

SOCIAL MEDIA
GUIDE FOR

RESTAURANTS



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INTRODUCTION

This social media guide is designed to help restaurants increase their exposure to customers by providing them with tips to effectively manage different social media platforms.

This guide will break down the steps for being successful on social media and show how each platform can be beneficial. It provides information about the major social media platforms, content suggestions, and analytics.

Note: Any mention of a specific third party vendor are not ads or endorsements. These resources are shared with you so you can explore and see if they work for you and your restaurant.

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CONTENT

If you are already active on social media, here are some content ideas that might be useful to you.

If you are just getting started, there are more details on the different platforms later in this guide.

- **Basics of Building a Content Library**

It is always a good idea to establish a media bank (types of posts, pre-made content to post, photos, videos, etc.). The media bank should be accessible to all those who manage your social media presence. We suggest these materials be stored in a shared location. Some suggestions for what to store in your Content Library include the following: Canva account, a shared server, or a shared storage drive such as Google Drive or DropBox.

- **The Basics:** photography and graphics such as:

- photos of your menu
- photos of the interior and exterior of your restaurant/signage
- photos of your menu items
- photos of your beverages

- **Menu Highlights:** Allows your followers to view your popular dishes, special menu items, or it can be an introduction to new customers to the cuisine served

- This type of content would be best mainly as an Instagram story highlight built over time by posting to stories, but can also be used as a post to promote certain products

Note: Story highlights are only available on Instagram. For more information on how to create them, see page 14.

- **More Content**

- Meet the staff: This type of content is great for followers to learn more about your restaurant.
- Feature Customers/Employees of the Week, Month, etc.
- This or that polls (further explained on page 20).
- Customer created content AKA UGC (more on page 8)
- Community awareness (e.g. fundraisers, Kid's Day)
- Holiday posts (e.g. "Happy New Year!")
- Weekly Promos (more on page 8)
- We're hiring!
- Special hours
- Memes (if it fits with your brand - for fine dining experiences these are too casual)
- Engage your customers through IG stories
- Special Day Deals and limited time offers (more on page 9)

5. Customer Generated Content (Industry Term is User Generated Content - UGC)

Content that comes straight from the consumer is excellent free advertising. Many times customers will tag your establishment's location or use your hashtags, and their posts are authentic opinions. Further, their posts may be excellent resources for content. Not only can you repost their content on your page (with their permission), but you can also create a highlight specific to customer reviews.

Best practice: When you use a customer's photo, it is important for you to ask for their permission and consent to use their property on your accounts. We suggest tagging them in the repost, and possibly quoting them on a positive review/experience.

6. Content isn't always just visuals.

The copy in the captions can sometimes be just as important, if not more important, than the photo/video posted. Some tips on generating engaging copy content:

- Read your post aloud - will it make sense to someone reading quickly? Keep in mind that most media is consumed on a mobile phone.
- If there is a source (other than your biz) for your post, include the source.
- If the post includes a link to an article or other material, you don't need to list the source.
- If the source cannot be found and it is necessary to source the post, do not use the post.

7. Special Promos

Weekly promos are great ways to market specific items to create excitement on social media.

Examples include:

- Daily Specials (i.e. Taco Tuesday, Wing Wednesday, etc.)
- Ice cream/frozen treat specials during the summer months
- BOGO deals: buy one meal, get a free dessert/drink/appetizer

How to Incorporate:

You can create your own special deal or buzz on social media that feels most authentic to your establishment. For example, if you were to incorporate a Taco Tuesday special, this could take the form of tacos being cheaper than usual, or creating an exclusive taco just for Tuesdays, so it creates a buzz as people want what is in limited supply.

7. Holidays and Special Days

Holidays and National Days are a great way to create original content, acknowledge a holiday, and potentially incorporate a menu/promotion. It is also smart to participate in popular special days to attract customers, as more people are likely to go out to eat for these special occasions.

Holidays include:

Jan 1st- New Years
 Mar 1st* - Mardi Gras
 Feb 14th- Valentines
 March 4th*- Employees Day
 Mar 17th- St. Patrick's Day
 April 17th* - Easter Sunday
 May 5th- Cinco de Mayo
 May 9th*- Mothers Day
 Jun 20th*- Fathers Day
 Jul 4th- 4th of July
 Sep 2nd- Labor Day
 Oct 31st- Halloween
 Nov 1st- Día de los Muertos
 Nov 11th- Veterans Day
 Nov 24th*- Thanksgiving
 Nov 28th - Dec 6th *- Hanukkah
 Dec 24th- Christmas Eve
 Dec 25th- Christmas Day
 Dec 26th - Jan 1st- Kwanzaa
 Dec 31- New Year's Eve

Examples of National Days include:

Jun 4th- Donut Day
 Jul 6th- Fried Chicken Day
 Jul 13th- French Fry Day
 Jul 18th- Ice Cream Day
 Jul 31st- Avocado Day
 Aug 3rd- Watermelon Day
 Oct 14th- Dessert Day
 Nov 3rd- Sandwich Day
 Dec 13th- Cocoa Day

** Days marked with an asterisk (*) are set to change year to year, and will fall on different dates. This guide was produced in April of 2021, and as such any days from May to December are the correct dates for 2021. Any days that have already passed (Jan-April) are correct for the 2022 calendar year.*

How to Incorporate

National Days and Holidays can be celebrated in a variety of ways. For Holidays, you can create special menu items or events surrounding the holiday theme, or offer holiday specials (i.e.: heart shaped pizza for Valentine's Day or Military discount for Veteran's Day). For National Days, promote the item that is being acknowledged that day (such as watermelon flavored smoothies for Watermelon Day or a free donut on Donut Day).

Note: Remember to be inclusive of all cultures, religions, and traditions.

Posting Times

Find the best time for posting by looking at the analytics of your desired social media platform. Post at a time where a majority of your followers are online. This can be during a time when your restaurant is busiest as well. It is a good idea to post before key mealtime periods, such as breakfast, lunch, dinner, etc. In other words, post when people are hungry!

SOCIAL MEDIA: Instagram

What Is Instagram?

Instagram is a simple, fun and creative way to capture, edit and share photos, videos and messages. This social media platform is great for restaurants who pride themselves on the aesthetic of their restaurant theme, food, culture, and customers. This social media app allows restaurants to increase their engagement with their followers by creating timely posts, stories, Reels, etc., reposting, tagging, and guides.



Benefits of a Business Account

- Access to insights (analytics), promotions, and setting your page up with option to contact you (order online, call, etc).
- Collaborate with partners and other content creators.
 - Brand Collabs Manager: A tool that allows businesses to connect with creators (food blog, food critics, local influencers, etc).

Account Creation and Setup

1. Download the 'Instagram' app from the app store or search 'Instagram'.
2. Create an account.
2. Select that you will be creating a business/ professional account.
3. Create a username/ login and password for your account.
4. Select a category that best describes what you do- this will be displayed on your profile.
5. Review your contact information; this information will also be displayed publicly on your profile.
6. Optional choice to connect your Facebook page to your business account.

Handles: Should be cohesive and as similar to each other across all platforms as possible. It should clearly state your business name, and if you are part of a large chain of restaurants it should also specify your location (complying with franchise marketing requirements). If you are looking to stand out amongst other handles that may share the same or a similar name in their handle, you can include what type of establishment you are, such as "Coffee Shop" or "Bar and Grill." Avoid using numbers or special characters, and if you must use a non-alphabetic character such as a hyphen or an underscore.

The key to social media success is engagement. Spend time each day on all of your platforms to follow people, respond to comments and messages, like, share, comment, etc. Community engagement = wins for your restaurant!

Your Page

What it is: The ‘database’ where your content lives, including photos, reels, guides, tagged photos, highlights, and profile information.

Benefits: Showcase your restaurant’s environment, menu items, events, and overall ‘vibe’ in a timely manner that will draw customers in.

What to Include in Your Bio:

- Name
- Hours of operation
- Locations/ address with cross streets or shopping center name.
- Type of restaurant
- *LinkTree/website can all be found in the ‘Edit Profile’ tab on your profile page.

Include in Your Bio - LinkTree

What it is: A freemium social media reference landing page

Pricing: \$0 for BASIC , \$6 for PRO/ per month

Benefits: This service allows you to add multiple links, which is a benefit because most social media platforms only allow for you to provide one link. Click [here](#) to learn more.

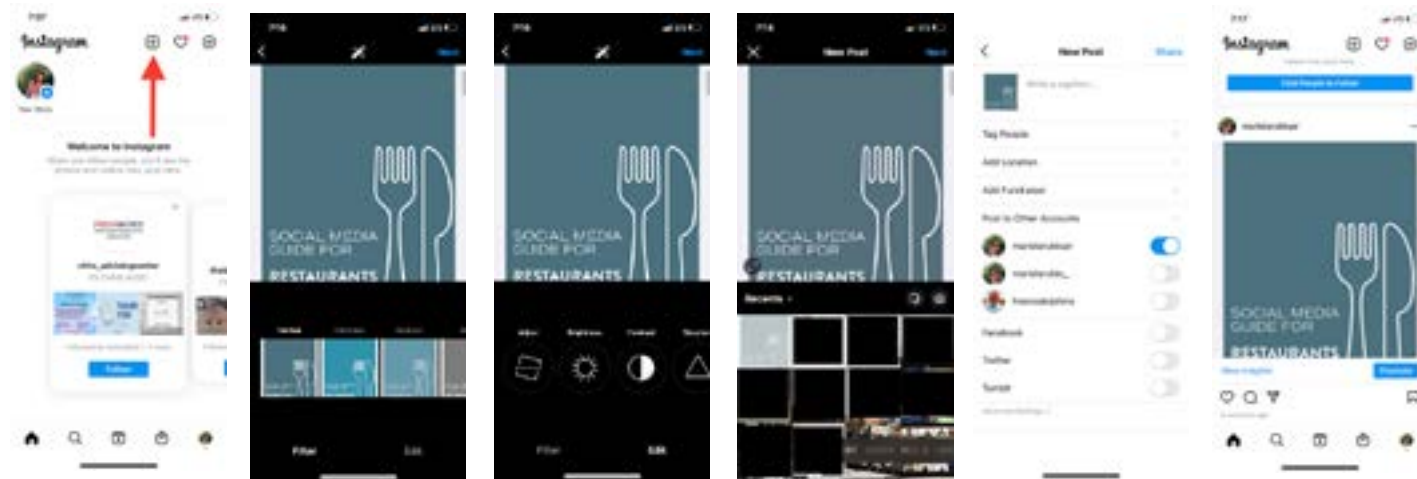
Posts

What it is: An image/video or carousel of images/videos that appear on your account profile and will appear in your followers’ feeds. (An Instagram carousel is a post with multiple photos or videos that can be viewed by swiping or clicking left. Up to 10 images or videos can be added and shared as a single post on the feed.)

Benefits:

1. Posts can be turned into highlights and stories, or may be featured on users’ explore pages- they are not restricted to just the homepage of your profile.
2. Allows you to tag locations, people, spread information, and create engagement through hashtags.

Creating a Post



Click [here](#) for a tutorial on creating an Instagram post

Stories

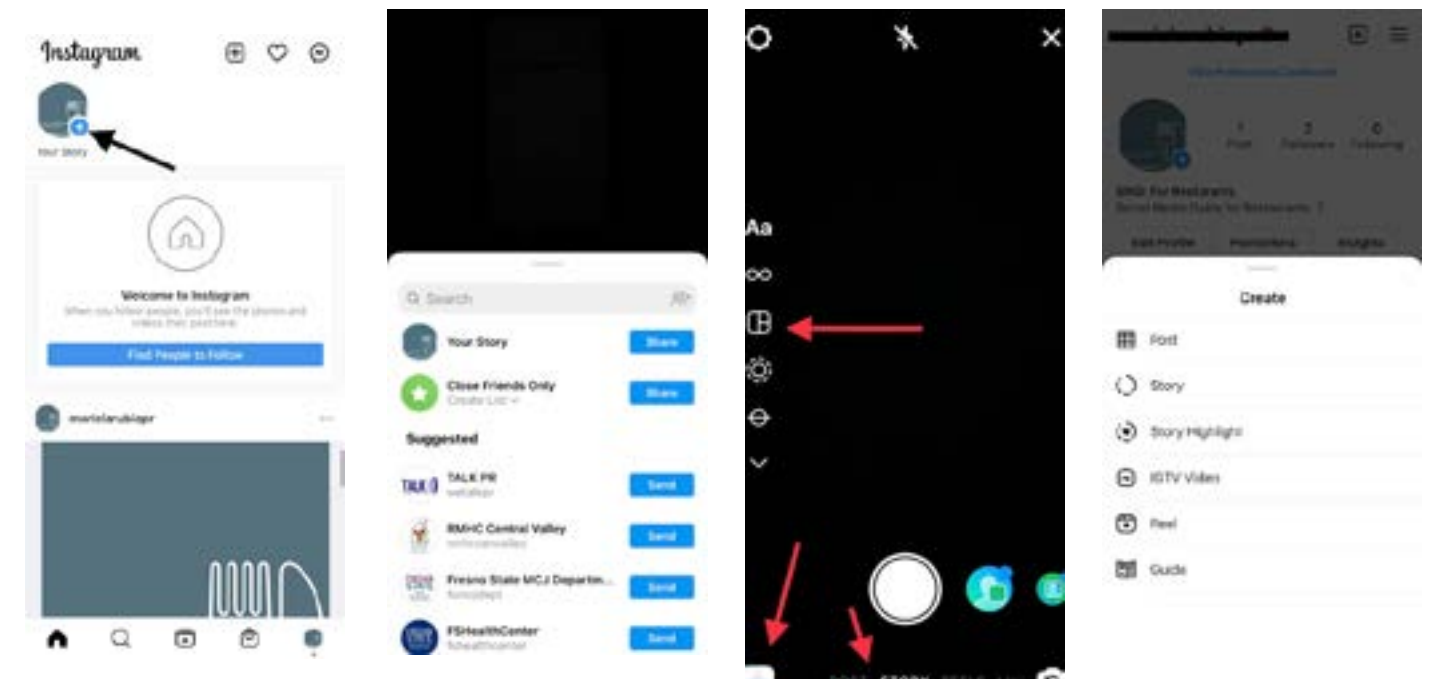
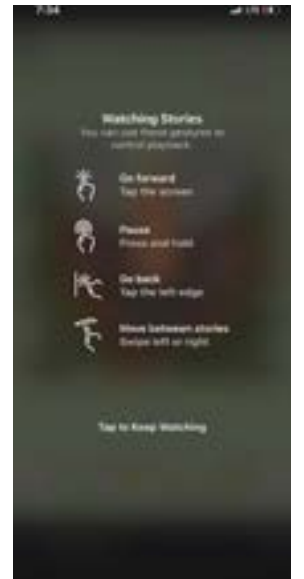
What it is: Photos or videos that followers can see for 24 hours.

Benefits: Appear at the top of the users feed and are short enough to capture users attention.

Pro-Tip: Accounts with 10K+ followers can input a swipe up feature that allows users to access direct contact to websites etc. through the app

How To:

1. Clicking on the box with the plus sign (+) at the top right corner of your home page will allow you to make a post, story, reel, or a live story. You can also click on your profile picture at the top of your home page. A third option is going to your profile where both options are available.
2. You will then choose if you are posting a photo from your library or right then.
3. After a photo has been chosen the toolbar at the left side of the screen will have options for you to enhance your story. Options include Create (Aa), Boomerang (∞), Layout, Multi-capture, Level, Photobooth, Superzoom, Hands-free
4. *The Create (Aa) option is the most beneficial, once you click on this feature you have the option to add text, shoutouts, Gifs, Templates, Polls, Questions, Donations, Countdown, and Quizzes.



Click [here](#) for a tutorial on creating an Instagram story

Interactive Elements

What it is: Polls, Question Boxes, Donations, Countdown, Quiz, Reaction Slide

Benefits: Allows users to feel involved in decision making, creates a human connection to your business, fun community involvement.

How To:

1. On your profile page or feed page, click the small (+) sign embedded in your profile picture
2. Take a photo or select from the small square on the lower left corner to select from your existing photo library
3. With content selected, click the smiley face square ‘sticker’ icon (😊)
4. You will see this pop-up appear, and you can select which elements you want to use and enter in the desired information.



Gifs + Stickers

What it is: Fun elements that can be used by the business and followers. Can be added to images and videos

Benefits: Instagram has thousands of pre-existing gifs and stickers.

Making Your Own Gifs + Stickers

Benefits: You can create your own Gifs and stickers through CANVA and upload them to Giphy.com. This way, you have a personalized gif or sticker that you can share on posts and your customers can also use in stories they tag you in.

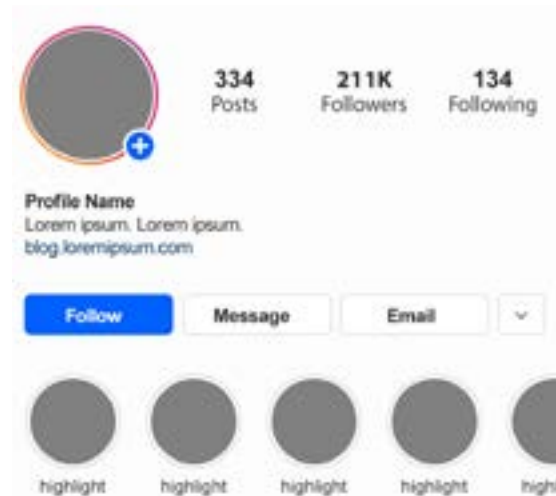
Highlights

What it is: Signifies that this post/ topic is important to you and those visiting your page should see it. Once you have posted a photo or video to your story you have the option to save it and feature it on your profile.

Benefits: Restaurants can highlight their Menu, Hours, Team, Specials/Promos, etc.

How To:

1. On your profile page above your post, click on the circle with a plus inside labeled ‘New’.
2. Then it will show you all of the stories that you have posted in the past, you can choose any that fit the desired topic.
3. You will then have the option to edit the story highlight cover and title it to your desire.
4. Then click on ‘Add’ at the top right corner of your screen.



Learn more about how to create an Instagram highlight [here](#).



Highlight Covers

What it is: The image that represents the theme of a highlight, a small circular sticker that lives on an Instagram account’s home page.

Benefits: Allows for cohesive theming/business branded covers that fit with the rest of the page.

Pro-Tip: Create a similar look for all highlight covers, i.e. use the same color background, same style of icon/ illustration or font.

#Hashtags

What it is: The ‘#’ icon followed by a word or short phrase added to the comment section of a post.

Benefits:

1. Searchable feature that groups all posts under the umbrella tag.
2. Allows for engagement.
3. Signifies your brand/ slogan that others can follow and use.

Pro-Tip: You can search Instagram specifically by hashtags.

When you select the magnifying glass icon at the bottom of the screen and click in the search bar, you will see the option to search by “Tags”, as well as “Accounts” and “Places”

Getting the Most out of Hashtags:

It's important to have one or two hashtags that are specific to your restaurant that can be identifiable. Always capitalize words in #Hashtags to make them easier to read.

The following hashtags should be used to add context to your restaurant

Location/Area (#RiverPark, #TowerDistrict, #FigGardenVillage) (#Fresno, #CentralValley, etc)

Type of restaurant (#FineDining, #StoutBrewery, #Sushi)

Events/Features that make your restaurant unique (#LiveMusic, #TacoTuesday, #GameNight, #OutsideDining)

Keep in Mind:

1. Do not add spaces when creating a hashtag, have a special hashtag for your restaurant
2. Don't overdo it with the hashtags
3. Only use hashtags that are relevant to that post and your restaurant (i.e. don't use #yoga on a post just because it's a trending topic.


Need Inspiration?

1. Does your restaurant have a known catchphrase? (i.e., Chick-Fil-A's "Eat More Chickin")
2. Can you rhyme the name of your restaurant with a catchy word? (example: most/roast, chill/grill)

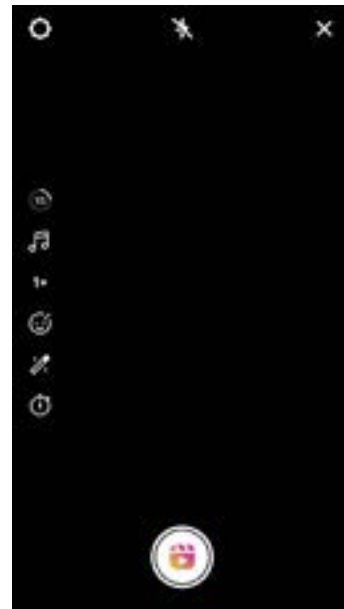
Reels 

What it is: Instagram Reels are a powerful tool that allow users to create and post videos that have extended time frames.

How To:

1. Starting from your home page, swipe left or click the 'Create a Post' icon () and sliding the bar at the bottom to 'Reels'
2. On the left hand side are all of your options to create a reel.
 - A. The timer icon allows you to choose the length of your reel, either 15 or 30 seconds.
 - B. The music icon allows you to choose audio for your reel, clicking on it allows you to search IG approved audio.
 - C. The speed icon allows you to choose the speed of the reel, there are six options to choose from.
 - D. The smiley face icon is to choose filters/ effects.
 - E. The wand icon allows for touch ups/edits.
 - F. The stopwatch icon allows you to choose how long the clip will be (if less than 15 sec) with a countdown.

- A.
- B.
- C.
- D.
- E.
- F.



Location Tagging 

What it is: Specifying a location in a post, lets the viewers know where you are.

Benefits: Helpful for business to let potential patrons know where they are.

Bonus: After a user clicks the tagged location, they can see a map and gauge how close or far away an establishment is from them.

Profile Tagging 

What it is: Tagging refers to '@' a person, location, or brand.

Benefits: Allows for followers to directly view your page if you are tagged.

***Pro-Tip:** This is great for restaurants when patrons tag the restaurants location, now when the restaurant is searched in the search bar, the location will show along with posts people have shared.

Marketing Tool: Utilize profile tagging to your advantage by sharing posts your establishment is tagged in - an excellent free source of content and authentic reviews/advertising!

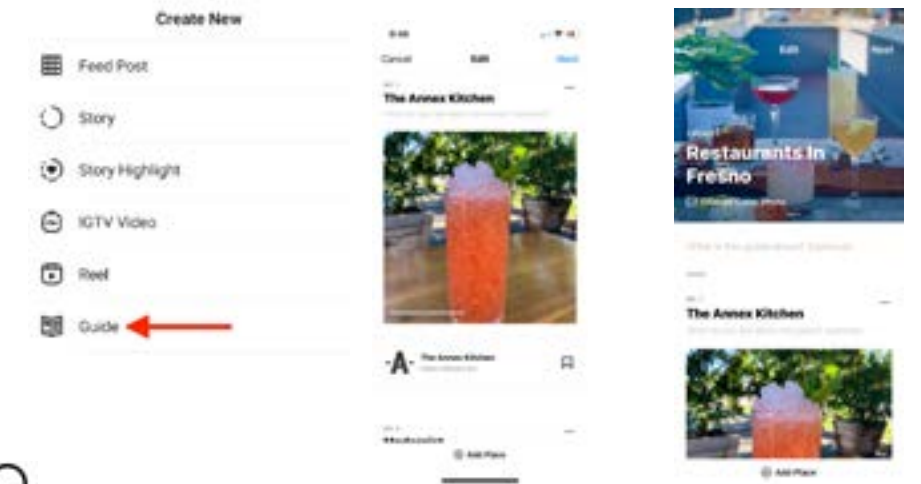
Guides 

What it is: IG Guides allow you to highlight certain items as a recommendation for your followers. Types of guides include place, products, and posts.

Benefits: Able to highlight locations and posts.

How To:

1. This option can be found by clicking on the 'post' button on your profile page.
2. Choose what type of guide suits best (Places, Posts, or Products).
3. Search and select photos under the searched name. You can add as many places as needed.
4. Create a title, cover photo, bio, and comments to make the post cohesive.
5. Once posted your followers will see this on your profile page on a separate tab, in which they can swipe right to see.



Explore Page (FYI) 

What it is: Feed that pulls from a user's algorithm to show content that is curated based off of past likes and interactions. The explore page can be searched by categories, including Food, IGTV, Style, etc.

Benefits: Interacting with other users can encourage your own page to appear in their explore feed.

Note: Your establishment might come up on the explore page based on people's interest and engagement, but there is no way to 'place' or post your content on a user's explore page- it is dictated by Instagram's algorithm.

SOCIAL MEDIA: Twitter

The key to social media success is engagement. Spend time each day on all of your platforms to follow people, respond to comments and messages, like, share, comment, etc. Community engagement = wins for your restaurant!

What Is Twitter?

What It Is: Twitter is a microblogging and social networking service which users post and interact with 'tweets'. Users can like, retweet, comment, and follow other users' content. This platform is great for anyone who wants to share multiple messages throughout the day and will not overwhelm a followers feed.

Benefits: Restaurants can interact with customers, promote events and information quickly, post photos and other content.



Setting Up and Account Creation


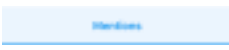
1. Download the 'Twitter' app from the app store or search 'Twitter'
2. Create an account with a strong username and password
3. Make sure your account is public to help get your business out there
4. Review your contact information; this information will also be displayed publicly on your profile
5. It is recommended to include your website or other important information in a link in your bio

Using Twitter

How To:

- On the dashboard, also known as a timeline, you are able to view tweets from people you follow
- At the bottom of your screen are four icons a home, a search bar, a bell, and an envelope
- The 'Home' icon (🏠) on the far bottom left allows you to see your timeline, here you are able to view tweets that you and others have posted
- The 'Search' icon (🔍) allows for you to search. As you type into the search bar topics, events, and accounts will appear on the screen.
- The search page shows you what trending on the 'For you' page, you can swipe right to see different topics

Hints:

1. The "Bell" (🔔) icon is your notification section
2. The left tab 'All' allows you to see all types of notifications 
3. The right side tab 'Mentions' allows you to see direct mentions from people using the '@' at you 
4. The 'Envelope' (✉️) icon shows any direct message that has been sent to your account

Creating a Post

How To:

1. Starting from the Twitter homepage, click on the icon at the bottom right of the screen, a light blue circle with an arrow and feathered pen (✍️).
2. Tweet a text caption (240 character limit), and add photos (which can be previewed below the text box).
3. Underneath the photo previews an earth icon is present (🌐), by clicking you can adjust who can reply to the post.
4. Once text has been added, a purple audio icon will appear, this feature allows you to add a voice message as your post.
5. Here you can also add gifs and polls (🗳️ 🗳️) to your tweets.
6. Once the tweet is finalized click 'Tweet' at the top right of the screen.*

*Tweets can also be saved as 'Drafts' to be posted at a later date/time, or can be scheduled to post later (📅).

Polls 🗳️

What it is: Polls are means of gathering feedback from your audience.

How To: A poll can be created directly from the "create a new tweet" interface.

Just select the poll button at the bottom of the "create a new tweet" interface.

You can set the different choices to be voted on by your audience.

You can also set how long you want the poll to run.

Benefits: Organic way of getting information and pure stats; can't choose the people responding.

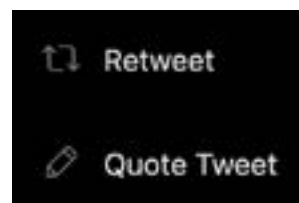
Retweets

What it is: An option for both the user and followers to share content and repost it to their own timelines.

Benefits: Allows interaction between business and customer, increases engagement to the followers of whoever retweeted the content

How To:

Click the 🔄 symbol on the post you would like to retweet. The following pop-up will appear giving you the option to 'Retweet' or 'Quote Tweet'



Quote Tweets

What it is: Offers the same function as a retweet, but the user can now add a caption

Benefits: Allows for more visibility on tweets and allows other people to reply to you about the specific tweet

Fleets

What it is: Fleets are Twitter's version of Instagram Stories (24hrs)

How To:

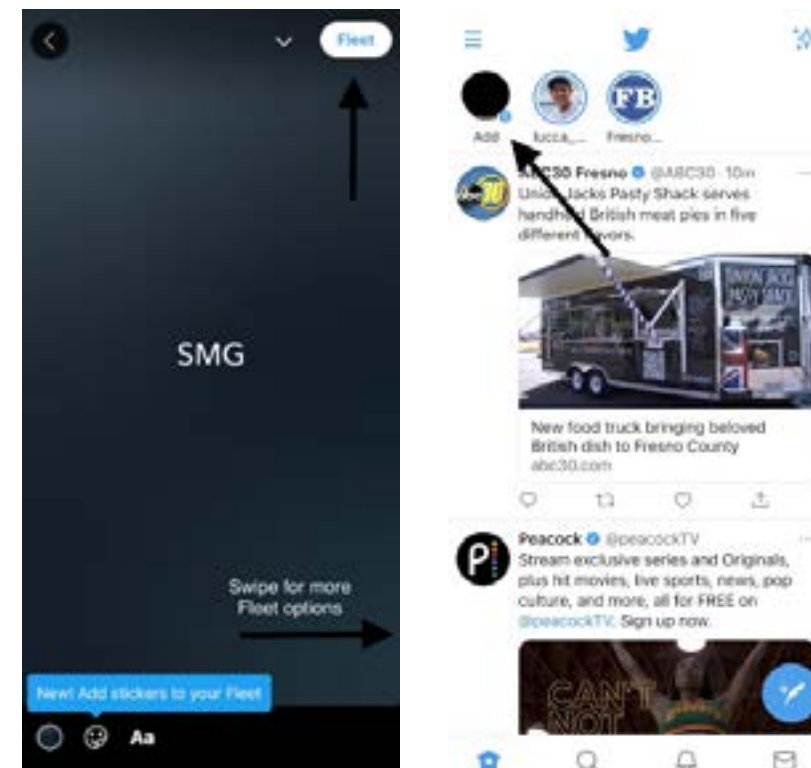
1. Click your profile at the top left of your screen, that has a small blue plus sign
2. You will then be shown the options for creating a Fleet
3. Choose to make your fleet a Text Thought*, pick from your camera roll, or a live photo or video.

*Text Thought:

- After typing the caption, click on the text to change the color of the text, the alignment, bold it, and add a solid background behind the text to make it more noticeable
- Pressing the Aa button at the bottom left of the screen will allow you to change the background color

Selecting from Camera Roll

- Only able to select one photo
- The background of the photo will automatically be set to a color similar to one in the photo selected for consistency (clicking on the Aa).
- You are able to adjust the size and angle of the photo and add text
- At the bottom right corner of the screen there is an 'ALT' button- this allows you to add descriptions to photos so that they are more accessible to those who are visually impaired.



For more on creating Fleets, click [here](#).

SOCIAL MEDIA: Facebook

The key to social media success is engagement. Spend time each day on all of your platforms to follow people, respond to comments and messages, like, share, comment, etc. Community engagement = wins for your restaurant!

What Is Facebook?

What it is: Facebook, along with its associate Facebook Messenger, is the largest social media platform and the platform with the most features.

Benefits: Businesses on the platform can share text, pictures, videos, job offers, collect reviews, start groups, message users, and run advertisements across Facebook and Instagram.

Note: For any business without a dedicated website, Facebook is capable of serving as a viable fall-back option.



Elements of Facebook

About Section

This section should have all the important essential information about a business. To edit or add information in the about section click on the 'Edit Page Info' button on your business' profile while logged in.

In the about section any business should consider adding the following information:

- A short description of the business and what they offer.
- A link to a dedicated website, if available.
- A phone number customers can reach the business, if available.
- An expected price range. (Please note the standard is to use the \$ sign, with more \$ signs indicating a more expensive price range.)
- An email address customers can reach the business, if available.
- The hours of operation for the business.
- A copy of the restaurant's menu.
- A link to where customers can order online.
- Links to the restaurant's other pages on different social media platforms.

Creating Posts

While Facebook can be used either through a web browser or through the Facebook app, a number of post options are only available through the app. To create a post, go to the business' page on the app and scroll down to the Create a Post button and click on it. When clicked on, a list of post options will appear, select the one that is most relevant to the content that you intend to post.

After a post has been posted, it can be pinned at the top of your page's feed so that is the first post that users visiting your page will see. This is useful if there's a particular post you want to bring the most attention to or want new customers to see. You may pin a post by scrolling to it, clicking on the post's options (the three horizontal dots on the upper right corner of the post) and selecting the pin post option.

For more on using Facebook to promote your restaurant, click [here](#).

MORE SOCIAL PLATFORMS

Other Platforms

In addition to Facebook, Instagram and Twitter there are several other social media platforms that cater to different uses and users. A business may not have to have a presence on every one of them or even prioritize them unless their main buyer persona or target audience coincides with the platform's demographic.

What Is SnapChat?

What it is: A multimedia messaging app focused on the sharing of ephemeral content. Restaurants can share photos and videos of menu items, events, and more to their stories for a period of 24 hours. Learn more [here](#).

What Is TikTok?

What it is: The newest major social media platform that facilitates making and sharing short videos. Restaurants can share their creative side by partaking in dances or other trends that increase views and exposure. Learn more [here](#).
Pro-Tip: TikToks are able to be shared on other platforms.

What Is Pinterest?

What it is: An image sharing and social bookmarking platform. For most restaurants, a presence on Pinterest would only make sense if they are not just selling food, but a lifestyle. Learn more [here](#)

What Is LinkedIn?

What it is: A platform where users can engage in professional networking or employment related activities. Restaurants can post positions they are in need of and can view applicant profiles. Learn more [here](#).

Restaurant Specific Platforms

There are several platforms whose main purpose is in providing food delivery services, reviews, or information about a restaurant. While these platforms are not social media platforms per say, their high ranking in search engine listings makes it imperative that restaurants make sure the information they provide is up to date and accurate. Furthermore, if possible restaurants should be taking into account reviews left on these platforms and replying to reviews or comments regularly.

Food delivery apps

[Doordash](#)
[Uber Eats](#)
[Postmates](#)
[Grubhub](#)

Review and informational sites

[Yelp](#)
[Google My Business](#)
[Tripadvisor](#)
[Zomato](#)
[Restaurantji](#)

CREATING GRAPHICS/CONTENT


CANVA:

What it is: Graphic design platform with a wide range of templates and readily available graphics. Go to the website to create a free account. CANVA is available on both web browsers and in app form.

Pros: Easy to use for even those who aren't graphic designers, pre-set device/template dimensions, able to upload content easily.

Cons: Many elements are only included with the PRO plan

How To:

1. Select 'Create a Design' 
2. Choose the template you need- this will provide a canvas with the correct dimensions
3. Choose from the sidebar on the left to add graphics, text, shapes, stock images, or upload your own photos
4. When you are done, click the 'Download' button in the top right corner, or select the 3 dots to the right of 'Download' to share.

Note: You can do a lot with CANVA's free option, but if you would like access to more you can purchase the pro plan.

Learn more about getting started with Canva [here](#).



- Step 2.
-  Presentation
 -  Instagram Story
 -  Instagram Post
 -  Video
 -  Your Story
 -  Logo
 -  Poster
 -  Card
 -  Desktop Wallpaper

Step 3.



Adobe Illustrator:

If you want to spend a bit more, Adobe Illustrator is an excellent resource

What it is: The industry leader in graphic design, Adobe Illustrator is the one stop shop to create beautiful graphics, cohesive layouts, and vector illustrations. Vector illustrations are images that will not lose resolution quality when sized up or down.

Pros: The highest quality graphic design creation platform, exports into all print file formats (JPEG, EPS, PNG, AI, PDF, SVG to name a few), and can work under different color profiles (CMWK, RGB, and Pantone). Illustrator makes it easy to create several artboards in one document and have a visual workspace in one location.

Cons: Only available through a paid subscription, need someone knowledgeable or who is willing to take time to learn the program to be able to work efficiently.

There are several courses, both paid and unpaid, that provide step by step how tos for general navigation or specific project based tasks

Learn the basics of Adobe Illustrator by clicking [here](#).

Stock Imagery:

Stock photos are a great way to include beautiful photography into your brand if you don't have access to a library of photography or need a very specific type of image.

Some excellent stock image libraries that are completely free are

- Pexels
- Unsplash
- Picnoi
- Burst

*Be sure to check the sites for policies and any restrictions, etc.

Royalty Free Music:

Music is a way to make the video or reel entertaining.

There are several sounds to choose from on Instagram and TikTok

If you are creating a sequence and need access to an external music source, TakeTones and Ben Sounds are excellent resources.

Video Editing Apps:

- [iMovie](#)
- [Premiere](#) (paid)

Photo Editing Apps:

- [VSCO](#) (free or paid)
- [Adobe Lightroom Photo Editor](#) (app is free)
- [Photoshop Express Photo Editor](#) (app is free)

Photography

It is up to the business to find the photography style that best matches their aesthetic, and the appearance of photos on social media feeds should reflect the personality of the business. Filters, vibrancy, tone, exposure, and contrast can all effect the mood of a photo. For instance, if you use blue tones, the mood evoked is solemn and dreary, whereas high saturation and vibrancy is more fun and lively.



Blue filters should be used sparingly when it comes to food because it can create an unappetizing appearance, as it is an unnatural color. Blue filters can be used well in certain business strategies, such as marketing for a coffee shop.



Faded/neutral filters are an easy way to keep a consistent theme on a feed when the content is mismatched. They can also be used to make images appear old or worn, which might fit the aesthetic of certain establishments.



Vibrant, highly saturated images are excellent ways to show the depth and richness of color in many foods. Especially in restaurants that serve ethnic food, using this vibrancy of color can help emulate the richness of a culture.

*These are just some examples of photography styles, and there are an abundance of others. it is a personal preference and up to the business to fit the photography style that best reflects the establishment.

ANALYTICS

Social Analytics

What it is: Used to gauge the success of a business on their social media platforms and how successfully they reach their target audience.

Benefits: Most social media platforms offer analytic data to business accounts. Provides insight into how to increase reach to the target audience.

Instagram Analytics

Starting at your profile page, click on the three horizontal lines at the top right corner of your screen. Then click on 'Insights'

Once you have reached the analytics dashboard, at the top left corner there is a tab where you can select to see analytics from either the last 7 day or last 30 days

Analytics included in IG Insights are Overview, Audience, and Content You Shared.

Overview

This will show your account's reach, content interactions, total follower count and content you shared.

In the overview section you can choose to look at the analytics of the accounts you've reached and content interactions.

Accounts reached lets you analyze impressions, profile visits, top posts, stories and IGTV videos.

Audience

This will show you a break down of the accounts that have seen your post.

Once you click on the section, you will see a follower breakdown, which you can change the date setting in the tab at the top left.

The insights in this section will show you followers, top locations (where followers are), age range, gender, and the most active times and days.

Content Shared

This section will allow you to measure the interactions on posts for a selected time period.

Click on any of the sections (Posts, Stories, Videos, and Promotions) under 'Content You Shared'.

At the top of the screen there are three tabs of measurement.

Top left- allows you to select a post type

Top Center- allows you to select a metric (various to choose from)

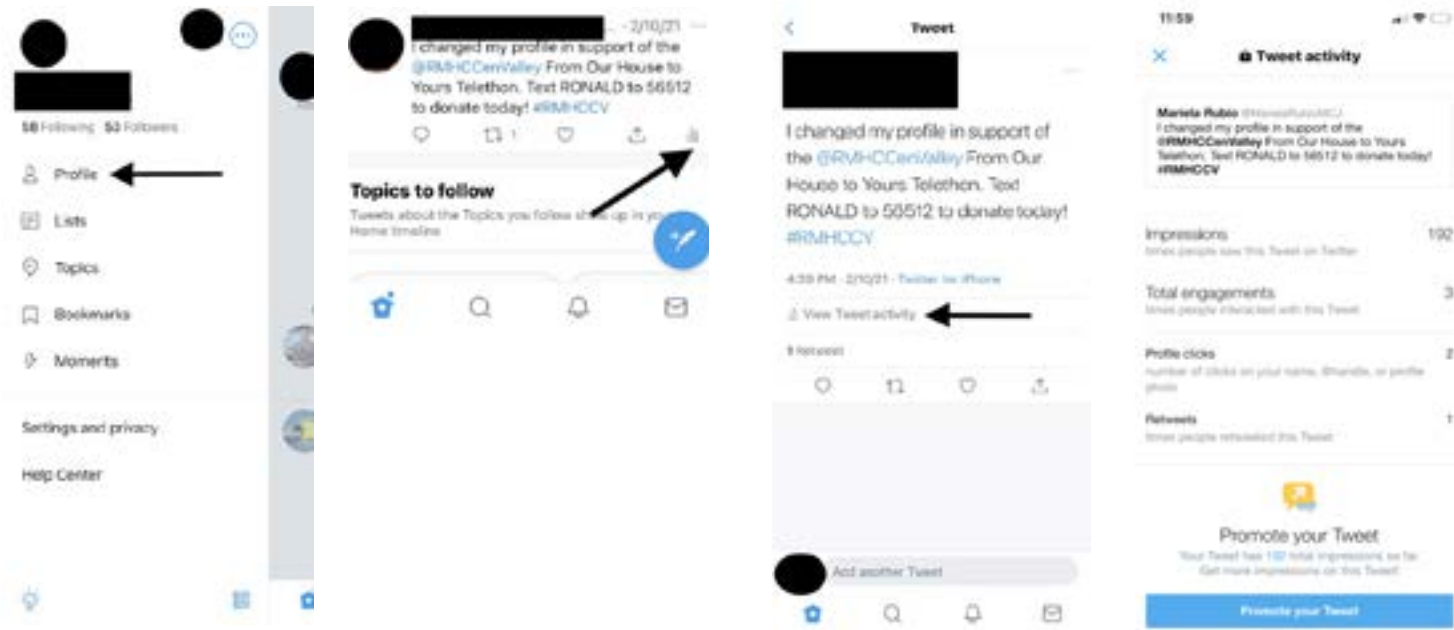
Top right- allows you to select a time period (from 7 days to the last 2 years)

Read more about Instagram Insights [here](#).



Twitter Analytics

- You can measure the activity of your tweet by clicking on the icon at the far right underneath your tweet.
- You will then be brought to a screen labeled 'Tweet Activity'.
- Here you can see Impressions- how many people saw this tweet.
- You can also see total engagements- number of times people have interacted with the tweet.
- You also have the option to promote your tweet to increase engagement.



1

2

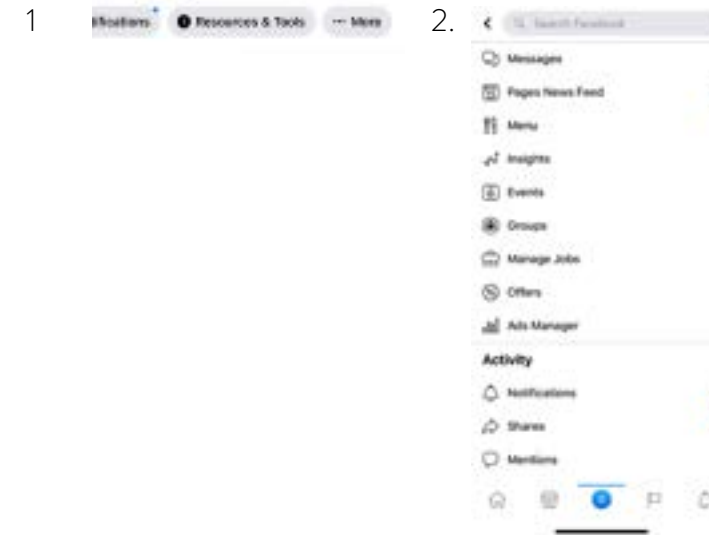
3

4

Read more about Twitter Insights [here](#).

Facebook Insights

Regardless of which version of Insights you use, both will provide basic analytics on any change in the number of: new page likes, post reach, post engagement, and page followers. You can set the time period to display from to the last 28 days, last 7 days, or yesterday. The website further allows you to compare your business' page performance versus other business' pages you would like to compare to. The app on the other hand has further analytics that track changes in the number of times users undertook a certain action on your business' page.



1

2

1. To access analytics on Facebook, scroll to the bottom of your post and select 'more'.
2. Select Insights

Read more about Facebook Insights [here](#).



3.

4.

5.

SOCIAL MEDIA MANAGEMENT TOOLS

Managing Social Channels

Any business that decides to have an active presence on more than one platform will quickly realize that jumping back and forth between platforms is not ideal. Fortunately, there are several social media management tools available that can facilitate scheduling, simultaneous posting, replying to comments, monitoring online conversations related to your brand, and providing additional features not provided natively by social media platforms.

Instead of bouncing around different apps to manage a business' various social media pages, you can just manage them all from one central location. Some examples of such management suites are Hootsuite, Buffer, MomentFeed, and Loomly. Additionally, some of these platforms even integrate with review platforms like Yelp and Google Reviews, allowing businesses to monitor and reply to reviews from different sources all in one app.

Note: Many of these management suites have free trials, and at press time Buffer has 3 channel management with 10 scheduled posts per month for free.

Tools and Tutorials

[Hootsuite](#): *How to Manage Social Media for Business in Only 18 Minutes a Day*

[Buffer](#): *The Ultimate Guide to Buffer*

[MomentFeed](#): *Introducing an "Easy Button" For Local Paid Social Ads*

[Loomly](#): *Brand & content management, made easy for marketing teams*

* As you know, things change on the internet often, so please check these websites for the most accurate information.

PAID ADS/ PROMOTIONS

If You'd Like to Run Some Social Media Ads...

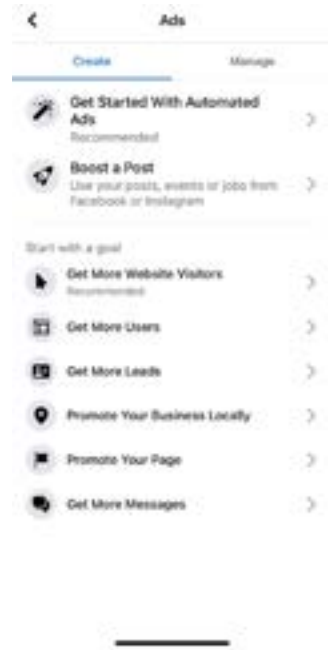
Being active on social media is an important part of organic marketing, but at some point a business may want to supplement their efforts with paid advertising on social media. Because of the nature of the ever-changing algorithms that determine who sees the content you post and when, even the best organic content can be overlooked or buried in follower's feeds.

Paid advertising or sponsored content on social media ensures that any content you want to be seen has a better chance of being seen not only by your followers, but also by other lookalike audiences who may not have even been aware of your business. If your business wishes to use social media to generate brand awareness and new leads, paid advertising or sponsored content is the best way to achieve that.

Advertising on social media generally entails setting a total budget, duration, and the audience you wish to target. Facebook and Instagram posts already made can be easily "boosted" from their respective apps, but if you wish to take advantage of additional advertising options, you'll have to link both your Facebook and Instagram business accounts. Advertising on these platforms is pay-as-you go based on the total budget set and can be halted at any time.

Facebook

To boost a post on Facebook, first select the Ads menu option from atop your restaurant’s page in the app and then select the “Boost a Post” option. From there you just select which post you would like to boost or run as an ad on Facebook.



On Facebook there are currently five different ad types that can be shown on user news feeds:

Photo: A simple format with a single image resembling a common post.

Video: Similar to a photo ad, but with a single video instead.

Carousel: Display up to ten images or videos each with their own link.

Slideshow: Lightweight video-like ads with sound and motion that are great for slow internet connections.

Collection: Mini-storefront featuring images or videos meant to drive purchases from your website or app.

Additionally, Facebook also has story ads, which are interspersed within user stories and Facebook Messenger ads which show up like messages on user chat tabs.

For more information about advertising on Facebook, visit [here](#).

Instagram

On Instagram the same ad types offered on Facebook are available except slideshow ads. Instagram also has an additional ad type: explore ads, which are image or video ads which show up alongside user posted content in the explore tab.

To promote a pre-existing post on Instagram or run that post as an ad, first you must navigate to the post you want to promote and then select the “Promote” button located below the post’s picture.

For more information about advertising on Instagram visit [here](#).



Twitter

On Twitter, based on what campaign objective and ad group goal you choose, you will be billed for corresponding billable actions. These billable actions don’t have a fixed rate and the cost is instead determined by an auction system. You’ll be able to set a total budget and set either an automatic bid, maximum bid, or target bid. Ultimately, how much you pay for an ad will depend on several factors including the quality of your ad, your target audience, competing bids, and your own bids.

Additionally, Twitter has trend ads or ads that are displayed alongside what is trending in their Trending tab. Ads on Twitter can be supplemented by polls, conversation buttons, website buttons, app buttons, branded hashtags, and branded notifications.

Twitter offers the following ad types:

Text: A text-only format with up to 280 characters resembling a standard tweet.

Photo: Similar to a text ad, but includes a single image.

Video: Similar to a photo ad, but with a single video instead.

Carousel: Display up to six images or videos each with their own link.

Moment: A curated collection of tweets allowing users to tell a story longer than the standard 280 characters allowed on individual tweets.

Follower: These ads promote your account to targeted audiences.

Amplify: Videos ads that are displayed alongside content from relevant publishers (i.e. pre-roll ad before a video plays).

Live: Ads allowing users to join a broadcast in real-time.

For more information about advertising on Twitter, visit [here](#).

NEGATIVE COMMENTS

Monitoring your social media platforms is always important, but it is especially important if someone posts something negative about you.

If this happens, here are some dos and don'ts along with some things to keep in mind:

- Every business should have a crisis plan ready for all possible crises. A social media crisis comes in the form of negative comments on your posts or platforms .
- At the time of a crisis you will not have enough time to create a plan, one needs to be ready. Crisis management is vital for businesses to minimize the time that they are receiving negative press. In the case where a crisis becomes publicly viral it is important that a public statement is made by your restaurant on socials and to the local community (via news outlets). No business is exempt from criticism or negative opinions.

Do:

- Keep a clear head. Don't let your emotions get the best of you.
- Correct errors in fact/s.
- Take responsibility and apologize if you have made a mistake.
- Encourage taking the conversation offline by asking the commenter to call you and provide the number.
- Let the people who support your business speak on your behalf – they will often comment and defend you.
- It's best to let them do it and not be defensive in writing.

Don't:

- Delete comments (negative or positive).
- Be combative or blame others.

NOTE: Some franchises have strict rules about how to manage negative restaurant reviews. These tips are suggestions and should not be taken verbatim if they contradict pre-set steps by the establishment.

SOURCES/RESOURCES

Instagram

Instagram: <https://www.instagram.com/>

Instagram Sign-Up: <https://www.instagram.com/accounts/emailsignup/> (sign up)

Instagram Ads: <https://business.instagram.com/advertising/>

Instagram Insights: <https://help.instagram.com/1533933820244654>

Instagram Highlights and Stories: <https://business.instagram.com/blog/a-step-by-step-guide-create-playful-and-interactive-instagram-stories>

Twitter

Twitter: <https://twitter.com/>

Twitter Ads: <https://business.twitter.com/en/advertising.html>

Twitter Insights: <https://analytics.twitter.com/>

Twitter Fleets: <https://help.twitter.com/en/using-twitter/how-to-fleet>

Facebook

Facebook: <https://www.facebook.com/>

Facebook Ads: <https://www.facebook.com/business/ads>

Facebook Analytics: <https://blog.hootsuite.com/facebook-analytics-insights-beginners-guide/>

Facebook Marketing for Restaurants: <https://www.thebalancesmb.com/how-to-use-facebook-live-to-promote-your-restaurant-4092627>

Other Social Media Platforms

Snapchat: <https://blog.hootsuite.com/snapchat-for-business-guide/>

LinkedIn: <https://business.linkedin.com/marketing-solutions/linkedin-pages>

TikTok: <https://www.tiktok.com/business/en-US/>

Pinterest Statistics: <https://blog.hootsuite.com/pinterest-statistics-for-business/>

Pinterest for Business: <https://business.pinterest.com/en/>

Restaurant Review Platforms

Yelp: <https://www.yelp.com/>

Google My Business: <https://www.google.com/business/>

TripAdvisor: <https://www.tripadvisor.com/>

Zomato: <https://www.zomato.com/>

Restaurantji: <https://www.restaurantji.com/>

Restaurant Delivery Platforms

Doordash: <https://www.doordash.com/>

UberEats: <https://www.ubereats.com/>

Postmates: <https://postmates.com/>

GrubHub: <https://www.grubhub.com/>

SOURCES/RESOURCES

Social Media Management

Social Media Statistics: <https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/>

LinkTree: <https://linktr.ee/>

Hootsuite: <https://blog.hootsuite.com/18-minute-social-media-plan/>

MomentFeed: <https://momentfeed.com/blog/introducing-easy-button-local-paid-social-ads/>

Loomly: <https://www.loomly.com/features>

Buffer: <https://www.razorsocial.com/the-ultimate-guide-to-bufferapp/>

Fonts

Google Fonts: <https://fonts.google.com/>

1001 Fonts: <https://www.1001fonts.com/>

DaFont: <https://www.dafont.com/>

Adobe Fonts: <https://fonts.adobe.com/>

Creative Market: <https://creativemarket.com/>

Graphic Creation

Adobe Illustrator Tutorials: <https://helpx.adobe.com/illustrator/tutorials.html>

Canva Tutorials: <https://designschool.canva.com/tutorials/getting-started/>

Video Editing

iMovie: <https://www.videowinsoft.com/imovie-movie-maker-mac>

Premiere: <https://helpx.adobe.com/premiere-pro/tutorials.html>

Photo Editing

VSCO: <https://vsco.co/>

Adobe Lightroom Photo Editor: <https://helpx.adobe.com/lightroom-cc/how-to/lightroom-mobile.html>

Photoshop Express Photo Editor: <https://www.adobe.com/products/photoshop-express.html>