

**LOOK & FEEL:** Each Facebook business page has a hi-res cover photo (851 x 315 pixels) representing some aspect of your business (i.e. busy bar scene, fresh ingredients, food, etc.). Additionally, all platforms have a square profile photo, which should always be your logo. When your post shows up in a followers newsfeed they see that profile photo, and when it's your logo it makes you easily identifiable and memorable.

Your brand has a voice and style that has been carefully curated over the years including your interior design, collateral/graphics, menu items, etc. Your social media presence is an extension of that and should fit accordingly. Always post from the perspective a collective 'we' vs. 'I' so, when read, your messaging comes across as the brand/restaurant, and not the social media manager.

**CONTENT IS KING:** As more content bombards people everyday across all channels, generating custom, unique, captivating content is the #1 goal of social media. More than selling your product, talking about your promotions, or getting your message across (which are all important!) posting interesting content is the most successful way to reach people. If content is King...then that makes video Queen in 2017. Video video video...whether it's FB live, IG stories, or time-lapse Friday dinner service...you can't use it enough.

- Facebook uses an algorithm called **EdgeRank** to determine how important/interesting your posts are and from there decides who to push that information to via newsfeeds. For example, you may have 1,500 followers but only 100 see a particular post. This reach varies from post-to-post and there are things you can do to increase the amount of people that see your content organically (listed in order of importance).
  - Include visual content **always**. You should never post without a photo, video or link. Video is the preferred media right now...and is always the most successful.
  - @Mention partners (i.e. breweries, charity partners, other restaurants, sports teams, etc.) that are relevant to your post. Featuring a Suerte Margarita? Don't forget to @mention Suerte Tequila to capitalize on their viewership as well.
  - Encourage interaction on your post. The more people that like/comment on posts, the more people see your posts in the future. You can do this by running contests, asking questions, or simply posting really interesting content (captivating video, unique information like recipes, chef stories, etc.).
  - Use hashtags. The use of **hashtags** (i.e. #TacoTuesday, #SuperBowl51, #StPattysDay) is an ideal way to aggregate like-posts, as well as 'piggyback' onto current trending topics to push your message to people that may not be following you. Hashtags are used on all 3 big platforms (Facebook, Instagram, Twitter). The key to brand-specific hashtags is **consistency**. (i.e. Always use the same hashtags when referring to your brands/products).
  - Check into your location (always from the store, unless you're at an off-site event) for each post.
  - Don't over-saturate your Facebook feed. We recommend posting no more than 1x per day.

## SOCIAL INTERACTION:

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- Social media is unique in that it offers a **real-time relationship** between customer and business. The best way to optimize this is to always respond to guest comments/questions within 24 hours (ideally 12). This includes comments on posts, Facebook reviews, and direct messages. Keep in mind, if there is a post/comment that is derogatory, negative, etc. you have the power to hide/delete their comments.

**EVENT PROMOTION:** Because the Facebook EdgeRank algorithm makes it increasingly difficult to organically reach your followers, boosted posts and ads are a great way to promote an event or promo to not only your followers, but also to their friends and others in a specific demographic/region as well. \*Note: when boosting a post or running an ad with an image (which you should always do) only 20% of the image (based on a grid) can be text. Use Facebook's ad grid tool to determine if yours will pass before submitting.

- **Boosted Posts:** By boosting a post, you're simply ensuring your post will be seen by more people on their news feeds than it would have organically, and you're also able to set specific parameters for that reach if desired. The post looks the same as any other full-sized timeline post.
  - Once you've created your post, next to the 'Publish' button there's a '**Boost Post**' button. \*Note: you're able to boost a post in real-time, or set a boost for a scheduled post.
  - Here you'll select who you want to **target** for your post (only people who 'like' you, those people and their friends, or targeted demographics such as age, region, gender). \*Note: if your post contains content promoting alcohol, you'll automatically be required to set an age range of 21+.
  - Next you'll set your **budget**. A little goes a long way on Facebook so we typically recommend \$40 if you're planning on posting about something multiple times (leading up to an event) or even up to \$150 if it's a really big event you're trying to promote/sell tickets for. Use your best judgment, and make sure you're setting a lifetime budget and not a daily budget. That can get expensive!
  - Lastly, choose the duration of the boost. We typically recommend 2-3 days in order to reach people over more time and build buzz.
- **Facebook Ads:** Ads are very similar to boosted posts, however you have more targeting, pricing and bidding options. Strategic ads are typically run by the BRF Marketing folks.

**TECHNICALITIES:** As you begin to use Facebook (FB), Instagram (IG) and Twitter you may recognize there are certain minutia that don't function the way you think they would, or you can't figure out how to make them work all together. Here's a key for a few we've encountered.

- Although you are able to view an IG profile via most web browsers, the actual posting can only be done via a mobile phone.
- You are now able to be logged into 5 accounts at once in the IG app. When you're logged into one you can add others by clicking the gear icon in your profile, scrolling down to the bottom and clicking 'add account'. Once you're logged into multiple accounts you can toggle between them by clicking the account name in the top middle and selecting from the drop-down list.

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- IG now offers the distinction of 'Business Accounts'. All of our restaurants accounts have been registered as such and because of that they offer more analytic information to look at the success/reach of your content and posts.
  - IG stories are a fun way to share short video (Snapchat style) that are playful, entertaining, and off-the-cuff). Here's how you do it:
    - From the IG home feed (in your business account) click the camera icon in the top left
    - You have a few options including 'Live' (only view-able while it's being filmed), 'Normal' video (press and hold to record), Boomerang (a quick back-and-forth repeat video) and 'Hands Free' (this allows you to record with a tap, rather than having to press and hold to record).
    - After you capture video however you like, you can...
      - Delete it if you don't like it (upper left 'X')
      - Add stickers, text, color, etc. via the top toolbar
      - And add to your story
  - When you first login to the IG business account on your phone, you'll want to link the **social links** to the business (rather than your personal) so that if you ever want to 'share' directly to Facebook, it'll go to the business page. You only have to do this once, and it's account specific (and phone specific), so once you link it it's always there when you're logged in under that account, on that phone. Here's how you do it:
    - From the profile, select the gear icon
    - Select 'Linked Accounts' from the list
    - Select FB and let it do its' thing. It will automatically open the FB app (which you'll need to have on your phone) and link it up. Once it's back in IG and shows your account linked, click on it again and in the 'Share to' section, select the business page you manage that you want to link (the stores' page).
    - Repeat with Twitter if desired
  - When sharing directly from IG to FB or Twitter, the @mentions won't carry over and link the business the same way. You'll need to go onto that platform (FB or Twitter) and 'edit' the post to re-link it.
  - Image Sizes
    - IG: Square images are required, and if it's not already square, it gives you the option to crop it.
    - FB: Square or horizontal images are ideal. It will fill up the entire post area and fit perfectly on a timeline. You'll notice with traditional vertical photos they look incorrectly formatted.
    - Twitter: Horizontal is always preferred
  - When **@mentioning** a partner or other business page, you'll need to start typing @ and then the page/business name. Also, don't forget to include spaces. It'll auto adjust once it links the page you're looking for and you press 'Enter'.
  - You are able to **schedule posts** on FB, and see scheduled posts in the queue. This is a great resource to pre-plan content you know you want to cover.
    - To schedule a post: Type the copy & include link/photo/video you'd like just as usual. Instead of selecting 'Publish', click the arrow down next to it and select 'Schedule'. From here you'll select the date/time and schedule.

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- To view the scheduled post queue: From the business page, under the section you'd create a post, there's an area that will say '# Scheduled Posts'. Click 'See Posts' to see all of the details, dates and times. From here you can adjust a scheduled posts' date/time or content.
  - If you notice a typo or have another reason for needing to **edit a post** once it's live...
    - Facebook: Find the post and select the arrow down in the upper right corner. Select 'Edit Post' and make any necessary changes.
    - IG: Find the post and select the three dots in the bottom right. Select 'Edit' and make any changes you'd like. Then click 'Done' in the upper right corner.
  - Anytime you're **posting a link** (i.e. to a page on your site, a press link, etc.) on FB you'll want to paste the full link in the body of the post. Once it automatically links the article and a preview appears, you can delete the full long URL for aesthetic purposes. Don't worry, the link remains. Additionally, many times with press links the image thumbnail provided is not relevant to your store. If you hover over this, you can upload any image you'd like to represent your store. Lastly, links on IG are not recommended as they are not live/click-able.
    - If you want to include a link to something, but already have media attached to the post (you are only able to have one link, image or video on a post) you can include a short link in the copy. Another benefit to using a Google short link is that when you generate it while you're logged into your Gmail account, it keeps track of all short links you've created and how many times they've been clicked on. This can be useful information to find out how interested people were in clicking thru to...read an article, purchase tickets, etc. and adjust your strategy based on that interested (or non-interest).
      - Copy the full URL
      - Go to goo.gl in your browser and login to your Gmail (or store Gmail) account.
      - Paste the full URL and it'll give you a short link (it'll look like goo.gl/ObO8tD) to paste into your body. This is useful because it's more aesthetically pleasing than a long URL, but it's also good because all of your short links are saved there under that account and it allows you to track how many clicks it received.