



**Social Media
Guide ▶**
For Foodservice Operators

Updated June 2014

ConAgra Foodservice: Social Media Guide

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SOCIAL MEDIA: Overview



Connecting with customers is the best way to bring them through your doors. Social media creates a huge opportunity to reach new customers and engage with your regulars – and it's available to any operation, big or small. Even if you're a restaurant Operator with a limited marketing budget, you can make a big impact by using social media tools the right way.

Today's customers are more value-savvy than ever, and they're using a variety of tools – from smartphones and social networks to daily deals and direct messages – to decide where and when to eat out. Use social media to build relationships with your customers to make sure they'll come back again and again – and share their experiences with friends, both online and in person.

Social media is a great way for Operators to connect with their patrons, but there isn't a "one size fits all" model. ConAgra Foodservice created this guide as an overview to help Operators across the foodservice industry use social media to connect with patrons.

- ▶ **K-12 and C & U** Operators can talk to students or parents about things happening in the cafeteria or on campus.
- ▶ **Healthcare** operations have patients, visitors and employees, including those from neighboring businesses, who want to know about the food options.
- ▶ In addition to employees of the building and nearby, **Business & Industry Operators** should also consider that office catering can be a big business. Managers and administrators have real spending power, and Operators can see solid growth by promoting a quality catering program.
- ▶ Chain and Independent **Restaurants** can promote specials, events and community activities that appeal to the demographic audience they're targeting.

This guide is an overview of the top social media tools and trends but there are many more out there. We hope these examples will inspire you to think about the diversity of your customer base and how to best reach them through social media.

Why you should care:

- ▶ In 2013, 67% of US internet users used social media
- ▶ An estimated 70% will use it in 2015
- ▶ Restaurants are the second-most followed type of company on Facebook in the US
Source: eMarketer, 2012
- ▶ 81% of foodservice Operators are using social media or are considering using social media to connect with patrons
Source: Datassential Operator Survey, February 2013

Reasons customers follow businesses on social media sites:

- ▶ To get a coupon or discount
- ▶ To support the brand/company they like
- ▶ To receive regular updates from brands they like
- ▶ To participate in contests
- ▶ To share their personal experiences
Source: eMarketer, 2012

What is social media?

Social media allows people to connect with others within online communities – networks of family, friends, those who share their interests, celebrities, etc. It's a way of joining groups of like-minded people online, and building a social media community around your business.

Social media is a conversation, so make it work for you by becoming an active participant. Use a casual, fun tone and creative images, offers, quizzes and more to keep your community entertained and engaged. Promotions and advertising can be part of it, but shouldn't be the focus. Follow the 70/30 rule: 70% of what you post should be for your audience and 30% can be about your establishment – deals, offers, menu items, etc.

SOCIAL MEDIA: Overview



Compare Your Social Media Tools

The platforms reviewed in this guide are the top social media options available, but it is not necessary to use all of them. Pick the tools that will best benefit your operation and your customers. Start with your primary objective – do you want to engage in a conversation or promote your business? – and then pick a platform based on its specific features and capabilities.

	Primary Objectives*		Tactics/Features					Ongoing Time Commitment
	Promotion	Engage	Discounts/ Deals	Reviews/ Tips	Advertising	Post Photos	Post Videos	
Facebook 	•	•	•	•	•	•	•	High
Foursquare 	•		•	•	•			Medium
Google+ 		•		•	In beta testing	•	•	Medium
Instagram 		•			In beta testing	•	•	Medium
Pinterest 		•			In beta testing	•	•	Medium
Tumblr 	•				•	•	•	Medium
Twitter 		•			•	•		Medium
Vine 		•					•	High
Yelp 	•		•	•	•			Low
Groupon 	•		•					Low

*All social media platforms allow operators to promote their business in some way. Some are focused on deals and general information ("promotion" above) but some also enable broader engagement levels with consumers ("engage" above).

SOCIAL MEDIA: Best Practices

These are some things to keep in mind when using social media. They are a starting point – you can follow the tips that are best for your operation. They will help make your social media experience more effective and efficient.

Best Practices

Be honest about your operation.

Make sure to stay active in your chosen social media.
Don't set it up and then forget about it.

Set goals and track your progress using the free reporting and analytics tools available from the social media you use.

The P.A.T.R.O.N.[®], a ConAgra Foodservice resource, helps you understand your consumer base. Create a report to help you understand how your customers are using social media (see page 37).

Learn What People Think About Your Business

Do a Google search (google.com) for your business and your competitors.

Do a Twitter search (search.twitter.com) to see what people are saying.

Do an Instagram search (web.stagram.com) or the Explore tab in the app) by typing #(Your Operation Name) to see if people are posting photos from your business.

Check out Yelp (yelp.com) to see if your customers have written reviews.

Create a Game Plan

Educate your employees on the social media programs you are using.

Provide guidelines for your employees' social media usage. They can be powerful advocates but also have the ability to hurt the operation's reputation by posting damaging comments.

Be authentic, not sales-y. Show genuine interest in your community.

Negative reviews do happen, so be prepared to respond in a way that's solution-oriented and not defensive. Customers do change bad reviews and appreciate good customer service in response to a bad review.

Get the Most Out of Social Media

Focus on quality – not quantity! The number of followers you have isn't important. It's how they interact with each other, and you, that will make the difference.

Update your business cards and other materials to include your social media information.

Include social media in your traditional advertising by adding the appropriate icons and URLs.

Set aside budget dollars for promotional media, like Facebook ads, "boosted" posts, or Promoted Tweets, to jumpstart awareness.

Connect with local foodies and influencers via social media to help spread the word about your operation.

Encourage customers to recommend your operation to others in their social media.

Problem solve with your customers and get them involved.

Provide incentives for community participation.

Know that success doesn't happen overnight. Relationships and communities take time to build.

And stay flexible!



Facebook

SOCIAL MEDIA: Facebook

What Is Facebook?

Facebook is a social networking website that lets people connect with friends, family, businesses and organizations by making a profile page, sharing updates, and interacting with friends' updates. Operators can use Facebook to connect with customers who have chosen to "Like" the business.

What's New?

Newsfeed Algorithm Changes: Facebook's algorithm determines which brand posts appear in users' Newsfeeds. Recent changes make it harder to reach fan feeds, and brands are seeing decreased post reach and impressions. Increase your reach with advertising. Consider allocating a portion of the budget to "Boosted Posts" – even just \$50 for select posts – to assure people see your content.

Mobile: Nearly 50% of Facebook users access the site only through their mobile device and many predict this number will continue to rise. Make sure your ads and posts are mobile-friendly.

Who Is Using Facebook?

- ▶ 1.6 billion worldwide users – 165.7 million in the US and growing
Source: eMarketer 2014
- ▶ 67% of US Internet users
- ▶ 56% of users are female, 44% male
- ▶ 11% are ages 18-24, 19% are 25-34, 20% are 35-44, 21% are 45-54 and 30% are 55+
- ▶ 67% have visited a quick service restaurant in the past week and 60% have visited a full service restaurant in the past month
Source: Nielsen @plan 2014

The average user has 338 Facebook friends, so by gaining one follower, you can potentially reach all their friends, too.

Facebook Is Best For:

Reaching a broad audience – it's the most widely used social media platform.

Sharing news, information and noteworthy updates or events.

Learning what your customers want through posts and questions you ask.

Creating deals or promotions to gain more "Likes" and bring customers to your business.

How to Create an Account:

To create a Facebook Business page you must first have a personal Facebook account, which you can create at [facebook.com](https://www.facebook.com). Then, visit Facebook Pages at [facebook.com/pages/create.php](https://www.facebook.com/pages/create.php) to create your Facebook Business Page – Facebook will even walk you through the process. A Facebook Business page is different than a personal profile. It's specifically designed to let businesses communicate with their customers and followers, and also manage online ad campaigns.

Measurements and Analytics:

Facebook Insights, their analytics tool, can report data on audience size and demographics, post reach and impressions, page visitors, tab/app views and much more. It is available for all Facebook Pages, and viewable by page administrators.

Facebook Helpful Hints:

Encourage your followers to comment and engage.

Be timely and make posts relevant – it's not necessary to post every day, but make sure to respond to questions within a day or two.

Don't spam your followers with sales-y pitches.

Publish posts people want to Like, comment on or share. The more engagement your posts receive, the higher probability that it will reach more people.

Keep content fresh and share content from other news sites, brands or local businesses.

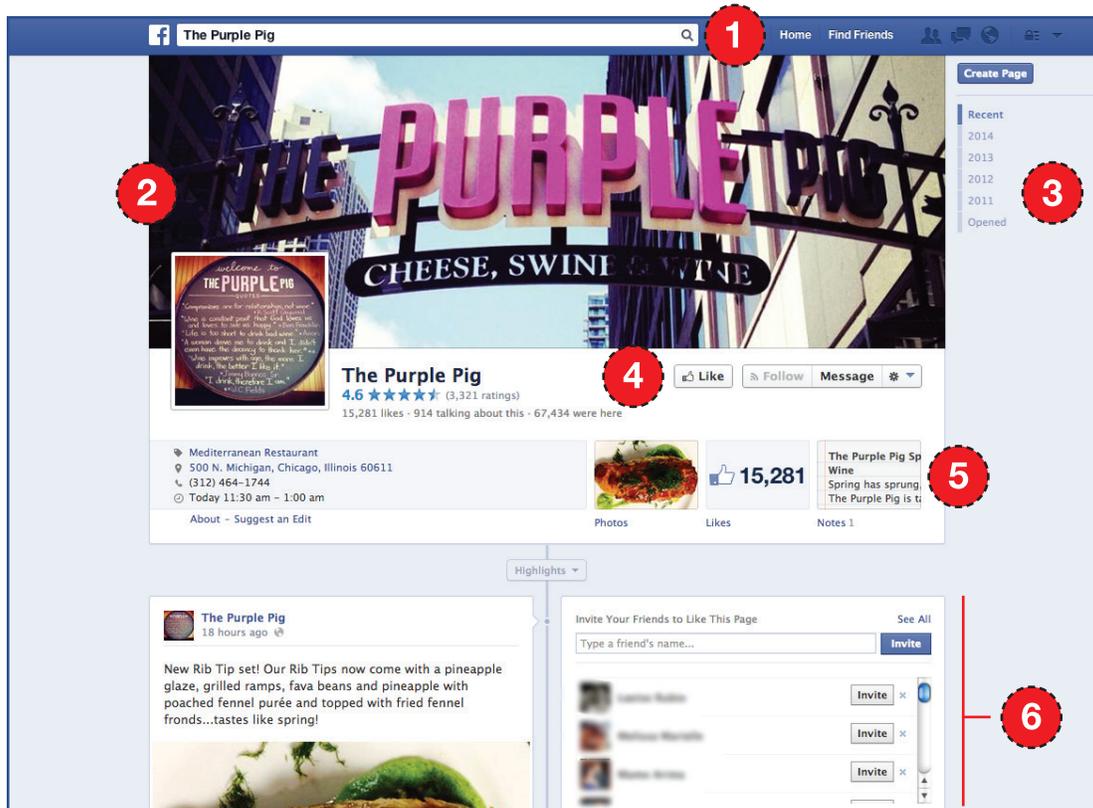
Most importantly, have fun!

SOCIAL MEDIA: Facebook

Best in Class:

The Purple Pig is a great example of how Operators can use Facebook to interact with customers and grow business. It spreads media buzz about the restaurant by sharing articles, posts delicious-looking pictures of menu offerings and encourages patrons to provide feedback and share experiences with friends. It also responds promptly to customers and posts almost once a day.

To see more of how The Purple Pig is using Facebook visit facebook.com/thewurplepigchicago



Facebook Glossary:

- 1 **Search:** Find friends and businesses quickly and easily.
- 2 **Cover Photo:** The large image at the top of your profile page. It can be updated as often as you like.
- 3 **Milestones:** Create milestones in your timeline to commemorate important events with a picture.
- 4 **“Like”:** “Like” is a way to give positive feedback or to connect with things you care about on Facebook. Users “Like” a brand or a business to receive updates from those Pages in their newsfeed.
- 5 **Tabs/Apps:** Custom sections of your Facebook Page, beyond the timeline. Use them for things like videos, photos, events, and promotions. Most tabs are not viewable on mobile devices – an important consideration given that more than half of Facebook logins come from mobile devices.
- 6 **Timeline:** A list of posts made by yourself and others that shows up on your profile page. It also displays your recent page activity, such as “Liking” or commenting. Page administrators can delete posts or hide comments on posts.
 - Status Update:** A message you post on your timeline. A portion of your fans will see it in their Newsfeed.
 - Comment:** You can post comments on the status updates and timelines of others.
 - Pin to Top:** Pin important status updates to the top of your profile.
 - Newsfeed:** Shows ongoing posts and updates from your friends/connections and businesses/organizations that you “Like”.



Foursquare

SOCIAL MEDIA: Foursquare

What Is Foursquare?

Foursquare is a location-based social media tool that allows people to share their location with friends by “checking in” using a smartphone or by text message when they’ve arrived at a business. Checking-in earns points, badges, and even special deals. Restaurants are easier to find, share and recommend using Foursquare.

What’s New?

Foursquare and Swarm: Foursquare recently announced it is splitting into two apps, Foursquare and Swarm. Foursquare will now solely focus on exploring new spots and location reviews, while the check-in feature is moving to Swarm. It’s too early to know how this split will affect the “legacy” features described in this guide, so be sure to visit swarmapp.com and blog.foursquare.com for the latest information before you execute a program on either app.

Delivery Service Integration: Foursquare and GrubHub Seamless have partnered to let Foursquare users place an order for delivery from a restaurant right in the mobile app.

Advertising: Foursquare has opened up their advertising products to all businesses, letting them target messages to users who may be in close proximity to their business. To learn more, visit Foursquare’s advertising page: business.foursquare.com/ads

Menu Item Search: It’s important for Operators to keep their menus up to date on Foursquare because users can now search for individual menu items.

Foursquare for Businesses App: Business owners can manage their pages via the Foursquare for Business mobile app, available in the app store.

Foursquare Is Best For:

Rewarding loyal customers and attracting new ones with Foursquare deals – special offers, coupons and discounts – which are presented to users when they check in at your business.

Who Is Using Foursquare?

- ▶ 45 million worldwide users, with more than 5 billion check-ins
- ▶ 1.6 million using the merchant platform
- ▶ 54% of users are female, 46% are male
- ▶ 9% are ages 18-24, 19% are 25-34, 25% are 35-44, 21% are 45-54 and 26% are 55+
- ▶ 74% have visited a quick service restaurant in the past week and 68% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

How to Create an Account:

Visit business.foursquare.com/listing and Foursquare will walk you through the process.

Measurements and Analytics:

Foursquare lets business administrators view the following on their stats page:

- ▶ Total daily check-ins over time
- ▶ Most recent and frequent visitors
- ▶ Gender breakdown of check-ins
- ▶ What time of day customers check in
- ▶ The percentage of check-ins linked to Twitter or Facebook

Foursquare Helpful Hints:

Follow your customers on Foursquare, Facebook and Twitter. Some people share their Foursquare check-ins on Facebook and Twitter so their followers can see where they are.

Create specials and keep them fresh – this rewards customers who check in often.

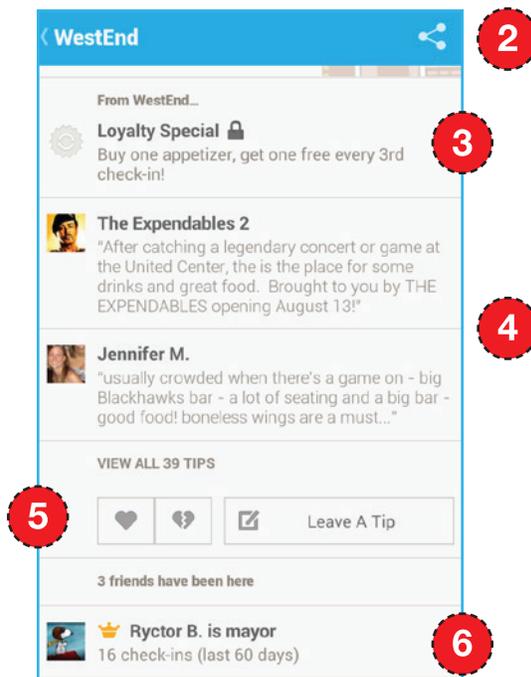
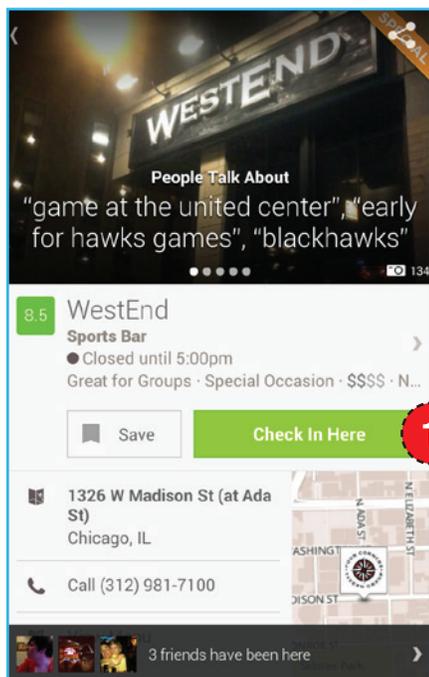
Offer special deals for the “Mayor” – the one customer who checks in the most.

Follow up with people who check in. Send a “shout out” – a Foursquare message – to people who check in, e.g. “Happy hour extended ‘til 7 tonight!”

SOCIAL MEDIA: Foursquare

Best in Class:

WestEnd bar and restaurant in Chicago is a great example of how to use Foursquare effectively. It offers Foursquare users a buy-one, get-one appetizer for every 3rd check-in in an effort to drive repeat visits.



Foursquare Glossary:

- 1 **Check In:** Customers “check in” to tell their Foursquare friends where they are.
- 2 **Share:** Clicking these buttons sends a check-in to Facebook and Twitter, so users on those social networks can see where friends are checking in. Users can also sync their Facebook and Twitter accounts with Foursquare to automatically send check-ins to those accounts.
- 3 **Specials:** These are unique offers that businesses can provide to customers who check in. For example, “Free dessert the first time you check in” or “Check in between 2-3pm for 15% off your meal.”
- 4 **Tips:** Foursquare users can leave mini-reviews, called Tips, when they check in to a location. These are visible to anyone who views that location on Foursquare’s app or website.
- 5 **Likes:** Users can click the Like or Dislike buttons to share their opinions of various places with their Foursquare friends. It also helps customize their experience by using feedback to suggest nearby locations the user might like.
- 6 **Mayor:** The person who has checked in to a location the most within a 60-day period.



Google+

SOCIAL MEDIA: Google+

What Is Google+?

Launched in 2011, Google+ is a social media community where anyone with a Google account can connect with other users around similar interests, professions, etc. Users organize their connections in custom Circles, and the posting capabilities are similar to Facebook. While it's not as widely used as Facebook, it's an effective tool for some brands and businesses and has a positive impact on search results. In addition, Hangouts allow users to participate in and/or watch video chats with other users.

Who Is Using Google+?

- ▶ 359 million worldwide active users
Source: We Are Social
- ▶ 55% of users are female, 45% male
- ▶ 9% are ages 18-24, 22% are 25-34, 20% are 35-44, 21% are 45-54 and 27% are 55+
- ▶ 70% have visited a quick service restaurant in the past week and 64% have visited a full service restaurant in the past month
Source: Nielsen @plan 2014

Google+ is Best For:

Reaching customers who are more affluent, educated and considered early adopters.

Businesses that want to increase visibility of their website in Google search results.

Exposing your posts to all of your fans/followers. Unlike Facebook, Google+ posts will reach all followers of a business.

How to Create an Account:

If you don't already have one, set up a Google account by going to google.com. Log in to your Google account, find your default Google+ page, and select "Pages" from the drop-down menu on the left. Click "Create a Page" and follow the steps for setting up your business page.

Measurements and Analytics:

With a business page, you can analyze how people engage with and share your content. You can also see how many people have added your page to their Circles.

Google+ Helpful Hints:

Google+ allows users to leave reviews on business pages, so pay attention to the conversation.

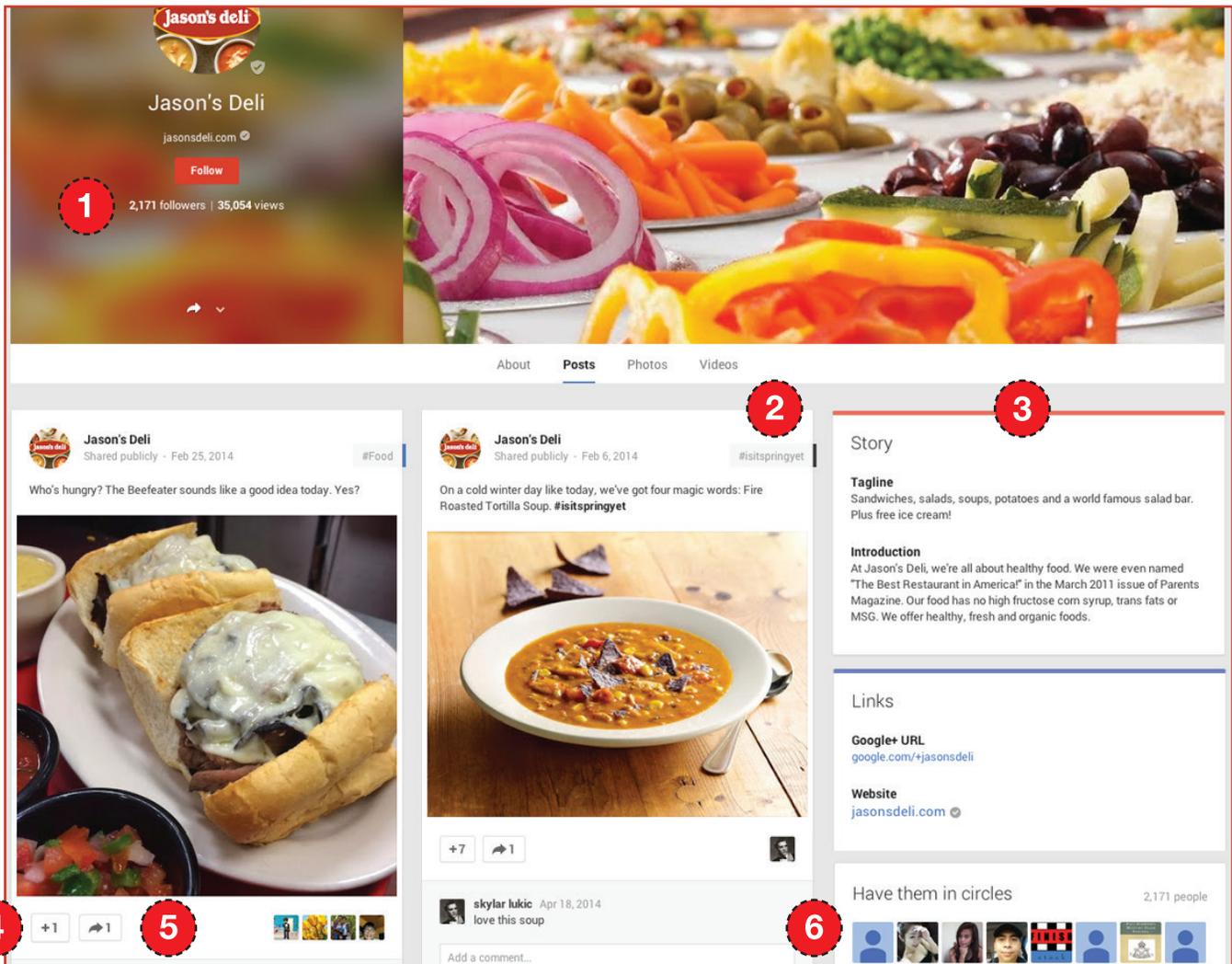
Follow similar posting and engagement guidelines that you would on Facebook.

Use hashtags like you would on other social sites, but don't go overboard. One to three is plenty.

SOCIAL MEDIA: Google+

Best in Class:

Texas-based national chain Jason's Deli uses Google+ as part of its social media strategy. The restaurant chain highlights seasonal menu items, employees, and new store openings. While still fairly new, the brand has more than 2,000 followers to date. Learn more at plus.google.com/+jasonsdeli



The screenshot shows the Google+ profile for Jason's Deli. The profile header includes the logo, name, website, and follower/view counts. Below the header are two posts: one for a 'Beefeater' sandwich and another for 'Roasted Tortilla Soup'. A right-hand sidebar contains the 'Story', 'Links', and 'Have them in circles' sections. Numbered callouts point to specific elements: 1 (Follow button), 2 (Hashtag), 3 (About section), 4 (+1 button), 5 (Share button), and 6 (Circles button).

Google+ Glossary:

- 1 **Followers:** The number of people who have the operation in their Circles
- 2 **Hashtags:** Rather than including hashtags in the copy, hashtags appear along the right-hand side of the post.
- 3 **About:** The page where a business tells its story, lists its website, and provides additional information.
- 4 **+1:** Synonymous with "Liking" a post on Facebook.
- 5 **Sharing:** Arrow denotes that people have shared the post with people in their Circles.
- 6 **Circles:** Groups of connections that users can customize to organize the accounts they follow.



Instagram

SOCIAL MEDIA: Instagram

What Is Instagram?

Instagram is a photo and video sharing mobile app that lets users capture photos on their phones and share them with friends and followers. Users can edit photos within the app by applying filters, borders, areas of focus, etc. Owned by Facebook, Instagram lends itself to more creative and artistic imagery compared to photos users post to Facebook and other social media sites.

Who Is Using Instagram?

- ▶ 150 million active monthly users
- ▶ 57% of users are female, 43% male
- ▶ 18% are ages 18-24, 26% are 25-34, 20% are 35-44, 18% are 45-54 and 17% are 55+
- ▶ 72% have visited a quick service restaurant in the past week and 64% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Instagram is Best For:

Expressing the personality and aesthetic of your operation.

Food photography; posting photos of appetizing menu items.

Engaging with users who may be posting photos from your business already.

How to Create an Account:

Download the Instagram mobile app on your phone and create a new account with an email address, user name and password. There is also a web version of Instagram (instagram.com), but new accounts must be opened on the mobile app.

Measurements and Analytics:

Instagram tracks number of posts, followers and people you follow. You can also analyze number of Likes and Comments on individual posts.

Instagram Helpful Hints:

Use your phone! While it's possible to upload professional images, your photos will feel more authentic if they're taken with a phone.

Try to be artistic. Experiment with unique camera angles and points of view. Use the app's editing features to add creativity.

Keep photo captions short and don't include links – they won't work. Use hashtags to label photos (e.g., #GrandOpening).

Tell your customers your Instagram username so they can tag you in photos they take at your operation.

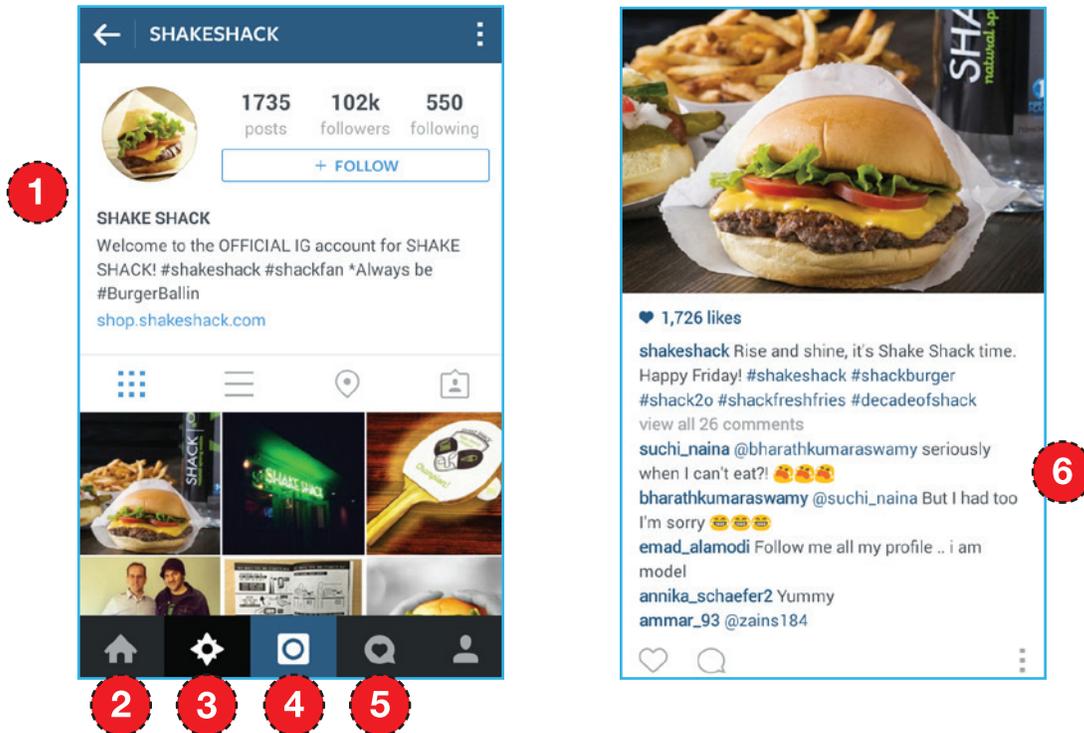
Search for people posting photos from your operation and Like and/or Comment on the image.

Tag the location of your photos as your business name/location.

SOCIAL MEDIA: Instagram

Best in Class:

With over 100,000 followers, New York burger joint Shake Shack has a robust Instagram presence. Photos and videos show the customer experience, menu items and marketing programs/sponsorships. The restaurant also “regrams” photos from its fans while giving them credit by tagging them in the photo. In addition, they host periodic giveaways that ask followers to tag a friend in the comments section of the photo for a chance to win branded merchandise. Learn more at [instagram.com/shakeshack#](https://www.instagram.com/shakeshack#)



Instagram Glossary:

- 1 **Profile:** Your profile shows your account description, profile photo, stats and content.
- 2 **Home:** Scroll through the photos and videos of people you follow.
- 3 **Explore:** Search for users and hashtags or explore a random selection of what other users are sharing.
- 4 **Camera:** This is the in-app camera feature that lets you take and edit photos and videos. You can also upload photos from your camera roll.
- 5 **Activity:** View the activity associated with your posts – Comments, Likes, etc.
- 6 **Individual View** See the Comments and Likes on your post.



Pinterest

SOCIAL MEDIA: Pinterest

What Is Pinterest?

Think of Pinterest like a digital bulletin board that lets you curate and organize visual content. Users can pin images and videos to the site and followers can see their pins. Typically, pins link to the web destination they were pinned from, allowing users to access more information about the pin. While there are many content categories, popular ones are food, drinks, recipes, design, and DIY. Users can organize their pins on “boards,” and there are three ways to pin – by uploading an image file, by using a “Pin It” bookmark on your web browser, or by clicking on the Pinterest icon next to an image on a website.

What’s New?

Rich Pins: Rich Pins add extra detail to the pin description. There are five types of Rich Pins: recipes, products, places, articles and movies. For example, a Place Pin uses Foursquare to show where the image originated, such as a restaurant, venue or hotel.

Sending Pins to Friends: Use the “Send” icon on pins to send pins to specific friends.

Related Pins: Pinterest now serves select pins to your homepage from users you don’t follow but Pinterest thinks you would be interested in, based on what you typically pin.

Who Is Using Pinterest?

- ▶ 70 million registered users
- ▶ 72% of users are female, 28% male
- ▶ 10% are ages 18-24, 24% are 25-34, 21% are 35-44, 19% are 45-54 and 26% are 55+
- ▶ 70% have visited a quick service restaurant in the past week and 65% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Pinterest Is Best For:

Showcasing your operation through your food images, recipes, cocktails and inspiration.

Driving website traffic.

Sharing menu items, favorite seasonal ingredients, and imagery that evokes your operation’s personality.

Gaining insight into food trends.

How to Create an Account:

Visit business.pinterest.com and sign up with an email address or personal Facebook account.

Measurements and Analytics:

Pinterest tracks your number of pins, likes, followers and people you are following.

Pinterest Helpful Hints:

Provide value to your followers through images of your food, drinks and recipes.

Use professional photography on Pinterest. Vivid, high-quality imagery is more prevalent than amateur or user-generated photos.

Create a story. Use boards to share images that show the evolution of your operation, menu, chef and dining experience.

Engage with other users. Follow their boards, and re-pin images that inspire you.

When pinning an image that isn’t your own, always give credit and include a description.

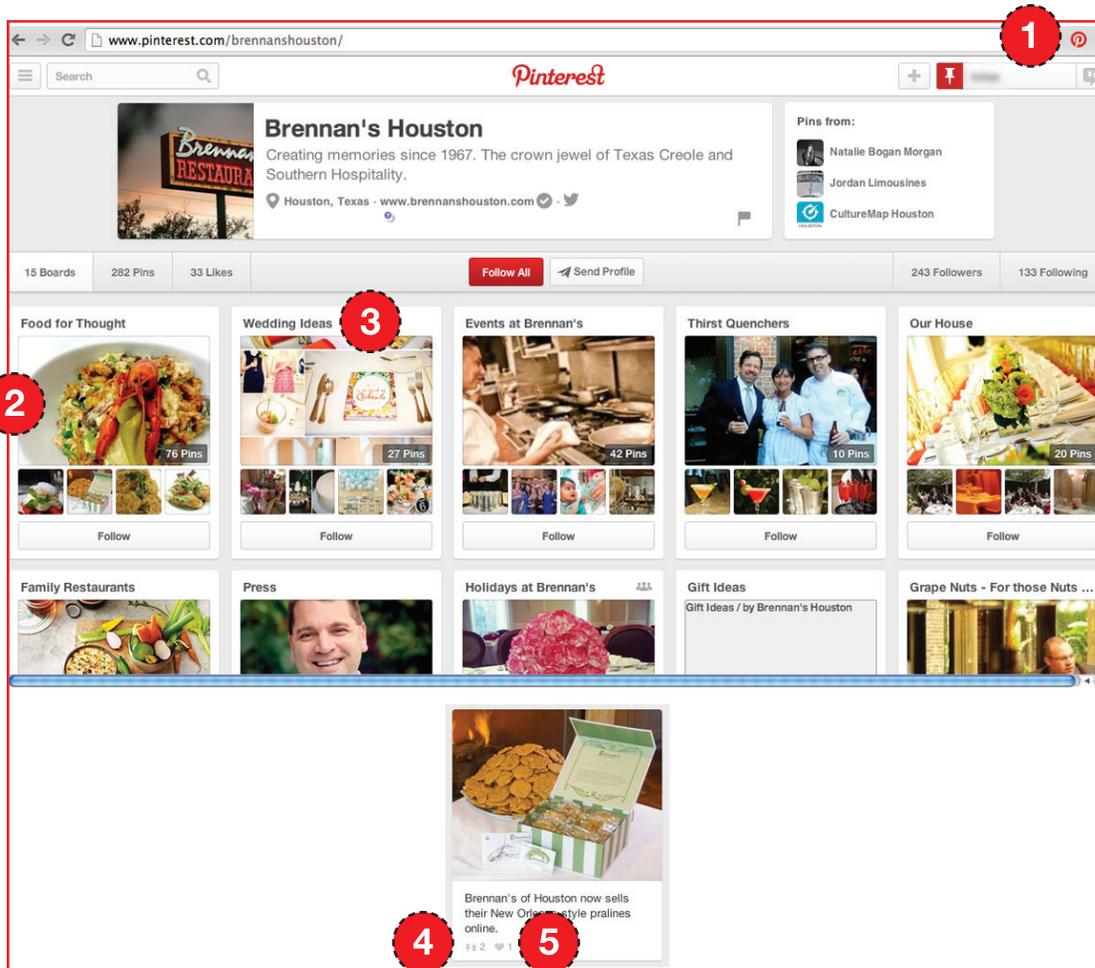
Keep captions short and sweet.

Visit business.pinterest.com/en/pin-pro for tips and advice on using business applications of Pinterest.

SOCIAL MEDIA: Pinterest

Best in Class:

Brennan's Houston is a great example of how Operators can use Pinterest effectively. Brennan's boards share images of the food and focus on what inspires the menu. It also lets users re-pin celebration photos from birthdays or weddings. To see more of how Brennan's is using Pinterest, visit pinterest.com/brennanshouston



Pinterest Glossary:

- 1 **Pinterest Bookmark:** Add this button to your bookmarks and click it when you see an image you want to pin.
- 2 **Pin:** A pin is an image or video that usually links to a web page where the user can find more information.
- 3 **Pinboard:** A set of pins organized by subject matter or interest.
- 4 **Re-pin:** Sharing another user's pin on your board.
- 5 **Liking:** Liking another user's pin adds it to your profile likes, but does not post it on your board.



Tumblr

SOCIAL MEDIA: Tumblr

What Is Tumblr?

Tumblr is a social blogging platform that lets users share pictures, videos, links, quotes and more. It combines the shareability of Twitter and Pinterest with the ability to include longer content. Users follow Tumblr blogs they like and can re-blog content to their own Tumblrs. The platform lets you customize your Tumblr's appearance with colors, themes, and pages, so some operators are using Tumblr as an alternative to traditional websites. Tumblr's mission statement is "Millions of people sharing the things they do, find, love, think, or create."

What's New?

Advertising: Acquired by Yahoo! in 2013, Tumblr has started offering additional paid options for advertisers, with most ads appearing as sponsored blog posts within a user's feed of other blogs they follow.

@Mentions: Users can now mention other users with the "@" symbol in their posts, which creates a link to that other user's blog.

Who Is Using Tumblr?

- ▶ 117 million worldwide unique visitors
- ▶ 51% of users are female, 49% male
- ▶ 20% are ages 18-24, 25% are 25-34, 19% are 35-44, 18% are 45-54 and 18% are 55+
- ▶ 71% have visited a quick service restaurant in the past week and 63% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Tumblr Is Best For:

Showcasing your operation's personality, chefs and menu to connect with customers.

Serving as an extension of your current website or even replacing it entirely.

Sharing images of your menu items, drinks and inspiration to help you connect with your customers.

Keeping patrons updated on news.

How to Create an Account:

Visit tumblr.com, create a username and password, and click "Sign up."

Measurements and Analytics:

Tumblr lets you track your number of posts, likes, followers and blogs you're following. It also allows **Google Analytics** tracking, which enables full reporting on Tumblr pages.

Tumblr Helpful Hints:

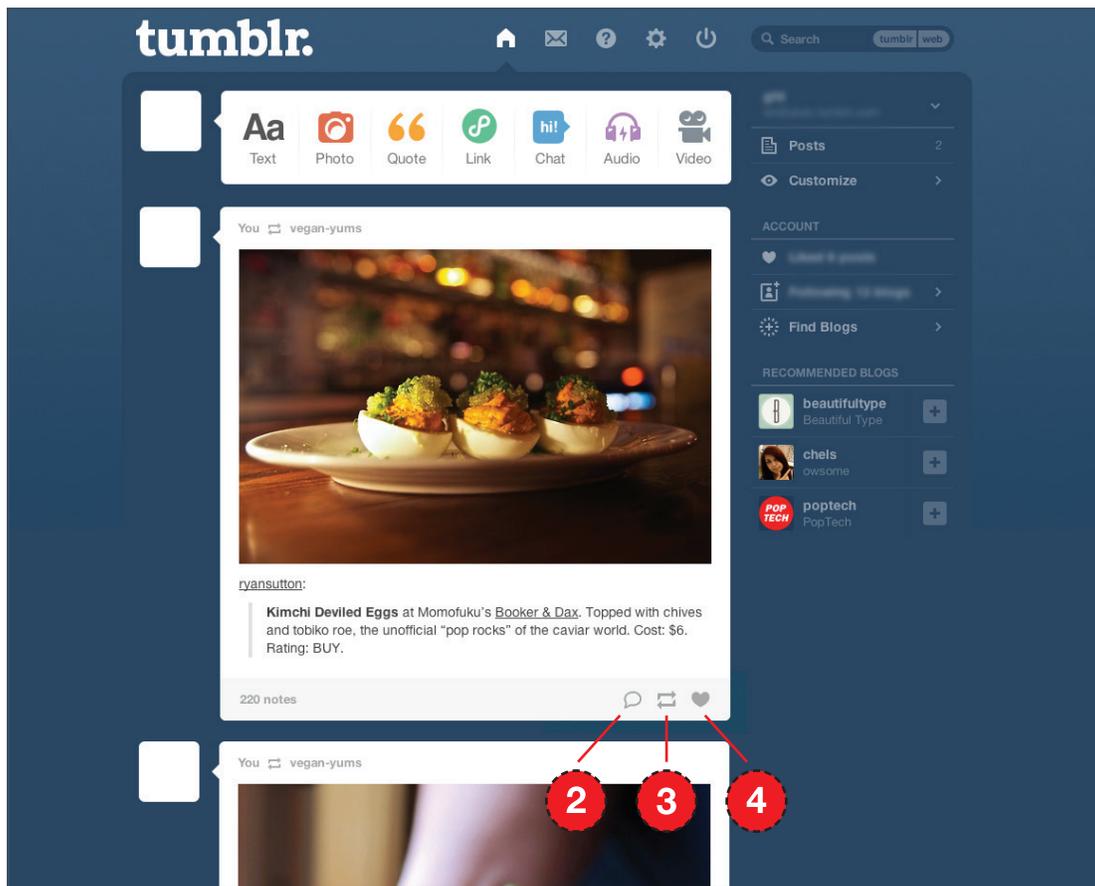
Share pictures and stories from your operation that let people get to know you.

Re-blog and share content beyond your own, but remember to always credit back to the original source.

Follow and engage with others. Comment on posts and respond to comments on yours.

"Tag" your posts with relevant labels, such as "Mardi Gras" or "Fat Tuesday."

SOCIAL MEDIA: Tumblr



Tumblr Glossary:

- 1 Dashboard:** The homepage of Tumblr, where you will see posts from all Tumblr blogs you are following.
- 2 Reply:** If the user has enabled replies, click the speech bubble button to comment on the post.
- 3 Re-blog:** Click the arrow button to re-blog another user's post onto your own Tumblr blog.

- 4 Like:** Click the heart button in the corner of posts to show you like it.

Tumblr: To use or post on Tumblr.

Note: This view is the user-facing page that you will see when you log in to update your Tumblr or see posts from other Tumblr blogs you follow. The public-facing view of this same Tumblr is seen on the Best in Class example on page 24.

SOCIAL MEDIA: Tumblr

Best in Class:

The Momofuku restaurant group is a great example of how Operators can use Tumblr effectively. The Momofuku restaurant group uses Tumblr to communicate the restaurant's personality and happenings – as opposed to the website, which is primarily functional and informational. The Tumblr blog features videos from the kitchen, spotlights of staff, restaurant events, accolades and awards, etc. To see more, visit momofuku.tumblr.com



momofuku has restaurants in nyc, sydney and toronto. we try our best to serve delicious food. we work hard to be better everyday.
 our sister bakery is called **milk bar**.
lucky peach magazine is part of the family too.

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from the archives

momofuku playlist

top 5

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april 28, 2014

we're kicking off the second annual sustainable seafood week nyc with a

SUSTAINABLE SEAFOOD SHINDIG

hosted by **tom colicchio & sisha ortuzar**
 with the crafted hospitality team
 special guest **Paul Greenberg**, author of *Four Fish & American Catch*

Join us to celebrate the efforts of responsible fishermen and seafood farmers through a unique series of intimate tastings with an all-star lineup of chefs benefiting the NY/NJ Baykeeper.

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KERRY HEFFERNAN
ANITA LO
RICK MOONEN
DAVE PASTERNAK
BILL TELEPAN



riverpark

450 E. 29th St. | Tuesday, May 6 | 6:00 - 10:00 pm

To purchase tickets, click on this invite!



[craftrestaurantgroup:](#)

Join us at riverpark to celebrate the efforts of responsible fishermen and seafood farmers through a unique series of intimate tastings with an all-star lineup of chefs. [click here](#) to purchase tickets.

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april 25, 2014



Twitter

SOCIAL MEDIA: Twitter

What Is Twitter?

Twitter is real-time social media. It connects you to the latest information from people and businesses you find interesting. Whenever you want to share something with your followers, like a new menu item or a daily special, you can post a message about it – as long as it's no more than 140 characters. This message is called a tweet. Twitter is useful for sharing news and information with a mass audience.

What's New?

Ads for Small Businesses: Twitter has made its paid advertising products available to businesses of all sizes. If budget allows, consider testing Twitter ads. A Promoted Account campaign will attract followers, while a Promoted Tweet campaign will generate awareness of a specific message. To learn more, refer to Twitter's business page: business.twitter.com/twitter-smaller-businesses

Photos: Previously, when images were posted with tweets, users would have to click on the tweet to see the image. Now, images automatically appear with tweets in users' feeds, so if you use Twitter, try to include photos with select tweets.

Who Is Using Twitter?

- ▶ 241 million worldwide users, 54 million in the US
Source: eMarketer 2013
- ▶ 54% of users are female, 46% are male
- ▶ 14% are ages 18-24, 21% are 25-34, 21% are 35-44, 20% are 45-54 and 23% are 55+
- ▶ 72% have visited a quick service restaurant in the past week and 65% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Twitter Is Best For:

Announcing promotions, new menu items, events and limited time coupons. You can even offer these primarily to Twitter followers.

Your tweets can be retweeted by your followers and can be seen by other Twitter users, thus spreading the word about your business.

Responding to customers when they have questions or complaints.

Listening in on what customers are tweeting about your brand. How they talk about your operation can give you hints about how to market your brand.

Sharing thoughts from your business. Share links to articles about your operation, or other topics your customers are interested in.

How to Create an Account:

Visit twitter.com/signup and Twitter will walk you through the process.

Measurements and Analytics:

Twitter shows your number of followers, as well as people who mention or retweet you, on your Twitter homepage.

Twitter Helpful Hints:

Be personal and transparent – in your Twitter biography, list who will be running your Twitter account, such as the owner, the chef, or the PR intern.

Be casual – Twitter is a friendly conversation.

Make your tweets worth your followers' time. Use the 70/30 rule – 70% of tweets should be helpful or conversational, and 30% can be promotional.

Follow people who are tweeting about you.

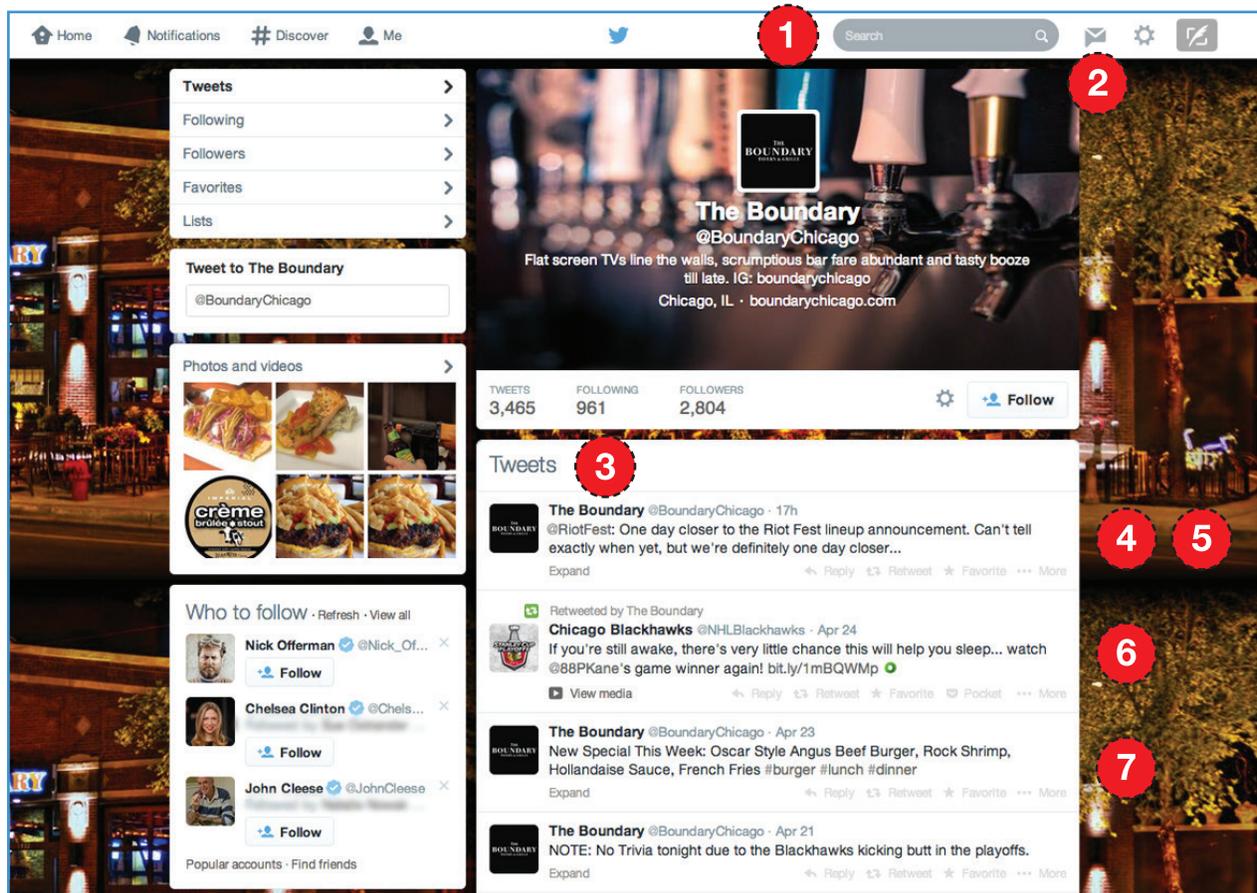
Search for people talking about your operation and talk to them. Ask them about their experience or thank them for a positive review.

It's OK to abbreviate and shorten words to fit within the character limit.

SOCIAL MEDIA: Twitter

Best in Class:

The Boundary is a great example of how to use Twitter effectively. It posts pictures of food, links to media articles written about the restaurant, and announces special events, deals and promotions on Twitter. It also interacts with its followers by retweeting users who mention The Boundary on Twitter. To see more, visit twitter.com/#!/boundarychicago



Twitter Glossary:

- 1 **Search:** Search Twitter for keywords or phrases. Hashtags highlight those keywords, ex. "Really enjoyed the ConAgra Foodservice booth at #NRA."
 - 2 **Direct Message:** Send a private tweet to one of your followers. Click the silhouette button and then select "Direct Message."
 - 3 **Tweet:** A message under 140 characters that you post on Twitter and will display on your followers' feeds.
 - 4 **Mention:** Mention another Twitter user in your tweet by preceding their username in the message with the @ symbol. "Glad you loved your entrée @KellyMarrs."
 - 5 **Reply:** To tweet directly to someone, use the @ symbol with the user's name and put it at the very front of the tweet. "@ KellyMarrs we're sorry you had bad service. Please DM us so we can make it up to you."
 - 6 **Retweet (RT):** When you see a tweet you like posted by another user, share it with all your followers by clicking the "retweet" button.
 - 7 **Hashtag (#):** Used to mark keywords or topics in a tweet. This helps categorize trends and topics to make them easier to search for and report.
- Twitter Stats:** See who follows you and who you follow.



Vine

SOCIAL MEDIA: Vine

What Is Vine?

Owned by Twitter, Vine is a video sharing mobile app that lets users capture and edit short, looping videos of six seconds or less – though they take much longer to create. By starting and stopping the video capture, the videos can achieve the look and feel of animated images (or GIFs). Vine also has a reputation for being geared toward creative and artistic users. Users can follow and interact with each other and share their videos on their other social channels.

Who Is Using Vine?

- ▶ 40 million registered users
- ▶ 53% of users are female, 47% male
- ▶ 27% are ages 18-24, 26% are 25-34, 17% are 35-44, 15% are 45-54 and 15% are 55+
- ▶ 70% have visited a quick service restaurant in the past week and 64% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Vine is Best For:

Expressing the personality and aesthetic of your operation.

Documenting how-tos and steps, like how a recipe comes together.

Creatively showcasing the happenings of your operation.

How to Create an Account:

Download the Vine mobile app on your phone and create a new account with an email address, user name and password. There is also a web version of Vine (vine.co), but new accounts must be opened on the mobile app.

Measurements and Analytics:

Vine tracks the number of videos, followers, people you follow and videos you've Liked. You can also analyze number of Likes and Comments on individual videos.

Vine Helpful Hints:

Consider the role of Vine in your social media strategy. Instagram also offers video capabilities. Based on your customer base, it may not be worth building up a community on Vine if you already have one on Instagram.

Enlist a creative point person who has an understanding of video. Vine videos are best when planned out, produced and edited well.

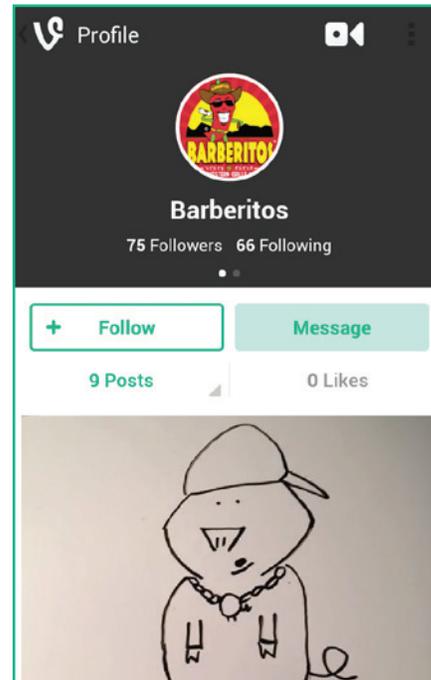
Be patient and experiment. It takes time to get the hang of it. Set up a dummy account where you can try things first.

Use hashtags to label your videos.

SOCIAL MEDIA: Vine

Best in Class:

Georgia-based Barberitos, a chain of Tex-Mex restaurants, is a great example of how to use Vine effectively. It uses Vine to show how its burritos are made, feature messages from employees, and hold quick giveaways and promotions. For instance, it recently asked fans to post a video of themselves singing a One Direction song for a chance to win tickets to the band's concert.



Vine Glossary:

- 1 **Camera:** This is the camera feature that allows you capture and edit videos.
- 2 **Activity:** Activity associated with your posts – Comments, Likes, etc.
- 3 **Explore:** Search for users and hashtags or explore a random selection of other videos.
- 4 **Profile:** Your profile, which shows account description, profile photo, stats and content.



Yelp

SOCIAL MEDIA: Yelp

What Is Yelp?

Yelp is an online review site that lets customers share experiences and recommendations. Users can post and read reviews of businesses, look for special offers, and chat with others on Yelp. Local businesses use Yelp to connect and share information with people, and get customer feedback from the written reviews.

Who Is Using Yelp?

- ▶ 120 million monthly unique visitors
- ▶ 53 million reviews written
- ▶ 56% of users are female, 44% are male
- ▶ 9% are ages 18-24, 23% are 25-34, 21% are 35-44, 20% are 45-54 and 27% are 55+
- ▶ 70% have visited a quick service restaurant in the past week and 66% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Yelp Is Best For:

Announcing special offers and events, as well as sharing accurate details about your business.

Communicating directly with customers, either by message or by commenting on their review.

Seeing what you are doing right and what you should consider changing.

How to Create an Account:

Visit biz.yelp.com and Yelp will walk you through the process.

Measurements and Analytics:

Yelp offers reporting on your business homepage, including number of visitors, reviews and messages.

Customer insight includes reviews and your average star rating.

Yelp Helpful Hints:

Create a listing for your business, or claim one if a customer has already made one and reviews have already been posted. Regularly check your Yelp feedback.

- ▶ Claiming your operation's Yelp page takes less than 5 minutes – just fill out a form and answer an automated phone call.
- ▶ Be sure to fill out your information completely – many customers rely on the information on Yelp for directions to your operation, hours of operation and how to find your website and menu.

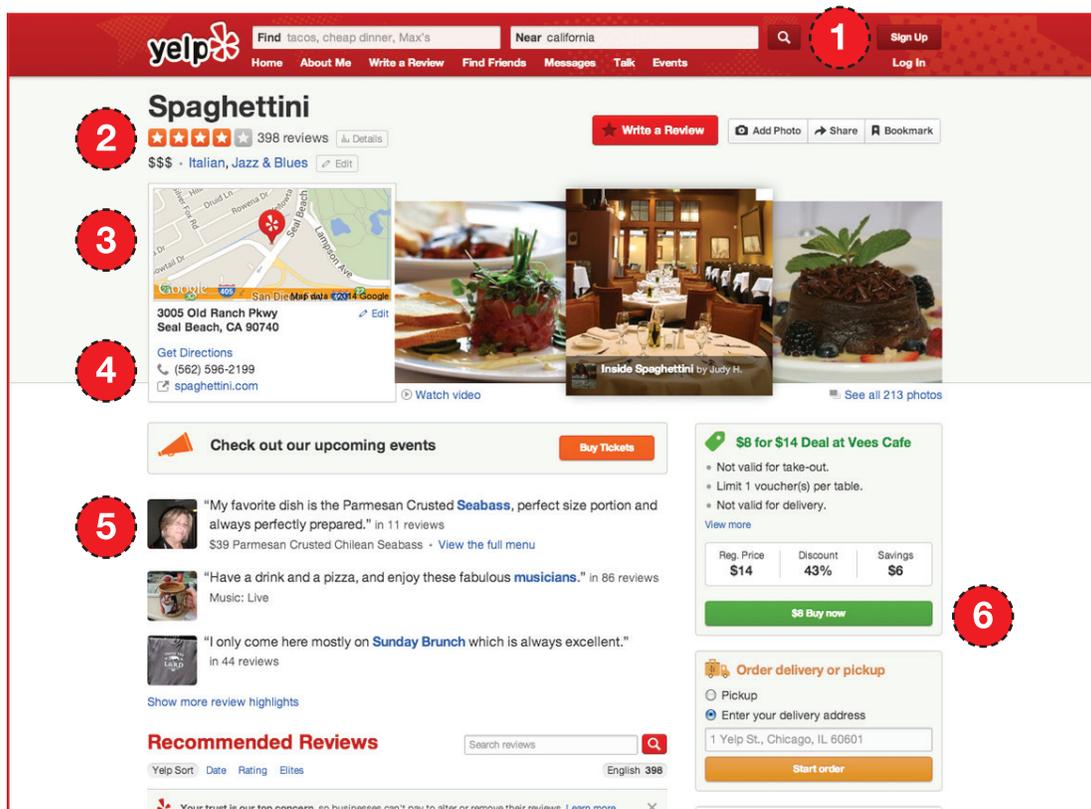
Expect that bad reviews will happen. Don't lash out – instead, respond and gather feedback to make the experience better. Customers do change bad reviews, and appreciate good customer service in response to a bad review. To engage with a customer following a bad review, use Yelp's private reply feature to avoid making your conversation public. Work with the reviewer to understand and fix their concerns.

Never "plant" positive reviews on your Yelp page by creating a fake account or recruiting employees to post positive reviews/ratings on your behalf. Users are very savvy and will sniff out a lack of transparency, leading to considerable backlash and eroded customer trust.

SOCIAL MEDIA:

Best in Class:

Spaghettini in California is a great example of how to use Yelp effectively. It uses Yelp's advertising capabilities and has a very thorough business page. According to Yelp, since starting advertising, the restaurant saw a 67% increase in user views of its Yelp listing, and a 300% increase in mobile calls from Yelp users. To see more, visit: yelp.com/biz/spaghettini-seal-beach



The screenshot shows the Yelp business page for Spaghettini. The page includes a search bar at the top with the text "Find tacos, cheap dinner, Max's" and "Near california". The business name "Spaghettini" is prominently displayed with a 4.5-star rating and 398 reviews. A map shows the location at 3005 Old Ranch Pkwy, Seal Beach, CA 90740. The page also features a "Write a Review" button, a "Check out our upcoming events" section, a "\$8 for \$14 Deal at Vees Cafe" promotion, and a "Recommended Reviews" section. The page is annotated with red circles and numbers 1 through 6 highlighting key features.

Yelp Glossary:

- 1 **Search:** Quickly find everything from restaurants to retail. Looking for a quick bite near downtown Chicago? Just type "Food" near "North Michigan Ave" and see all your options.
- 2 **Average Star Rating:** Your operation's star rating (out of five) is based on the reviews you receive on Yelp.
- 3 **Location:** Yelp will pinpoint your location on a map to make it easy for customers to find your business.
- 4 **Contact Information:** Many customers use Yelp to find contact information quickly. Make sure your phone number, address and website are all correct.
- 5 **Review:** Yelpers can add an explanation of their star rating, including what aspects of their experience were satisfactory and what parts were not.
- 6 **Yelp Deals:** Yelp is a great platform to offer special deals and promotions.
 - Yelpers:** People who are members of the Yelp community
 - Yelping:** Posting a review.



Groupon

SOCIAL MEDIA: Groupon

What Is Groupon?

Groupon is a Daily Deal website that offers substantial discounts in major markets across the country and the world. Groupon negotiates deals with local merchants that are typically 50-90% off normal prices. They then send emails with the featured deals to subscribers. Groupon is designed to offer a large discount to customers in exchange for exposure and a guaranteed number of customers to businesses.

The terms of the deal, like the discount and the expiration date, are negotiated between Groupon and the restaurant.

What's New?

Groupon Now: Groupon Now deals, which were very short-term and typically lower in value, are still active but integrated into all Local Groupon deals.

Reserve: Groupon lets customers make reservations for fine dining restaurants through the site, and a specified discount is applied upon payment of the bill. There is no pre-purchased deal or voucher like traditional Groupons.

Who Is Using Groupon?

- ▶ 41.7 million active customers
Source: Groupon
- ▶ 54% of users are female, 46% are male
- ▶ 11% are ages 18-24, 18% are 25-34, 19% are 35-44, 20% are 45-54 and 32% are 55+
- ▶ 65% have visited a quick service restaurant in the past week and 58% have visited a full service restaurant in the past month

Source: Nielsen @plan 2014

Groupon Is Best For:

Spreading the word about your business in your community.

Attracting new customers with special offers.

Measurements and Analytics:

You can log in to your vendor account on a computer or mobile phone to track Groupon redemptions. View your account on your Groupon vendor homepage or on Facebook.

Groupon Helpful Hints:

Be prepared! The goal is to get new customers, so connect with them when they come in your doors.

Make your new customers feel valuable – don't skimp on customer service simply because they are receiving a discount.

Don't offer a discount for the price of a full meal – offer it for slightly less. For example, if your check average is \$40, don't offer a Groupon worth \$40 – you'll make no profit!

Be strategic! Offer deals for specific days of the week when your regular business is low. Use Groupon to help drive traffic during your slower periods.

Save room for your regulars.

Don't tweet about or post the deal to Facebook – those spaces are for your regular customers and people who already like you. Groupon attracts new people who might not have found your operation otherwise.

Visit grouponworks.com to find out more information about how Groupon works for businesses.

SOCIAL MEDIA: Additional Resource



The P.A.T.R.O.N.[®]

The P.A.T.R.O.N. (Personalized Analysis Targeting Restaurant Operator Needs) is a resource on www.conagrafoodservice.com that gives you a better understanding of your current customers and identifies the customers you'd like to attract. It's a tool designed to inspire smart ways to build your business. And, it's easy to use! Just answer a few questions about your operation's menu and customers. The P.A.T.R.O.N. analyzes them based on ConAgra Foodservice proprietary research to create a P.A.T.R.O.N. Profile.

The four-page report provides a complete picture of your current or desired patron base, organized by group and eating occasions. It details who the customers are, why they eat out, when and where they are going, and how best to satisfy them. The P.A.T.R.O.N. also features business building tips, with ideas for increasing traffic, raising check averages, day and menu part drivers, and ways to create a more appealing menu and atmosphere. It even has social media tips!



ConAgra Foodservice brands deliver performance, innovation and the names patrons trust. From back-of-house standards like Angela Mia® tomatoes and J. Hungerford Smith® toppings to consumer favorites like Egg Beaters® and Reddi-wip®, successful operations across the country rely on our brands to help stay competitive.

But we're more than hardworking brands. With top-notch food quality and safety programs, culinary leadership and innovation, and a proactive approach to growth, we're the partner Operators count on.

At ConAgra Foodservice, we know insights matter – and we're here to help you be smarter about your customer, segment and business. Tools like the P.A.T.R.O.N.,® a personalized consumer analysis, and *Culinary Trends* and *Insider Insights* – exclusive bimonthly newsletters – harness powerful insights to help you connect with patrons.

We're all about what matters most: the food patrons love, services that give you an edge, and smart insights to help you build your business like never before. That's what makes us food, service, smart.

To learn more, talk to your Sales Representative, call 1-800-357-6543 or visit www.conagrafoodservice.com.

