

# Making friends on

**Colm Hanratty – Hostelworld.com Editor**

## Hostelworld.com – who are we?

 **HOSTELWORLD.com**  
SLEEP EASY

CHOOSE YOUR LANGUAGE LOGIN

Free Credit from Skype with Every Booking

Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

### Search over 25,000 Hostels in more than 180 Countries



Choose a country

Choose a city

Search by city or hostel name

Arriving On  
22 Mar 2011

Nights  
3

FIND HOSTELS

Popular Places: Amsterdam New York Paris Tokyo Sydney London Berlin more

#### Top Hostels Of The Month

Portugal | Travellers House



**98%** Overall Rating

#### Promotion

Free Credit from Skype with Every Booking



Book before 31st March & get up to 60 minutes Free Credit from Skype

FIND OUT MORE



**MY WORLD**  
CONNECT WITH OTHER TRAVELLERS

Use 'My World' to meet other travellers, manage and review your bookings, upload videos and photos and much more.

**SIGN UP NOW**

Already a member? Login to your account

# Hostelworld.com – who are we?

**HOSTELWORLD.com**  
SLEEP EASY

Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

Home » [England Hostels](#) » Cheap Hostels in London

### Cheap Hostels in London, England, Europe

Choose from youth hostels in London Victoria, Piccadilly, Paddington & the West End. View all London hostels on our city map of London. Read reviews of cheap London backpackers and watch London hostel videos before you book. Watch our city video to get to know more about Covent Garden, Soho, Camden & Notting Hill. Hostelworld.com - the definitive guide to London hostels.

Location:

View List Map View Hostel Reviews

Filter Result:  Euro Sort By:

**HOSTELWORLD.com**  
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Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

Home » [Hostels Worldwide](#)

22 Mar 2011  No specific date

### Browse By Category

- Bus Tours
- Bike Tours
- Adrenaline Sports Tours
- Culture Tours

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Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

Info Guides News & Events Videos Podcasts Pocket Guides Itineraries

### GUIDES & INFO

Explore. Discover. Inspire.

Search Guides:  Choose A Country or  Choose a city

**Featured City: Dublin**

Birthplace to many of the world's most popular musicians, writers and singers, Dublin is a city perfect for a break at any time of the year and has something for everybody. If you are looking for culture there are a host of museums to visit, if the great outdoors are your thing then you can take pleasure in a stroll in one of the world's largest city centre parks, and if you enjoy letting your hair down you will love its legendary nightlife.

[Read Dublin Guide»](#)

**Free Skype Credit**

Book before the 31st March and get up to 60 minutes Free Credit from Skype

[FIND OUT MORE](#)

**HOSTELWORLD.com**  
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Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

### Hostelworld.com's new iPhone application

Search and book over 23,000 hostels and budget properties in over 6,000 destinations worldwide.

Read over 2 million user reviews, view hostel photos and descriptions and quickly book your hostel on the go.

[AVAILABLE ON THE App Store](#)

**Latest News**

**Yes! Lisbon Hostel voted Top Hostel in September**

Hostelworld.com customers have voted Yes! Lisbon Hostel in Lisbon, Portugal as our top hostel for September.

[Read More »](#)

**Properties in Spain, Portugal and Norway among latest Hostelworld.com signups**

Three of the latest destinations to be included here on Hostelworld.com are Piedralaves, Alcazar de San Juan and Madrid.

**HOSTELWORLD.com**  
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Home Hostels Travel Services Travel Insurance Tours Guides & Info My World Blog

Media My Friends Messages (2) Route Planner My Account

Destinations visited: 24

**Travel Tip**

Bring a pillow for those long bus journeys.

**My Bookings**

I am going to I've been to

**H.I. Boston Downtown**  
09 Sep 2004 ~ Boston, USA  
Booking Ref: 1852-1794831

**Avalon House**  
30 Aug 2004 ~ Dublin, Ireland  
Booking Ref: 101-1754439

**The Australian Backpackers**  
10 Jan 2004 ~ Sydney, Australia  
Booking Ref: 1972-912402

**Chicago Getaway Hostel**  
10 Jan 2004 ~ Chicago, USA  
Booking Ref: 1804-912376

**Villa Micka**  
04 Sep 2003 ~ Dubrovnik, Croatia  
Booking Ref: 160-669051

[View all bookings](#)

**My Friends**

[cgvary](#) [trviance](#)

**Twitter Feed**

**About me**

I'm the editor of Hostelworld.com which means I get to travel a lot. At home at the moment but

**colmanatty says:** RT @paddycomyn I'm running the Belfast Marathon for Barretstown in 6 weeks





# Hostelworld.com social media presence

twitter

Home Profile Find People Settings Help Sign out

What's happening?

140

Latest: If you make a booking with us before 31st March you'll receive up to 60 minutes Free Credit from Skype. No catch. <http://ow.ly/4izDI> about 1 hou

Tweet

YouTube

 **HOSTELWORLD.com**  
SLEEP EASY

HOSTELS TRAVEL STORE INSURANCE

Hostelworld.com Travel Videos  
hostelworld's Channel

Subscribe

 **HOSTELWORLD.com**

a video postcard  
of Singapore

0:06 / 3:16

Info Favourite Share Playlists Flag

Singapore - A video postcard | Hostelworld.com

From: hostelworld | 10 Mar 2011 | 250 views

Planning a trip to Singapore? Book hostels in Singapore here: <http://bit.ly/gPG3m> For our video postcard. See the famous 'Merlion' statue, the Little India neighbourhood and

facebook

 **HOSTELWORLD.com**

CHOOSE YOUR LANGUAGE COLM

Free Credit from Skype with Every Booking

Home Profile Account



**HOSTELWORLD.com**  
SLEEP EASY

Wall

Hidden posts

Info  
Photos (800)  
Discussions  
Video  
Notes  
Edit

66,591  
people like this

Likes

 [www.hostels.com](http://www.hostels.com)

 UNICEF Ireland

 BedandBreakfasty

 Blog4NZ - Blog for New Zealand

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

 Social Media Ireland

**Hostelworld.com**

Website Edit info



Wall

Hostelworld.com · Most recent

Share: Status Photo Link Video

Write something...



Hostelworld.com

The Sydney Harbour Bridge is one of the most iconic bridges in the world. In our 'At the Sydney Harbour Bridge' podcast, Hostelworld.com's Colm Hanratty speaks to Melissa Duane of 'Bridge Climb Sydney' to learn more about this top Sydney attraction. <http://ow.ly/4e5Xs>

Sydney Podcast | Hostelworld.com



Online confirmed bookings for backpacker hostels around the world. City guides, sightseeing, entertainment and backpacking information for hostels and backpacker tours around the world.

34,011 Impressions · 0.03% feedback

18 hours ago via HootSuite · Like · Comment · Share

9 people like this.



Shane Westmore I went to Newcastle last month and saw the Tyne bridge, built 4 years before ours. mind was blown, although ours is bigger and over a more impressive body of water, and I can actually understand the locals.

15 hours ago · Like

Write a comment...



Hostelworld.com

If you need to book a hostel now is the time - make a booking on Hostelworld.com and you'll receive up to 60 minutes Free Credit from Skype...absolutely free! <http://ow.ly/4e5G2>

Free Skype Credit when you book any Hostel | Hostelworld.com

ow.ly

Book any hostel on Hostelworld.com and you will be rewarded with up to 60 minutes Free Credit from Skype! Book hostels online now!

40,384 Impressions · 0.02% feedback

Saturday at 15:02 via HootSuite · Like · Comment · Share

Admins (4) [?]

See all



Use Facebook as Hostelworld.com

Promote with an advert

View Insights

Suggest to friends

You and Hostelworld.com



151 Friends like this.

Social Media Ireland, Blog4NZ - Blog for New Zealand, [www.hostels.com](http://www.hostels.com)

Quick tips

Get more people to like your page with Facebook Adverts today!

Get more connections

Sample Advert: Hostelworld.com

The text of your advert will go here.



Like · Colm Hanratty likes this.



Are we obsessed with facebook?

*“Facebook profiles are like belly buttons: Everybody’s got one”*

*- Jolie O'Dell, Mashable.com*

## Are we obsessed with facebook?

### obsessed WITH facebook.

AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.  
**APROX. 1 IN EVERY 13 PEOPLE ON EARTH.**  
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

**48% OF 18 TO 34 YEAR OLDS  
CHECK FACEBOOK  
RIGHT WHEN THEY WAKE UP...**



ABOUT 28% CHECK THEIR FACEBOOK  
**ON THEIR SMART PHONES  
BEFORE GETTING OUT OF BED.**



**THE 35+ DEMOGRAPHIC  
NOW REPRESENTS  
MORE THAN 30% OF  
THE ENTIRE USERBASE.**



Are we obsessed with facebook?



**THERE ARE 206.2 MILLION  
INTERNET USERS IN THE U.S.  
THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE  
IS ON FACEBOOK.**

**ABOUT 70% OF THE FACEBOOK USERBASE  
RESIDES OUTSIDE THE U.S.A**



Are we obsessed with facebook?

**57% OF PEOPLE TALK TO PEOPLE  
MORE ONLINE**

**THAN THEY DO IN REAL LIFE**



**A RECORD-BREAKING  
750 MILLION PHOTOS  
WERE UPLOADED TO FACEBOOK  
OVER NEW YEAR'S WEEKEND.**

Are we obsessed with facebook?

## 20 MINUTES ON FACEBOOK



Source: [Onlineschools.org](http://Onlineschools.org)

Why use facebook to promote your business?

- Customer service

- Personalise your brand

- Brand awareness

- Increase traffic to your website

- Ultimately, generate revenue



## Getting started with facebook

### How to...

- Market your business via an 'official/product page'
- Increase your number of 'likes' (previously 'fans')
- Post updates in different ways
- Get the most out of your updates
- Make your page 'social'
- Learn about those who 'like' your page

How much will this cost?

£0

*(Just your time and internet connection)*

How many people on facebook in the UK?

2. Targeting Advert targeting FAQ

**Location**

Country: [?]

☒ Everywhere  
☐ By State/Province [?]  
☐ By City [?]

**Demographics**

Age: [?]  -

☐ Require exact age match [?]

Gender: [?] ☒ All ☐ Men ☐ Women

**Estimated reach**  
**29,598,100** people  
■ who live in the **United Kingdom**

Just over one in two people in the UK have a facebook profile

Just over one in four people in the UK log on to facebook every day

*Source – facebook.com*



## Getting started – setting up your page

### You should...

Set up an 'official/product page' not a 'profile page'



The screenshot shows the Facebook 'Create a Page' interface. On the left, a blue sidebar contains the Facebook logo and the text 'Facebook helps you connect and share with the people in your life.' Below this is a world map with orange person icons connected by dotted lines. The main content area has a dark blue header with the Facebook logo, a login form (Email, Password, Log in, Keep me logged in, Forgotten your password?), and a 'Create a Page' section. The 'Create a Page' section has the text 'Connect with your fans on Facebook.' and a grid of six category tiles: 'Local business or place' (store icon), 'Company, organisation or institution' (building icon), 'Brand or product' (shoe and bottle icon), 'Artist, band or public figure' (person silhouette icon), 'Entertainment' (TV and disc icon), and 'Cause or community' (heart and sign icon).

facebook

Facebook helps you connect and share with the people in your life.

facebook

Create a Page  
Connect with your fans on Facebook.

Local business or place

Company, organisation or institution

Brand or product

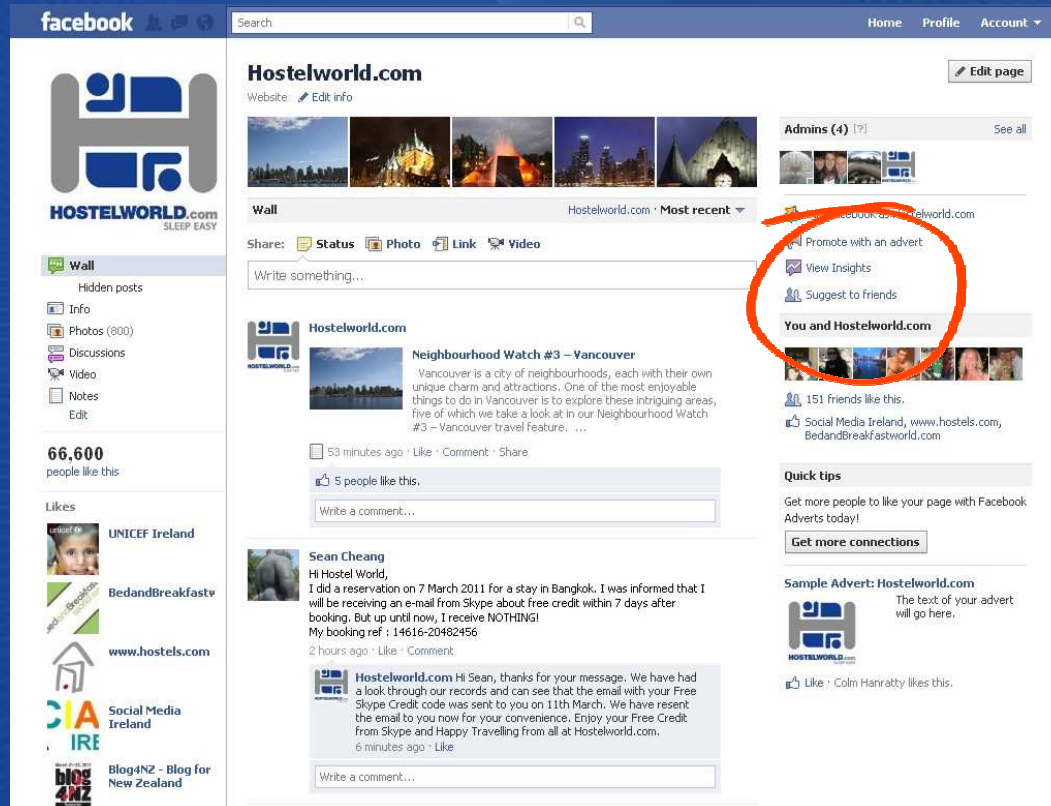
Artist, band or public figure

Entertainment

Cause or community

## How to get 'likes'

‘Suggest to friends’ (get friends, staff, family etc to do the same)



The screenshot shows the Facebook page for Hostelworld.com. The page layout includes a left sidebar with navigation links (Wall, Hidden posts, Info, Photos, Discussions, Video, Notes, Edit), a central feed of posts, and a right sidebar with administrative tools. A red circle highlights the 'Suggest to friends' button in the right sidebar, which is part of the 'You and Hostelworld.com' section. Other buttons visible in this section include 'Promote with an advert', 'View Insights', and 'Admins (4)'. The central feed shows a post from Hostelworld.com about 'Neighbourhood Watch #3 - Vancouver' and a comment from Sean Cheang.

**facebook** Search Home Profile Account

**Hostelworld.com**  
Website Edit info

Wall Hostelworld.com · Most recent

Share: Status Photo Link Video

Write something...

**Hostelworld.com**  
Neighbourhood Watch #3 - Vancouver  
Vancouver is a city of neighbourhoods, each with their own unique charm and attractions. One of the most enjoyable things to do in Vancouver is to explore these intriguing areas, five of which we take a look at in our Neighbourhood Watch #3 - Vancouver travel feature. ...

53 minutes ago · Like · Comment · Share

5 people like this.

Write a comment...

**Sean Cheang**  
Hi Hostel World,  
I did a reservation on 7 March 2011 for a stay in Bangkok. I was informed that I will be receiving an e-mail from Skype about free credit within 7 days after booking. But up until now, I receive NOTHING!  
My booking ref : 14616-20482456  
2 hours ago · Like · Comment

**Hostelworld.com** Hi Sean, thanks for your message. We have had a look through our records and can see that the email with your Free Skype Credit code was sent to you on 11th March. We have resent the email to you now for your convenience. Enjoy your Free Credit from Skype and Happy Travelling from all at Hostelworld.com.  
6 minutes ago · Like

Write a comment...

**Admins (4)** [?] See all

**You and Hostelworld.com**

151 friends like this.

Social Media Ireland, www.hostels.com, BedandBreakfastworld.com

**Quick tips**  
Get more people to like your page with Facebook Adverts today!  
[Get more connections](#)

**Sample Advert: Hostelworld.com**  
The text of your advert will go here.

Like · Colm Hanratty likes this.

## How to get 'likes'

- Send out mailshots to your subscribers
- Put link on your homepage; url on your business cards ([www.facebook.com/username](http://www.facebook.com/username))
- Target users using ads (£££)



Paid for ads

facebook  Search  Home Profile Account ▾

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**HOSTELWORLD.com**  
SLEEP EASY

Add to My Page's Favorites  
Suggest to Friends  
Remove from My Page's Favorites

**12 Friends Like This**  
6 of 12 Friends [See All](#)



Aisling Healy Aidan Clancy Orlaith Duffy



Emilia Petrescu Elly Brown Enda Holohan

**47,288 People Like This**



Luana Bandeira Bojan Antic Columbus Circle Hostel

Hostelworld.com

Wall Info Photos Discussions Video Notes >>

Write something...   Share

Hostelworld.com + Others [Just Hostelworld.com](#) Just Others



**Hostelworld.com** Check out our night shots from Melbourne, London, Hong Kong and more cities around the world. To book beds in any of these cities visit <http://www.hostelworld.com/>



**Cities by night**  
34 new photos  
 2 hours ago · [Comment](#) · [Unlike](#) · [Share](#)

 You, Elly Brown and 47 others like this.  
[View all 8 comments](#)



**Jenny Hdairis** Also Amsterdam and Dubai  
25 minutes ago · [Like](#) · [Flag](#)



**Red B Hostel** Once you are coming... We are always open!  
25 minutes ago · [Like](#) · [Flag](#)

Write a comment...

**FREE Banner**  
vistaprint.ie



Wedding, New Baby, Welcome Party? Get a FREE personalised Banner! Just Pay for Post & Packaging. Limited Time Offer. Order now!

**Win Brown Thomas GiftCard**  
prizedclub.ie



Win a Brown Thomas voucher worth €500! Update your autumn wardrobe with the fantastic prize! First entry free, subscription required.

**Handel's Messiah**





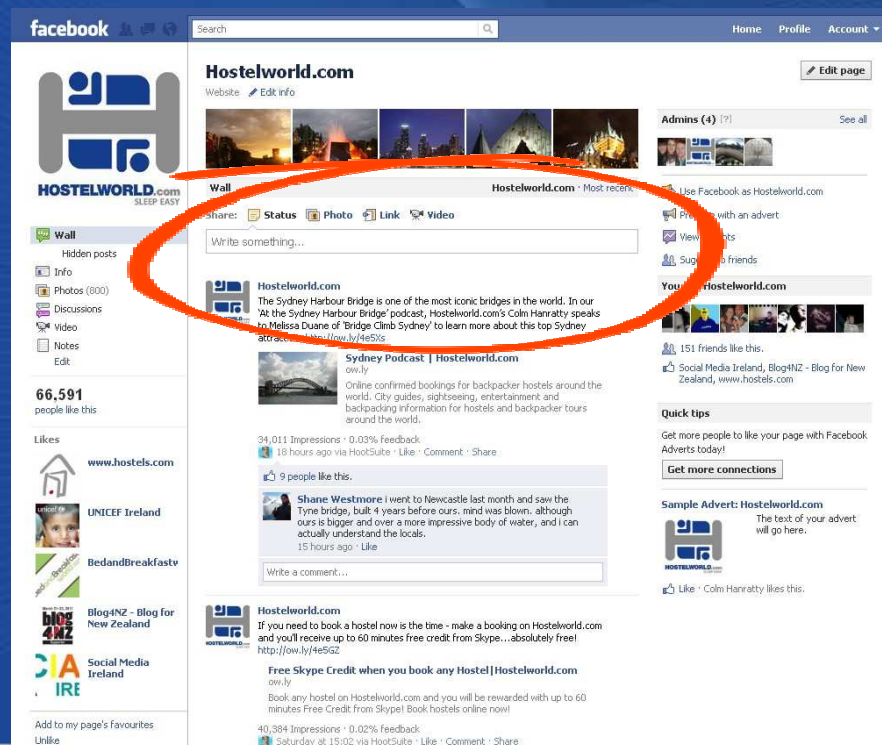
**Hostelworld.com** New on the Hostelworld blog this week - staff writer Rebecca Keenan is currently in Canada recording podcasts, videos and more for the site. Read about what she got up to in Montreal here: <http://bit.ly/9xcU6i> and her time in Quebec (where she is now) here: <http://bit.ly/cXWHqT>

## Getting into people's feeds via updates

There are many different types of update...

The most traditional (personal) – the status update

The most traditional (business) – the link



## Getting into people's feeds via updates

## Adding photos – good for interacting and adding multiple links

**Hostelworld.com**  
 Check out our photos of squares around the world from New York's Times Square to the beautiful Plaza de la Virgen. Book hostels in all these cities and more here: <http://bit.ly/7385>

**Squares around the world**  
 26 new photos

64,416 Impressions · 0.13% feedback  
 09 March at 13:11 · Like · Comment · Share

75 people like this.

View all 8 comments

**Daniela Escobar** Chile, the best country, a  
 10 March at 09:46 · Like

**Luciana Broggin** adoro a cidade proibida.  
 11 March at 02:04 · Like

Write a comment...

Like Comment

**Squares around the world**  
 By Hostelworld.com · 1 of 27

patrol in Tiananmen Square. Book hostels in Beijing here: <http://bit.ly/7385>

14 people like this.

Write a comment...

Press Enter to post your comment.


Like Football?

Play Now on Facebook!



# Getting into people's feeds via updates

## 'Notes' – status updates with links to bigger posts


**Hostelworld.com**




**Voluntourism Destinations: Trips for the Socially Responsible Traveller** With endless good deeds to throughout the world, Hostelworld.com narrows the opt those travellers with a penchant for the philanthropic in travel feature Voluntourism Destinations: Trips for the Socially Responsible Traveller....

59,483 Impressions · 0,05% feedback

07 October at 11:06 · Comment · Like · Share

23 people like this.

View all 7 comments



**Noreen Wensley** I have always wondered whether the money spent on a trip to volunteer one's services could be better spent donating it to the agencies who provide food, shelter, and clothing to those who are needy. I mean, really, is it beneficial to fly around the world to do a task that a local person could do? Or is that just to massage the ego of the rich North American who has tons of cash and wants a "feel good moment"?


07 October at 15:14 · Like · Flag



**Katherine Johnson** You won't get a feel good moment here without putting in some time ! This is an ancient wine-producing village but the 'youngsters' are de-barking to the cities, - leaving a reduced pocket of older folk. We very much welcome any genuine help in maintaining an old community. Comfortable beds & good food(!!) in part-exchange for some help ?

08 October at 10:45 · Like · Flag

Write a comment...



Hostelworld.com  
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- Hostelworld.com's notes
- Notes about Hostelworld.com
- Hostelworld.com's drafts

Browse notes

- Friends' notes
- Pages' notes
- My notes
- My drafts
- Notes about me

Jump to friend or Page

Subscribe

- Hostelworld.com's notes

Edit import settings

Report

**Voluntourism Destinations: Trips for the Socially Responsible Traveller**  
by Hostelworld.com on Thursday, 07 October 2010 at 11:06



With endless good deeds to be done throughout the world, Hostelworld.com narrows the options for those travellers with a penchant for the philanthropic in our travel feature Voluntourism Destinations: Trips for the Socially Responsible Traveller.

One such hostel offering travellers the opportunity to get involved in voluntourism projects is The Backpack and Africa Travel Centre in Cape Town, South Africa. At this hostel, guests are able to get involved in soccer camps held in Cape Town's townships, volunteer at a local crèche or knit blankets for sick babies.

To find out more about other voluntourism opportunities available throughout the world, check out our travel feature Voluntourism Destinations: Trips for the Socially Responsible Traveller.

Comment · Like · Share

23 people like this.



**Rachel Watson** You could also consider <http://www.i-to-i.com/> for a volunteer trip. I went to Vietnam with them and had an amazing time =>

07 October at 11:09 · Like · 1 person · Flag



**Megan Eaves-Egenes** I'm not against voluntourism by any means, but this headline begs the question whether or not those that don't engage in voluntourism are socially responsible travellers?

07 October at 11:13 · Like · 1 person · Flag



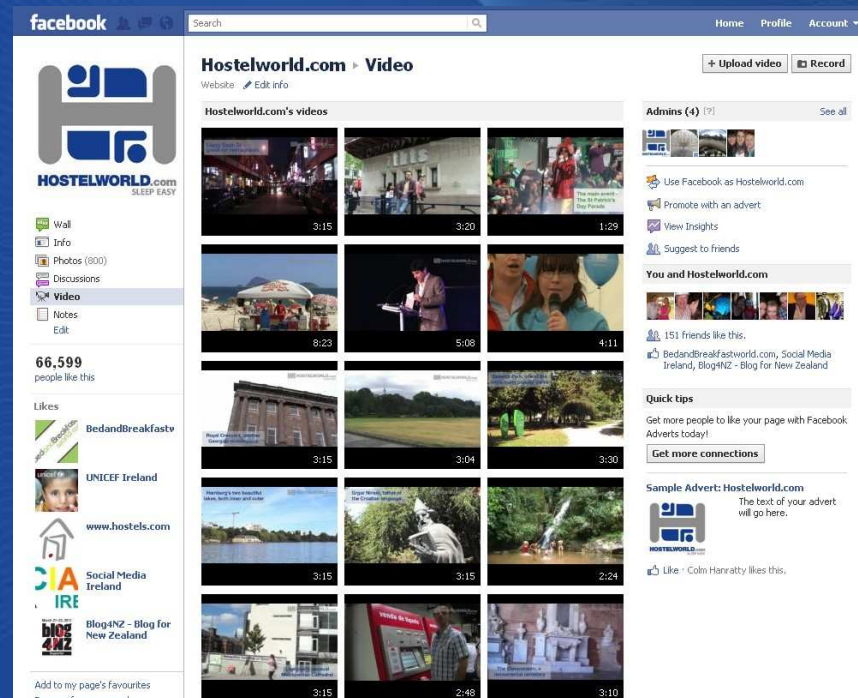
**Viktoria Olausson** They may be - and then they want to be even more so! Not that all volunteer programmes are constructive. Some only serve to massage the ego of the traveller. Beware!

07 October at 11:22 · Like · 3 people · Flag

# Getting into people's feeds via updates

Videos –YouTube Vs. Actual videos

Videos themselves increase content on page



## How to get the most out of your updates

- When is best to hit your target market?

- What to post? Dissect your business

- Make a schedule – Monday one update, Friday another

- Don't go for the 'hard sell', but showcase all product

- Become an authority



This is 'social networking' – interact!

- Post questions on your page

- Use that conversation to create unique content on your site

- Interact – keep the conversation going and personalise some more

- Don't delete the criticisms – respond instead

## facebook 'insights'

### Find out...

- Daily 'likes', 'unlikes' and 'unsubscribes'

- Gender, age, demographic

- Language spoken

- % of active users

- Number of impressions per post and more

- Keep reports

Keep up to date with [Hostelworld.com](http://Hostelworld.com)

# *Thanks*

facebook – [www.facebook.com/hostelworldcom](http://www.facebook.com/hostelworldcom)

Twitter – <http://twitter.com/hostelworld>  
<http://twitter.com/colmhanratty>

YouTube – [www.youtube.com/hostelworld](http://www.youtube.com/hostelworld)

Email – [colm@hostelworld.com](mailto:colm@hostelworld.com)