



**SHARING YOUR
STORY THROUGH
SOCIAL MEDIA**

PLAYBOOK 2

GRANDE
CHEESE COMPANY

SOCIAL MEDIA INTRO



How to Get Started With Social Media

Social media has the power to amplify word-of-mouth promotion, enable real-time feedback and connect with consumers in a two-way conversation. This is a great way to attract customers and grow your business. The following pages introduce ways to leverage the most popular social media channels to tell your story. Be sure to check grandecheese.com for regularly updated information about other opportunities to use new social channels as they develop.

73% of diners have tried a new restaurant based on a positive online review.

Mintel Social Media in Foodservice, US, August 2017





OWNING YOUR ONLINE REPUTATION

Your restaurant's reputation extends well beyond its four walls. Customers can spend up to eight hours a day on social sites and expect an authentic extension of your restaurant online. You can and should use this fact to your advantage on Facebook, Instagram and Twitter with posts that keep your best customers—your followers and fans—feeling like they are special and in-the-know. Customers also expect you to take responsibility for monitoring restaurant review sites like Yelp, TripAdvisor and Google+. Responding promptly to complaints, no matter how unreasonable, in a professional and caring way, can turn a potential public relations nightmare into a win for your restaurant.

Remember, on social media, it's as much about the impression you leave with the people reading the comments and reviews as it is about addressing and resolving the actual complaint. If you are strapped for time, consider hiring a company that specializes in managing social media to ensure that your reputation remains intact.

POPULAR REVIEW SITES

Yelp

Many customers rely on Yelp to help them find local business listings and reviews. Often, these reviews are the deciding factor on where they will dine. With more than 140 million unique visitors a month* you simply cannot afford to miss out on the potential views and added foot traffic that Yelp can provide. It is free to join, but you can opt to pay extra to add photos, place ads or even appear at the top of the listings.

TripAdvisor®

The world's largest travel site provides reviews on restaurants, hotels and other venues. This site is an excellent opportunity for you to attract new customers visiting your area, as well as locals.

Google+™

Listing on Google is free for small businesses and doing so allows people to find your restaurant and provide reviews.

Zomato

Like Yelp but geared specifically towards restaurants—Zomato automatically curates the top restaurants nearby and assigns a ratings system based on customer votes. Sign in to add your restaurant and edit your own information.

OpenTable®

For customers who don't like calling for a reservation, this application allows them to select the day and time for a visit and automatically book the reservation into your POS. OpenTable also provides reviews only from diners who have eaten at the restaurant. If your business takes reservations, you may want to sign up on this popular site, but note that there is a fee per reservation.



FACEBOOK

Facebook is one of the original powerhouses of social media and is still the favorite social media channel to source news, stay in touch and share content. Facebook continues to add new users and has experienced major growth in popularity with baby boomers, making it a powerful means to connect with everyone.

Facebook allows you to build a business page with strategies that can grow your customer base and improve engagement. You can measure the success of each post through the use of analytics. You also have the option to boost posts by using paid advertising to make your customer engagement even more effective.

Facebook is key to attracting new customers and engaging existing customers when you:

- Encourage customers to check-in on Facebook to tell friends where they are
 - Post new menu items and limited time offers
 - Use Facebook Events to create pages for special events and send invites
 - Post old photos and news on Throwback Thursdays (#TBT) —a great way to share your story in a modern way
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FACEBOOK BASICS

When you use Facebook to promote your business, keep it light. Focus your content to be more shareable. The more engaging your posts, the more likes they will receive, exposing your business to more people.

Facebook business pages are similar to your personal profile but with more professional features, including:

- A business profile
- A cover photo of your business
- The ability to build ads
- The ability to manage your account
- The ability to measure your performance

When building your page, include the following information:

- Your phone number, email address and website
- Your street address and hours of operation
- Your menu and photos of selected specials

From there, focus on developing new content you can share regularly. Another great business page feature is the ability to schedule posts so you can plan what you want to say and when you want to say it. For example, you can post an enticing picture of tonight's dinner special and comment about how delicious it will be while you're actually busy in the kitchen prepping it.



Facebook is the top online source used by millennials to learn about restaurants.

Datassential, Grande Path to Consumption Study, 2018

BUILD YOUR BUSINESS WITH FACEBOOK

Organic Content

On Facebook, organic spread has nothing to do with ingredients. Here it means the average number of views your posts earn when viewed by your fan base and their friends. This kind of content is good for your day-to-day posts, but it does not guarantee the content will go viral. Organic content can be boosted to ensure spread.

Boosted Posts

There may come a time that you will want to boost your posts so more people see them. There is a fee to do this, but you will have much more control over who sees them than you would by using print or TV ads. Facebook ads are the perfect medium to promote new menu items or limited time offers.

You can boost posts by accessing a feature called Insights from your Facebook business page. Facebook Insights allows you to see your post's reach (how many people have engaged with likes and comments) and how that compares to similar businesses. With Insights, you can choose to target a certain type of customer with your posts, be it based on age, gender or location. Plus, Insights can help you maximize your return on investment (ROI).

Paid Ads

You can also purchase additional advertising through Facebook but we recommend you thoroughly explore Facebook before making this type of investment. There is much you can do to “boost” your business without making a larger investment.



WAYS TO USE FACEBOOK

- Create messages that are friendly and engaging
 - Get more clicks by posting good images and relatable copy
 - Use actual photos of your dishes that look good enough to eat
 - Post videos to produce even higher engagement
 - Know the rules for posts so they don't get rejected
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TWITTER

Twitter uses short codes and messages of up to 280 characters, allowing you say more with less. If you understand hashtags, mentions and re-tweets, you understand Twitter.

Twitter's power lies in its simplicity. It is easy to post and easy to respond. Broadcasting real-time news or timely offers and creating a sense of urgency with limited-time deals are some of the ways to build engagement.



69% of Twitter users would follow a hashtag during a live event.

QSR Web, 2016

TWITTER BASICS

Tweeting

A tweet is a short post that attracts others. It is an instant message using up to 280 characters. Send out tweets to promote a new menu item or invite followers to a special event. It's a quick and easy way to get your customers excited and keep them coming back.

Re-tweets

If you see a post from someone else that you'd like to share, or if you'd like to re-share something you created, this can be done with a re-tweet. The more re-tweets your post gets, the larger the audience you can reach.

Mentions

The @ symbol is the key to making mentions on Twitter. An @ mention is a comment that can be seen by the recipient and is a great way to reply to a customer, but also used by your customers to share your story. Be sure to monitor mentions and respond in a timely fashion. If it's a glowing review, you can re-tweet it for a great testimonial.



Direct Messages

Twitter's direct messaging (DM) feature is like an internal email or text message. Businesses can receive direct messages from anyone and reply to them if they have a question or concern. The exchange is private, so you are providing a more personalized method for communication with your valued customers.

Hashtags (#)

The pound sign or hashtag is added before a word or phrase to categorize tweets (i.e., #pizza). By clicking on a food or restaurant hashtag for instance, you can see every time that hashtag has been used within the Twitter network. Hashtags are a great way for you to reach a larger audience by taking advantage of popular foodie, local, and pizza-related hashtags to help your posts show up in searches for specific phrases. When you use popular or trending hashtags, you can also increase your number of followers and gain new customers.

Paid Advertising

Similar to Facebook, Twitter offers promoted tweets as paid advertising. Promoted tweets may be expensive, so you might want to consider reserving them for special events or major news.





WAYS TO USE TWITTER

- Tweets should invite a reply. Focus tweets on inviting conversation between followers/customers.
 - Trending topics can provide popular words that can be used in your tweets to generate interest in your brand.
 - Use hashtags to encourage people to join in—but keep in mind that using more than two hashtags lowers your tweet's visibility.
 - Add mentions to initiate conversations with people and influencers with whom you want to connect.
 - People like to be acknowledged. Favorite their posts, @mention them and re-tweet their messages when appropriate.
 - If you place a period before the @, the tweet will be visible to more than just your followers.
 - Befriend people who like your brand. Chances are they'll tell their friends about you, too.
 - Watch, listen and learn. See what tweets work, what your followers look at and what they post about.
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INSTAGRAM

Savvy restaurants are using Instagram as a way to bring their menus to life because its focus is more visual than Twitter or Facebook. Did you know pizza is one of the most shared foods on Instagram? Encourage customers to tag you on Instagram in photos or selfies taken at your restaurant. In addition to sharing your followers' images, post your own content such as shots of your restaurant, food or employees.



Pizza is the number one food hashtagged, with nearly **20 MILLION** pizza posts.

DigitalGYD, 2018



INSTAGRAM BASICS

Using Hashtags (#)

Hashtags are a simple way to aggregate content. Create a hashtag for your restaurant or pizzeria so people can easily find it when they post about your food or their dining experience. Use hashtags on all of your advertising and point-of-sale (POS) materials. Encourage people to use them in their own posts by awarding a free meal or voucher for the “Instagram Photo of the Month.”

Adding a Location

Set your business up as a location that people can find when they post their photos. The best way to create a custom location Instagram can recognize is to add it from Facebook.

Responding to People Who Have Shared Photos

Facebook and Instagram have primed users to enjoy and appreciate receiving ‘likes’ for the content they post. This acknowledgement is powerful. Build on it by sending personal responses to customers when they post images of your dishes or restaurant.

WAYS TO USE INSTAGRAM

- Showcase beautifully presented food with descriptions in the caption to create a virtual menu.
- Shots of a delicious pizza just out of the oven, a visit from a celebrity or happy customers are all great ways to share your story and show the personal side of your business.
- Show what is happening right at that moment—a limited time offer, a packed restaurant, fun atmosphere—to incite “Fear of Missing Out” (FOMO).





- Showcase new flavors or applications in slow motion or time lapse to highlight special preparation or ingredients.
 - To showcase quality ingredients, post amazing photos of your amazing food!
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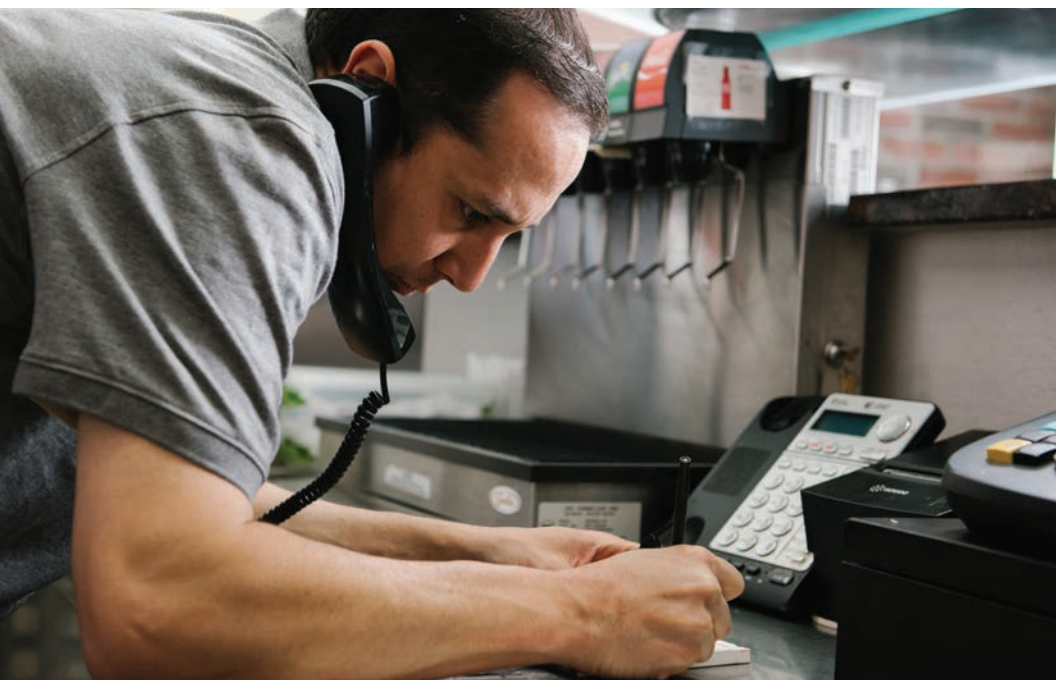
THIRD-PARTY APPS

CAN HELP YOU BOOST YOUR SALES

Choosing between a third-party service to handle your online ordering and delivery or adding it as an in-house service is difficult. The right answer varies from restaurant to restaurant.

Using a third-party app allows you to quickly and easily add online ordering and delivery to your business, and can also give your restaurant some additional exposure. Potential customers who are not aware of your restaurant may see your menu while trying to find a place for dinner and decide to order online from you. Third party apps can also work in tandem with social media and bring more people into your restaurant by making it easier to reserve a table, order food for delivery or select your restaurant with more confidence.

However, some of these services charge high fees per transaction, effectively cutting your potential revenue. Customer service may also be affected by a third-party delivery service. Make sure you know and understand all policies and information before deciding to outsource your online ordering and delivery.





KEY TAKEAWAYS

Social media may not seem important compared to all the other things you are busy doing to keep your restaurant running smoothly. But learning how to use it can help the hungry people of the Internet discover you—people who may become new customers in just a few clicks. It can also help you connect directly to your existing customers and respond to their feedback about their experiences in your restaurant. Showing you care enough about what they have to say by taking the time to engage with them can help turn one-time customers into regulars.

Social media doesn't have to be overwhelming or challenging. In fact, by using the information in this playbook, you can actually gain greater control over who sees your content and when they see it than you ever had with traditional advertising—with just the push of a few buttons.



Grande is here for you, committed to helping your business grow. Any time you would like more information about our cheese or business-building solutions, contact your Grande Sales Associate or call our customer hotline at **1-800-8-GRANDE (1-800-847-2633)**.

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