
This Social Media Toolkit is designed to provide you with imagery, copy and best practices that can help to promote and manage your business on social media through COVID-19 pandemic.

It's important to engage with your customers where they are, and right now your guests are online.

Social media can help you to:

- Be responsive and virtually interact with new and existing customers in a personal and transparent way.
- Answer customer inquiries about your business operations and support.
- Stay connected with your employees and your updates.
- Stay connected with your current guests and engage new customers.
- Share photos, promotions and updates.
- Share alternative services such as take-out and delivery.
- Make sure you're top-of-mind when they're looking for their next place to dine out or purchase gift cards.



Social Media Basics



Social media sites and applications allow users to make connections, share content and interact online. Though there are dozens of social media options, this guide will focus on the three most often used by businesses.

What's important to remember is the basic purpose of social media:

Communication

The tone of your posts should reflect the commitment of your restaurant to keep your diners safe and informed through transparency and authenticity.

Connection

Use social media to listen to and address concerns. Don't just broadcast. It's a tool for conversation and building relationships with your guests and potential customers. Stay true to the voice of your restaurant.

Community

Engage your guests, your local community and business partners. Get their feedback and ask them questions about their expectations and their sentiment about the situation.



Facebook is the world's largest social network.

If you only use one social media site, Facebook is probably the best use of your time.



Because tweets are limited to 280-characters and the feed is constantly updating, Twitter is ideal for sharing real-time content.

Twitter is great for customer service and networking in your community and industry.



Instagram is a platform that focuses on storytelling through images and short-form videos.

Instagram is most often accessed on mobile devices and users can tag photos at specific locations.

Regular posts are essential. If you're worried about the time it takes to manage social media, apps like Buffer and HootSuite allow you to schedule posts in advance so you can stay relevant in followers' feeds—without spending all day checking your pages.

Facebook, Twitter and Instagram all have dedicated sites for businesses, which help you get the most out of your social accounts.

Facebook for Business: <https://www.facebook.com/business/>

Twitter for Business: <https://business.twitter.com/basics>

Instagram for Business: <https://business.instagram.com/>

These guides help you advertise. Sponsored posts are an effective method of increasing your reach and cutting through the clutter to connect with your audience.



Best Practices



66.9% of Americans use Facebook regularly. The U.S. is the country with the second-most Facebook subscribers.

Around seven-in-ten U.S. adults (69%) use this platform. 96% of Facebook users accessed via mobile devices in 2020.

Character Limit:

400+ characters allowed before Facebook cuts off the text and prompts the reader to click “see more” to continue reading.

Facebook Best Practices

- Challenge yourself to tell a story in a simple sentence or two. You can't do it for every post, but when you can, it will stand out.
- Include media when possible; posts with photos or videos perform best.
- Recommend posting 3-5 times a week and no more than 2x a day.
- Make sure you have more than one admin on your business page to have a continuous rotation of updates.
- Facebook ranks first promoted posts and limited the reach of page content that isn't sponsored. Paid promoted posts allow you to reach more people and target posts to users based on their geographic location, demographics and interests.
- Regular posts are essential. If you're worried about the time it takes to manage social media, apps like Buffer and HootSuite allow you to schedule posts in advance so you can stay relevant in followers' feeds—without spending all day checking your pages.
- According to Facebook, videos on Facebook Live are watched three times more than pre-recorded videos. Your business can take advantage of this by hosting live chats or behind the scenes at your establishment.
- Try highlighting your best customers and reply to comments.
- Your customers and followers are looking for a connection and are more likely to engage with a post that feels personal.



22% of U.S. adults use Twitter. There are 48.35 million monthly active Twitter users in the US.

Roughly 42% of Twitter users are on the platform daily.
80% of Twitter users are affluent millennials.

Character Limit: 280

- You can shorten and track links to help fit within character counts with a service such as bit.ly.

Tweet Best Practices:

- Tweet engagement decreases after posting more than 3 times in a day.
- You can pin a tweet to the top of your feed to temporarily highlight important information. Ongoing promotions or extended hours, for example.
- Tweets can be easy to miss—that's the nature of Twitter. Twitter's strength is in interacting with guests who @ mention you or reply to your tweets. It's a direct line to your customers. Ask your audience to retweet or favorite your post and you will increase your engagement rate.
- Using actionable words such as "download", "free side", and "sign up now" are shown to increase the number of clicks your tweets receive.
- Early bird hours are better for clicks while evenings and late nights are more optimal for favorites and retweets.
- Personalize trends based on your location and who you follow. This will help you to keep up with the pandemic updates.
- Share content that inspires conversation.
- Drive traffic to your website by adding links to your website in your tweets.
- Host a TweetChat. You'll need to choose a topic, set a time and date for the chat to occur, and create a hashtag for the chat. You can share this information with your followers in a tweet, on your website or, in your Twitter bio.
- Search Twitter to find the latest news and world events faster. Find popular hashtags for food industry topics.



37% of U.S. adults use Instagram and the United States has the most number of Instagram users.

120.7 million Instagram users are from the US.

73% of U.S. teens say Instagram is the best way for brands to reach them about new products or promotions.

Character Limit: 2,200

- Although you have up to 2,200 characters in your Instagram captions, it will get truncated after 125.
- No links are allowed in the captions, but you can link to your website in your profile <link in bio>.
- Instagram hashtag limit: 30 hashtags
- Instagram bio character limit: 150 characters

Instagram Best Practices:

- Emojis are a great way to add personality but should not be the primary form of content.
- Business that post daily see the highest engagement.
- Repost content from your customers. Simply ask the guest if you can reshare by commenting or direct messaging them, they feel special and you get a photo!
- Stories let brands share quick updates to quickly engage with their audience without creating an entire Instagram post.
- Use polls in Stories when appropriate to gauge feedback from your audience.
- Tag your Stories with their appropriate location, and your post may be added to the location's Story.
- You can cross-post all of your Instagram Stories directly to Facebook Stories.
- Create FOMO fear of missing out—by sharing time-sensitive deals and specials to your Instagram Story.
- You can add hashtags to your Instagram Stories using the hashtag sticker or by typing it into a text sticker.
- IGTV is Instagram TV; an app from Instagram exclusively for portrait or vertical mobile videos. Videos must be at least one minute long. The maximum length of your video can be 15 minutes when uploading from a mobile device or 60 minutes when uploading from the web.

Hashtags are:

- A quick way to link to other content about a subject and engage in larger conversations.
- A great way to build your restaurant's brand, boost your services, offers and promotions and keep in touch with your audience.
- Clicking or tapping on a hash tagged word in any message shows you other Tweets or posts that include that hashtag.

#TIPS.....

- # Keep hashtags short, unique and ownable. For example, using #food, you wouldn't be able to find which tweets came from your customers.
- # Using hashtags in your social media posts can greatly increase awareness and engagement.
- # Hashtags turn topics and phrases into clickable links in your posts on your Facebook Page.
- # Use caution when hopping onto other trends that may not match your tone or might communicate an unintentional message.
- # To view a hashtag search result on Instagram, tap on the search icon and type in the hashtag you want to look up in the search bar.
- # For IGTV, you can use up to 30 hashtags in the description of your video.
- # Hashtags may be added in a comment (or several comments) after posting.
- # Numbers are allowed in hashtags. However, spaces and special characters, like \$,-, or %, won't work.
- # Whenever there's a trending topic or hashtag within your industry's circle on social media, take note of that. You can use that hashtag to increase your restaurant brand awareness too.
- # Trending Coronavirus COVID-19 hashtags are: [#coronavirus](#) [#covid](#) [#covid19](#) [#viruses](#) [#covid_19](#) [#virus](#) [#socialdistancing](#) [#hygiene](#) [#donttouchyourface](#) [#diseaseprevention](#) [#safetyfirst](#)
- # Trending Coronavirus COVID-19 hashtags for food industry content are: [#takeoutfood](#) [#togofood](#) [#restaurant](#) [#restaurants](#) [#cheflife](#) [#chefsofinstagram](#) [#chefstagram](#) [#chefsofIG](#) [#kitchenlife](#) [#sanitation](#) [#foodsafety](#) [#foodservicestrong](#) [#foodhandling](#) [#fooddelivery](#) [#menu](#) [#menuinspirations](#)



Facebook post:
940 x 788 px

Facebook 1:1 post:
1080 x 1080 px

Facebook cover:
820 x 312 px

Facebook Ad:
1200 x 628 px

Facebook video:
800 x 800 px

Max video size: **4GB**

Max video length: **240 mins.**
Video thumbnail image no
more than **20% text**



Twitter post:
1024 x 512 px

Twitter header:
1500 x 500 px

Twitter video:
720 x 720 px (square)
1280 x 720 px (landscape)
720 x 1280 px (portrait)



Instagram post:
1080 x 1080 px

Instagram story:
1080 x 1920 px

Instagram video length:
60 secs.
Maximum video: **1080 px**
width x 920 px tall



Please contact us at marketing@ncwedd.com if you have any questions or need assistance with your online social media content.

Our Mission

“To foster an innovative and resilient economy for North Central Washington’s Businesses, Workers, and Families”

We are here to help
www.ncwedd.com
www.supernovabl.com
#backingsmallncw