



**KITCHEN INTELLIGENCE**  
FROM SHAMROCK FOODS®

# SOCIAL MEDIA: AN ESSENTIAL TOOL

Social media, if used correctly, is a powerful tool to strengthen relationships with current customers, find new customers, and increase revenue while building a brand. Follow these tips to select the best platform, set up an effective profile page, build out engaging content, and drive action that converts to purchase

## Getting Started

- Facebook and Instagram are the two social media platforms with the highest daily penetration of U.S. Adults. 83% of social media users are on Facebook and 74% use it every day – the highest daily usage of any platform. Instagram daily logins are second to Facebook at 63%. It is recommended to use both platforms for maximum reach.
- Use social media in tandem with a website, email and other marketing strategies.

## Setting Up a Profile Page

- Ensure you set up a business profile
  - With a business profile you'll have access to business features and insights
  - Business profiles are also needed to put any marketing dollars behind paid ads
- Include your website in the URL section of your profile
- Make sure your username and handle are clear and concise. If you have multiple locations under the same brand, use the same profile – it helps to leverage the overall reach.
- Your profile image should be easily identifiable during a scroll
  - Nothing with too much detail, logos are usually the best bet

## Setting Up a Profile Page *continued*

- Consider your header image your billboard
  - Swap it out to highlight promotions, events, product news or just to keep things fresh
- Ensure your profile is fully filled out
  - Include contact information, menus, click-to-order – the fewer clicks the better
  - Add a cuisine type and any other helpful information
- Use your bio to let people know what makes you special and what you want to draw attention to right now

## Building Out Engaging Content

Create messages and content to engage and inform the audience.

- Show off some of the increased safety and sanitation protocols you've implemented for in-house dining, and the measures you're taking to keep the environment safe
  - For example, show table spacing or setting up a socially distanced to-go area
- Feature offers and LTOs and make no doubt about the fact that the restaurant is open for business. Feature takeout, delivery and highlight how to make reservations.
- Use photos and videos to receive much higher engagement than text alone
- Insert your brand into the conversation by using some local, trending hashtags e.g. #takeouttuesday, #supportlocal
- Experiment with posting frequency and time – look at 3-10x per week on each platform to see what works for the audience
- Listen to what your audience is saying – just be sure any community management response are set within the tone of your brand

## Drive Action that Converts to Purchase

Create messages and content to engage and inform the audience.

- Show off some of the increased safety and sanitation protocols you've implemented for in-house dining, and the measures you're taking to keep the environment safe
- Support content with paid advertising to drive action
  - Set up ads to boost posts, encourage likes on your page, or as a standalone ad that drives to either online ordering or a menu page
- Define your target audience in ads by narrowing down to an age, a location, and likes and preferences
- Capture email addresses – either through the social platform itself or through an online ordering tool

For more information on how to use social media for your restaurant, visit [shamrockfoodservice.com](http://shamrockfoodservice.com).

