



# Taste of Hilton

## Content Submissions Guide



Hilton's global social media account, which showcases the very best of Hilton F&B across EMEA.

This guide is designed to help you with submitting impactful, stylish and engaging content using a smartphone, in-line with Taste of Hilton's posting guidelines.

We intend to celebrate Hilton's amazing F&B superstars by posting fresh, vibrant content with a **cool** and **modern** twist.

# Content & Submissions

# REQUIRED CONTENT STYLE

We will **only** post content submissions on our Instagram feeds that include video footage and/or imagery featuring a **creator** and a **creation**, or **hero shots of food, drinks and dining spaces** – as long as they are vibrant, appealing and appetizing .

**Creator examples:** Baristas, Chefs, Mixologists, Sommeliers, or Front of House staff.

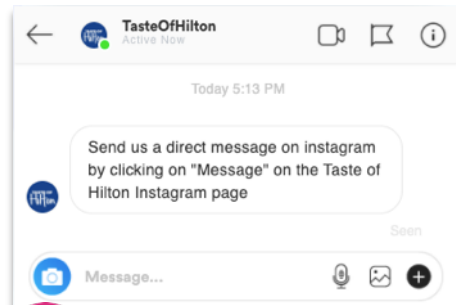
**Creation examples:** The **creators** in action, cooking a dish, making a coffee, pouring a bottle of wine, preparing food.

**Hero shots:** A high quality image or video footage of a signature dish, or drink, or a vibrant bar/restaurant atmosphere.




# HOW TO SUBMIT

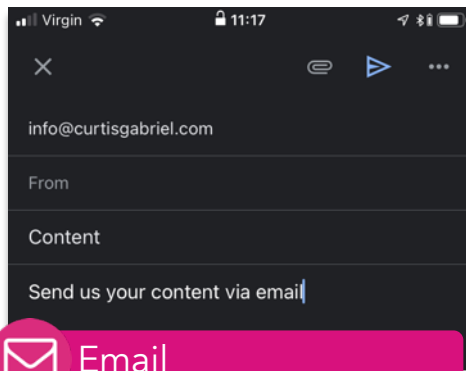
You can submit your content easily using any of these methods.



 Direct Message



 Whatsapp

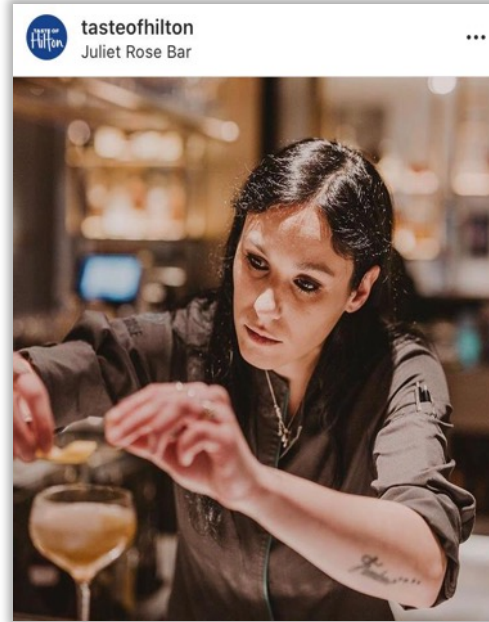


 Email



 Tag & Hashtag

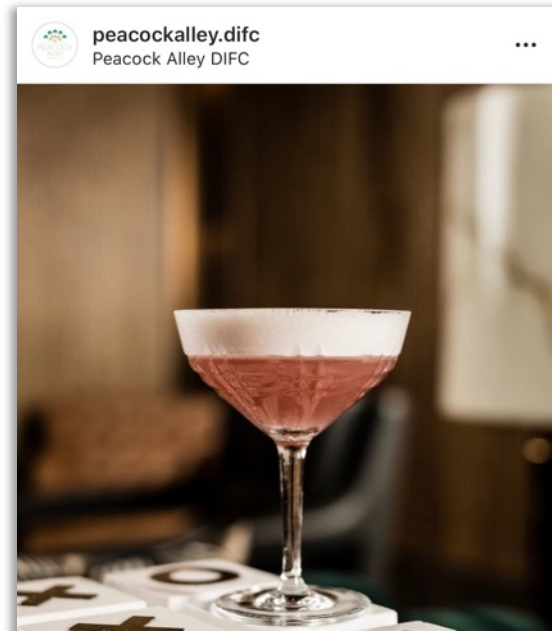
# INSTAGRAM POST EXAMPLES: CREATOR



# INSTAGRAM POST EXAMPLES: CREATION



# INSTAGRAM POST EXAMPLES: HERO SHOTS



# INSTAGRAM POST - CONTENT CREATION

- Shoot **creators** in action (stills and video) demonstrating their skills and passion
  - Shoot bright colourful subjects
- Use dark backgrounds but ensure the subject is lit adequately
  - Send a minimum of 3 images per subject in full colour
- Bars or restaurants must look lively, if interiors shots are submitted.
- Hero shots must be taken, or filmed with a professional quality camera
  - Avoid direct eye contact in shots, as this can look staged
    - Do not crop images
- Do not use the flash unnecessarily or on close ups
- Do not submit shots that are empty restaurant interiors, or hotel areas, i.e. pools – the focus is on the creator, their creation and hero F&B shots.

# INSTAGRAM VIDEO POST EXAMPLES

Pastry Chef – Creation Timelapse



<https://www.instagram.com/p/CCGjTfOqpAh/>

Mixologist – Cocktail Production



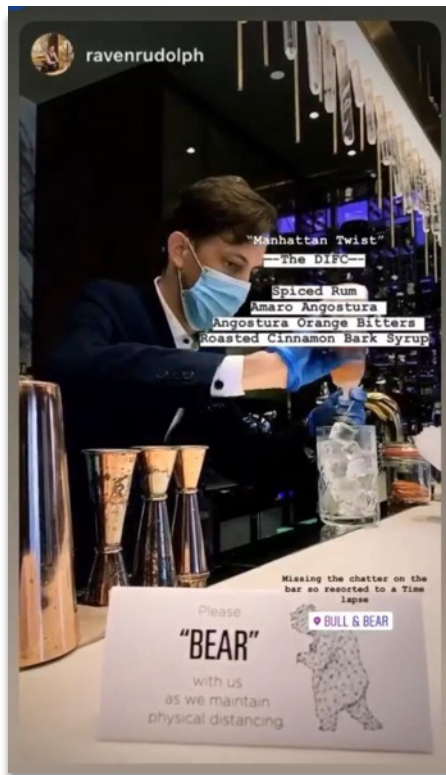
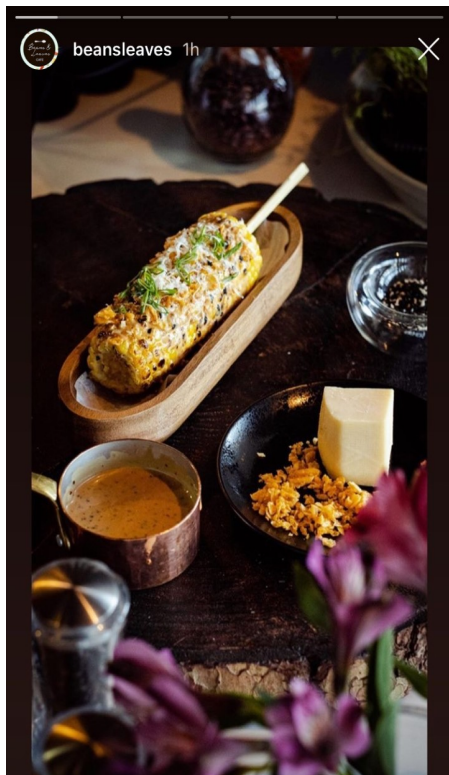
<https://www.instagram.com/p/CCComjHiBLnT/>

# INSTAGRAM VIDEO POST – CONTENT CREATION

From [cocktail masterclasses](#) and [pastry production time-lapses](#), through to [cooking demonstrations](#) and [drink preparation slow-motion GIFs](#), there are a whole host of ways to produce engaging video content.

- Profile the lively atmosphere of your venue (see [Frankie Beach Club video](#) for reference)
- Ensure videos last no longer than 59 seconds
- Shoot **Creators** in action demonstrating their skills
- Subtly focus on the outstanding F&B on offer
- Do not use the flash unnecessarily or on close ups
- Avoid recording restaurants when empty/sparsely full
- Avoid recording on a low quality device – aesthetics are key

# INSTAGRAM STORY EXAMPLES



# INSTAGRAM STORY - CONTENT CREATION

- Shoot **creators** in live action, guiding the viewer through what they are creating
  - Be FUN! Eye contact is acceptable if the Creator is addressing the viewers directly
- Shoot bright colourful subjects – this can include food and drink
  - Remember to TAG the @tasteofhilton handle for a reshare
- Ensure any stills or videos are shot/recorded in portrait mode
  - Do not use the flash unnecessarily
  - Avoid 'staged' empty restaurants and pool shots

# HASHTAGS TO INCLUDE

All F&B related posts from both the property and the outlet must feature the following hashtags:

**#TasteOfHilton**

**#WeAreHilton**

**#WeAreHospitality**

# TOP TIPS AND HACKS

We're letting you in on a selection of top tips and hacks that will ensure that **your** venues' content will stand out amongst the crowd on Instagram...

- Avoid adding your hotel/restaurant/Hilton logo in any imagery – this will negatively impact the quality
- Do not 'over-edit' your images – use **consistent** filters which subtly bring out the best of the subject. VSCO, Lightroom and FaceTune are all free-to-use mobile apps with stylish preset settings to use.
- Avoid using too many GIFs/extra features in your Instagram Story content, as the priority focus should be on the **creator** and a **creation**, or **hero shots of food, drinks and dining spaces**.
- Use a consistent font and colour selection on your Instagram story content.
- Post on a regular basis if possible – suggest 3+ times per week (on both grid and Stories), as this will help your engagement, global social reach, and Taste of Hilton recognition (ensuring you include our hashtags and tags).
- Follow the #tasteofhilton and #cocktailsofinstagram hashtags on Instagram for content creation inspiration.



**CURTIS GABRIEL LTD**

Bulman House, Regent Centre,  
Newcastle upon Tyne NE3 1DQ

☎ 0191 340 3600

✉ [info@curtisgabriel.com](mailto:info@curtisgabriel.com)

[CURTISGABRIEL.COM](http://CURTISGABRIEL.COM)