

# Le Roma social drafting and posting guide

Team edition · 19 October 2026 · For content planning, production and review

This is the operating companion to [The Hive](#) and its [Social & video chapter](#). The Hive governs identity and verified property facts. This guide turns the Bangalore discussions into a repeatable drafting, review, posting and learning process. It does not approve a post or book a shoot.

## What changed after Bangalore

The 11 October planning discussion established a property-led programme and a more selective parent account. The 13 October brand/social discussion sharpened the creative direction: welcoming hospitality, visible human emotion, stronger photography, useful planning content and measured experiments. The portal subsequently incorporated the shared voice, social chapter, Garamond numeral rule and corrected property facts.

Use these decisions together. Samsara can be serene as a place without every post looking like a quiet wellness retreat. Let celebrations supply colour and energy. A useful room or empty-space post still has a role, but it should answer a guest's question rather than fill a calendar slot.

## Give the two handles different jobs

| Handle                   | Editorial job                                                                    | Suitable content                                                                                                | Avoid                                                                                                                                    |
|--------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| @leromasamsara           | Help people picture a visit, celebration, stay or corporate gathering at Samsara | Real celebrations; space stories; rooms; planning checklists; corporate gatherings; useful walkthroughs         | Mixing a wedding and a corporate pitch in one creative; generic luxury captions; unsupported availability or package claims              |
| @leromahotelsandres orts | Explain the hospitality, character and care behind the Le Roma collection        | Design details; the welcome; founder-led choices when footage exists; carefully labelled property introductions | Automatic duplication of Samsara event posts; presenting the whole brand as only a wedding venue; presenting upcoming properties as open |

Select the destination handle before drafting. A property photo can appear on the parent account when the story is about the brand, with the actual property identified. The caption must be written for that purpose. Any exceptional event cross-post needs explicit editorial review; it is not the default.

## Plan consistently without inventing a commitment

Maintain a rolling three-month board. The 11 October discussion proposed preparing 36 property posts together, with roughly four event stories and eight property-led stories per twelve. Treat this as a planning proposal, not a signed-off monthly quota. Confirm current team capacity and the named publisher before converting this proposal into scheduled dates.

Working proposal for leadership: twelve Samsara posts and four parent-brand posts per month, with room for timely additions. The parent allocation is a new recommendation, not a meeting decision. A Samsara month could include four celebration/corporate stories, three space stories, two planning guides, two stay/hospitality stories and one people/process story. Asset quality and the actual event calendar determine the final balance.

Prepare the next month in full, keep the following two months as briefs, and review the plan weekly. For October and November, favour celebrations, useful venue research, stays and corporate planning. December can add genuine festive preparations and year-end gatherings. January's sky/kite idea and later Valentine's/Holi themes are concepts, not advertised events. No Garba night, ticket price, package or date becomes public without an operations-confirmed brief.

## Start every draft with a short brief

Record the following in the CRM content item before review:

- Destination handle, property and platform; one intended audience.
- One job for the post: save, share, understand a place, or start a qualified conversation.
- The image or clip IDs and original file locations, creator credits and rights status.
- A single message, first-frame hook, exact caption and one primary call to action.
- Evidence for any named space, room, capacity, offer or service claim.
- Format, ordered slides, export version, experiment hypothesis and measurement window.
- Production owner, reviewer and publisher. Leave an unconfirmed owner unassigned.

Do not use an internal production note as the public caption. Missing facts and rights checks belong in the brief, not as speculative claims on the artwork.

## Select the picture before writing the hook

Lead a celebration story with an observable human moment: a shared laugh, a blessing, a dance or a guest-level view of the gathering. Follow with context or a detail. Do not invent names, quotations, relationships or a continuous story across photographs from different events.

For spaces, show what a guest will actually see. Pair an empty view and an in-use view only when both are verified as the same space; call it a before/after only if the sequence is genuinely documented. Use aerials to explain geography, not as the default emotional opening.

For corporate posts, show real participation when suitable footage is available. If only empty meeting-room photographs are available, make an honest planning or layout post. Do not describe empty chairs as a team collaborating, and do not generate people into a real venue photo.

Use natural colour. Do not apply a green wash to make every photograph appear branded. Preserve photographer watermarks and credits. Existing website use is provenance, not proof of fresh social usage permission; guest, client and photographer clearance must be checked before publishing.

# Write like a welcoming host

Clarity, compassion and honesty are the shared voice. Help a guest visualise their day in concrete language. Be warm without being familiar on someone else's behalf. Prefer the detail visible in the image to adjectives such as exquisite, ultimate or unforgettable.

Avoid premium, budget, package deal and facility. Avoid humour that depends on the viewer guessing sarcasm. A line such as "Taking teamwork very, very seriously" needs an image that supports it and text that is easy to read.

Use this structure: a specific opening; one or two useful observations; one next step. A caption need not sell every service. Hashtags are a small relevant supporting set, not a substitute for the message.

| Instead of                                                         | Write toward                                                               |
|--------------------------------------------------------------------|----------------------------------------------------------------------------|
| Taking teamwork very, very seriously over an ambiguous games image | An observable moment, or a practical team-day planning question            |
| The ultimate premium destination for every occasion                | Name the place and show what someone can experience there                  |
| Weddings, conferences and everything in between                    | One wedding story or one corporate story, each with its own audience       |
| Book now: dates filling fast                                       | Ask about your preferred date, unless actual availability supports urgency |

# Design and export

Use Cormorant Garamond for headings, Montserrat for body/interface copy and Garamond for numbers and numerals. Garamond is not Cormorant Garamond. Use a licensed supplied font; if it is unavailable, avoid numeric creative treatments or hold the export rather than silently substituting.

Use the current property palette from The Hive. Samsara's olive and ivory frame real photographs; the parent's shared green and cream frame brand stories. Grandeur uses Ice, not plain white. Gardenia's developing identity and upcoming status must remain explicit.

For this working batch: portrait feed canvases are 1080 × 1350. Reels and Stories use a separately composed 1080 × 1920 vertical canvas; landscape films use 16:9. These are production defaults carried from the portal, not a promise about every placement. Inspect the current platform preview before publishing.

Use the supplied striped-bee v3 hexagonal seal, with the property named separately. Static placement follows the 13 October bottom-right direction. Keep the mark off faces and busy details, preserve proportions and leave clear space. Check video UI overlays separately; do not blindly reuse the static corner placement. Exact reusable template margins remain a working design choice until reviewed.

Keep overlays short. Aim for readable body text at phone size; move longer explanations into the caption or another slide. A cover must work independently of the rest of the carousel. Supply the export and editable source, and review every slide rather than only the cover.

## Review is a separate stage from posting

Use [CRM Creative Review](#) for the visual, caption and channel decision. The calendar/editor at [Content](#) holds the detailed brief and notes.

Current implemented workflow: designated reviewers score the current version. A score above five from either enabled reviewer is sufficient for the CRM approval state; a score of five or below requires feedback. Scores belong to the exact version. Changes to the caption, title, property, format, media or channel set invalidate the previous approval. Approval does not schedule or publish content.

For each new batch: internal review first; check facts and asset rights; submit the exact exports and caption for brand review; resolve comments; then have the named publisher schedule only the approved version. Agree a review window with the team. Share review packets through the agreed workflow.

## Posting checklist

- Confirm the exact brand account and approved creative revision.
- Confirm rights/credits, current facts, spelling, caption, cover and slide order.
- Check the crop and legibility in the actual platform preview; add useful image alt text and accurate video captions where supported.
- Check the single CTA: use a verified destination or ask for a DM. A keyword is a conversation cue unless a matching automated workflow is actually configured.
- Confirm the publisher and posting date; an undated draft is not scheduled.
- After publishing, open the live post, check media and caption, and record its URL, platform ID, handle, time and revision in the CRM.
- Preserve the source and prior performance. Do not delete low-performing posts automatically; a higher-reach replacement alone does not establish a reason to delete the original.

## Connect content to real enquiries

A save-first planning post can use "Save this for your venue visits." A conversation-first Samsara post can ask for a DM with the occasion, preferred date and approximate guest count. A stay enquiry should ask for dates and guest/room requirements. Use one primary CTA per post; compare WhatsApp and DM in separate pieces.

The publisher or assigned inbox owner should check the current inbox daily, claim conversations, follow up and inspect failures. Automatic acknowledgements are not a completed conversation.

Keep raw DMs, qualified enquiries, visits, bookings and revenue separate. Use the CRM's actual source/subsource and referral data; do not label an organic enquiry as an ad lead. A DM following a post is not automatically attributable to that post. Record the keyword, link/referral or an explicitly stated source; otherwise keep attribution unknown. Check for an existing lead before manually creating one.

## Run the proposed pilot as a learning programme

The October meeting proposed twelve weeks of testing alongside normal posting; its start date and owners remain to be agreed. Use the first two weeks for baseline and small comparisons, the next four to compare formats, the following four to repeat promising patterns, and the final two to review results and production effort.

Prioritise saves and shares for creative learning. Track reach, views, profile visits, follower growth and engagement as supporting measures. For business outcomes, prioritise qualified enquiries and track downstream visits and bookings separately. Record actual posts published against the agreed monthly target.

Take a common seven-day snapshot after each post, retaining raw saves, shares and reach. Calculate saves and shares per thousand reached accounts only when reach is available and greater than zero. Missing data stays blank, never zero. Separate paid amplification from organic results and note boosted periods.

Each comparison needs one hypothesis and comparable posts. A trial Reel shown to non-followers and a feed Reel shown to a different audience are not a controlled A/B test. Treat them as directional observations, and verify current account availability before planning trial-Reel production. Do not infer success from a single standout or promise a follower target from a meeting aspiration.

## Owners and source of truth

Assign a creator, reviewer, publisher and daily inbox owner before committing the calendar. A reviewer is not automatically the publisher. Use existing assets first, and confirm capture access and rights before promising a new shoot.

The Hive governs identity and current property facts. This team edition carries the October planning decisions and practical workflow; proposed cadence and pilot dates still need team agreement. The live CRM holds the exact creative revision, detailed brief, reviewer feedback and publication record.

The March onboarding guide is historical. Use this guide and the current property fact sheets for new work.