

WE'RE IN THIS TOGETHER

RESOURCES FOR RESTAURANTS ADJUSTING TAKEOUT AND DELIVERY SERVICES

McCAIN SOCIAL MEDIA TOOLKIT

Maintaining a strong takeout and delivery service has never been more important to our industry than it is now. Our goal is to help keep communities fed and businesses running by serving as a resource of information and reassurance to restaurant owners and operators. After all, the best way to get through any challenge is to get through it together.



Find solutions to communicate your takeout and delivery offerings with posts you can customize for Facebook, Instagram and Twitter.

Post, 'Gram, Tweet: Make the most of the three big platforms

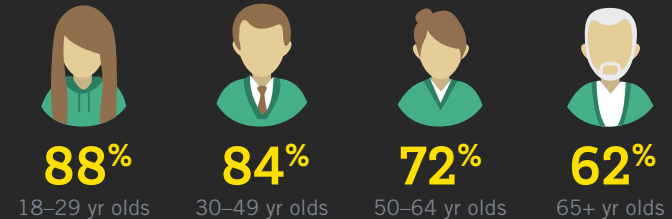
Guests of all ages are on social media. Here's a quick breakdown of the audience and purpose for each:



Facebook

- If you use one platform, and want to reach the largest range of guests, this should be it!
- Posts with photos perform best. Keep captions short (1-2 sentences).

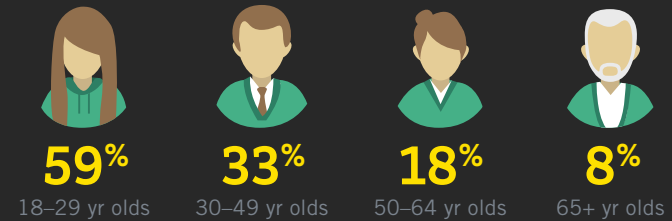
Who's There:³



Instagram

- Instagram is a VISUAL network where users post photos and videos.
- Ask permission to share images that guests tag at your restaurant!

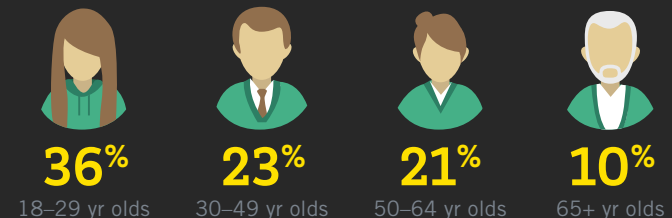
Who's There:³



Twitter

- Twitter is for REAL-TIME updates, so post and reply in a timely manner.
- Character limit is now 280 per tweet (was 140).

Who's There:³



Hashtags

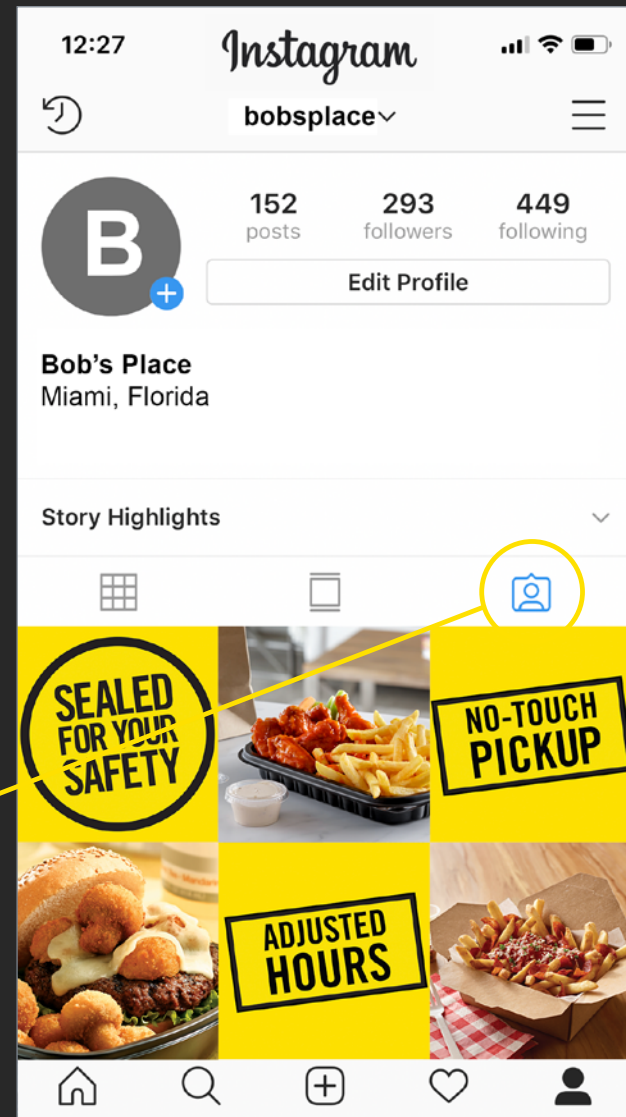
Using popular hashtags can help extend your reach and encourage more interaction. Hashtags are most effective on Twitter and Instagram.

Make Hashtags Your Own

If you want to track your guests' responses, be sure to pick a unique hashtag that's ownable to your business. For example, instead of #Takeout, try #BobsPlaceTakeout.

Joining in on trending, real-time Twitter conversations is a great way to connect with local and national communities. Just be sure to click the hashtag first to make sure its context is appropriate for your restaurant.

**Watch this area for photos you are tagged in.
Ask guests for permission to repost!**





SAMPLE POSTS

On the next pages are a few Facebook/Instagram/Twitter posts to help you communicate safety precautions, operational adjustments and essential ordering information to your guests.

The zip file included in this download provides images you can use with the captions shown, or create your own. Customize with menu items, daily specials, safety measures or other news you'd like to share. While the examples shown are in a Facebook format, feel free to repurpose the content on your social media channel of choice.

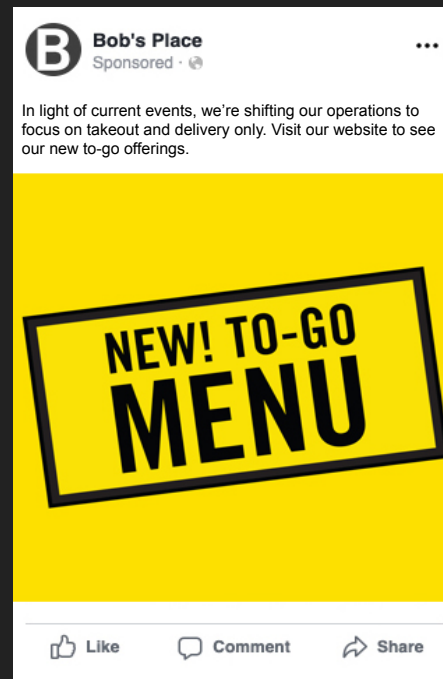


Promotion Posts

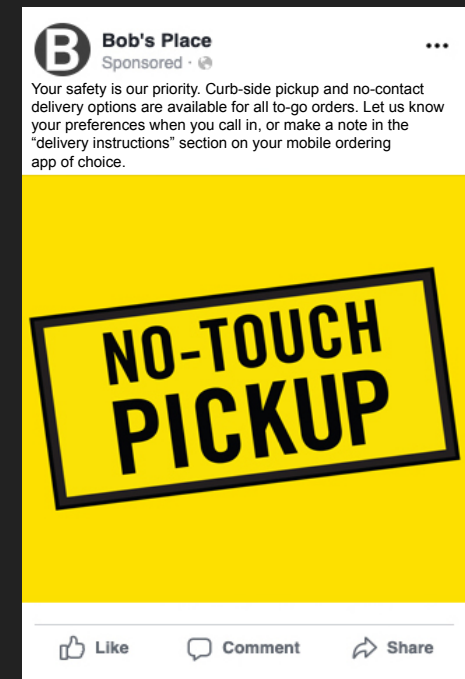
Customize captions to your preferred social media platform to alert guests to operational changes, adjusted hours, or specials you may be running. Replace our photos with appetizing shots of your own takeout and delivery dishes.



In light of current health and safety recommendations, we will be shifting to pick-up and takeout orders only, **3pm-8pm Monday through Saturday**. Call us at **412-555-5555** or place your order through GrubHub, UberEats or DoorDash.



In light of current events, we're shifting our operations to focus on takeout and delivery only. Visit our website to see our new to-go offerings.



Your safety is our priority. Curb-side pickup and no-contact delivery options are available for all to-go orders. Let us know your preferences when you call in, or make a note in the "delivery instructions" section on your mobile ordering app of choice.

Promotion Posts Continued



Nothing is more important than the safety of our community and our employees. We are following and adhering to all health and safety guidelines suggested by state and federal officials and will continue to serve to-go orders for as long as we are safely able to.



We could all use a little comfort food right now. Heaps of our crispy, golden fries are ready when you are. Order online through UberEats, DoorDash or GrubHub.

MORE POST IDEAS:

-Offering a Family Meal Deal?
Tell your guests!

-Switch it up with special, limited time promotions. For example, give guests who call in their orders directly to the restaurant 40% off their order. Or, for orders over a certain amount, offer a free dessert.

-Don't forget dessert. Devote a post to your sweet treat menu items.

Customer Tip Sheet

Utilize the following tip sheet as a resource to help keep your guests feeling safe and informed. Post digitally on your social media pages, or print to display on your front door and include with all to-go orders.



— TAKEOUT AND DELIVERY — SAFETY PRECAUTIONS

Here's how to still enjoy and support your favorite restaurants while keeping you and your loved ones safe during these uncertain times.

If possible, place your order online or using a mobile app. Limit the handling of cash or credit cards with others.

Practice social distancing as much as possible. Request no-contact delivery or curbside pickup.

When you have received your order, discard all to-go packaging from your meal, then wash your hands for at least twenty seconds with soap and water, or hand sanitizer.

Sanitize any surfaces the packaging may have touched, such as tables or counters.

Wash plastic utensils before use.



Learn More: Social Media Best Practices



For more information on how to communicate with your community through ads and sponsored posts, as well as up-to-date guidelines, see these guides from Facebook, Instagram and Twitter:

 Facebook for Business: www.facebook.com/business/small-business

 Instagram for Business: business.instagram.com

 Twitter for Business: business.twitter.com/basics



WE'RE HERE FOR YOU



For more information and resources for restaurants in this time of crisis, visit us [here](#).

