

sharegeneration

**...or how we lost control and
what can we do about it**

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IN LOVING MEMORY

**CONTROL
OF THE
MESSAGE**

2006





Lesley Pilgrim
@LesleygPilgrim



Follow

Returned from Vegas with awful jet lag. We flew with BA never ever again. Pity BA spoilt the start & end of holiday



RETWEETS

2



10:24 AM - 16 Sep 2015

Upavon, England



“Appalingly poor service and tiny rooms”



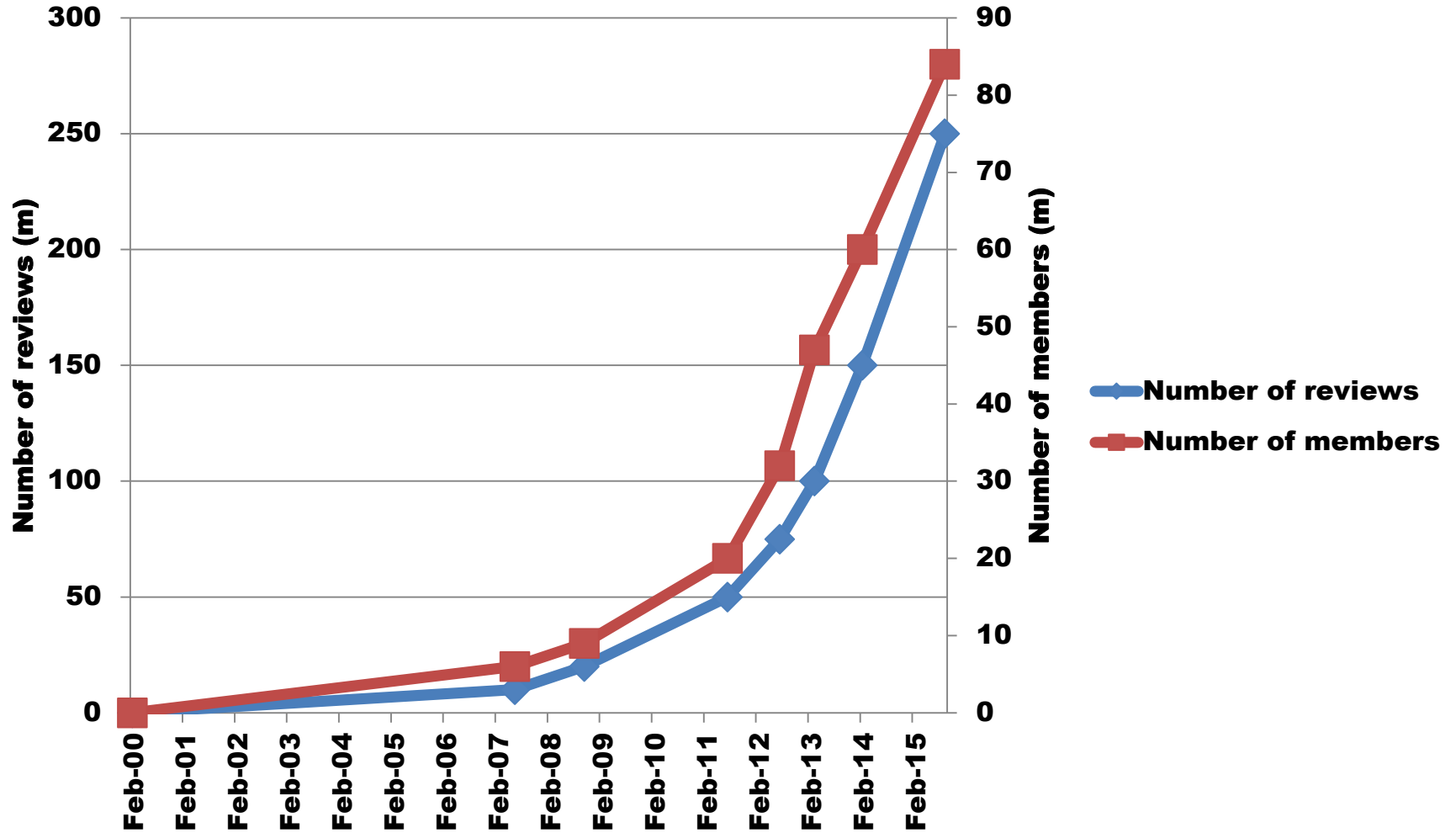
Reviewed 6 April 2007

I haven't written a review for some time, but felt after what i had experienced i should put pen to paper. If you dont mind paying £250.00 for a room that is clean, pleasantly decorated and are not looking for anything else then this might be the hotel for you. However if you expect to be able to get out of either side of the bed when the curtains are shut, require an edible breakfast and competent staff, then you will be as bitterly disappointed with this hotel as i was.

From the ridiculously laid out room, to no turn down service, to neither of the papers we had requested being delivered in the morning even after complaining the list goes on and on. But the piece de resistance was being presented with a cold preformed, precooked rubber pancake for breakfast, which i promptly sent back to be returned hot, yet ended up waiting around an hour for a new one before giving up on breakfast entirely. No appology given by any member of staff, who seemed to busy chatting to each other than to their guests.

Would i return - not on your nelly!

The growth of TripAdvisor



Bragging...



2/3

Share holidays plans
on Facebook

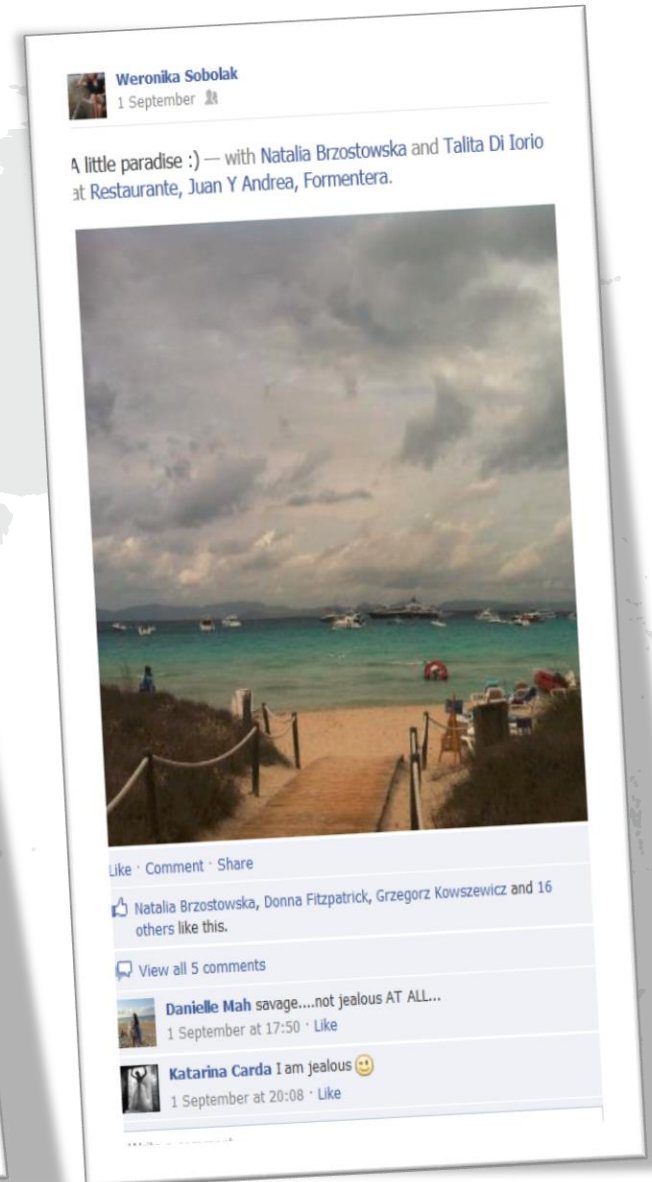


Inspiration...



Over
50%

Say that seeing
friends' holiday
pictures inspired
them to book a trip
to that destination



...and more bragging

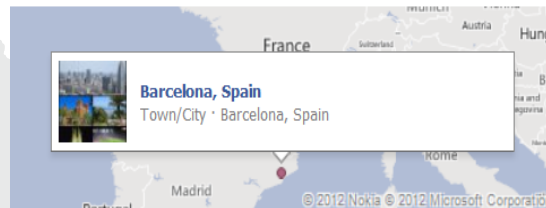


Over
70%

Update their status
and/or share photos
while on holiday



Never trust airlines, Never trust airlines, Never trust airlines. On the other hand, stuck in Barcelona (-: — in Barcelona, Catalonia.



Like · Comment

👍 Aoife Desmond, Daniel Spijker, Marta Baques and 12 others like this.



Adi Guy אני מבקש שתעשה צ'קאין אין במקום הנכון. תשאל את אלון

See Translation

27 August at 07:21 via mobile · Like



Hilaria Gratol the meanwhile... enjoy the spaniards! 😊

27 August at 16:02 via mobile · Like · 🍻 1

Write a comment...



1 September

It's a zoo out here — with Natalia Brzostowska at @The Zoo Project Ibiza - Release your animal.



Unlike · Comment · Share

👍 You, Natalia Brzostowska, Adriana Mesquita and 26 others like this.



Thiago Di Iorio opa bacana...sdds... brilha mto gata te amo

See Translation

3 September at 12:39 · Like · 🍻 1

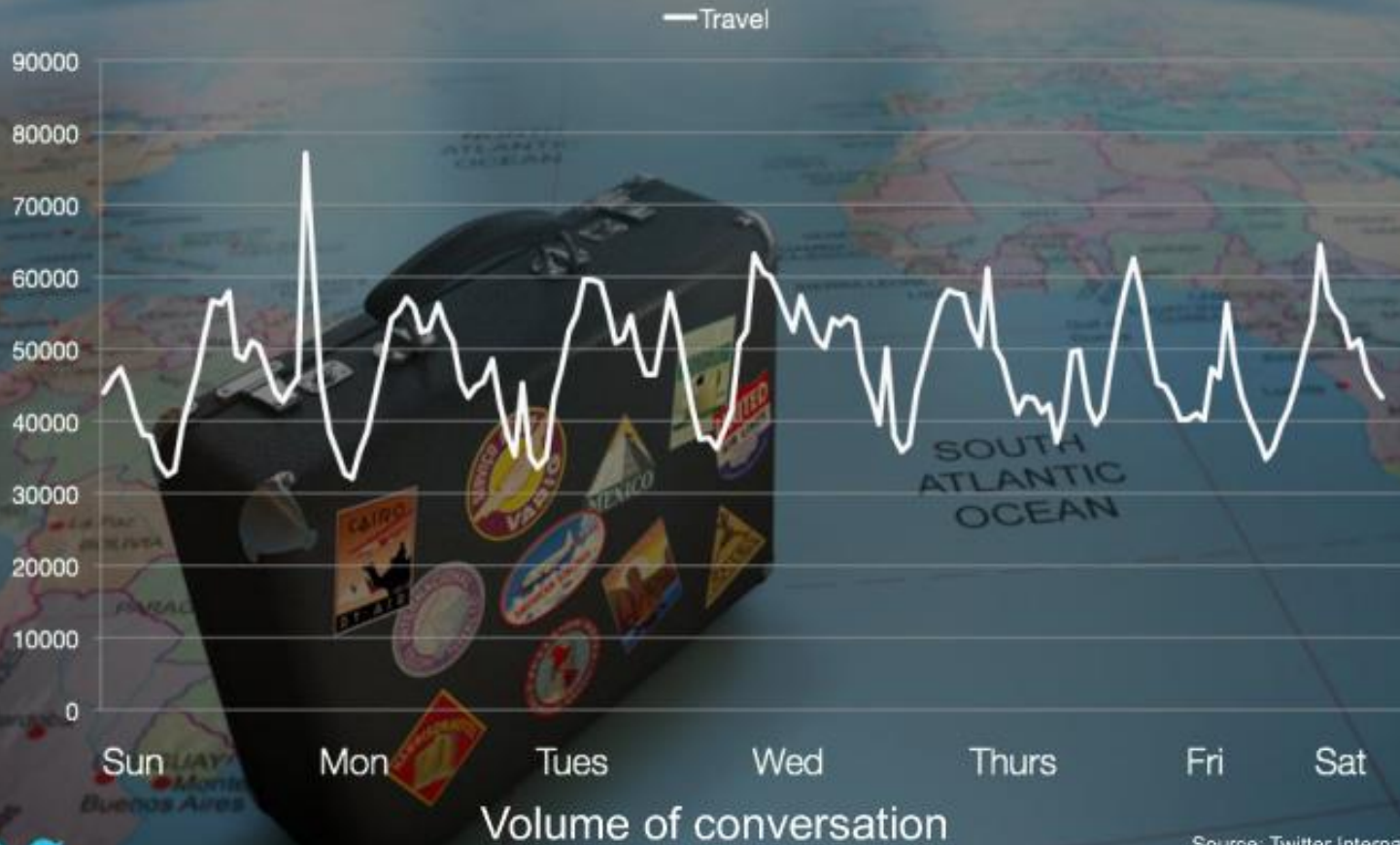


Talita Di Iorio To brilhando! Hahaha Tb te amo! Saudadeeee

See Translation

18 hours ago · Edited · Like · 🍻 1

Holidays mentions per day - 1.3M



Source: Twitter Internal

@TwitterAdsUK | Confidential

Experiencing

64% use Twitter to stay in touch with **people they know**

45% tweet photos of their holidays

+50% of them tweet regularly about **how the holiday is going**



Source: GlobalWebIndex, Q22013

@TwitterAdsUK | Confidential

stupid

help

announcement

response

engagement

Don't be boring



THANKS

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