


SOCIAL MEDIA SURVIVAL GUIDE



 46 COMMENTS

 76 LIKES

 132 POSTS

 AVERAGE RATING

 9.3 AVERAGE RATING

SOCIAL MEDIA DOS & DON'TS



f 322 COMMENTS
@ 157 LIKES
t 293 POSTS
P 726 FOLLOWERS
@ ●●●●● AVG RATING

INTRODUCTION - STAY CALM

Social media is the wild west of customer contact where literally anything can & will happen. Here are some general principles to remember when navigating social.

DO:

BE POSITIVE

Even when someone else isn't. Sometimes people will have an axe to grind, or just be plain rude. It doesn't help you or your brand by going down that path. Responding to negativity with gratitude will almost always pay off in the long run.

LISTEN

It's easy to forget something so simple. Social media is not just for talking to your customers, but perhaps more importantly, listening to them. Hearing what they are saying and responding is a great way to establish a relationship.

BE AUTHENTIC

Social media started as a better way to keep in touch with friends and family. Your customers should be treated no differently. Show them who you are, what you value, and keep things conversational.

DON'T:

COMPLAIN

Never post negative comments about competitors. In fact avoid posting negative sentiments all together. Every online action can be traced right back to your brand, so keep your messaging positive and accurate.

ABUSE HASHTAGS

While hashtags can be a great way to keep your social posts aligned with relevant interests and trending content, don't create hashtags for the sake of creating them. No one likes "hashtag soup."

FORGET TO PROOFREAD

If you want to look silly quickly, there's no better method than shoddy grammar and misspellings. Just because it's only 140 characters, doesn't mean you should abandon basic writing principles.

5 STEPS TO SUCCESS

STEP 1: GET CONNECTED

AVERO PRO TIP: STOP CYBERSQUATTERS

While there are laws to protect against this, it's important to get your social handles claimed as soon as possible to prevent someone from grabbing them first and trying to sell them back to you later.



ACCOUNT SETUP

Use your business email account to set up your brand page rather than connecting your personal Facebook account.

USERNAME & PHOTO

Using the same logo or icon you use on your Facebook and Twitter accounts is a good strategy. For a cover photo, either upload one from your gallery or take a picture with your phone. Avoid importing from Facebook as it will also import your personal account info.



COVER IMAGE

This image should be eye catching and relevant. Also make sure to add a call to action

button to your cover photo to drive traffic to your website or email list sign up page. Don't be afraid to update your cover photo continuously to keep the look fresh, or promote an upcoming event.

PROFILE IMAGE

Your company logo or icon is the best choice to put here.

ABOUT SECTION

Be brief and brilliant. Use short descriptions and include links to your website.



YOUR HANDLE

Your handle will be how others identify and engage you. One thing to consider is that

Twitter has a 140 character limit, so if you have a long business name you may want to shorten it if possible so it doesn't eat up too much of a post.

PROFILE PHOTO, HEADER AND BACKGROUND

Once again the brand logo is the best choice for the profile photo. Much like your Facebook cover image, your Twitter header should be eye catching and in line with brand messaging. You can also customize your Twitter background or use one of their predetermined designs.

5 STEPS TO SUCCESS

STEP 2: BRAND GUIDELINES

AVERO PRO TIP: CREATE A SOCIAL MEDIA POLICY

Setting the expectation for your employees, and how they communicate on social media is important to ensure consistency with your brand. Create a policy for your employees to read and sign that outlines your expectations and basic company guidelines.

Memes are great, but do they really convey the message of your brand? Make sure you outline posting guidelines that accurately reflect your company values and mission. If you're in the business of sustainable agriculture, then align your messaging with that, rather than trying to co-opt irrelevant viral content.

A FEW THINGS TO REMEMBER WHEN CRAFTING YOUR POLICY

ADDRESS WHO CAN RESPOND

Many types of communication come across social channels: Everything from media requests to customer service inquiries. Clearly define who is allowed to speak on behalf of the company, and in what forum.

PROPRIETARY & CONFIDENTIAL COMPANY INFORMATION

Any information that falls into this bucket should be defined as off limits. This should include your customer information as well.

DEFINE SUBJECTS TO AVOID

Draw the line with regards to topics that should be avoided (politics, religion, etc.) and let your employees know that the company reserves the right to remove inappropriate posts.

INVOLVE YOUR TEAM

include your team in the process of crafting the social media policy. They will have some valuable insights and will advocate for it later. Remember overall that the tone of the policy should be positive, and more about what your team can do, rather than what they can't. Remind them to be creative and be themselves, but always use best judgement, and to not hesitate to contact a manager or HR for clarification. There are great examples available online of existing social media policies for reference.

5 STEPS TO SUCCESS

STEP 3: LISTEN & ENGAGE

AVERO PRO TIP: BE FLAWSOME

Everyone makes mistakes - it's how you deal with yours that have an impact on your brand. Own your mistakes, and apologize in a way that's fun and human. Sincerity is always best when dealing with negative sentiment. Take the time to craft a cool headed personalized response.



BE OBSERVANT - WHAT TO LOOK OUT FOR

INBOUND MESSAGES

Look for either direct messages, page posts or tags that require a response daily. Make it a point to respond quickly and politely.

BRAND MENTIONS

Engage with those who've interacted with or tagged you on social channels. Share the activity, respond and thank them!

COMPETITOR ACTIVITY

Pop over to your competitors' pages and profiles to see what they're talking about and who is engaging with them. Don't be afraid to interact and share when appropriate!

DEALING WITH NEGATIVITY

Unfortunately negative comments and reviews are a reality of doing business. So, it's important to remember a few general best practices when responding.

DON'T DELETE NEGATIVE COMMENTS

While this may seem the easiest route, it will almost always come back to haunt you. However if the comment is vulgar, overly personal (as in attacking an employee) or offensive you could and should remove it.

ACKNOWLEDGE & APOLOGIZE

If you may have made a mistake, own it when responding. Thank them for their feedback and when necessary apologize. Sometimes a person just wants to know they've been heard.

STAY POSITIVE

It can be difficult to do, but always avoid going on the defensive. A little kindness goes a long way, and it sends a good message about the culture within your company.

NEGATIVE REVIEWS

Negative reviews can be lengthy and personal, and offering to rectify the situation can go a long way. Respond publicly to the review, but engage in private dialogue (either through a direct message or email) if deeper discussion is needed to rectify the scenario. Always remain positive and show gratitude for their business.

5 STEPS TO SUCCESS








STEP 4: CONTENT CREATION & DISTRIBUTION

AVERO PRO TIP: SET GOALS!

Don't create content just for the sake of having content. Define objectives and let them drive your actions. Branding-based goals may be as simple as building awareness, increasing visibility, or telling a brand story. Action-based goals are more specific and are geared at driving a specific activity. This could be increasing event attendance, email list sign ups, or driving traffic to your website.

Creating content is balancing act of creativity and timing. Your posts and content should be engaging to your audience and drive interaction, but you don't want to overdo it. Over the next few pages we'll share some tips on getting the most out of your efforts.

FACEBOOK

-  Posts with images typically generate much higher engagement.
-  Pin important posts to the top of your brand page to maximize impressions.
-  Upload videos to Facebook for higher engagement rather than just posting a link.
-  Keep videos short. Viewership begins to plummet at 00:01:30. Make the first few moments eye catching.
-  Facebook generates a preview to inserted links with a picture and a headline. If you're sharing a blog post, make sure to choose a compelling image to embed in the blog itself as it will be used as the preview image on Facebook.
-  Don't be afraid to post offers on Facebook, but they should occur generally 75% less than your other "soft" posts.
-  In general, 2-3 posts per day is considered a best practice for Facebook.

5 STEPS TO SUCCESS









STEP 4: CONTENT CREATION & DISTRIBUTION

AVERO PRO TIP: HOW MANY HASHTAGS?!









Hashtags are a great way to increase post visibility. Studies have shown that Twitter posts with hashtags receive twice as much engagement as those without them, however engagement begins to drop after two hashtags.

On Instagram, feel free to hashtag away. One recent study found that posts with 11 hashtags got extremely high engagement!

TWITTER

-  Twitter is the most “real time” social network. Try to respond to feedback and inquiries as quickly as possible.
-  Be original and keep the conversation meaningful.
-  Utilizing “Twitter Polls” can help create engagement and valuable customer insight.
-  Occasionally retweeting great posts from your followers about you can be great for brand signal.
-  Twitter only allows 140 characters/tweet. Using a URL shortener will save space when posting a link. Google’s will track clickthroughs and report on activity.
-  Don’t be afraid to experiment with time sensitive offers.
-  Create existing customer “lists” to stay engaged with them.
-  If at an event, be sure to use any associated hashtags to boost viewership.

INSTAGRAM

-  “Mayfair” and “Rise” filters garner high engagement, while “Amaro” tends to be lower.
-  Always scan the comments for questions, comments and other engagement opportunities.
-  If at an event, be sure to use any associated hashtags to boost viewership.
-  Don’t only post pictures of product. Behind the scenes shots give a meaningful.
-  Always geotag photos from your location. It makes it easier for customers to find you.
-  Use links in the comments section to direct traffic to specific products or promotions.
-  Comment on other people’s photos of your location or products and don’t forget to thank them!
-  2-4 posts a day should be the goal, but don’t post just for the sake of posting. Take the time to find engaging subject matter.

5 STEPS TO SUCCESS

STEP 5: MEASURING SUCCESS

AVERO PRO TIP: HEAVY ENGAGEMENTS = HEALTHY SOCIAL

Not all engagements have the same value. Likes & follows (and to some extent even retweets) are low weight engagements requiring minimal effort and as such provide little value. Heavier engagements are interactions like comments, shares and comment tagging (someone tagging a friend in the comments section to alert them to your post). While any interaction is good, you should try to measure your success by heavy engagements.



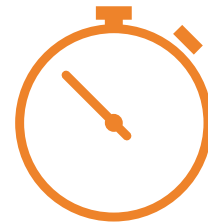
ASSIGN TASKS

Divide social posting and outreach responsibilities among your team. Even it's only a couple of posts per week to get started. Monitor whose posts get the most activity.



MESSAGE ACCURACY

Are the people engaging with your posts actually your customer? If not change the message. If so, what resonates with them?



TIMING IS EVERYTHING

Look at what times of day you are getting your highest engagement, and focus your efforts around those time periods.

KEY PERFORMANCE INDICATORS BECAUSE YOU CAN'T IMPROVE WHAT YOU CAN'T MEASURE

FOCUS AREA #1: ENGAGEMENT

For engagement, focus on tracking things like clicks, likes, shares, comments, mentions, profile visits and active followers.

FOCUS AREA #3: LEADS

This will take some digging or creativity to find out how many of your socially engaged followers are interested in purchasing from you.

FOCUS AREA #2: REACH

Reach is an indicator of how far your message is traveling. For reach, look into things like followers or fans, impressions and traffic.

FOCUS AREA #4: CUSTOMERS

Various social channels will connect with your audience in different ways. See which of your followers purchase from you to gauge effectiveness.

IDENTIFY & ENGAGE SOCIAL INFLUENCERS

Within almost every interest group there are trusted voices that carry a lot of weight with their followers. Sometimes they're bloggers and journalists, other times they're simply everyday people with large social followings. Staying engaged with these leading voices can prove a powerful marketing tool.



IDENTIFY

See who your customers are following and listening to in your industry and adjacent interest categories.



FOLLOW

Follow social influencers on multiple networks. How they engage their audience may be different depending on the platform.



SHARE

Share influencer posts and content with your audience when posts are relevant to your audience, and appropriate to share.



INTERACT

Comment and engage influencer content to stay top of mind with them. Perhaps even invite them as your guest to an upcoming event!

AVERO PRO TIP: PREVENT OVERSHARING

While sharing and retweeting content to your audience can be a fantastic way to generate engagement and spur conversation, don't over do it! Craft your own messages to tell your story, and supplement that with periodic relevant shares and retweets. It would be pretty boring to talk to someone who constantly repeated things other people said!

IDENTIFY & ENGAGE SOCIAL INFLUENCERS



SOCIAL MEDIA & EVENTS

HOLIDAYS

Have compelling images and content that show how you're celebrating. Share your traditions!

COMPANY EVENTS

Engage with those who've interacted with or tagged you on social channels. Share the activity, respond and thank them!

FUN IS CONTAGIOUS

While we all like elaborate food displays and cool decorations, make sure images you post of events are focused on the people enjoying them! Invite guests after the event to tag themselves in your photos. It will give them a much farther reach and higher engagement.

CREATING & ENGAGING SUPERFANS

Knowing who your biggest online supporters are is key. Identifying these "superfans" and engaging with them is a great way to lift signal. Whether it's someone who is constantly sharing your posts, or continually tagging your brand, nurturing that relationship can be invaluable for converting potential customers in the examination and consideration phase of the customer experience cycle.

INVITE THEM TO EVENTS

A great way to not only say thank you but also boost social activity of your event is to extend an invitation to be your guest at a private or exclusive event.

ENGAGE!

Stay involved with superfans. Respond to and share their posts when appropriate, and always thank them!

GIVE THEM ACCESS

Have a new product or service being released soon? Perhaps give your customers an advanced look or "privileged" early information.

CONCLUSION

AVERO PRO TIP: GUARANTEED ROI

If you only take one thing from this guide, let it be this...

**YOU'LL ALWAYS SEE AN ROI FROM
TALKING WITH YOUR CUSTOMERS!**

You have to walk before you can run. However, if you're interested in learning more about higher level tracking and reporting here are a couple of things to look into:

GOOGLE UTM CODES

A code attached to URL links that allows Google Analytics to track & report where visitors came from and what campaign delivered them.

FACEBOOK CONVERSION LIFT

Measures the impact of Facebook ads by exposure - across devices - rather than just last clicks.

Social media and digital marketing can be intimidating, confusing and downright noisy. Hopefully, we've equipped you with enough knowledge to get your brand on the right track to social success. So take a deep breath, and get out there and engage your audience!



To learn how you can get more out of your social media efforts, check out <http://info.averoinc.com/avero-buzz> or contact us at buzzinfo@averoinc.com



ABOUT AVERO

Created by restaurant operators for restaurant operators, Avero is the trusted technology partner for the hospitality industry. We empower 40,000 restaurant professionals with the answers they need to transform their businesses and their lives, getting them out of the back office and in the kitchen with their staff, on the floor with their guests, and home with their families. Learn more at www.averoinc.com.

