



Social Media Toolkit

Best Practices During
Coronavirus COVID-19
Pandemic

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

It's important to engage with your customers where they are, and a majority of 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.
- Get guests to feel safe at your facilities and enjoying their dining experience.
- Create confidence in eating at your dining room and enjoy favorite food.
- 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.



Social Media Basics



What is social media?



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 restaurants.

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.

Which sites are right for you?



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.

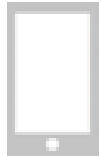
73% of U.S. teens say Instagram is the best way for brands to reach them about new products or promotions.

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.



Pick your platform

- Facebook, Twitter and/or Instagram.
- Note: Facebook and Twitter may be updated on desktop or mobile. Instagram posts must be made within the mobile app.



Pick the type of content

- You can drive guests to your restaurant through social media offers and by sharing your sanitizing and food handling practices.
- The following pages include suggestions that you can customize for your restaurant. Focus on one message at a time and include photos and/or videos of your establishment and staff-authenticity equals credibility!



Pick your message

- Choose an image and caption to post. We've provided several options on the following pages.
- Tweak your message to reflect your business operations and how important is for you to make your customers feel safe and comfortable.
- Double check for accuracy, spelling, correct links, etc.



Share restaurant services during the pandemic

- Days and hours of operation
- Limited time offers
- Meal plans/bundles
- Special delivery and take-out
- Special restaurant accommodations
- Provide FAQ's
- Safety practices and notices



Tie in to local engagement and partnerships

- Provide all information about your third-party delivery or pick-up partnership service.
- Partner with other businesses for a neighborhood promotion during these times.
- Highlight community resources.



Highlight current food trends and new menu options

- Share menu options of healthy food and the benefits for strong immune systems.
- Display food that promotes well-being.



Show behind the scenes of your restaurant

- Share pictures of your proactive measures and sanitary practices.
- Profile what servers and staff are doing to support.

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 hashtagged 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](#) [#limitedoffer](#) [#menuplan](#)



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

#TIPS

- You can post a landscape image in a 1.91 to 1 aspect ratio, which is exactly the same as a Facebook link preview image. So there's cross-platform compatibility with Instagram and Facebook Ads.
- Use PNG high-quality images or JPEG small file size.
- Video formats are .MP4 or .MOV
- Use social media tools like Canva, Adobe Spark, Venngage, Pablo by Buffer, Desynger, Snappa, Gravit Designer to use social media templates.
- Choose simple food photos: clear, colorful and appetizing. Change up the point of view by taking photos from the perspective of a diner. Overhead beverage photos are also popular on Instagram. Natural light is best—avoid fluorescent lighting when possible. Turn on your camera's grid and remember the rule of thirds. Don't forget the human element for added authenticity.



Sample Posts



Drive Traffic



Show Your Staff Support



Share Your Values



Share Your Practices



Share Information



Promote New Menu



Sample Posts



Promote Your Services



Share Your Commitment



Drive Traffic



Sample Posts

Share Your Practices



Show Your Dining Room



Share Your Values



..... Twitter



We understand the uneasiness everyone is feeling during these trying times so we would like to share how we are taking steps in our establishment in order to provide you with a safe dining experience. [\[include a video from your staff showing best practices\]](#). [\[204 characters\]](#)



PLACE ONLINE ORDER, CURBSIDE PICK-UP – The safety and well-being of our customers is important to us. We offer online ordering for curbside pick-up. We'll do what it takes to get your order processed quickly and warm! [\[221 characters\]](#)



We take the safety of our diners and employees seriously. We're following strict public health guidelines by frequently wiping down and sanitizing surfaces, as well as providing guests with sanitation products when in our establishment. [\[239 characters\]](#)



Dine-in or take-out with confidence! We have taken extra preventative steps to address any concerns and doubts you may have to ensure your dining experience is safe and comfortable. Your patronage is very important to us. Thank you! [\[236 characters\]](#)

Facebook



Please ask for our take-out and delivery options, as we have you covered. Our professionally trained staff is working tirelessly to ensure your safety and well-being is top priority, as well as ensuring you're enjoying your favorite food at home!



In times like these, we guarantee we have your well-being top of mind while dining in our establishment. With continual sanitation of all high touch surfaces including seats, tables, menus, pay pads and more, we want to ensure your experience with us is a safe one.



As part of our commitment to our guests, we ensure health practices are being followed by our whole team like, frequent disinfecting surfaces and hot spots, door handles and other high touch areas.



We have increased the cleaning schedule and will continue to implement best practices for sanitation and cleanliness within our locations to provide a healthy and safe environment. You can enjoy your dining experience with confidence.

..... Instagram Feed



Thank you for your visit! We appreciate your loyalty and support during this time! [\[Photo of customer dining\]](#) We have worked hard to promote the best quality of service and to ensure our work stations are sanitized for your safety.



Our highest priority is the health and safety of our guests by reinforcing standards and operating procedures for food safety and personal hygiene to ensure our guests enjoy a safe dining experience!



Because we care about our guests, we have adapted our menu offerings with new and innovative options that help promote your well-being. Take a look at our delicious inspiration from our chef. Ask about our delicious meal bundles today!



Our top priority is, and always has been the health and safety of our team and our customer community. To ensure you feel comfortable while visiting us, we have put in place extra measures for you to keep enjoying your favorite food!

..... Instagram Story.....



[FREE LOCAL DELIVERY] Visit us and ask about our special limited time offers! In response to the recent pandemic, we have taken extra steps to ensure our customers and employees feel safe. We care about the well-being of our customers and community.



[MENU IDEA] Pair a fresh grilled chicken salad for a healthy boost. Come and visit us today, the health of our customers is our number one priority!



[KEEP CALM & LOVE FOOD] In support of our community, you won't see any price increases from us so that you can continue enjoying the foods you really love!



[FREE LOCAL DELIVERY] We're offering free local delivery through the end of March so you and your loved ones can keep enjoying your favorite meals! Visit our website for full details.

Suggested hashtags (Twitter, Facebook, IG): [#coronavirus](#) [#covid](#) [#covid19](#) [#viruses](#) [#covid_19](#) [#virus](#) [#socialdistancing](#) [#hygiene](#) [#donttouchyourface](#) [#diseaseprevention](#) [#safetyfirst](#) [#syscofoodie](#) [#takeoutfood](#) [#togofood](#) [#restaurant](#) [#restaurants](#) [#cheflife](#) [#chefsofinstagram](#) [#chefstagram](#) [#chefsofIG](#) [#kitchenlife](#) [#sanitation](#) [#foodsafety](#) [#foodservicestrong](#) [#foodhandling](#) [#fooddelivery](#) [#menu](#) [#menuinspirations](#) [#limitedoffer](#) [#menuplan](#)