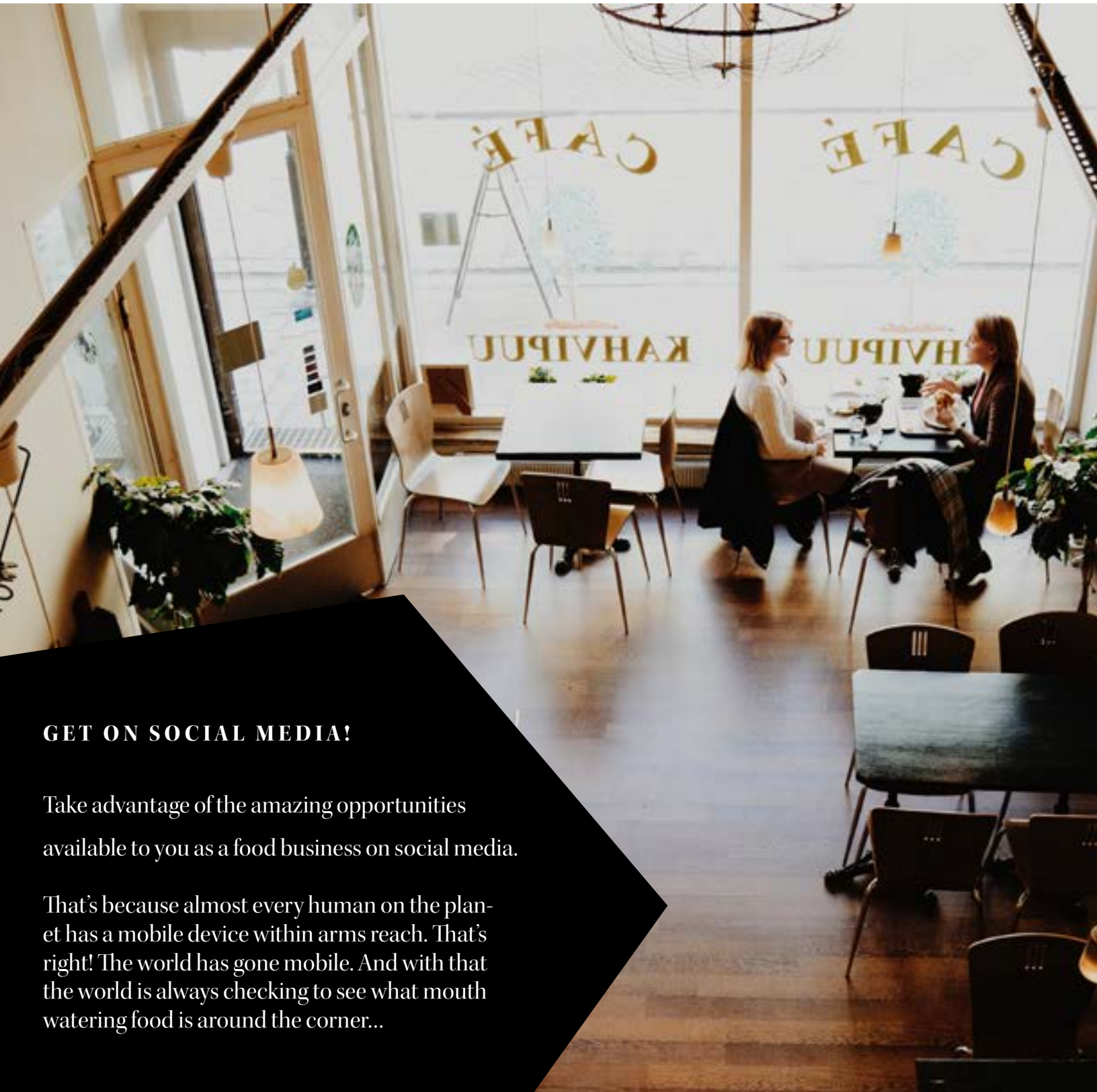


# Sara Bradford

## SOCIAL MEDIA FOR RESTAURANTS

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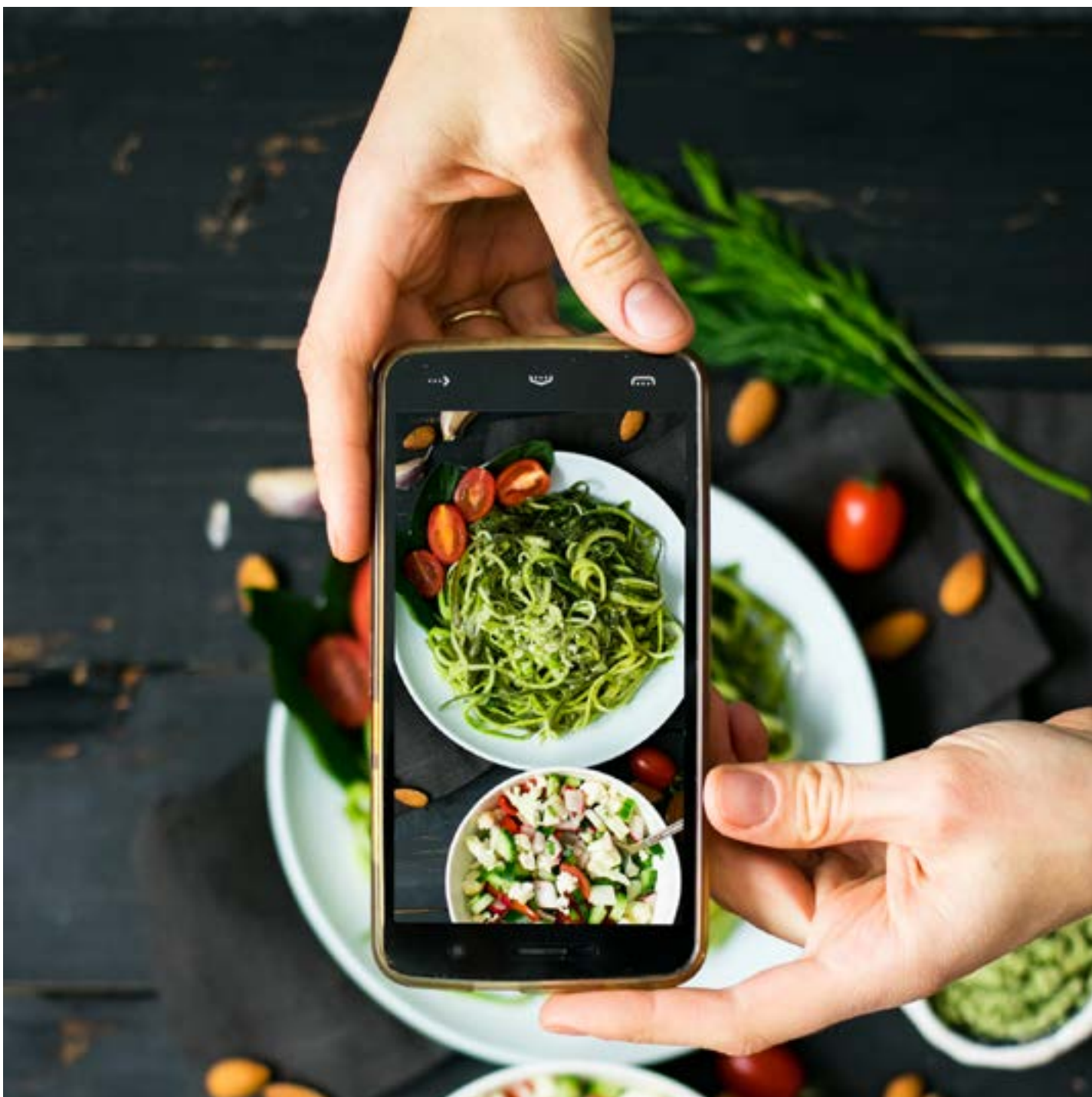
### TIPS AND TRICKS



#### **GET ON SOCIAL MEDIA!**

Take advantage of the amazing opportunities available to you as a food business on social media.

That's because almost every human on the planet has a mobile device within arms reach. That's right! The world has gone mobile. And with that the world is always checking to see what mouth watering food is around the corner...



## **WHY DO YOU NEED A VISUAL PRESENCE ON FACEBOOK AND INSTAGRAM?**

Photos and videos help your customers choose you. This is especially true for any kind of diner. And diners are looking for the best experience they can find.

TIP: You do NOT want these images to look bad.



## **WHY DO YOU NEED TO CONNECT WITH YOUR CUSTOMERS ONLINE?**

Because that is where everyone is finding you.

Because this is an opportunity to communicate AND the best way you can advertise. A chance to build your brand within your customer base.

### TOP REASONS INCLUDE:

- connection to the local community — whether patrons or not
- opportunity to advertise upcoming special events and sell seats
- a way to highlight your community partners in food — by highlighting your producers and suppliers
- a chance to promote food features
- a way to visually show off what you're creating — and get your customers mouths watering
- a platform for THE CUSTOMER to share and inspire their friends, family, peers, and your people — by giving them a place to share their experience (with ratings, reviews, their images)



## **EVERYONE'S A FOOD PHOTOGRAPHER THESE DAYS (*WINK!*)**

GET IN ON THE BAND WAGON — OR HIRE SOMEONE WHO IS...

- Post shareable images
- mouthwatering food photos
- gorgeous interior photos
- avoid grainy, bland looking photos (don't post bad ones)
- images other diners have shared (with RePost app or tagging them with credit)
- tag anyone related to an image

## **USE VIDEO WHEN POSSIBLE**

- short clips — under 30 seconds best, definitely under a minute
- if using sound, make sure video is audible
- take advantage of fun video options like boomerang, time-lapse, etc
- avoid GIFS as they're sometimes not supported



## **KEEP TEXT SHORT AND SWEET**

- use to describe an image/video, inform guests or promote others
- give it a humorous slant
- ask questions for connections
- ask readers to “share” the content

## **DON'T OVER PROMOTE**

don't get too “salesy” — it'll turn potential customers off following you

## **USE IG AND FB STORIES**

- more popular on Instagram
- great for features and getting immediate info out
- video less than 30 seconds



## USE HASHTAGS

- avoid hashtags on FB unless their purpose is for humour
- use relevant hashtags, up to 30 on IG
- if hashtags are “too popular” they won’t be seen at all (over 500 000)

## GEOTAG

- make sure to geotag your restaurant (on IG) as people use these to find places as much as hashtags
- will help grow your following



## WHAT TO POST:

- things you have featured
- new menu items
- special events
- producers or community partners
- action videos
- beautiful photography
- funny quips
- behind the scenes
- feature staff and owners (people want to know — and very “shareable”)
- diner reviews, testimonials, etc.
- shared content from others

Instagram breeds a different kind of follower. And it is almost entirely used on a mobile.

The demographic is slightly younger (ages 18-34), and your visual content is absolutely imperative.

Facebook helps you build a story around your brand, and draws in a slightly older demographic (ages 30+).



**NOW THAT YOU ARE ARMoured WITH THE BEST TOOLS — GET OUT THERE AND PROMOTE HOW WONDERFUL YOU ARE.**

Feeling overwhelmed? Not sure how to get started? Don't feel confident as a food photographer or writer?

I can help... I offer social media consulting, management, and content creation. I can provide you with your first steps, or take over entirely...