



# SOCIAL MEDIA GUIDE

*Kellogg's* AWAY FROM HOME







# HARNESSING SOCIAL MEDIA

Keeping patrons engaged with your restaurant means catching them where they spend the most time - more often than not, via social media. Here are some tips to ensure your social media platforms work hard to drive traffic and loyalty.

# CRAFTING YOUR MESSAGE

Your restaurant has a lot to say, and your customers want to hear it!  
But where do you start? Consider creating a content strategy around these themes:



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## KEEP THEM INFORMED

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Awareness posts are a great way to tell patrons about all of the things that are happening in your restaurant. Use these posts to communicate important announcements or key dates and events.



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## HIGHLIGHT PROMOTIONS & PERKS

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Share time-sensitive savings or loyalty coupons to drive immediate traffic.



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## START A CONVERSATION

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Your customers want to stay involved with your brand – so keep them engaged with posts that encourage interaction. Ask a question, take a poll, or request an emoji response. Keep it fun!





## IF YOU CAN USE ONLY ONE PLATFORM, FACEBOOK SHOULD BE IT!

### WHO'S THERE

18-29  
YEARS 79%

30-49  
YEARS 79%

50-64  
YEARS 68%

65+  
YEARS 46%

### CHARACTER LIMITS

# 400

Keep posts close to this count – otherwise followers will have to click “See more” to continue reading.

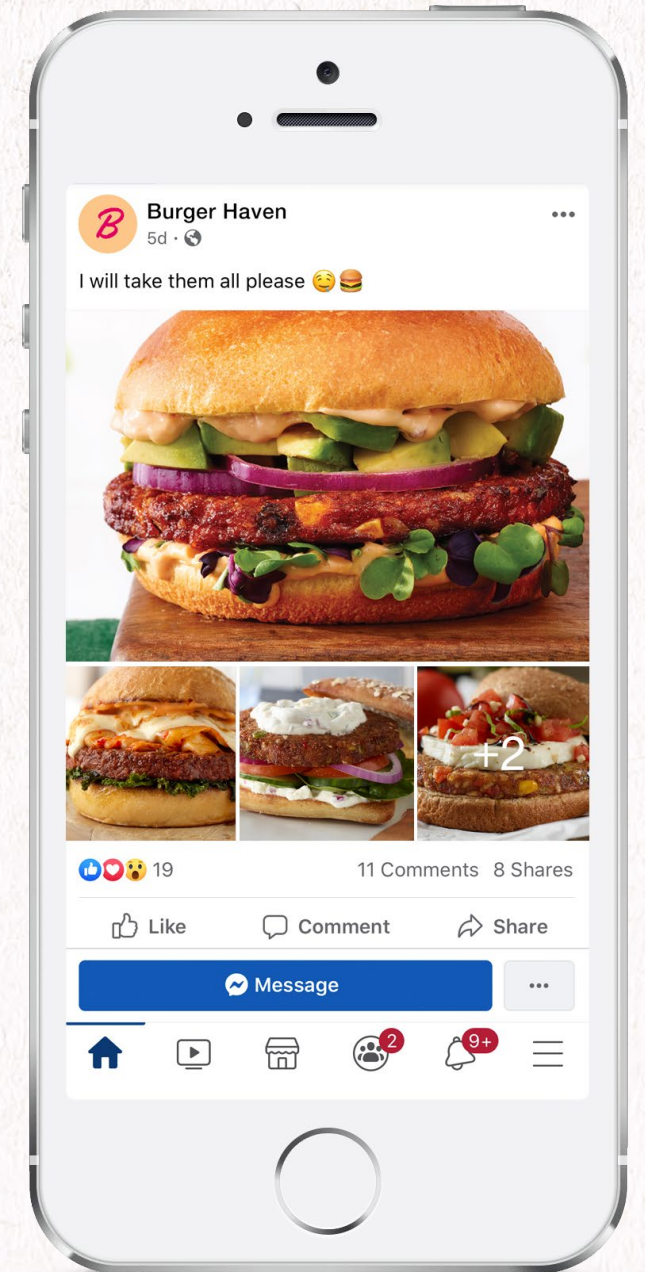
### IMAGE SIZES

# 1200 x 630

Pixel images for best results

### BEST PRACTICES

Challenge yourself to tell a story briefly. This will ensure more people will read it! Post 3-5 times a week, and no more than 2x a day. Video or image posts consistently outperform text-only posts.







INSTAGRAM IS ALL ABOUT THE PHOTOS - GREAT PLATING AND A DECENT SMARTPHONE CAMERA ARE MUSTS! CREATE VIBRANT, APPETIZING IMAGES THAT WILL ATTRACT EXISTING AND POTENTIAL CUSTOMERS.

## WHO'S THERE

18-29  
YEARS

67%

30-49  
YEARS

47%

50-64  
YEARS

23%

65+  
YEARS

8%

## CHARACTER LIMITS

2,200

maximum are allowed, but try to keep captions to under 80 characters for greatest impact.

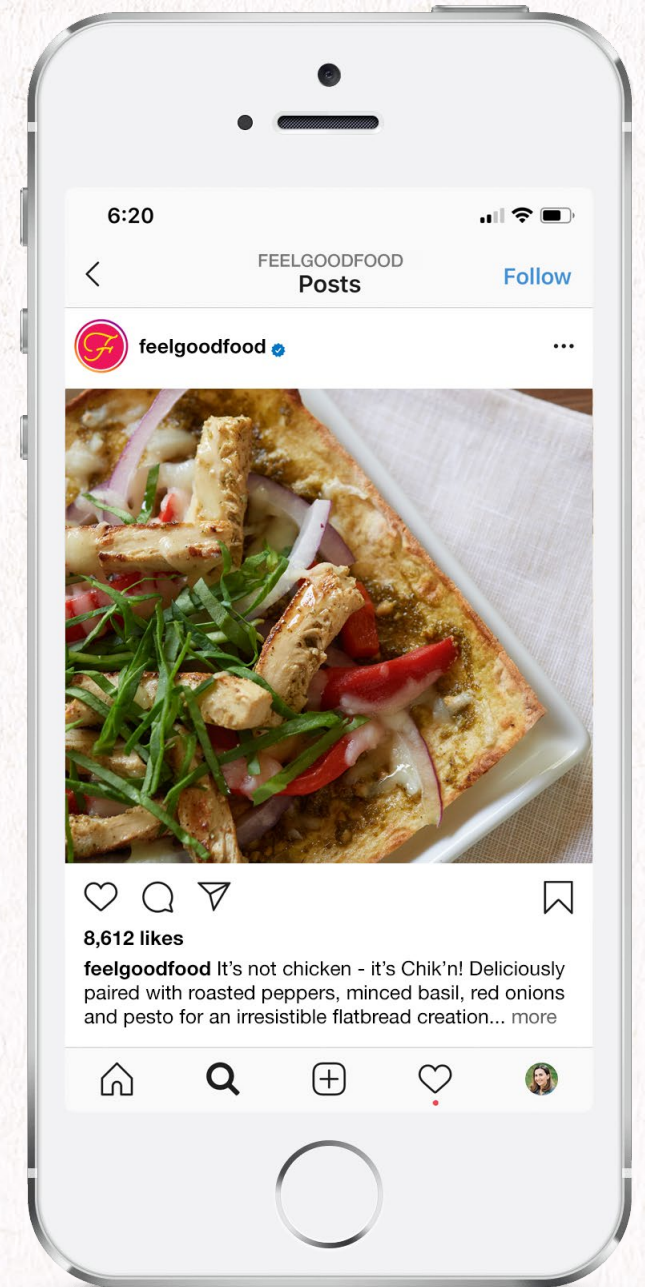
## IMAGE SIZES

1935 x 1935

maximum pixels - the higher quality photo, the better!

## BEST PRACTICES

- Challenge yourself to tell a story with your photos and the caption.
- Choose simple photos: clear, colorful and appetizing.
- Consider how the photo will look in the newsfeed AND next to the last 8 photos that you posted. Your last nine photos should illustrate your brand story.
- No links are allowed in the captions, but you can link to your website in your profile.







**TWITTER IS BEST-USED FOR REAL-TIME UPDATES  
AND NEWS, SO POST AND REPLY IN A TIMELY MANNER  
TO EFFECTIVELY ENGAGE WITH YOUR CUSTOMERS.**

## WHO'S THERE

18-29  
YEARS **38%**

30-49  
YEARS **26%**

50-64  
YEARS **17%**

65+  
YEARS **7%**

## CHARACTER LIMITS

**280**

Posts will be capped at this. If more than 280 characters are needed to convey your message, preface the first tweet as "1 of 2" for example.

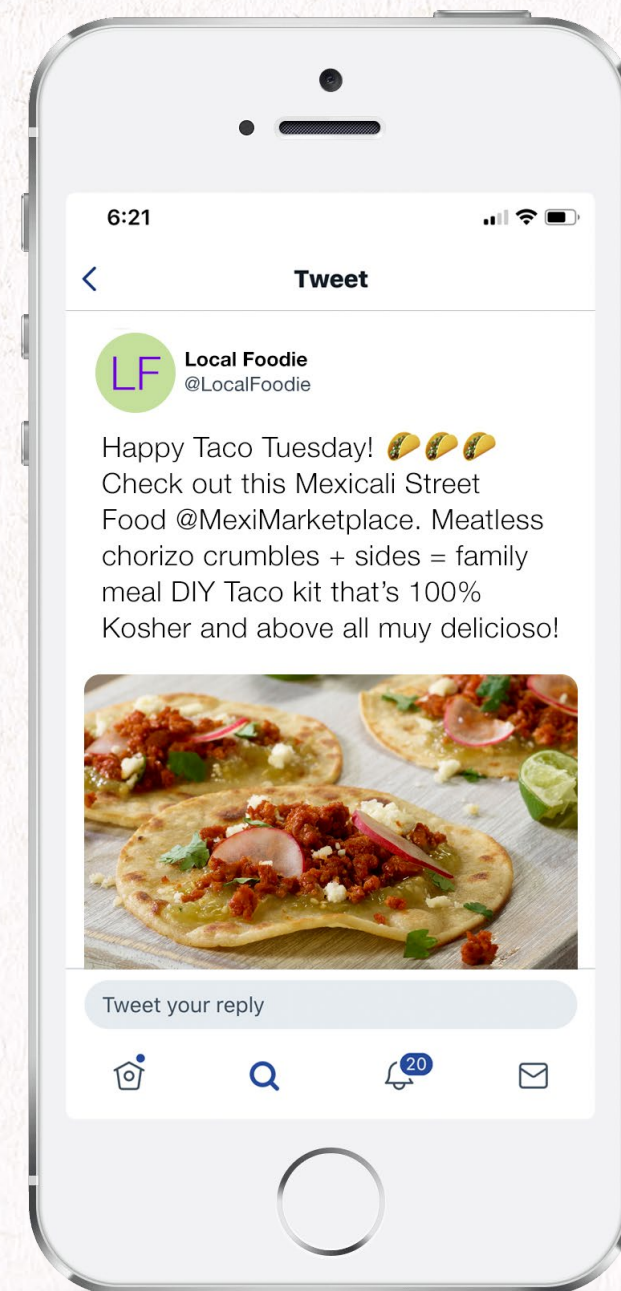
## IMAGE SIZES

**1024 x 512**  
Maximum

**440 x 220**  
Minimum (a 2:1 ratio)

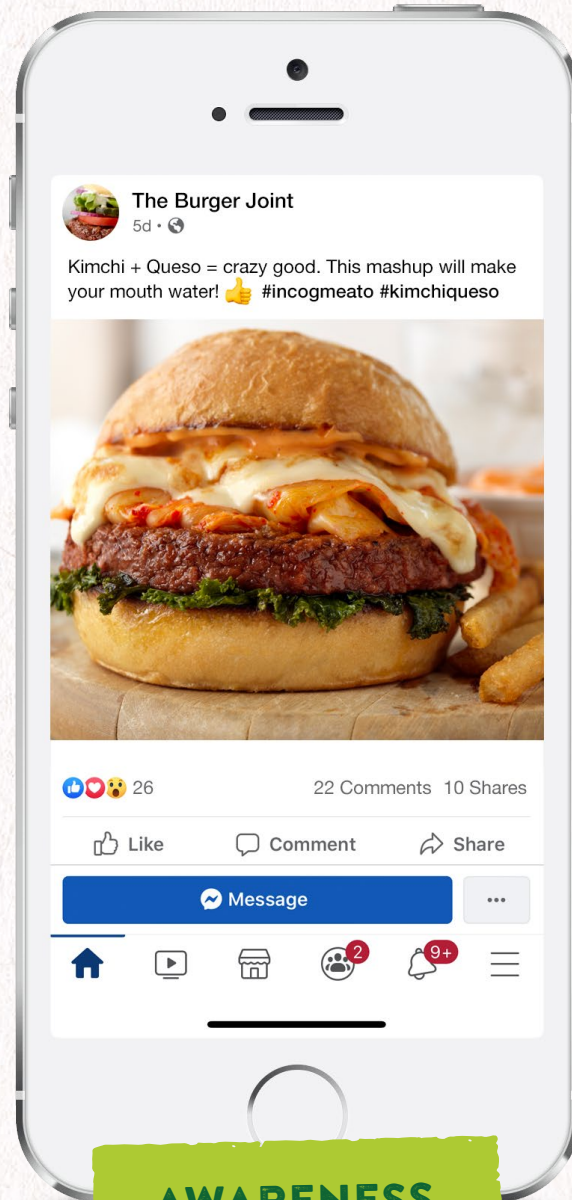
## BEST PRACTICES

- Include graphics, videos and images when possible. Posts with images perform best.
- Focus on consistently posting, but no more than 3 times a day.

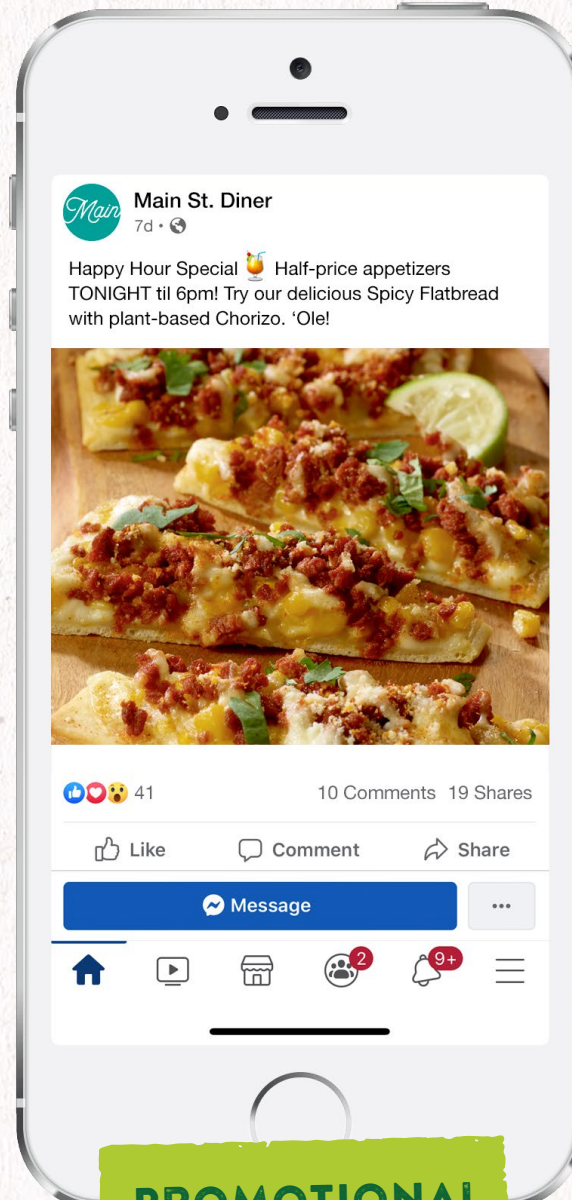




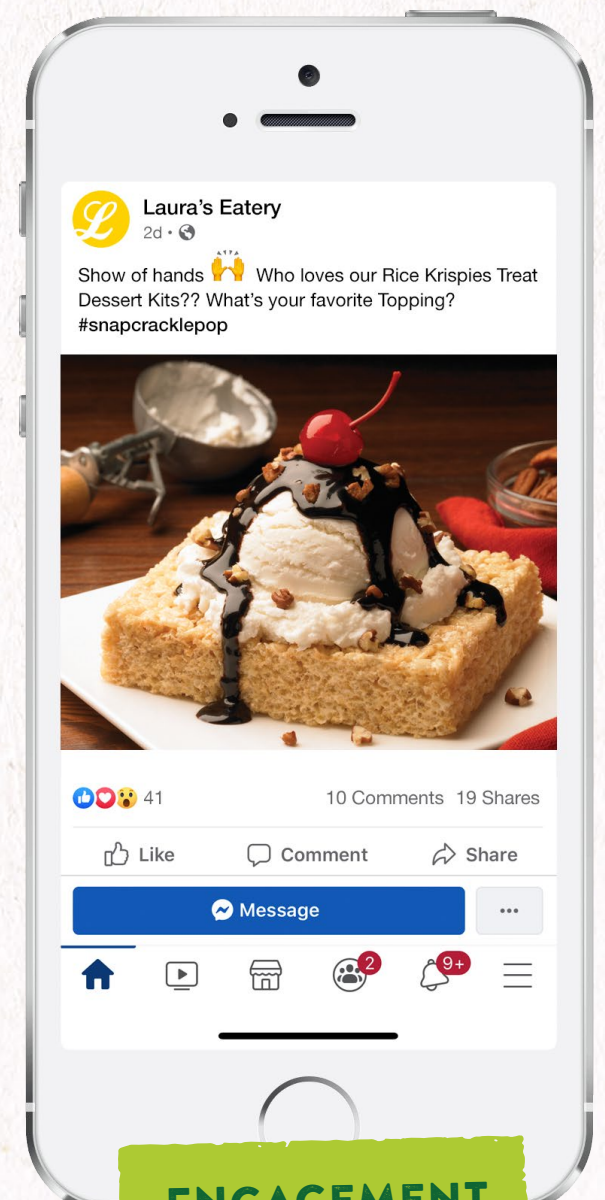
# EXAMPLES FOR



**AWARENESS**



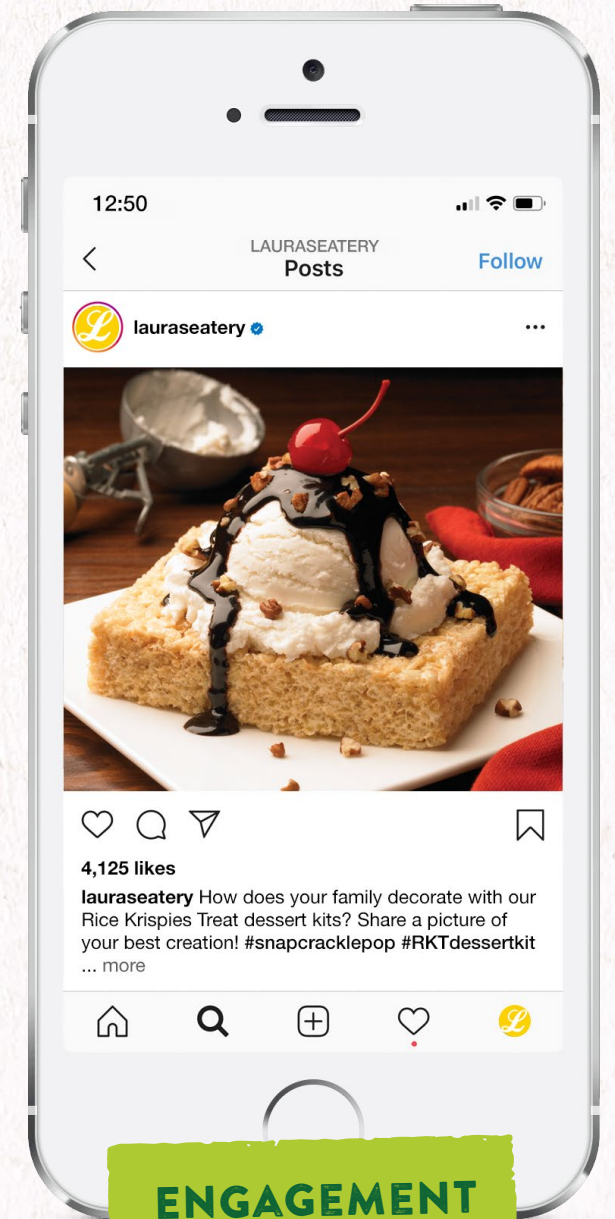
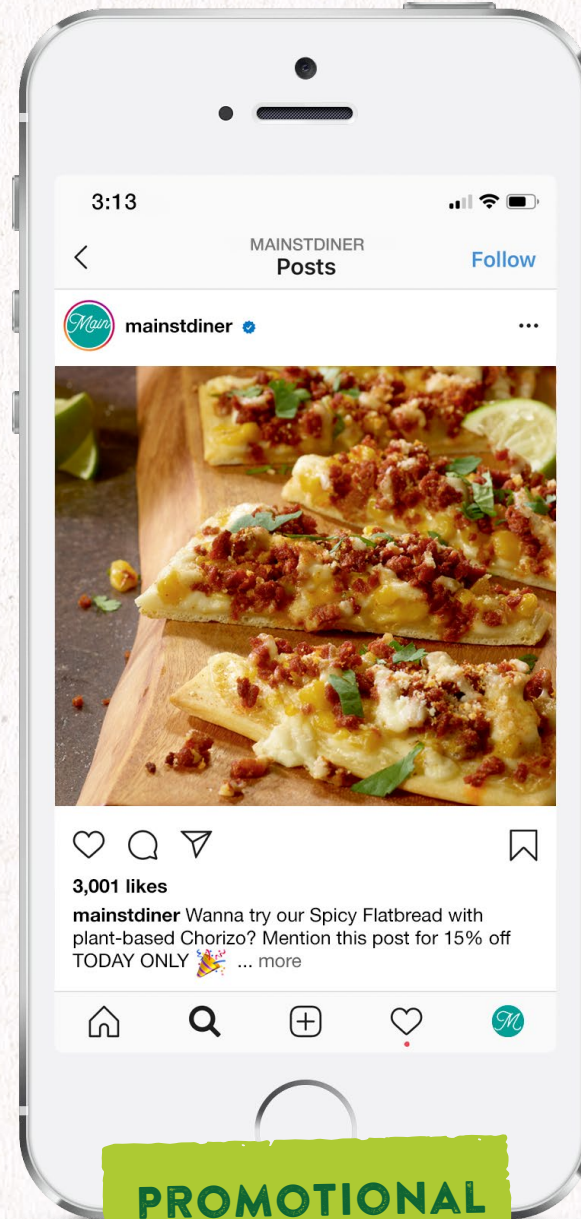
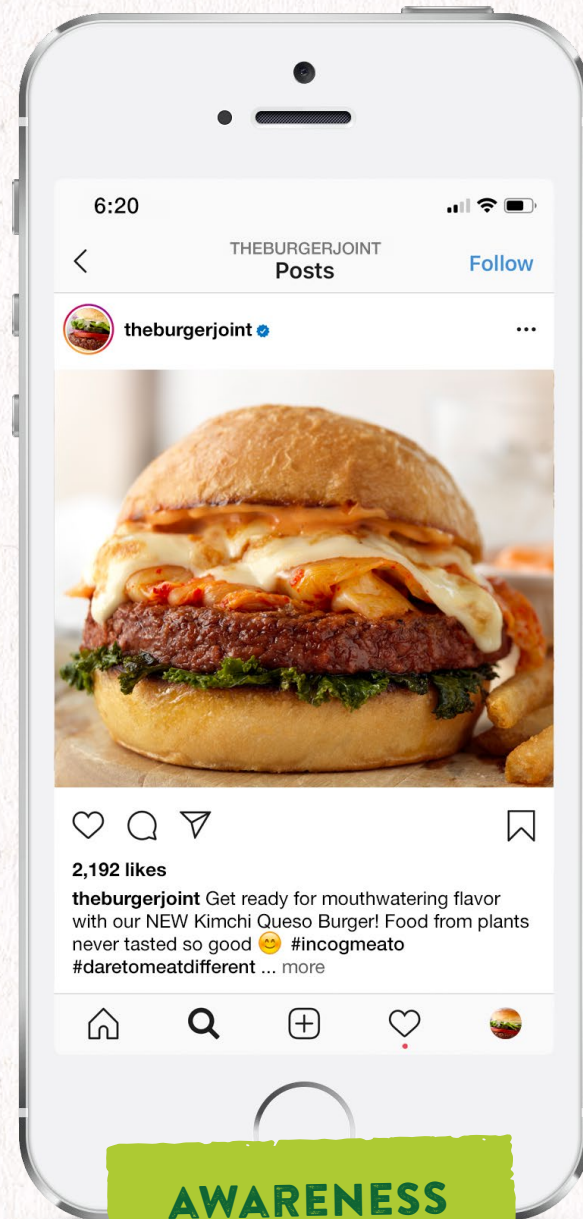
**PROMOTIONAL**



**ENGAGEMENT**

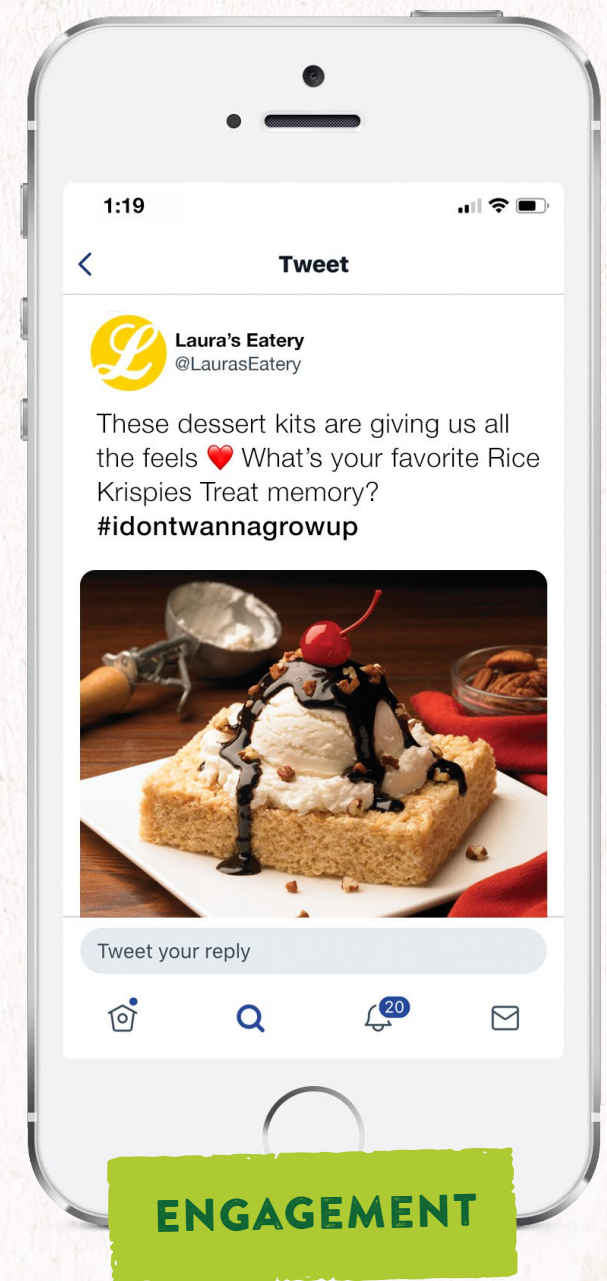
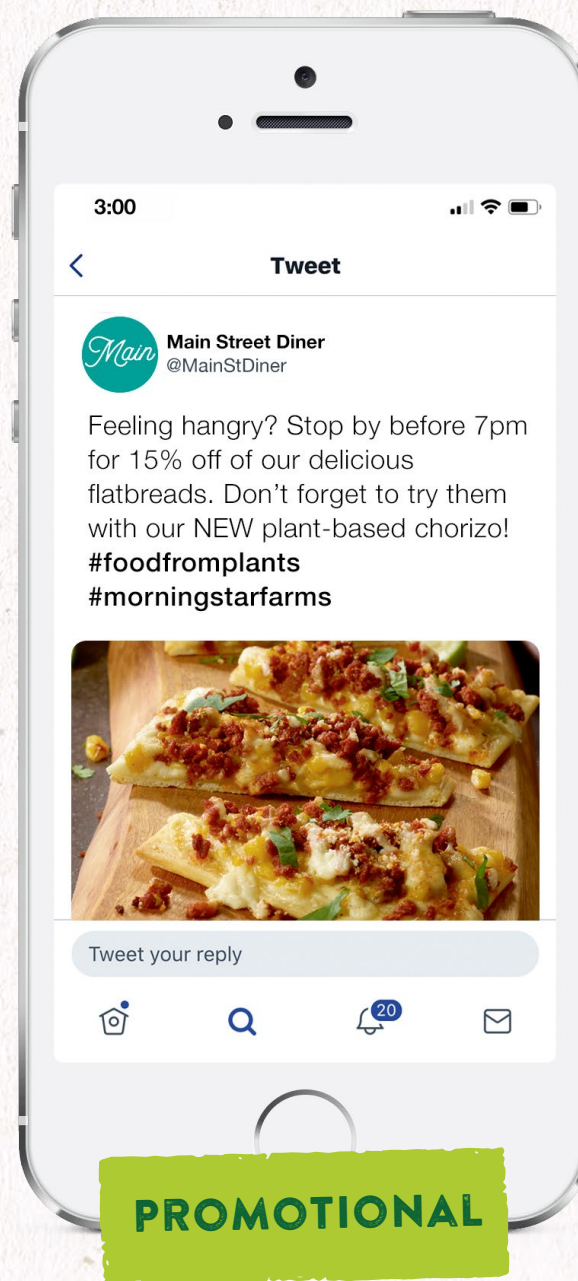
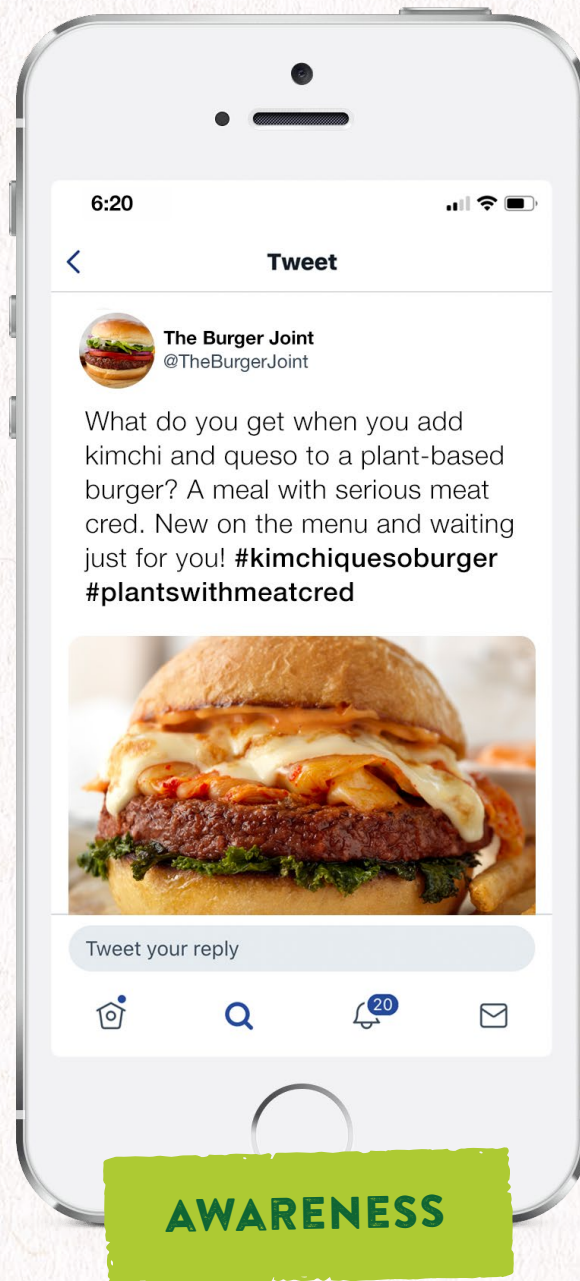


# EXAMPLES FOR





# EXAMPLES FOR





# #WhatsUpWithHashtagsAnyway

Hashtags are a quick way to link to other content about a subject and engage in larger conversations.



## KEEP HASHTAGS SHORT, UNIQUE AND OWNABLE

For example, #burgers is too generic. However adding your restaurant name (i.e. #BigCityburgers) or another unique identifier will allow you to find which tweets came from your followers.



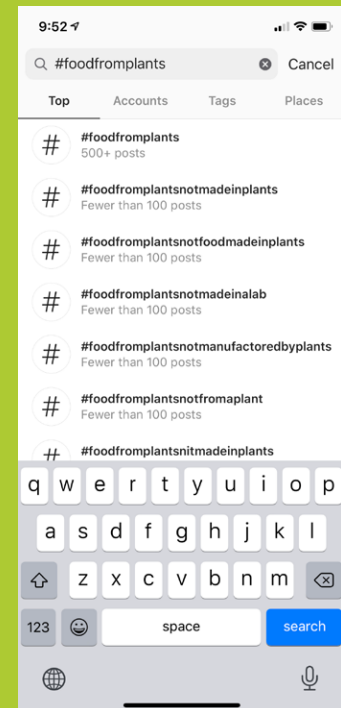
## MATCH THE TONE OF YOUR BRAND

Hashtags are often used to convey sarcasm and capitalize on trends. Be sure to choose ones that fit your brand message and communication style.



## CHECK FOR POPULARITY AND APPROPRIATENESS

Want to ensure your hashtags are communicating exactly what you intend? Do a quick check! Type your hashtag in the search bar of each of your social platforms – from there, you can see how many other posts feature it AND how it's being used in those posts.





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**AHEAD OF THE CRAVE**

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sales representative or visit [www.KelloggsAwayFromHome.com](http://www.KelloggsAwayFromHome.com)