

BASIC FOODSERVICE / HOSPITALITY DIGITAL PRESENCE CHECKLIST



www.dennisexpress.com
@dennisknowsfood

Website?	Online Menu?	Online Ordering?
Yes / No	Yes / No	Yes / No

Website URL: _____

Do you have accounts on the major social media platforms?

Handle / Username	# LIKES/FOLLOWS	DATE OF LAST POST
Facebook _____	_____	_____
Instagram _____	_____	_____
Twitter _____	_____	_____
TikTok _____	_____	_____

Do you have an account on other content sharing social platforms?

	# OF FOLLOWERS	DATE OF LAST POST
Pinterest _____	_____	_____
YouTube _____	_____	_____
Other _____	_____	_____
Other _____	_____	_____

Are you listed **AND** claimed/verified on "review & discovery" platforms?

	# OF REVIEWS	AVG. STAR RATING
Yelp _____	_____	_____
TripAdvisor _____	_____	_____
Google My Business _____	_____	_____
Facebook _____	_____	_____
Other _____	_____	_____

On Yelp and TripAdvisor for example, after claiming your business page, you'll be able to:

Respond to reviews, track views and leads, add photos and a link to your website and update important information such as your business hours and phone number.

On Google My Business, after claiming your business you'll be able to:

Manage your business information on Google Maps, Search, and other Google properties, as well as being able to add photos and posts that show in search results, and review analytic data - all for free.

Tip: Use consistent handles.

If setting up social media accounts for the first time, try to keep your Username or "Handle" the same across various platforms. Doing so will reinforce your brand's consistent digital presence and help customers recognize your brand across platforms.

Tip: Completely fill out your profiles.

The profile fields included by social platforms help them provide users with detailed information about your establishment. Filling out as much information as you can on every platform allows users to see pertinent details when and where they need, including contact information, location and menu. The more access potential customers have to information about your business, the better!

Claim your Business

Each platform's verification process is slightly different, but they're all easy...

On Yelp for example, to verify that you are the owner of your business, Yelp may call the number listed on your business page and prompt you to enter a verification code. Please ensure you are at your place of business to answer this phone call.

STARTER SOCIAL MEDIA STRATEGIES

Content Recommendations for Foodservice Businesses

Respond to social messages and comments:

Social media has turned into one of the most popular channels for customer support, so it's key to engage with the customers who are pro-actively reaching out to your brand. Today, ignoring customers on social media is similar to ignoring the phone ringing.

Monitor and respond to brand mentions:

Sometimes when people are discussing your brand on social sites, they won't actually tag you in the post. This means that there can be entire conversations happening about your brand that you're not aware of. Regularly "search" for your business, or try using a social media monitoring tool to scan for mentions of your business.

Start conversations with brand advocates:

Many restaurants out there have outspoken fans that they can rely on to provide some solid word-of-mouth marketing and brand advocacy. Tag or mention them in posts, message them as your brand and otherwise try to engage with them in order to strengthen that relationship.

Find and engage with potential customers:

Similar to watching for your brand mentions, it's possible to monitor for mentions of keywords that indicate that someone is looking for a restaurant similar to yours. Facebook Search and Twitter's Advanced Search feature allows you to dial into a search term such as a region, hashtag or restaurant category, and then engage with the conversations you discover there.

Load your social editorial calendar:

Social media never sleeps, but that doesn't mean you don't have to. Schedule your social media content calendar in advance so that your posts can send even while you're in dreamland. Plan out a social media calendar in advance so that you can be prepared with relevant content to support things like regional events and national holidays.

Post 2 to 5 times a week on Facebook:

With Facebook constantly tweaking its algorithms, it's hard to get a solid read on what a good amount of times to post to the network is. Once a day is a safe choice, but you'll still see results posting only a few times a week. Just make sure to not post anything overly promotional, as Facebook tends to penalize that with regards to organic reach.

Post 1 to 3 times a day to Instagram:

Instagram is a fantastic social network for restaurants and foodies. It's valuable to take advantage of this highly visual social network by frequently posting impressive food photos to establish yourself as a must-follow brand, and of course, a must-visit destination.

Monitor the competition:

It's important to keep tabs on your competitors, although you should never let what they're doing dictate how you want to conduct yourself on social media. Following them can give you an idea of what type of content resonates with your shared audience.

Weekly

Engage with influencers:

Every industry and social media platform has influencers who people turn to for the latest trends, hot-spots, deals and more. Engage with these people, these users, so that might look at your content, posts and establishment more favorably, and recommend you to their large social circles.

Put on a show:

In terms of where your customers and potential customers are dedicating their attention, video on Facebook and platforms like TikTok are quickly becoming a replacement for television, and not just for younger generations.

What do you do on a regular basis that's special and unique to your operation? Are you known for your fresh baked goods? Show them being prepared or baking. Sharing videos on Facebook, and using the Live feature to capture videos in the moment, are easy-to-do and incredibly effective tools for getting customers to engage with your brand. Video is the most engaged content format on social media, and as photos were before it, video is a highly effective decision driver. If a photo of your featured special helps drive sales, imagine what a high quality video of you preparing and plating it could do...

Discuss tactics with your team:

Take a little time during the work week to collaborate on social as a team. If you have younger staff members they could be a great TikTok resource. TikTok currently has the best organic reach of all social platforms. Which means if you make content relevant to your business, or tag your business in content on TikTok, it's highly likely that it will be seen by people (on TikTok) in the area or visiting the area. Ask your staff for their thoughts, insights and suggestions. Keeping them engaged in your social media efforts gives them a stake in the game and they will be more apt to share and repost your traffic-building content. The best brand advocates you have on social media are your co-workers. Encourage them to share some of your content on their social media and benefit from their word-of-mouth marketing. Plus, if they know what's going on, they'll be more likely to smile when the camera is pointed their way!

Monthly

Run your social media analytics:

Use the built in analytics tools of your various social media platforms, and Google My Business to review your analytic data. Doing so you'll learn more about how your content is resonating with your audience and which social media networks drive the best results. Then use that data to help steer your social media marketing strategies moving forward.

Attend local events:

The very nature of social media management requires those working in it to be, well, social. Take advantage of the many events out there, finding opportunities for your brand to engage in person with potential customers. Doing a Facebook Live video from such events is a perfect opportunity to show your followers that you're actively engaged in things that interest them.

Non-social still matters:

Social marketing isn't the only form of marketing that matters. It's cheap and effective, but once a month, you should take some time to review your non-social marketing to make sure you're still putting your best foot forward in other spaces. Whether it's advertisements on your local radio station or blog posts on your website, traditional marketing shouldn't be neglected even when you're seeing strong returns from social.