

GET  **social**

**A Guide to Using Popular Social Media
and Review Sites for Your Restaurant**



MAINES

PAPER & FOOD SERVICE, INC.



Twitter is an online social networking site that opens a window for restaurants and their customers to communicate back and forth sharing new information.

How to Create a Profile:

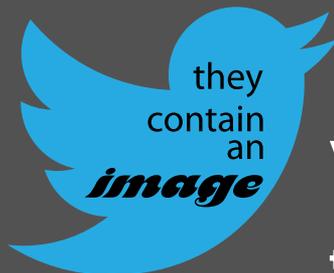
To start using Twitter, log on to twitter.com or download the Twitter app on your smart device.

- Enter your **full name**, **email address**, and a **password** in the sign up box.
- Click **Sign up for Twitter** and select a **username** (usernames are unique identifiers on Twitter) — type your restaurant name if available or a name that is still related to your restaurant. Your new Twitter name will be prefaced with an @ sign. Ex. @NameofRestaurant
- **Double-check** your name, email address, password, and username.
- Click **Create my account** and Twitter will send you a **confirmation email**.

Tips for Getting Started:

- Create a list of all the topics you want your restaurant to tweet about – restaurant news, blog posts, important announcements, special offers, pictures of your food and more. Then make a calendar to help guide your tweets.
- Be sure to upload a relevant profile picture and header photo, this way customers can recognize and follow your restaurant. Try using your logo or a picture of your restaurant as a profile picture.
- Fill in your **bio**. with a short blurb describing your restaurant and the dining experience. Don't forget to add a link to your website.
- Begin **following** accounts that are of significance to your restaurant (customers, local businesses, colleges and food distributors). Following means you'll be able to view those users' **tweets** on your Twitter homepage. You can **unfollow** users at any time.
- Search your restaurant's name in the search bar. Retweet or reply to any customer's tweets that you were mentioned in. This will help you gain followers quickly.

Tweets are
5X more
engaging
when



vs. just



text

Best Practices:

Strive for Quality over Quantity

Creating tweets with high quality content helps your restaurant's followers avoid information overload and increases your pages value. Stick to tweeting content that is restaurant relevant. Avoid tweeting about controversial topics such as religion and politics. Your goal is to engage with your customers and increase awareness about your restaurant.

Craft Your Tweets Well

All tweets have a maximum of 140-characters to help promote microblogging. It is okay to use abbreviations '&' symbols in your tweets to save space. However, there isn't a Twitter excuse for bad grammar, be sure to proofread every tweet. If you want to reply to a user's tweet, be sure to click **reply** or include @username in your tweet. If you don't, chances are that user will not see your reply.

Use #Hashtags Wisely

A #hashtag allows you to take a word or phrase preceded by a hash or pound sign (#) and is used to identify messages on a specific topic. Ex). #MainesFoodShow
You can then click on that hashtag and view other user's tweets that used the same #hashtag. You can use popular #hashtags to gain new followers or get creative and makeup your own.

Plan Your Tweets

Use tools such as HootSuite or TweetDeck to manage Twitter activity and to schedule tweets in advance. Only schedule tweets when content is not time sensitive. Other than that, tweet spontaneously when you want the content to appear so, such as a surprise coupon or special.

Now It's Time to Tweet

Add photos to your tweets! Catchy words are great, but let's face it, everything looks better with visuals. With images and links embedded in your tweets you can experience higher clicks, retweets (shares), and favorites.

Check out our Maines tweet utilizing #hashtags, a @mention, and a link.





Instagram is a photo and video sharing social network service that allows the restaurant industry to share pictures of their dishes, venue and recipes on a variety of other networking sites.

How to Create a Profile:

To start using Instagram, you'll first have to download the app on your smart device.

- Once the app is installed on your device, tap the icon  to open.
- **Register** by creating a username and password and fill out your profile information.

To update your profile information later on:

- Go to your profile by tapping . Tap **Edit Your Profile**.
- Change/update your information as needed.
- Tap **Done** (iPhone), **Save** (Android) or the check mark (Windows Phone).

(You can access your account on the web by going to [instagram.com](https://www.instagram.com) and logging in with your Instagram username and password.)

Tips for Getting Started:

To post your first Instagram photo:

- Tap  at the bottom of the app to start taking and sharing your photos. Once you've taken a photo or selected one from your photo library, you can add effects or filters.
- On the screen you see after choosing a filter, type your #hashtag in the **Caption** field (example: #dinner)
- Tap the video icon to record video.
- **Cancel** will close the camera and bring you back to the last tab you were on.
- Connect your Instagram account to Facebook and Twitter accounts! When you publish a photo via Instagram, you can choose to publish that same post on your other social media sites by clicking the share icons before publishing.

Strut Your Stuff

Restaurants can display features, specialties, menu items and services in a visually dynamic way. These mouth-watering pictures can draw potential customers in. Don't forget to share the pictures in your restaurant's Facebook and Twitter pages to reach a larger audience.

Go Behind the Scenes

When you share some photos that offer a behind-the-scenes look at your business, they can go a long way toward building a sense of rapport and familiarity between your business and your customers. This is one of the most powerful aspects of social media. A photo of a chef preparing your signature dish from the perspective of an "insider" can fascinate customers. With proper planning and a little creativity, Instagram can become a huge asset for your business.

Customer Participation

The door is wide open for customers to take their own pictures of your restaurant. Encourage customers to share pictures of their experience at your restaurant by making signage and sharing your Instagram username. Even create a specific #hashtag that you want customers to use so that you can view their photos later on.

Use those #Hashtags

Just like on Twitter, it's important to use #hashtags in your Instagram posts. This helps your posts reach a larger audience and shares your restaurant's personality.

Instagram
engagement is

15X

greater than Facebook 





Foursquare is a free app for smart phones that allows users to share their location, visited places and also, local restaurant deals, reviews and recommendations.

How to Claim your Review Site:

To start using Foursquare, log on to foursquare.com/signup or download the app on your smart device.

- Enter your **full name**, **email address**, a **password**, and your **date of birth** into the sign up boxes.
- After creating your account, search for your business in the search bar.
- Click the **Claim Venue** link (pictured) to start the verification process. You'll have to provide your restaurants' contact information. Foursquare will call and verify that you are the owner.

Tips for Getting Started

- After claiming your restaurant, you will be asked to provide your website's URL, and as much information as possible.
- FourSquare allows you to add restaurant deals and specials, checking your analytics, and a whole lot more.



TripAdvisor is the world's largest travel site that provides directory information and business reviews with over 260 million travelers visiting their page each month.

How to Claim your Review Site:

To start using TripAdvisor, log on to www.tripadvisor.com/GetListedRestaurant or download the TripAdvisor app on your smart device.

- Enter your **full name**, **email address**, a **password**, etc. into the sign up boxes
- Complete the listing information of your restaurant and click submit



70%

of consumers
consult reviews
Before
purchasing from a
Business

72% online
of people trust **reviews**
as much as
Personal Recommendations



Google + Business allows owners to claim their business online in the google search engine. Customers can publicly write reviews, give recommendations and view restaurant information.

How to Claim your Review Site:

- Go to www.google.com/+business/ and click **Get Your Page**.
- Select local business or place and log into a Google account. If you don't have a Google account, they are simple to set up. You can use the same log in you use for Gmail, YouTube or any other Google Services.
- Fill in the business details and click **Locate**. You should now see your restaurant's listing(s). Choose the verified listing on Google Places and click **Ok**.
- You'll be asked to fill in all of your restaurant's information.
- Next, click on the **Verify Now** button to confirm the Google+ Business page.



Yelp is a popular review site that allows restaurant accounts to share information with the community of users.

How to Claim your Review Site:

- Go to yelp.com and search for your business through the navigation at the top of the page.
- Click on your restaurant's profile page.
- Then click on the link asking **Is this your business?** or **Manage this page**.
- You'll be asked to fill in your restaurant's information which is then followed by an automated phone call to verify that you're the owner.

GOOGLE +

YELP

Review Site Best Practices:

Make Sure Your Information is Accurate:

After you claim your restaurant on a review site, you control all of the business information that is posted. You'll want to go through this list to make sure all of your information is correct. Complete your profile by sharing information that will make your restaurant stand out and that you would like viewers to know before dining with you. Update your hours of operation and add a link to your restaurant's website. Make sure your contact information is the same across all your review site profiles. Maintaining profile consistency across diverse online directories will boost your local SEO efforts.

Share Your Online Presence with Images and Widgets:

If you're using Facebook, Twitter or other forms of social media, share your review site information with your fans and followers. Have a restaurant website? Add review site widgets to your page to give your restaurant more credibility and allow potential customers to easily access independent reviews. Consider adding photos and videos to your review sites, like Yelp. Customers enjoy seeing visuals of the restaurants they are considering. The more photos you upload of your restaurant the more appealing it will be to review site users.

Listen, then Respond:

We all know it is impossible to receive a 5-star review from every customer that walks through your doors. Knowing how to respond to their negative reviews and suggestions is what will make claiming your restaurant online worth it. Try to acknowledge as many customers reviews as possible whether it's through a public post or a private message. Be sure to always thank them for sharing their dining experience and if there was a problem, offer a solution and share your policies.

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