

Department: All stores

Last Updated: 01/28/20

Subject: Social Media Management

HID #: 040

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**Purpose:**

To clearly define the process of planning and managing successful social media channels in order to produce a compelling brand presence online.

**Responsibility:**

BRF Social Media Manager is responsible for creating brand storylines, generating content calendars, posting to all social media feeds, managing paid ad campaigns, providing training to GM when needed.

General Manager is responsible for engaging with their social audience, working with their teams to create compelling real-time Instagram stories, and providing post suggestions to SMM.

**Guidelines:**

**CONTENT**

- SMM will create the content calendar and capture photos.
- SMM is solely responsible for posting feed content to Instagram and Facebook.
- GM is encouraged to send post suggestions to SMM to help ensure that in-house happenings are reflected on the feed.
- GM is responsible for posting a minimum of 3 Instagram stories a week to showcase food specials, events, behind the scenes (being mindful to curate this), etc.
- For Jax Fish House and Post Brewing Co.:
  - When posting stories to Instagram please be sure to always include your branded location hashtag so that our audience knows where the content is coming from (i.e. #thepostlafayette, #jaxfortcollins, etc.)
- If an event pops-up in-store that warrants social media coverage (organic or paid) it is the responsibility of the GM to share that information with the SMM with as much advance notice as possible to ensure proper planning.

**ENGAGEMENT**

- GM is responsible for responding to comments, messages, and reviews on both Facebook and Instagram within a timely manner (24 hrs. max.).

**PAID ADVERTISING**

- Paid campaigns are managed by SMM and operate separately from the monthly organic posting. Campaigns include general brand storylines / awareness, special event promotion, and PR coverage.

**TRAINING**

- Director to schedule a training for new GMs with the within 2 weeks of onboarding. This will include a process overview, expectations, technical aspects of using the platforms, and general best practices.
- Additional technical support and training provided as needed. This can be scheduled by the GM directly with the SMM.

## DEPARTURES

- Director to alert BRF SMM when a GM is departing.
- Assistant general manager (AGM) will be responsible for the operations' duties regarding social media in the interim. If an AGM is deemed, the responsibility goes to the Director.
- BRF SMM to contact AGM and set-up a call to discuss the process, answer any questions, and clearly define expectations.

## ON-BOARDING

- Director to alert BRF SMM when a new GM has been hired.
- BRF SMM will share this HID and social media login credentials/access with new GM.
- GM is given 30 days to become acquainted with the process, expectations, and brand style. After 30 days social media responsibility transfers from the AGM back to the GM.
- If GM requires assistance from anyone else on staff, it is their responsibility to brief them on the process, grant access to any SM platforms or tools needed, and manage them. It is also the responsibility of the GM to remove that access if the staff member becomes no longer employed at the store.

## RESOURCES

- Social media supporting documents are located on Google Drive in ' [GROUP] Marketing Master Folder'.