more voices sharing relevant content about your hotel the greater your reach. The policy should encourage staff to support your social media activities rather than discourage them for fear of breaking rules.

To view the sample components as a framework to build a policy that reflects your hotel's distinctive brand, vision and values. Visit, [www.hotelinteractive.com/article.aspx?articleid=21261](http://www.hotelinteractive.com/article.aspx?articleid=21261)

For sample social media policies check out the [Social Media Governance site](#).

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**7/15 NFHLA External Affairs: Florida Hotel Fraud Alert - Inspectors**

**Distributed to:** Hotel Members- ONLY

The Florida Restaurant & Lodging Association has been made aware of another scam targeting restaurants and hotels in Florida. In this scheme scammers are trying to trick restaurants into helping them establish an identity for an online service like Craigslist, which will allow the scammers to bypass Craigslist verification controls put in place to prevent spam and online scams.

Do not entertain conversations with these solicitors. They do not represent the governing body of Florida's hotels and restaurants, and have nothing to do with inspections. If you have more information on this scam, please notify Geoff Luebke, FRLA Vice President of Education & Training, at 888-372-9119 immediately.

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**7/27 NFHLA External Affairs: Action Alert - Protect Corporation for Travel Promotion**

**Distributed to:** ALL members, hotel and allied

This week, House Republicans are threatening to eliminate the Corporation for Travel Promotion as a part of their "YouCut" campaign. Congress established the [Corporation for Travel Promotion](#), a private non-profit entity, in 2010 to create a marketing and promotion program that would help the U.S. compete for more visitors.

Each week, spending cut proposals are posted on the [YouCut website](#) where citizens are able to vote for which government program to end. The cut with the most votes is then introduced as legislation and eventually gets an up or down vote in the House of Representatives.

The Corporation for Travel Promotion (CTP) is the latest program on the chopping block. VISIT FLORIDA urges you to call Majority Leader Eric Cantor and tell him that the Corporation reduces the deficit, does not use any taxpayer spending, increases exports and creates jobs that cannot be outsourced.

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**7/28 NFHLA External Affairs: Update on Corporation for Travel Promotion**

**Distributed to:** ALL members, hotel and allied

Thank you for your efforts to protect funding for the [Corporation for Travel Promotion](#) (CTP). We believe our collective message of this corporation's critical role in promoting travel to the United States and ultimately driving national economic growth has been well received by Congress. As of now its funding is secure.

The CTP is not garnering enough votes on the [YouCut website](#) for legislation to be brought to the House floor for its cut. Assurances have also been made that the CTP will not be placed on the YouCut website next week for a new round of votes.

However, the CTP remains on the radar for future cuts and follow up with several offices is still necessary to further explain the benefits of the program and ensure its removal from the "master" list of cuts being proposed by the Budget Committee.

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**Featured Allied Member of the Month:**  
**McCall Service**



Service is a second generation, family owned, veteran owned, pest management and petroleum distribution company serving Florida and South Georgia. Headquartered in Jacksonville since 1928, McCall operates regional branch offices in Tallahassee, Gainesville, Ocala and Tampa. Our reference list includes top local, regional and national companies in food services, logistics, medical, culinary, lodging, property management and retail!

We offer the industry's top emergency service guarantee 24/7/365, with documentation being a key via our online reports portal. McCall Service is also a partner and shareholder in *Copesan Pest Solutions*, a top national commercial pest management provider, allowing McCall to not only service account locations in north Florida and South Georgia, but sell and service national customers. Copesan was named #1 Provider of Pest Management Services by Food Processing Magazine three of the past four years! Through Copesan McCall can offer consolidated national billing with *local expertise* via our partner network.

For more information visit, [www.mccallservice.com](http://www.mccallservice.com).

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### **Monthly Meeting**

The August NFHLA meeting is scheduled for Tuesday, August 23 and will be held at The Ritz-Carlton, Amelia Island, from 11:30 a.m. to 1 p.m. Hospitality Law update from John Dickinson of the national law firm Constangy, Brooks and Smith, LLP.

For more information and to make a reservation please visit the Web site, <http://www.northfloridalodging.com/next-meeting.php>