Social Media 101 for Restaurants

What We'll Cover

This presentation will cover the basic fundamentals on how to use and build a social media network to help beginners succeed online. We'll cover:

- Why social media marketing is important for your restaurant
- Where to get started
- Setting SMART social media goals
- Social media platforms to consider
- Best practices for all social platforms
- How to know if a post is successful and which metrics to track
- Tips from the experts

is important for your restaurant.

Why social media marketing



Building a strong social media network is an affordable and effective way to connect with potential customers on a local, national and international level. Platforms like Instagram and Facebook also make it easier to learn more about your customers so you can serve them content—and plates—they want. Additional benefits of having an effective social strategy include:

- Increasing brand awareness and authority
- Connecting and building your community
- Announcing or promoting new products and special events
- Inviting users to your website and increasing its traffic
- Lets you show the unique character of your restaurant and the food you serve
- Free to low-cost advertising
- Lets you manage your restaurant's reputation

The statistics behind social media marketing

Your social media network provides more opportunities to interact and engage with your audiences online. Having the tools to reach a wealth of potential customers means attracting more people to your website or visiting your restaurant in person. Some important social media stats include:

- 3.8 billion people use social media daily
- 11.3% of all internet users talked about a restaurant over a social network
- 8.1% of all internet users shared a restaurant's post on a social network
- 16.7% follow or like a brand on a social network
- 60.1 % of all internet users visit a brands website





Where do I get started?

If you're new to social media or starting for the first time, it can be challenging to know where to start. We're making things easier by offering essential tips covering where to begin when launching your restaurant's social network:

- Evaluate your current efforts and learn where change is needed by reflecting on your post history and metrics
- Transition all of your accounts to professional business profiles
- Consider the time investment and how much you can allocate to social media management
- Think about the purpose of each social platform and how they inform your restaurant's goals
- Start with two social networks and focus on growing a following there first. For restaurants, we recommend beginning with Facebook and Instagram due to their simplicity and audience familiarity
- Use a social media management tool to make managing your social network easier
- Evaluate your competition and see if you can learn from what others are doing
- Make and maintain a "social media" voice and tone
- Set SMART goals

Setting SMART social media goals

When you're mindful about creating realistic objectives, you'll be able to track your progress, stay motivated, and celebrate each milestone you make across all of your social media network. Here's how to set SMART goals when building a social media following:

- **Specific:** Make sure your goals are well-defined. Get specific. Target a number of followers or post engagements you'd like to reach every month.
- **Measurable:** Make a goal that's quantifiable so you have a way to measure whether you've achieved them by referencing your current social media metrics and understand your capacity to grow them.
- Attainable: Are you able to realistically hit your target? Be sure to set achievable goals. Target a specific number of followers you'd like to reach every month or a number of posts you'd like to publish each week.
- **Relevant:** Consider relevant factors that could affect your goals, such as the economy, work capacity and your competitors to understand how to increase engagement or follows.
- **Time-bound:** When you aim to reach your goals within a specified timeframe, you're more likely to succeed. Commit to a regular posting schedule, a date to launch your profiles or period in which you can reach a specific number of followers.



Social media platforms to consider:

- Facebook: This platform allows you to keep your
 restaurant's profile well-rounded by giving you the ability to
 post a mix of video, image, status updates and linked
 content. Facebook is also an excellent platform for making
 customer interactions and the perfect place for posting
 content that drives people to your website.
- Instagram: This platform lets you write long-form captions and post images or stories to showcase the dishes you serve. It's a great platform for holding contests, increasing brand awareness, and attracting food bloggers and new customers through hashtags.
- YouTube: This platform allows your restaurant to increase
 its visibility by creating a unique channel for your business
 that's open to millions of viewers. Try adding tutorials,
 special event announcements, or customer testimonies to
 increase brand awareness.

- Pinterest: This platform lets your restaurant highlight your plates and culinary skills visually. Pinterest has become a terrific platform for business owners to engage with other restaurateurs while showing off their culinary skills to future guests.
- Google My Business: This platform helps your restaurant by improving your local search volume. You can use it to post restaurant updates, blog content or special announcements to boost your local SEO rankings and increase map positioning.
- Twitter: This platform lets you directly interact with your customers and potential influencers. It's also a great social media network for organic and word of mouth promotional strategies.
- Yelp: This social network works by recommending and sharing restaurant information. Restaurants should use Yelp because it improves your local SEO and provides you with a platform to communicate with your customers directly.



Best practices for all social platforms

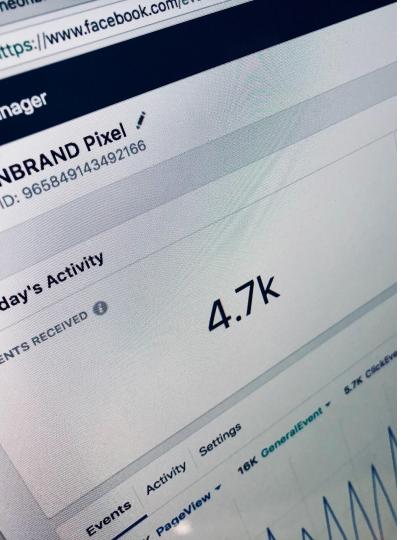
- Make sure your social platforms are using business accounts
- Use the same address, website, and phone number across your social network
- Write a compelling profile that aligns with your branding and messaging
- Create a social media schedule that publishes content on the same days and times
- Make community management a priority always reply to customer comments and direct messages
- Use professional photography and optimize your photos using each platforms image standards:

Instagram: 1080x1080
 Linkedin: 1200x627

Facebook: 1440x830 o Pinterest: 600x900

- Tailor each post to the social network you're using avoid posting the same content across all of your social networks
- Embrace video content
- Add social buttons to your website

Best practices for Facebook



- Make sure your restaurant is using a Facebook Business account.
 Doing so will let you:
 - $\circ \qquad \text{Run and track your ads} \\$
 - Manage assets such as your Pages and ad accounts
 - Add an agency or marketing partner to help manage your business
 - Increase engagement opportunities with followers and other businesses
- Categorize your restaurant properly around the food and experience you serve
- Post high-quality images:
 - o Cover image: 720 x 315 pixels
 - o Feed images: 1440x830

- Optimize your business profile by adding:
 - a. Call to Action (CTA) buttons
 - b. Essential apps (Mailchimp, Instagram ect.)
 - c. Contact and location information
- Drive people to your website by sharing blogs, special menus or other links
- Measure your profile performance using the Facebook Insights or your social media management tool
- Reply to all comments and direct messages
- Pin promotional posts or new announcements to the top of your profile



Best Practices for Google My Business and Yelp

Google My Business and Yelp aren't traditional social media networks. However, they are essential because they make it easier for customers to learn more about your restaurant and improve your local SEO so you're more discoverable on search engines. They also make it easier to collect customer reviews that boost consumer confidence. Here are a few best practices for using both:

- 1. Maintain a complete profile with correct business information
- 2. Share high-quality photos of your plates
- 3. Upload current menus
- 4. Respond to all reviews and customer interactions even negative ones!
- 5. Optimize your pages to take advantage of culinary and local keywords
- 6. Make them a priority as you scale your social media marketing plan

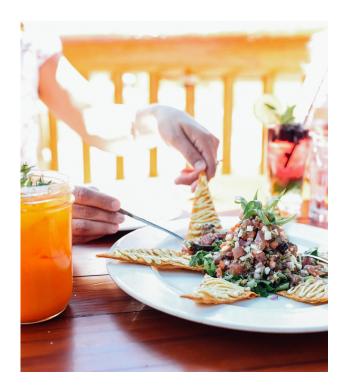


Best practices for Instagram



- Make sure your restaurant is using a Instagram Business Profile.
 Doing so will:
 - Grant you access to Instagram's analytics
 - Let you promote your content
 - Allow you to schedule posts
- Add a Linktree to your business profile
- Post a weekly Instagram Story
- Use high-quality images:
 - Feed post sizing: 1080x1080
 - Story sizing: 1080x1920

- Produce posts that include a Call to Action (CTA)
 - Ask questions
 - o Invite your customers to engage with you
 - Request User-Generated Content (UGC)
- Use Instagram Stories to promote new menu offerings, promotions and share customer reviews
- Create engaging video content
 - Feed post: 30 seconds 1 minute
 - Stories: 12-15 seconds
- Share customer quotes or reviews visually
- Leverage blogs or other website content to drive followers to your site using the #Linkinbio hashtag
- Measure your profile performance from the app or your social media management tool



How to know if a post is successful and which metrics do I track?

A successful social media post aligns with your SMART goals and specific metrics that support your profile strength. Post performance can tell you which content is performing better than others, which can inform new content your followers want. The metrics that tell you your social networks are succeeding are:

- Post reach: Audience growth rate and post visibility.
- **Followers:** The rate in which you increase new page likes.
- Post Engagement: The number of ways your followers have made meaningful interactions with your content by liking a post, commenting or sharing it on their own profiles.
- Click-Through Rate: The number of times your followers have clicked on a linked post and made it to your website from your social network.



Free social media tools & resources











Sprout Social Landscape

An image resizing tool that automatically resizes your images around each platform's measurements.

Buffer

A straightforward social media management tool that lets you schedule posts and increases engagement across multiple platforms all in one place.

Unsplash

A large database of free and high-quality stock images you're free to use over your social media profiles.

Canva

A graphic design tool that offers free templates for Pinterest and other social media networks available from your browser.

Facebook and Instagram Insights

Analytics tools and dashboards that help you better understand your social network's performance.

Tips from the experts

- Don't be afraid to request user-generated content
- Embrace "Social Good" messaging by expressing your company values
- Hold Instagram or Facebook competitions or giveaways
- Use a branded hashtag to increase brand awareness
- Try creating a grid layout for your Instagram posts for the month and save it within that month's social folder
- Measure and analyze your social media metrics monthly
- Keep an eye on what's trending in your industry

More advanced tips

- Try partnering with influencers to increase brand awareness. Always be sure to meticulously vet influencers and set written expectations upfront before giving any free product.
- Use the 80/20 rule: Post 80% of content produced by your followers and 20% of content you produce on your own
- A/B test your messaging and images
- Try new platforms after you get comfortable using more than two
 - o Did you know that different platforms each have their own algorithm for how they display results?
- Technical SEO
 - Incorporate open graph tags and twitter cards
 - Add Schema markup to your site

