

Social Media Best Practices

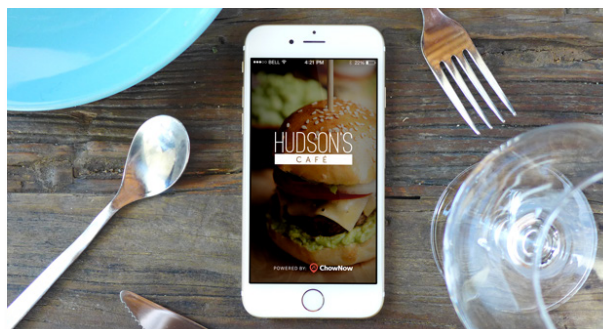
Consistently posting to your restaurant's Facebook, Twitter, and Instagram is a great way to engage your customers and drive orders. Follow these tips and examples for effective posting.

GENERAL MESSAGING GUIDELINES

- 1 Keep the post short and simple, and always include a call to action.** The customer should always know what you're promoting and how to get to it. Links should click through to online ordering or feature your text-in code for the app. Request these links from your Restaurant Success Manager if you don't already have them.
- 2 Include a photo.** It doesn't need to be directly related to your post, it just needs to be engaging! Ads with higher Click Through Rates (CTR) usually feature an appetizing or interesting food shot.
- 3 When posting, focus on either online ordering or app ordering.** Online ordering-focused posts receive higher CTRs amongst "boosted" Facebook posts.
- 4 Ask yourself: would you (as the customer) want to read this?** For greater engagement, try asking your customers a question, announcing exciting news, promoting a new menu item, or extending a special offer.
- 5 Frequency and consistency is key.** Did something you post receive a lot of engagement? Great! Keep the momentum going, and use the same voice when posting next time. Setting a schedule for yourself that you can break free from at times will help you keep your social media presence on track. (i.e. Posting every Mon / Tues / Fri).
- 6 Promote #OrderDirect.** We're on a mission to educate loyal customers about the benefits of "ordering direct" through your restaurant, versus portals that charge a commission on every order. Support the cause by using an #OrderDirect hashtag in your posts!

PROMOTIONAL MESSAGING GUIDELINES

- 1 Ensure the promotion is listed clearly towards the beginning of your post, and proper disclaimers are used.** Get 20% OFF your first order through our website. Valid on online and mobile orders through 12/31.
- 2 Capitalize promotional words like "FREE" and "OFF".** FREE garlic knots with your next online order this week!
- 3 Include a food photo or an engaging graphic that relates to your promotion.** See below.



Read on for posting tips for each social media channel, and examples!

Posting on Facebook

POSTING GUIDELINES

- 1 Out of all channels, Facebook allows for more space to be personal and speak directly to customers.
- 2 Always include a link or call to action when talking about your food!
- 3 Note that you cannot “boost” a Facebook post if more than 20% of the image is text. [Check your image here.](#)

SAMPLE COPY

1 Promoting Online Ordering

Hungry for lunch? We've added some new pizza specials to our online menu.
Order now: ordering.chownow.com/order/2274/locations

2 Promoting Online Ordering With A Deal

10% off all online orders, this week only! [#OrderDirect](#)
Order now: ordering.chownow.com/order/2274/locations
Valid through Sunday.

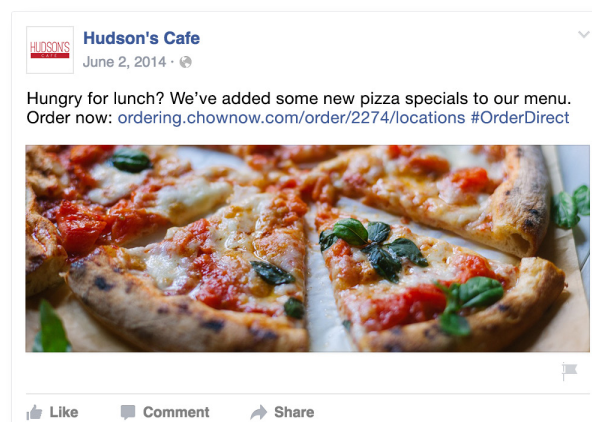
3 Promoting Apps

Order in a snap, try our new app! Text HUDSON to 33733 to download it now. [#OrderDirect](#)
By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase.

4 Promoting Apps With A Deal

Show us some love by downloading our app, we'll show you some love with \$3 OFF!
Text HUDSON to 33733 to download it now.
Valid on orders \$6+ thru 4/18. By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase.

SAMPLE POST



Posting on Instagram

POSTING GUIDELINES

- 1 Instagram post messaging doesn't allow for clickable links, but your bio does. Make sure your Instagram bio includes your website URL so that you can reference it within posts by stating "link in bio".
- 2 Instagram is all about photo and video sharing. The more engaging the content, the better. It's OK to post about food while talking about your app!

SAMPLE COPY

1 Promoting Online Ordering

If you think this burger looks delicious...why not get it delivered? Order online – link in our bio! [#OrderDirect](#)

2 Promoting Online Ordering With A Deal

Kick off summer the right way: with wings! We're offering 30% OFF all online orders this month. Click the link in our bio and get ordering!

3 Promoting Apps

Order in a snap, download our app! Text HUDSON to 33733 to download it now. [#OrderDirect](#)

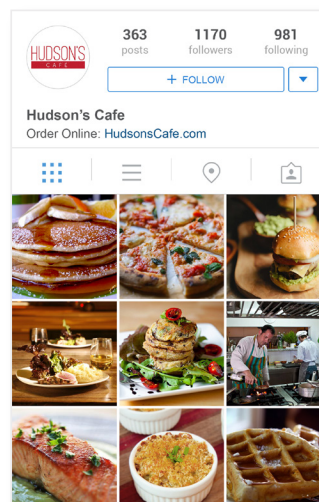
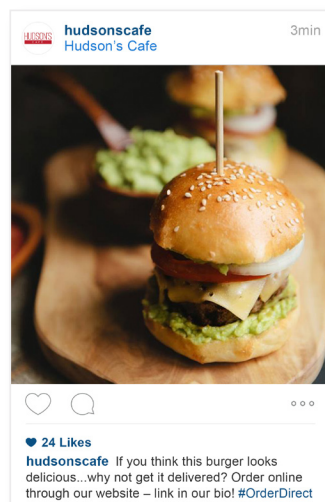
By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase.

4 Promoting Apps With A Deal

Get \$5 OFF when you order through our app! Text HUDSON to 33733 to download and start your order.

Valid on orders \$10+ for a limited time. By participating, you consent to receive text messages sent by an automatic telephone dialing system. Consent to these terms is not a condition of purchase.

SAMPLE POST



Posting on Twitter

POSTING GUIDELINES

- 1 Make use of your “linksense” link on Twitter (hint: This is the link you get when you text your restaurant keyword in to 33733. It will direct a customer to your web ordering or your app based on the device they’re using! Ask your Restaurant Success Manager if you can’t find this link.)
- 2 On Twitter, each character matters (Twitter’s limit is 140 characters). Keep messages short and sweet, and post regularly for more views.

SAMPLE COPY

1 Promoting Online Ordering

Satisfy that lunch craving. Order online now: lksn.se/HudsonsCafe #OrderDirect

2 Promoting Online Ordering With A Deal

This month: 30% OFF all online orders! Get ordering: lksn.se/HudsonsCafe

3 Promoting Apps

Craving an easier way to order? Download our app here via mobile: lksn.se/HudsonsCafe #OrderDirect

4 Promoting Apps With A Deal

\$5 OFF your next app order \$20+! Visit lksn.se/HudsonsCafe from your mobile phone to download now. Valid thru 4/18.

SAMPLE POST

