

BENEFITS OF SOCIAL MEDIA FOR A RESTAURANT BRAND

BEYOND POSTS



JORGE PACHECO
CCO/ FOUNDER

**The key to social media is to listen,
engage, and build relationships.**

WRITE THIS DOWN!

FREE RESOURCES
[kulturekonnct.com/graphic-
design-inspiration/social-media/](http://kulturekonnct.com/graphic-design-inspiration/social-media/)

NEW ALGORITHMS

NEW ALGORITHMS



FACEBOOK

ALGORITHM:
Meaningful
Interactions

WHY:
Emphasis on content
that generates
conversations



TWITTER

ALGORITHM:
Popularity, relevancy
and relationships

WHY:
To show the best
content to the most
people



INSTAGRAM

ALGORITHM:
Time and relevance
sensitive

WHY:
Emphasis on relevant
but still current content



LINKEDIN

ALGORITHM:
Relevance and
connections strength

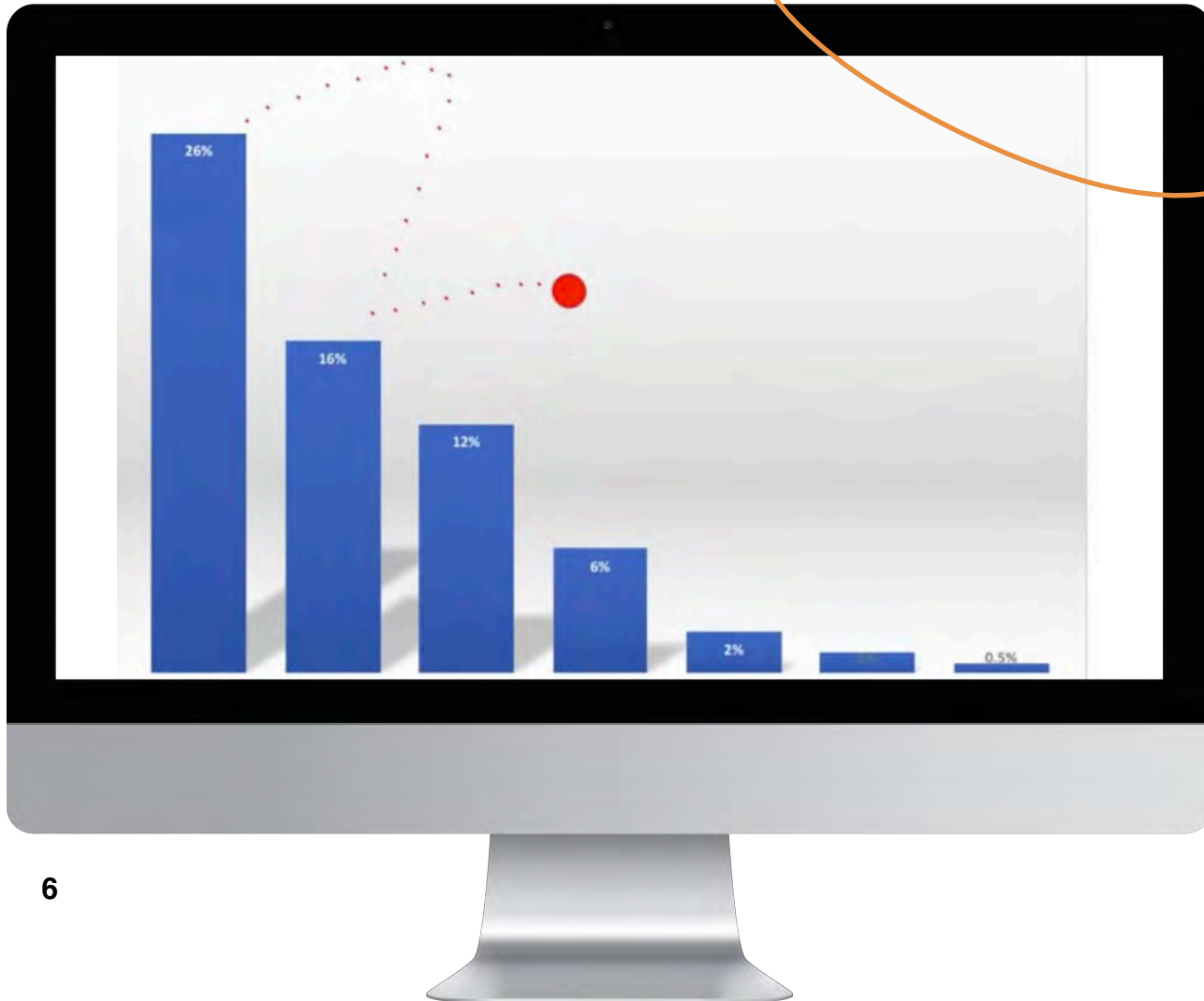
WHY:
Emphasis on strong
business content



PINTEREST

ALGORITHM:
Guided searches
based on user
behaviors

WHY:
Emphasis on discovery



Average Facebook Organic Reach

By 2017 Standards:
0.5%

CONTENT



CONTENT

No longer something
you can do ad hoc



Quick Poll

How far ahead do you plan your content?

1 week

2 weeks

1 month

3 months

6 months

HOW TO GENERATE GREAT CONTENT

HOW TO GET THERE:

Content Planning

01 | **CREATE IDENTITY**

Choose themes to create your tone of voice

02 | **OPTIMIZE YOUR POSTS**

Figure out your goals, audience, posting times, etc.

03 | **PLAN AHEAD**

Idea banks, content and campaign calendar, use tools

04 | **ENGAGEMENT**

It's all about your audience

05 | **MEASURE AS MUCH AS YOU CAN**

Content testing plus weekly/monthly/quarterly reporting

01 CREATE IDENTITY

01

EXPERT

- Pairings
- Menu recommendations
- Did you know?
- Community activities
- Go weather-themed

02

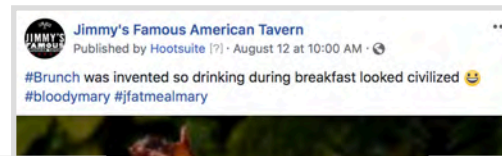
INSPIRATION

- Photos of food and drinks
- Behind the scenes - BOH and FOH
- Recipes
- User generated content
- Influencer content

03

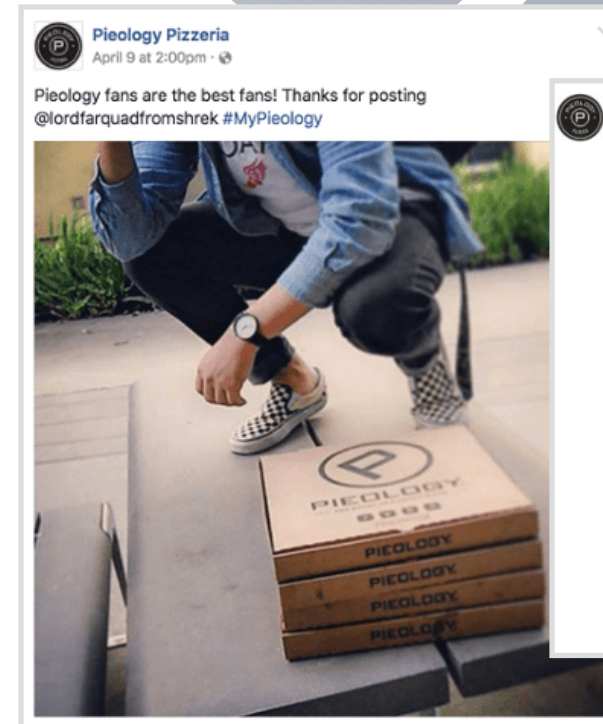
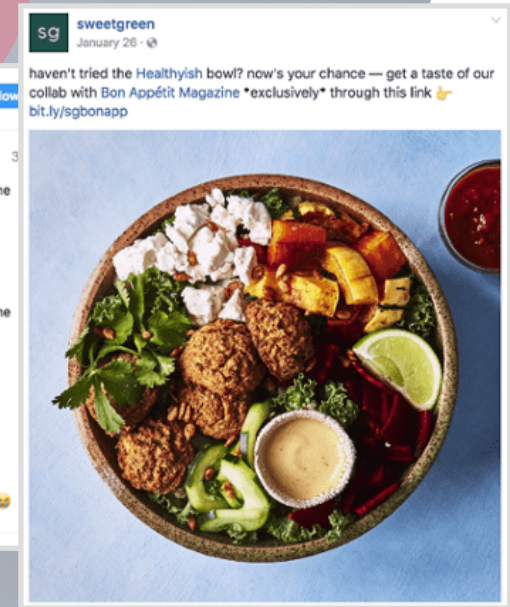
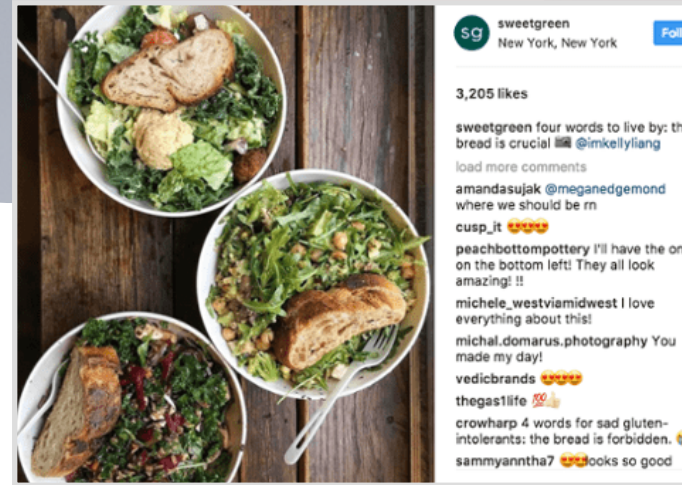
SEASONAL

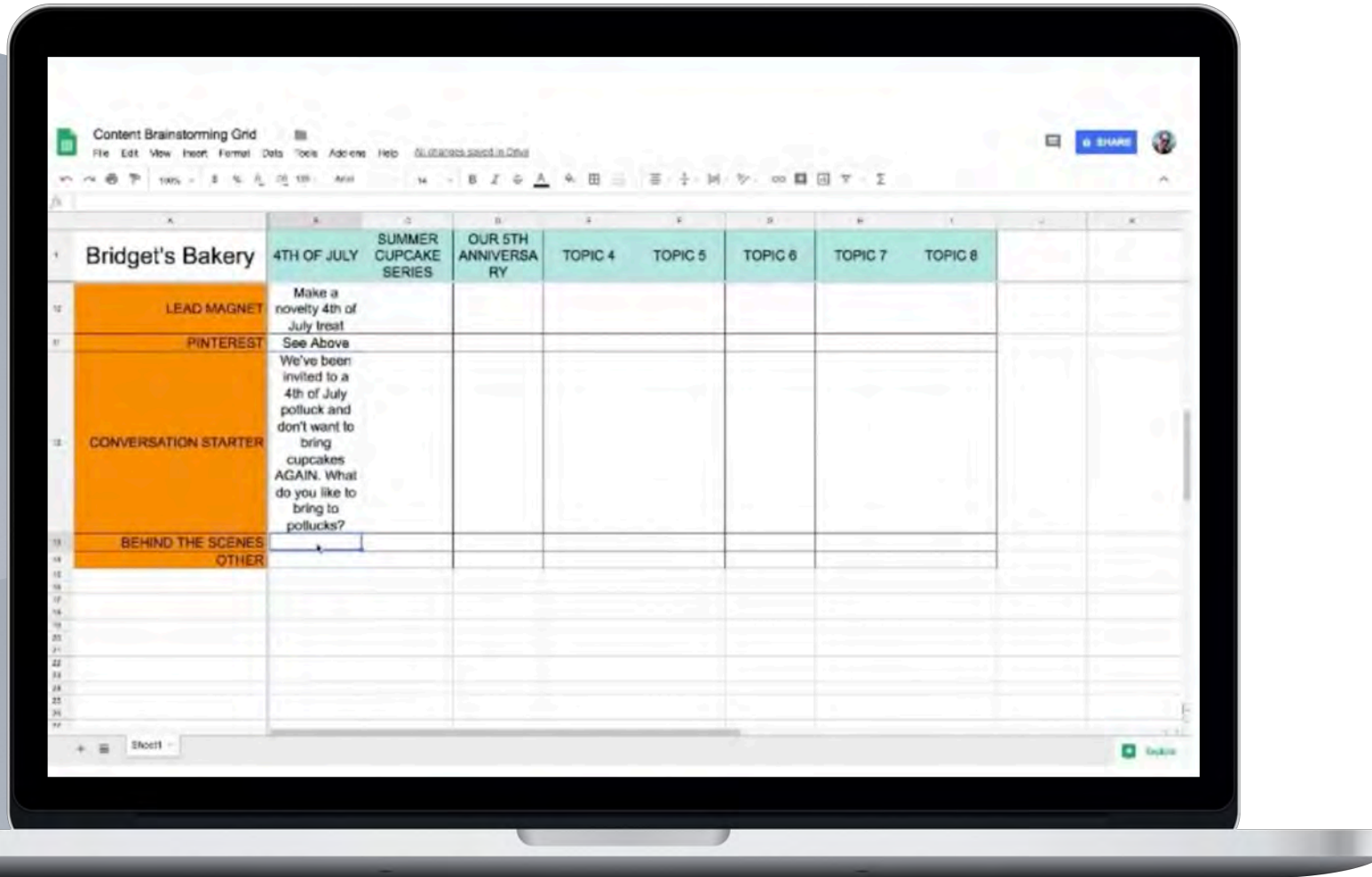
- Monthly specials
- New menu items
- Holiday specials
- Tips and ideas for holidays
- Weather and food



02 OPTIMIZING YOUR POSTS

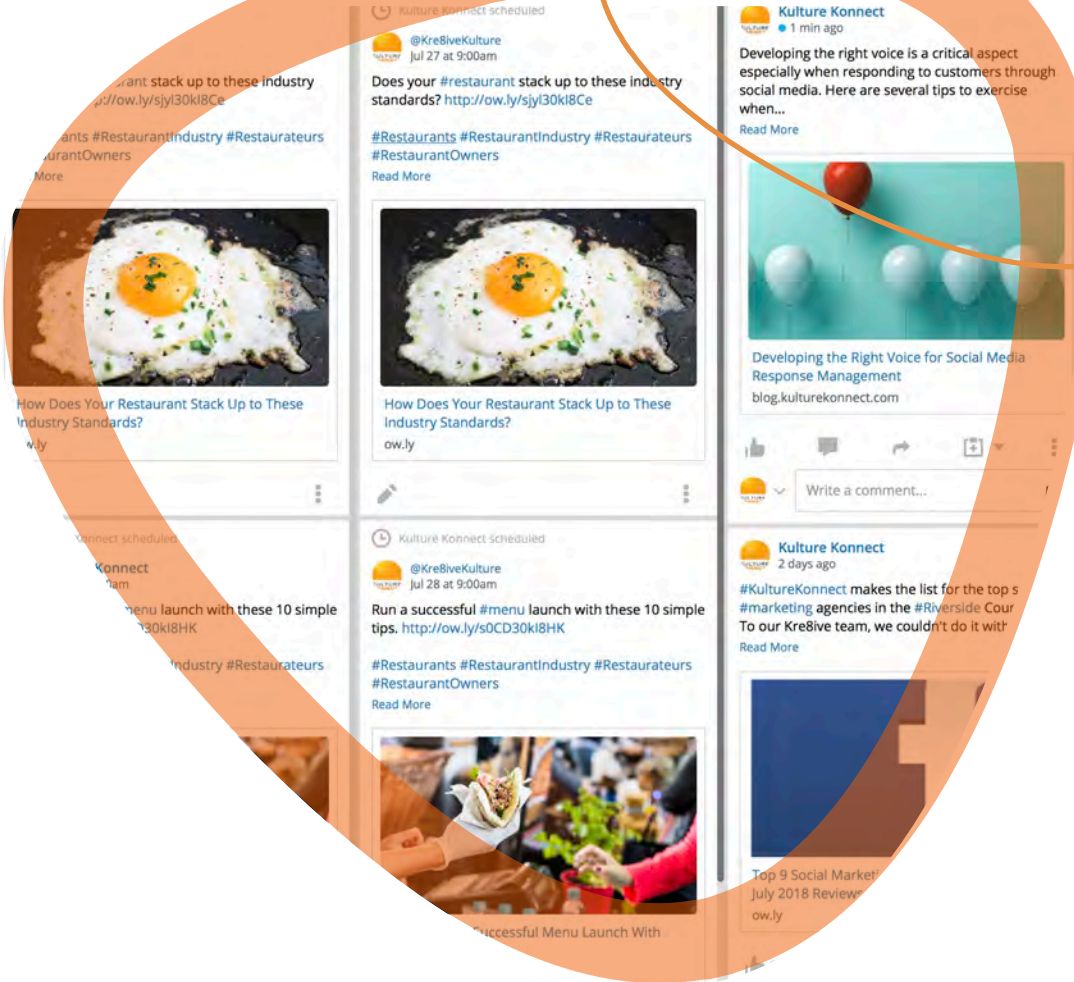
- ✓ What is the goal of this post?
- ✓ What is the audience?
- ✓ Does it fit your SM persona?
- ✓ Does it cause an emotion?
- ✓ Is it visually appealing?
- ✓ Will it be engaging?
- ✓ Is it interesting enough to share?
- ✓ When will you post it?
- ✓ Have you researched your hashtags?





03 PLANNING AHEAD

Idea Banks



03 PLAN YOUR CONTENT:

Content & Campaign Calendar Tools

- ✓ Hootsuite
- ✓ Buffer
- ✓ Sprout Social
- ✓ Google Sheets
- ✓ falcon.io

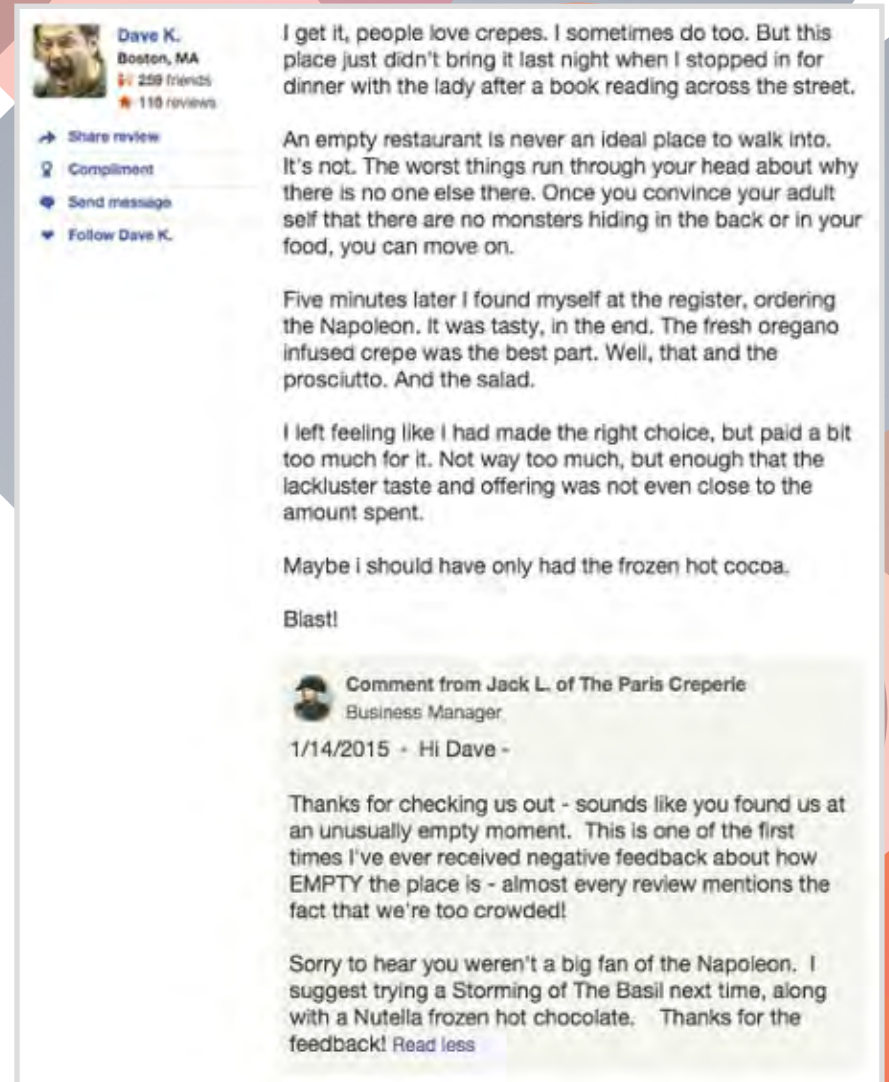
04 ENGAGEMENT

This is where many
brands stop.

DON'T!

✓ Don't just like and move on

✓ It is a two-way conversation



The screenshot shows a Facebook review by Dave K. from Boston, MA, who has 259 friends and 110 reviews. The review describes a disappointing experience at a creperie, mentioning that the restaurant was empty and the food was not up to par. The reviewer expresses frustration and suggests alternative items. In response, the Business Manager of The Paris Creperie replies, acknowledging the reviewer's feedback and suggesting a different menu item for their next visit.

Review by Dave K. (Boston, MA):
I get it, people love crepes. I sometimes do too. But this place just didn't bring it last night when I stopped in for dinner with the lady after a book reading across the street.

Response from Business Manager:
An empty restaurant is never an ideal place to walk into. It's not. The worst things run through your head about why there is no one else there. Once you convince your adult self that there are no monsters hiding in the back or in your food, you can move on.

Five minutes later I found myself at the register, ordering the Napoleon. It was tasty, in the end. The fresh oregano infused crepe was the best part. Well, that and the prosciutto. And the salad.

I left feeling like I had made the right choice, but paid a bit too much for it. Not way too much, but enough that the lackluster taste and offering was not even close to the amount spent.

Maybe i should have only had the frozen hot cocoa.

Comment from Jack L. of The Paris Creperie (Business Manager):
1/14/2015 - Hi Dave -
Thanks for checking us out - sounds like you found us at an unusually empty moment. This is one of the first times I've ever received negative feedback about how EMPTY the place is - almost every review mentions the fact that we're too crowded!
Sorry to hear you weren't a big fan of the Napoleon. I suggest trying a Storming of The Basil next time, along with a Nutella frozen hot chocolate. Thanks for the feedback! [Read less](#)

	December	January	February	March	April	May	June
Facebook (Total posts)	33	32	28	31	30	31	27
New Page Likes	37	67	30	28	21	28	28
Total Page Unlikes	37	40	27	39	50	44	23
Total Page likes	10011	10036	10038	10031	10014	9970	9974
Total Post Likes	250	1149	234	407	238	466	431
Total Comments	33	133	31	22	21	62	42
Total Shares	7	76	13	15	24	37	23
Total Other Reactions/Clicks	168	505	132	138	164	348	371
Total Reviews	8	13	11	13	18	24	6
Total Engagement	466	1876	429	608	476	913	867
Total Check ins	942	770	667	850	867	851	899
Total Unique Check-ins	690	580	535	641	596	643	645
Average Weekly Reach	4527	9951	7213	7555	2034	1965	1757
Average Weekly Engagement	1011	830	225	161	82	155	133
Response Management							
Facebook							
Replies	985	916	709	643	906	832	947
Mentions & Brand Alerts	10	12	7	13	11	17	11
Twitter							
Replies	45	40	55	19	11	34	68
Mentions/ Brand Alerts	30	18	35	14	16	7	26
Instagram							
Replies	57	63	57	72	47	59.2	113

05 MEASURE AS MUCH AS YOU CAN

Monitor daily/
weekly and
monthly

Quick Poll

How many social media accounts
does the average user have

3

4

4

6

7+

Answers

7.6

16-34 year-olds: 8.7

55-64 year-olds: 4.6

According to GlobalWebIndex

GROW YOUR INSTAGRAM AUDIENCE

WHAT WE'VE BEEN TOLD

- ✓ Post consistently
- ✓ Use hashtags
- ✓ Share user-generated content
- ✓ Rinse
- ✓ Repeat



THE SOLUTION

Drive real targeted followers to your Instagram profile

HOW:

Target:

- ✓ Niche Related Hashtags
- ✓ Your Competitors' Followers
- ✓ Influencers
- ✓ Geographic Locations
- ✓ Follows/Unfollows

3-MONTH COMPARISON

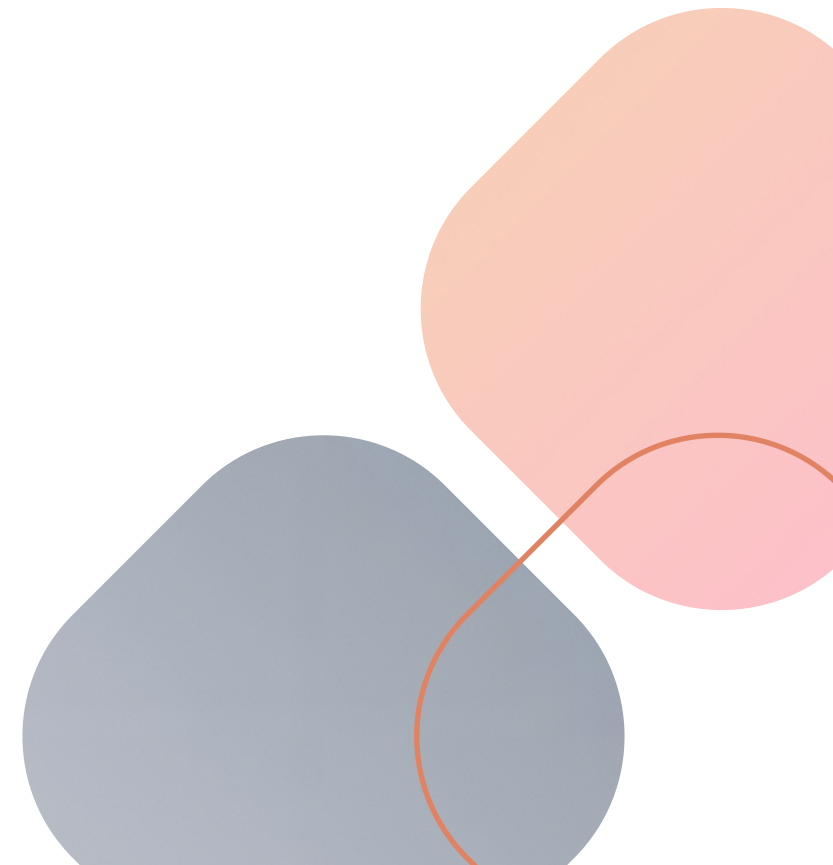
JUNE - STARTING NUMBER
jimmys_famous | Edit Profile | Settings
1,422 posts | 2,815 followers | 3,203 following

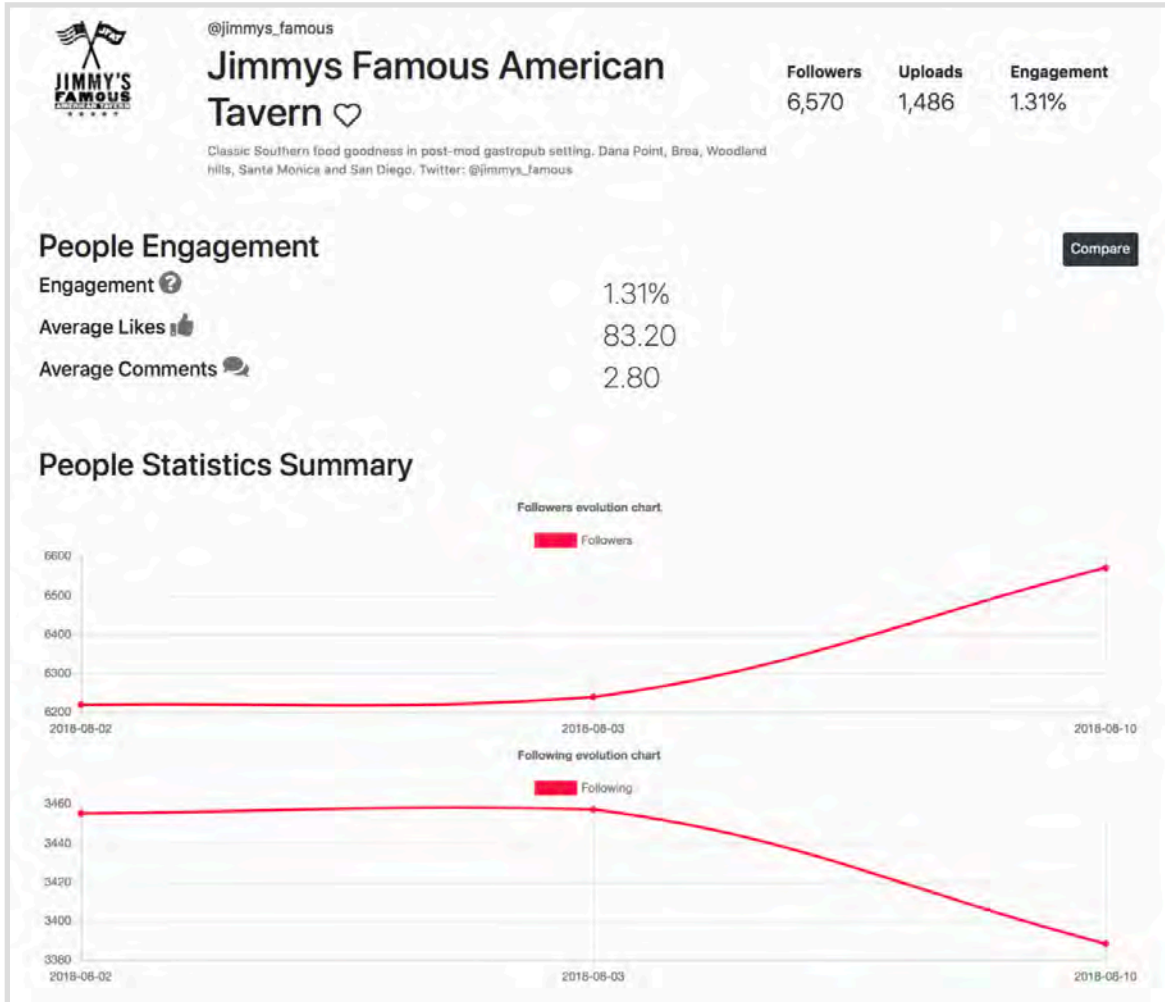
JULY - 1ST MONTH IMPLEMENTATION
jimmys_famous | Edit Profile | Settings
1,454 posts | 4,458 followers | 3,203 following

AUGUST - 2ND MONTH IMPLEMENTATION
jimmys_famous | Edit Profile | Settings
1,486 posts | 6,562 followers | 3,392 following

Jimmy's Famous American Tavern Classic Southern food goodness in post-mod gastropub setting. Dana Point, Brea, Woodland hills, Santa Monica and San Diego.
Twitter: @jimmys_famous
j-fat.com/reservations

Grid of food images: sliders, burgers, fries, pizza, and other dishes.






FOLLOWERS GROWTH

Account Stats Summary

Showing last 15 entries.

Date ⓘ		Followers	
2018-08-02	Thu	6,218	-
2018-08-03	Fri	6,239	+21
2018-08-10	Fri	6,570	+331
☰ Total Summary			+352

FUTURE PROJECTIONS

Time Until	Date	Followers
Current Stats	2018-08-10	6,570
30 days	2018-09-09	8,100
60 days	2018-10-09	9,630
3 months	2018-11-08	11,160
6 months	2019-02-06	15,750
9 months	2019-05-07	20,340
1 year	2019-08-10	25,185
1 year and half	2020-02-08	34,467
2 years	2020-08-09	43,800
 Based on an average of		+51 followers /day

FINAL THOUGHTS: DOS AND DON'TS

DO

- ✓ Act Human
- ✓ Relevant Content
- ✓ Be Honest
- ✓ Plan Your Goals

DON'TS

- ✓ Scam, Bait, Force
- ✓ Copy
- ✓ Ignore Your Analytics
- ✓ Repeat What's Not Working

REMEMBER! WRITE IT DOWN!

RESOURCES

kulturekonnct.com/graphic-design-inspiration/social-media/

THANK YOU!