



Phase 5 Execution

This work completes the Advocacy block of your Guest Journey Map Framework.

EXERCISE 1: IDENTIFY THE SHARE MOMENT™

A Share Moment™ is the single point where emotion peaks and sharing feels natural.

This could be:

- arrival
- a ritual
- a surprise detail
- a view
- a farewell moment
- a human interaction

Question:

When is the guest most likely to think: *“I should share this.”?*

YOUR SHARE MOMENT™:

EXERCISE 2: DEFINE THE SHARE PROMPT

Guests rarely share without a nudge - but the nudge must feel human, not promotional.

Examples:

- a subtle line from staff
- a visual cue
- a follow-up message while emotion is high

YOUR SHARE PROMPT:



EXERCISE 3: IDENTIFY THE PLATFORM FIT

Not every moment belongs **everywhere**.

Best platform for this Share Moment™:

- Instagram
- TikTok
- Google Review
- TripAdvisor
- Private message / WhatsApp

WHY THIS PLATFORM FITS:

EXERCISE 4: REMOVE SHARE FRICTION

Answer honestly:

Is it obvious what guests should share?

- Yes. No.

Is it obvious how to share?

- Yes. No.

Does sharing take more than 10 seconds?

- Yes. No.

If you answered “Yes” to any, **friction exists.**

What must change to remove it?



EXERCISE 5: DESIGN THE COMMUNITY ACKNOWLEDGEMENT

Answer this:

How will advocacy be acknowledged in a way that invites guests into a deeper community, not a transaction?

Choose **one primary acknowledgement path**:

Recognition

Access

Continuity

Contribution

OUR CHOSEN PATH:

WHAT EXACTLY WILL THE GUEST EXPERIENCE AFTER SHARING?

EXERCISE 6: COMPLETE THE ADVOCACY BLOCK

Using your answers above, complete the Advocacy section of your Guest Journey Map Framework.

SHARE MOMENT™:

SHARE PROMPT:



PLATFORM FOCUS:

SHARE FRICTION IDENTIFIED:

COMMUNITY ACKNOWLEDGEMENT DESIGNED:

FIXES REQUIRED (1–3 CONCRETE ACTIONS):

END OF PHASE 4 OUTPUT

You should now have:

- One defined **Share Moment™**
- A natural **Share Prompt**
- **Platform-specific** clarity
- Reduced **share friction**
- A **clear community acknowledgement mechanism**
- The Advocacy block of your Guest Journey Map Framework **completed**

You are finally ready to move forward with the final integration phase!