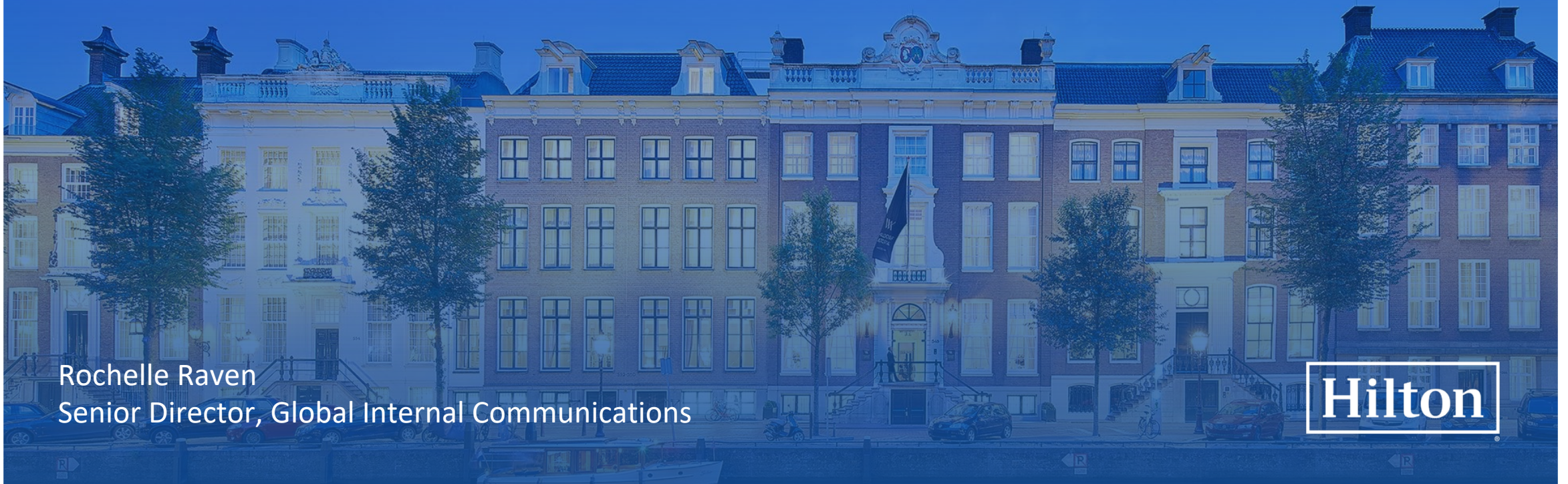


Bringing The External In:

# A NEWSROOM APPROACH TO INTERNAL COMMUNICATIONS

Rochelle Raven  
Senior Director, Global Internal Communications

Hilton



HELLO

Need to add pin code on the day

# QUIZ

Join: [Kahoot.it](https://kahoot.it)

# The Company In Numbers

100+

Years old and started trading on the NYSE in 2013

1.1M IN

Rooms

123

Countries (Global Business)

7.1K+

Hotel Properties

19

Brands

400K+

Team Members

65%

Franchised

35%

Managed

Hilton



LXR

CONRAD

canopy

Signia  
by Hilton



CURIO  
COLLECTION



TAPESTRY  
COLLECTION



TEMPO

MOTTO

Hilton  
Garden Inn



spark

HOMEWOOD  
SUITES

HOME  
SUITES 2

Hilton  
GRAND VACATIONS

Hilton  
HONORS

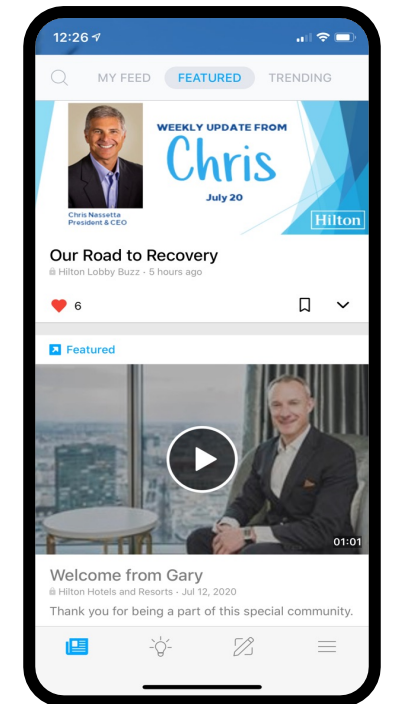
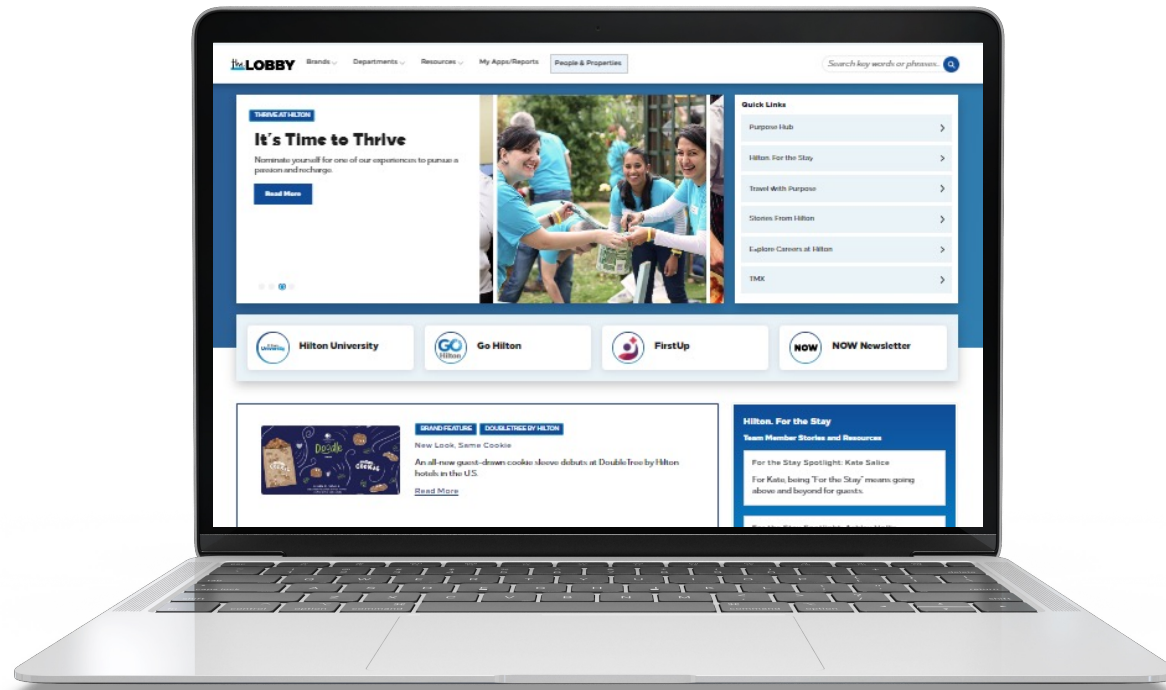


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We are the storytellers for the people, places and experiences that enable one of the most important drivers of human connection around the world – **TRAVEL**

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# INFORM & INSPIRE



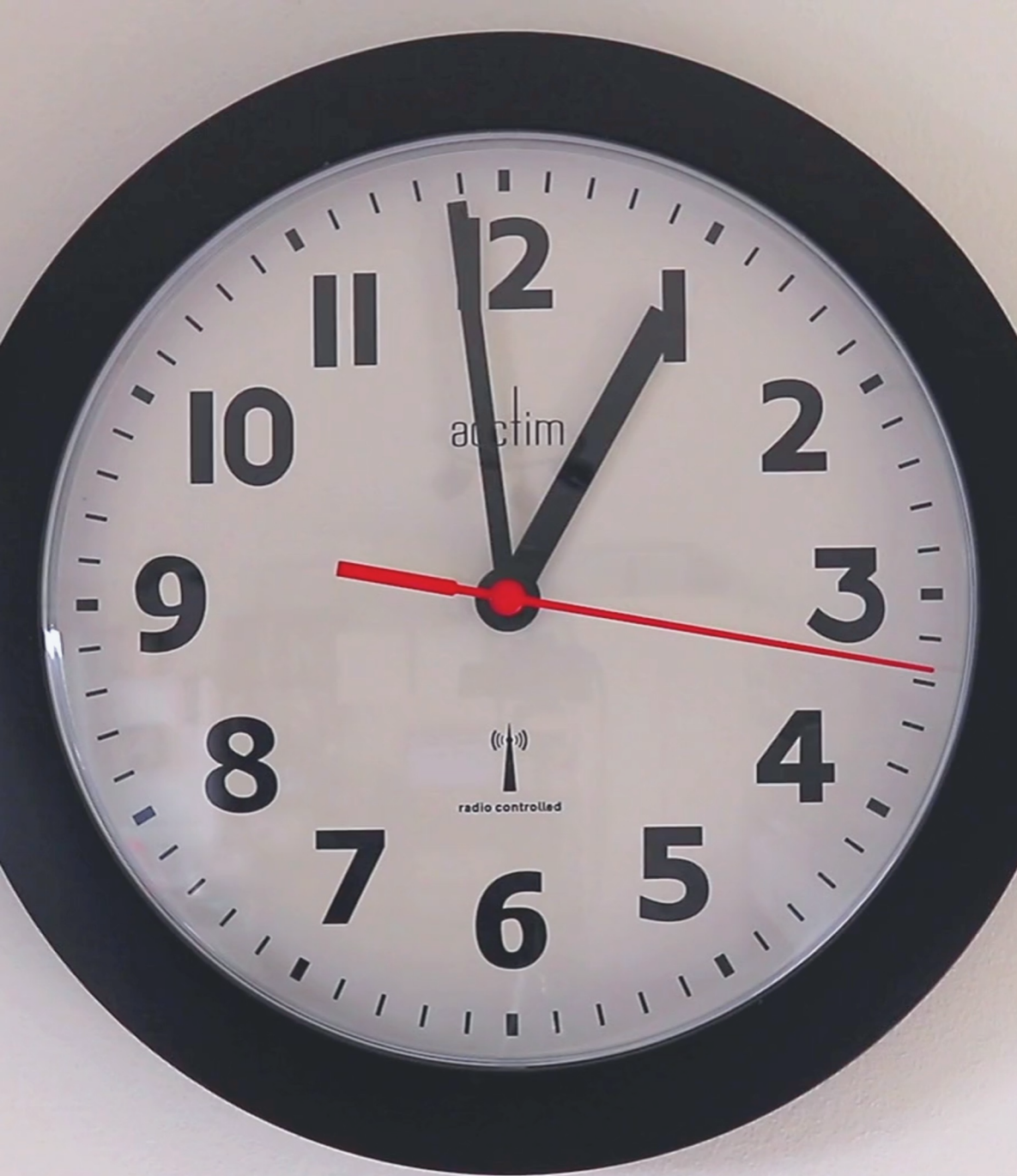
# 1,664

**The average number of individual pieces of content we share  
with TMs from NOW & FirstUp each year**

32

That's 32 piece a week...





Nearly **one**  
every hour\*

\*Psssst. That doesn't include emails, Webex, teams...

**If everything**  
**is a priority,**  
**then nothing is.**



# Editorial Approach

Hilton

The screenshot shows the Hilton LOBBY homepage. At the top, there are navigation tabs for 'Home', 'Departments', 'Resources', 'My App Reports', and 'People & Projects'. A search bar is located on the right. The main content area features a large hero section titled 'It's Time to Thrive' with a sub-headline 'Renew your will for one of our experiences to pursue a passion and find joy'. Below this, there are several article cards with images and headlines, such as 'Hilton for the Stay' and 'Go Hilton'. A 'Trending' section is also visible, featuring articles like 'Recreation' and 'Celebrating the 19th Anniversary of Hilton'. The bottom of the page has a '19th Anniversary' banner.

Hilton Global Comms Master Calendar

Comms Master Calendar

Views | Priority Comms & Content

MONTH: 2023 - 2 Feb (Count: 52)

WEEK: Week of 1/29 (Count: 8)

Week	Activity / Activation	Start Date	For	Comms Lead	Enterprise / Brand
1	Embassy Suites by Hilton Aruba Resort	2023-02-01	Laura Ford, Suzana Cardo	Embassy Suites by Hilton	
2	Black History Month	2023-02-01	Crystal Taylor		
3	New Opening: Embassy Aruba (#1 in Country)	2023-02-01	Carter English	Embassy Suites by Hilton	
4	Celebrating Red Velvet Waffle Season	2023-02-01	Kate Metcalf	Hampton by Hilton	
5	Grammys/BHM Team Member Stories	2023-02-01	Crystal Taylor		
6	CIN Reshare - LF Black History Month Kickoff	2023-02-02	Cindy Andrade		
7	CIN LinkedIn Reshare - Newsroom Social: CNBC Behind the...	2023-02-02	Cindy Andrade		
8	Food & Beverage Month	2023-02-03	Melinda Leonard	Enterprise	

## 10 CONTENT COMMANDMENTS

1. Can Comms or our Channels solve the problem?
2. Is it TM-centric? Why would they care?
3. Watch tone of voice – informal, relatable and acronym-free is key!
4. Assume a zero-knowledge base
5. Remember thumbnail rules – no words, pictures preferred (for Lobby Homepage!)
6. Hyperlink Call to Action
7. Always double check property names/titles and name spellings
8. KISS (keep it simple, stupid!), content and language
9. Be globally relevant
10. Think comprehensively and always come with a solution/idea!

Hilton

## 2022 Year in Review - Global Internal Communications Report

31 Dec 2022

2022 FirstUp Metrics	2022 NOW Newsletter Metrics	2022 Lobby Homepage Metrics
<p><b>169K</b></p> <p>Overall Registered Users (+32%)</p>	<p><b>94K</b></p> <p>Registered Users (+12%)</p>	<p><b>298K</b></p> <p>Average Monthly Users - Lobby Homepage (+9%)</p>
<p><b>63%</b></p> <p>Active Registered Users (+27%)</p>	<p><b>42%</b></p> <p>Active Users (+6%)</p>	<p><b>1.6 million</b></p> <p>Average Monthly Pageviews - Lobby Homepage (+33%)</p>
<p><b>73%</b></p> <p>All Team Member Submissions (+4%)</p>	<p><b>35%</b></p> <p>Priority Reading/Engagement Score (+5%)</p>	<p><b>1,600</b></p> <p>Average Monthly Users - Brand Lobby Pages (+17%)</p>
<p><b>12%</b></p> <p>Engagement Rate (+0%, target +10%)</p>	<p><b>6</b></p> <p>Average Weekly Priority Articles (+0)</p>	<p><b>3,600</b></p> <p></p>

Standout 2022 Enterprise (Lobby Buzz) Content

Win a For the Stay Giveaway!	Happy Team Member Appreciation Week!	Congratulations to our 2022 Hospitality Heroes!
<p>41,745</p> <p>12%</p>	<p>3,501</p> <p>12%</p>	<p>40,231</p> <p>12%</p>

2022 Highlights - Channels Overview

**FirstUp**

- 2022 was an incredible year of growth for our FirstUp brand communities. We experienced significant registrations, equating in size to 169K, an increase of 32%.
- Team Members are consistently using their communities as a place to exchange ideas and best practices with 70% of posts coming from user-generated content, remaining significantly above the benchmark of 25% for the second year in a row.
- Amongst record growth, engagement was sustained at 12% staying above the industry target of 10%, with Conopy (18%), Signa (18%), and Conrad (16%) taking the top spots, which further validates our editorial strategy. View our report below.
- 2022 continued to offer quality content that resonated with Team Members across the platform with the top content including:
  - Recognition campaigns: Hospitality Hero winners, Brighter Together winners, Hotel & Team Member spotlights
  - Milestones: 1000 Hotels Opening, 6000th Hotel Opening, Conrad Team Look Inside

# Editorial Highlights 2022



**Fewer, bigger, better:**  
Reduced content by 80% and drove up engagement



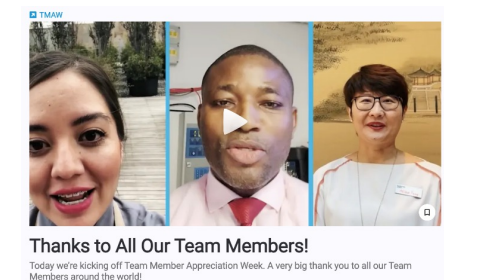
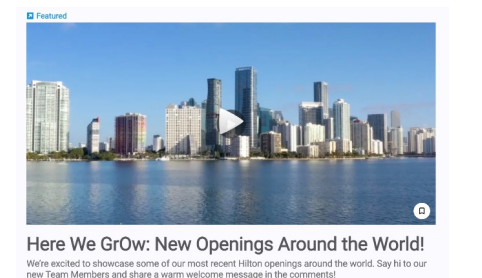
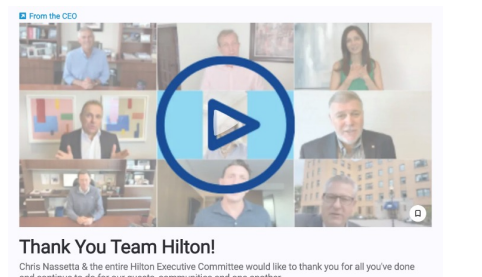
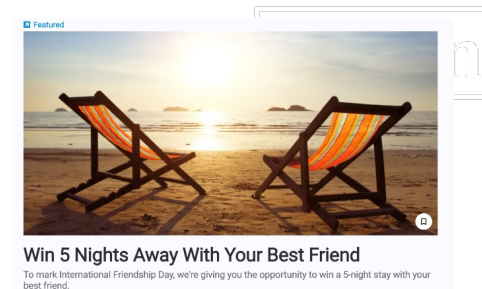
**Engagement:**  
12%



**UGC:**  
73% of all content Team Member generated



**Registered Users:**  
169k – up 53% on last year

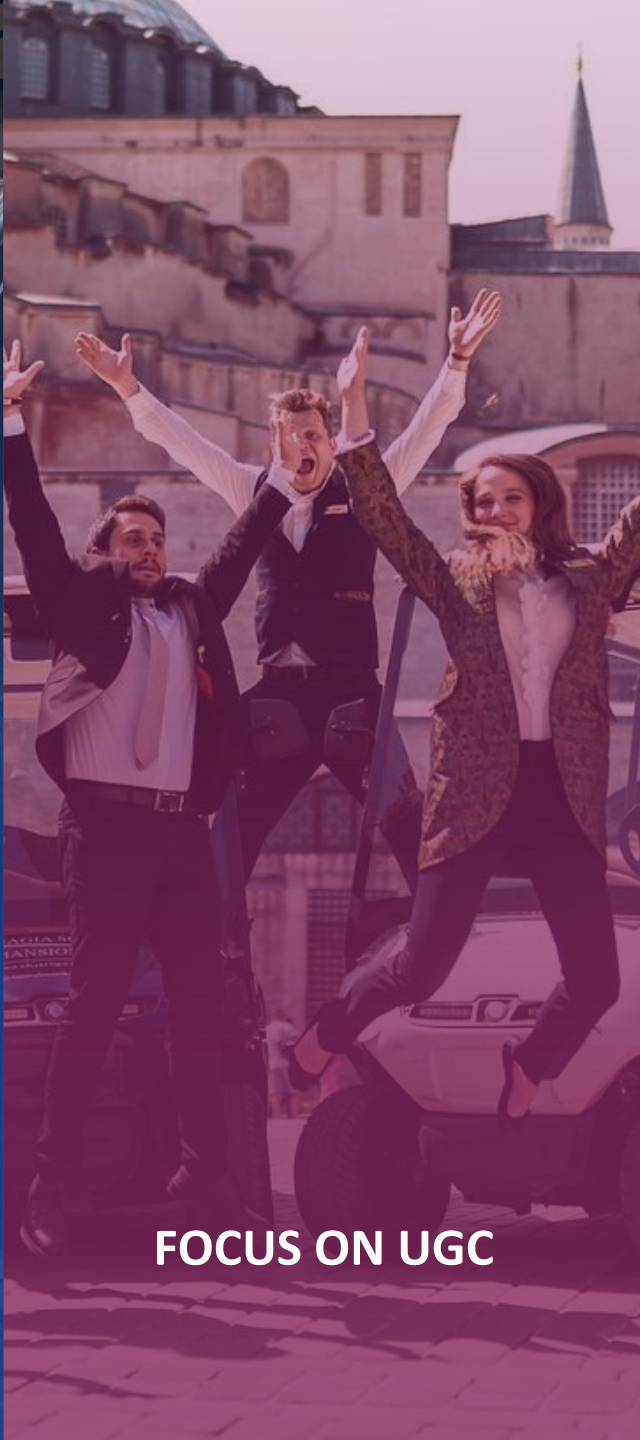




**ENTERPRISE  
GOVERNANCE**



**PERSONALISATION**



**FOCUS ON UGC**



**NEW CONTENT FORMATS**

**THANK YOU**