

Social Media Best Practices

Going viral for the right reasons can be the best thing that ever happened to your business. Going viral for the wrong reasons can be the worst. Here are a few best practices to help you along the way.

- Optimize your Facebook Page for success
 - Have a profile picture and a banner/cover photo of your store
 - Ideas for profile and banner/cover photos could include: a picture of your store, products you sell, Hunt Brothers® Pizza, the owner and family, your store logo, a mascot, or anything else
 - Refrain from alcohol or tobacco products as this will prevent your ability to boost any material and goes against Facebook's advertising policy
 - Change your Username to your store name so consumers can find you easily
 - Fill out your About section with as much information as appropriate
 - Your bio, categories, service area, address, store phone number, website (if you have one), store hours, services, and any other fields that pertain to your business
- Post regularly and be authentic
 - We are going to help with some initial posts and boosting
 - Your community engages with you because they trust you and the like you
 - They need to hear your voice selling Hunt Brothers® Pizza and engaging and supporting the community
 - ALWAYS HAVE A PHOTO or video with every post
 - Use every Facebook communication tool available to you such as: posts, stories, events, ads/boosting and any new tools Facebook may start in the future
 - Share your posts to local Facebook community pages and groups
 - If comfortable, tag your employees in the post. If they like, share, and/or add the post to their Facebook Story or page – it will increase engagement
 - Add Hashtags – at the end of your post add hashtags of key words e.g., #pizza #wings #(CitySt) #giveaway #localbusiness #HuntBrothersPizza
 - ALWAYS HAVE A CALL-TO-ACTION e.g. Buy Now; Order Online Today; Click Here – be sure to include the link to your online menu!
- Time of day guidelines:
 - If you are making one post per day, target Brunch
 - If you are making multiple posts per day, target Brunch and Dinner
 - Brunch: 10:30 – 11:30 am
 - Dinner Planning: 4:00 pm
- You can schedule posts in advance
 - You can sit down and schedule a week/month of posts
- Be creative and engage your community

- You want people to like, follow, and share
- Think of monthly promotions people will share
- Create and adhere to Social Media policies and guidelines
 - Keep posts focused on engagement and selling Hot Fresh Pizza
 - Try to respond to questions/comments/issues within 24 hours
 - How to handle feedback:
 - Negative Feedback:
 - “Thank you for your feedback. Please send us a private message so we can try to make it right.”
 - Positive Feedback:
 - “Thank you for your feedback, we’re glad you had a good experience!” And encourage them to leave an official review (if they haven't done so already.)
- Promotional Ideas
 - Enter to win: Add a Free Menu Item that is an entry to win a prize
 - Gift Cards
 - Pizza Party
 - Items – tents, coolers, grills, dog beds – use your imagination
 - Enter-to-wins engages people with your online menu and captures their email addresses which we can then send emails encouraging them to return to your business)
 - Create Facebook Events to highlight an event at your store. Encourage people to RSVP with prizes for those who sign up and who sign up early.
 - E.g. Create a Facebook Event for Sample Day
 - Monthly Birthday: Tag someone who was born that month and they may win a free pizza
 - Fundraiser: \$1 from every pizza purchased online goes to the school/church

Always remember information that is posted has your store’s name and reputation alongside it. Posting family-friendly content is a safe best practice.

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