



# WHAT IS SOCIAL MEDIA?

Social media is many forms of electronic communication that allows guests to share information or ideas with each other or businesses online.

## POPULAR SOCIAL SITES THAT IMPACT YOUR BUSINESS ARE:

|           |                     |  |
|-----------|---------------------|--|
| FACEBOOK  | YELP                | SNAPCHAT                               |
| TWITTER   | TRIPADVISOR         | YOUTUBE                                |
| INSTAGRAM | TUMBLR              | LINKEDIN                               |
| PINTEREST | SEARCH ENGINE PAGES | GOOGLE PLUS BING PLACES YAHOO LISTINGS |

**Understanding all of these sites can be overwhelming. Choose one or two to get started.**

Use social media sites to help drive business by promoting brand awareness. You want to create content or posts that will engage your guests – this should be content that they will comment on or want to share with their friends and network.

You can learn from your guests on social media, conduct surveys, run a contest and listen to what they are saying. These new insights and data can help you determine what guests like within your restaurant, whether it be a menu item, Happy Hour, promotion and pricing.

## GETTING STARTED



easy username

If you have not set up your social sites, you should pick a user name that is easily searchable, and has your restaurant name as part of the user name.

Once you know what your user name will be, go ahead and sign up. Start posting content and determine what will engage your guests. Make sure you add links on your website to your social sites. Also include links to your social sites on your emails.

### EXPERT TIP

**Make sure the username you select is consistent across all social media platforms!**

## REVIEWS



Besides posting content on these social sites, you will also need to make sure you are spending time responding and engaging guests that have written reviews about your restaurant.

Many of the social sites listed above also allow guests to post a review. You may not have set up your restaurant on these sites, but guests are permitted to set one up about you. You should perform an audit so you know where your guests are posting reviews about your restaurant. There are tools that help aggregate reviews and alerts that you can set up so you receive an email when reviews are posted. This will let you respond timely to your guests.

## TOOLS



There are tools that allow you to post on multiple sites with one set of content, taking less of your time but allowing you to post or be seen on multiple sites.

### Tools to help you post

If you are interested in posting on several social sites, then a tool may be a good choice. Some tools to review:

- **Hootlet** ([www.hootsuite.com](http://www.hootsuite.com))
- **EveryPost** (in iTunes store)
- **Buffer** ([www.buffer.com](http://www.buffer.com))
- **Post Planner** ([www.postplanner.com](http://www.postplanner.com))

### Tools to help you monitor mentions

Do you want to know if any of the content you are posting is being shared? The following tools let you know what content you or others are posting that people like.

- **Hootlet** ([www.hootsuite.com](http://www.hootsuite.com)) – allows for this in the dashboard
- **Sprout Social** – <http://sproutsocial.com/>
- **Buzzsomo** (<https://app.buzzsumo.com/research/most-shared>) – compares multiple sites based on the website url/domain you are checking
- **Mention** – <https://mention.com/en/>

## REFERENCES

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### Social Media 101

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### 12 Social Media Marketing Trends for Small Business

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### A Beginner's Social Media Guide for Small Business

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### Social Media Trends for Small Businesses in 2017

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### 10 Benefits of Social Media for Business

<https://blog.hootsuite.com/social-media-for-business/>

### How to Set Up & Manage Your TripAdvisor Business Listing

<http://tourismeschool.com/how-to-manage-your-tripadvisor-listing/>

### Free Tools for Your Business

[https://www.yelp-support.com/Free\\_Tools\\_for\\_Your\\_Business?l=en\\_US](https://www.yelp-support.com/Free_Tools_for_Your_Business?l=en_US)