

Social Media Post Toolkit



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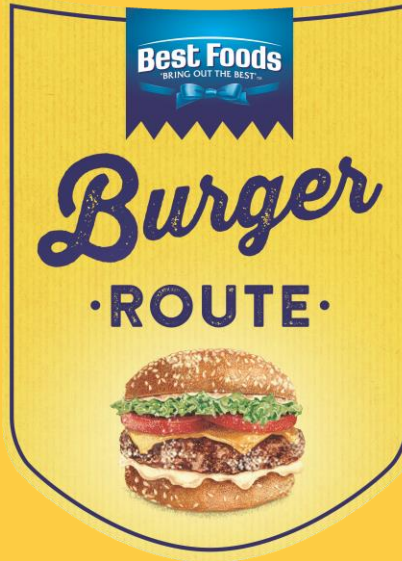
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Welcome to the Burger Route™ Social Media Post Toolkit

This **Social Media Post Toolkit** gives you idea starters and real post examples that you can customise, letting you talk to your followers (and gain new ones!) with Burger Route™ on social media.

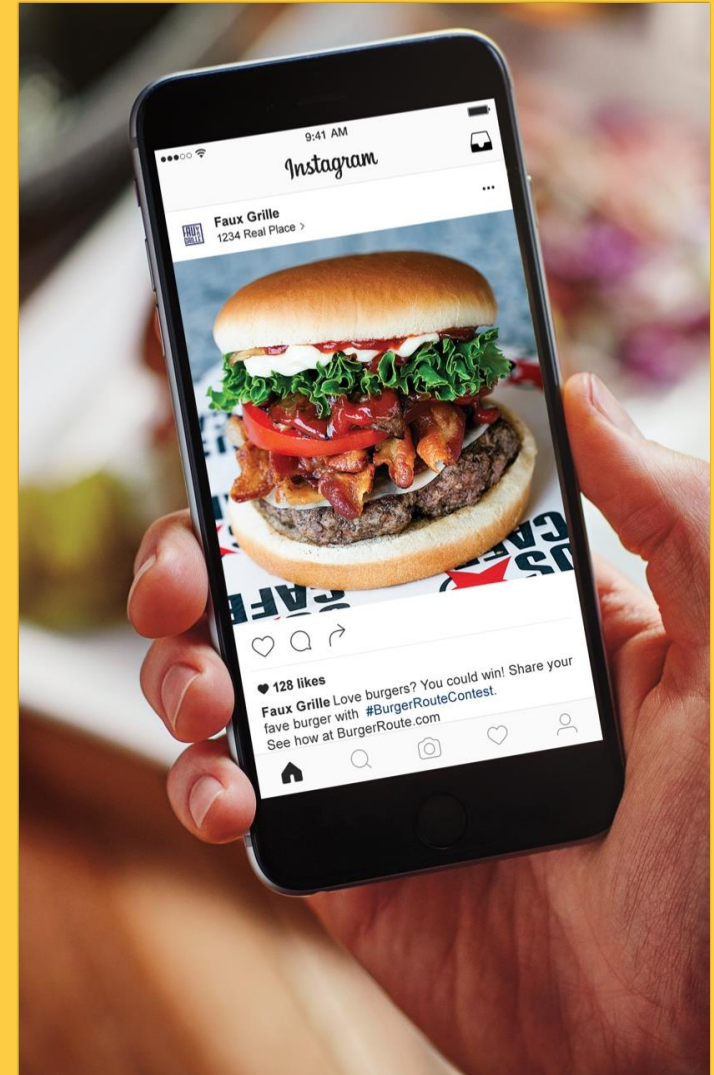


Welcome to the Burger Route™ Social Media Post Toolkit

Whether it's the Burger Route™ iPhone8 Lucky Draw, or your latest delicious burger LTO, you can reach guests wherever they are online, and invite them to your restaurant the next time they want a burger.

Use the post examples and ideas in the following pages as a guide, but remember to let your own personality, brand and style shine through.

Let's get started!





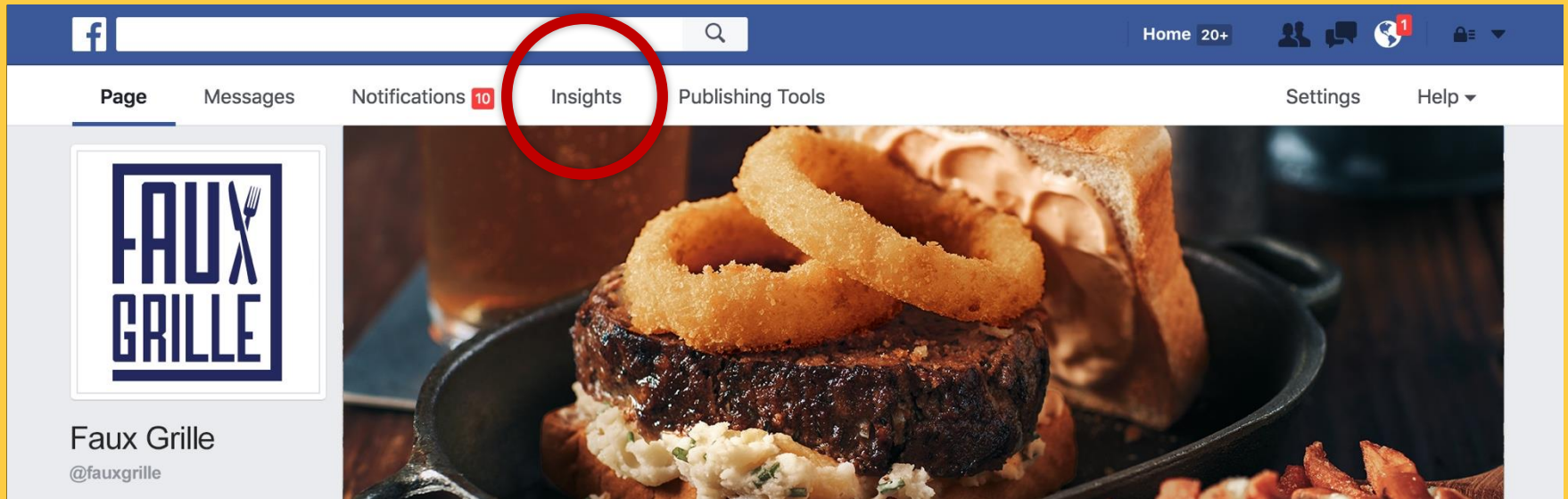
Best Practice Snapshot



Best Practice Snapshot

Did you know that Facebook Insights shows you exactly when your fans are online? This helps you post when you know they will be online to read it

Click **“Insights”** at the top of your business page and then **“Posts”** on the left hand side to see the best day and times to post on your page. Keep in mind that every audience member is different.





Best Practice Snapshot

Instagram is all about telling a story. Always think of how a photo will look in a guest's newsfeed, and how it will look next to your last nine photos.

Remember, when someone decides to follow your page, these nine photos will be the first thing they see.

Do they look connected, or do some photos look out of place? Ask these questions before you start posting on Instagram.





Best Practice Snapshot

Twitter is the platform where you can use GIFs and emojis to show your fun side and connect with your followers.

Connect content with what's happening that day, or what your fans are thinking about.

For example, talk about the local weather or note how people are reacting to a particular event.





Content Ideas & Inspiration

There are many ways to engage your guests on social media. Remember you have three screens and two hands, so you should see more than you say. Listen to and engage with your guests—inspiration will follow!



Create posts around holidays, pop culture events and regular weekly hashtags. Think International Burger Day, Big Sporting Events or TV Show Premieres, and hashtags like **#SundayFunday** or **#WeekendMotivation**.

Check social media for photos where guests either tagged you or “checked in” at your restaurant. When you find a good one, ask the guest if you can re-share. Be sure to always credit the original photographer.

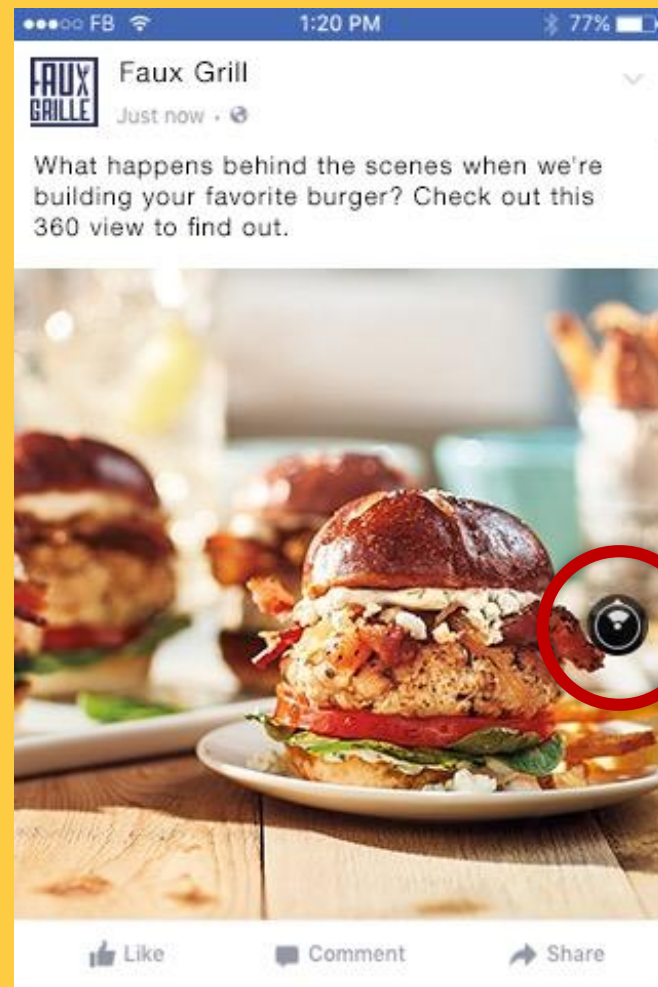


Stay up to date local news/events, and be sure to post during them with the right local hashtags to drive traffic after the event is over.



Content Ideas & Inspiration

- Experiment with [Facebook Live](#) and [Facebook 360](#) photos to stand out in the newsfeed.
- Tag and engage with other local businesses to expand your reach— it’s a great exercise in “mutual” promotion.
- Let your employees (or an influential guest) do a controlled social media “take-over” to bring guests behind the scenes. This is perfect for Instagram’s new story feature. Have the employees take the photos and submit captions to you for sharing on the brand’s page.
- [Instagram Stories](#): You can share any photo taken in the last 24 hours. Click the “plus sign” on the left hand corner of your newsfeed. Pull the screen down and photo gallery will appear to allow uploading.





Social Post Thought Starters

When you share the Burger Route™ iPhone8 Lucky Draw, you'll remind guests to come back for a chance to win while they enjoy the burgers they love. Get creative with your posts and let your unique personality shine through, and you'll attract new burger fans.



Promote Burger Route™ Lucky Draw

Use the #BurgerRoutePK Lucky Draw to capture guests' attention online and bring them in to your restaurant.



Faux Grille Sponsored

We've teamed up with **Best Foods** to be a part of the 2017 **#BurgerRoutePK** iPhone8 Lucky Draw. Stop by, take a picture of your drool-worthy burger and post on Instagram or Twitter for a chance to win an iPhone8. Remember to mention us and tag —we'll share our favorite photos! More details below: <http://burgerroute.pk>

What's the Best Burger Near you? | Burger Route
burgerroute.com

Search 3:59 PM

Tweet

Faux Grille @FauxGrille

Snap a photo of your burger, share with **#BurgerRoutePK**, mention this restaurant for a chance to win a prize.

11/10/16, 3:03 PM

AT&T 3:44 PM 92%

84 likes

fauxgrille Love Instagramming your meals? Now's your chance to put that hobby to work for a chance to win a shiny new iPhone8. To enter, stop by, order a burger and post a photo with **#BurgerRoutePK** and mention us. We're resharing our favorites each week! For more details, check out the link in our bio.



Feature an LTO

Use Facebook to celebrate the burgers on your menu through the year.





Feature an LTO

Use Instagram to celebrate the burgers on your menu through the year.





Feature an LTO

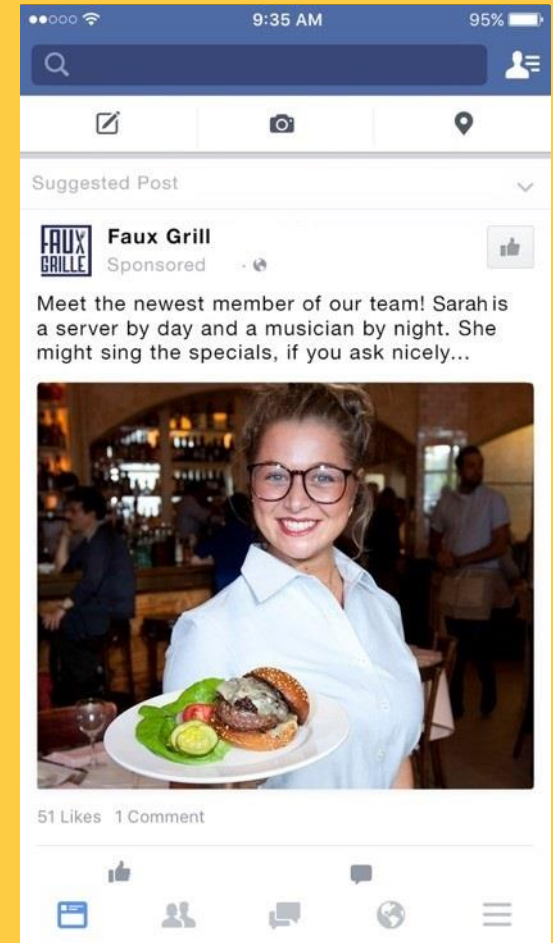
Use Twitter to celebrate the burgers on your menu through the year.





Behind-the-Scenes

Use Facebook Live or candid photos to show real moments from your restaurant. Guests love feeling like they're seeing real stories on social media, and this will help you show the unique personality of your restaurant and staff.





Crowd Source the Next Burger

Crowd sourcing is a great way to get your community running and make your customers feel heard. You can do this by asking guests their opinion for the next burger recipe.





Dip into Pop Culture

When you reference pop culture on social media, you connect with guests using subjects they're already talking about. And there is no better way to get them to talk to you!



Faux Grille Sponsored

"Tale as old as time. True to say the least. Both a little scared. Neither one prepared For the burger feast."

Bring in your movie tickets for a 15% discount on your burger order this weekend.



Search 3:59 PM

Tweet


Faux Grille @FauxGrille

It's not raining burgers, but if you post a photo of our burger with [#BurgerRoute](#), you could win prizes!

Cloudy with a Chance of Meatballs #2 Movie CLIP - Raining...
 Cloudy with a Chance of Meatballs movie clips:
<http://j.mp/1CTijVt> BUY THE MOVIE: <http://amzn.to/uuoWQp>
 Don't miss the HOTTEST NEW TRAILERS: <http://bit.ly/1u...>
 youtube.com

11/10/16, 2:09 PM

3:44 PM 92%



84 likes

fauxgrille For a limited time, we're turning the menu upside down and serving "Eleven," a burger on two waffles all day long. Hurry before the Demogorgon gets it! [#StrangerThings](#)

27 MINUTES AGO



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Best Foods
BRING OUT THE BEST™

Burger

·ROUTE·



Thank you for reading! We hope you've been inspired to find new and creative ways to communicate with your guests.

Remember, you can return to ufs.com/BurgerRoute to access your exclusive Burger Route™ content!

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 **Unilever
Food
Solutions**



Appendix

Social post examples + Caption index



Appendix – Post examples

PAGE 13



A brand new iPhone8 is up for grabs. The next delicious burger you eat could help YOU be a winner!

- Share your burger photo
- Mention this restaurant



We've teamed up with **Best Foods** to be a part of the 2017 **#BurgerRoutePK** iPhone8 Lucky Draw. Stop by, take a picture of your drool-worthy burger and post on Instagram or Twitter for a chance to win an iPhone8. Remember to mention us and tag —we'll share our favorite photos! More details below. [Insert link <http://burgerroute.pk>]



Snap a photo of your burger, share with **#BurgerRoutePK** and mention our restaurant for a chance to win a prize. Rules: <http://burgerroute.pk>



Love Instagramming your meals? Now's your chance to put that hobby to work for a chance to win a shiny new iPhone8. To enter, stop by, order a burger and post a photo with **#BurgerRoutePK** and mention us. We're resharing our favorites each week! For more details, check out the link in our bio.

Note: *Since you can't link within an Instagram post, we recommend changing the link in your profile to burgerroute.pk on days that you are promoting it on your Instagram.*



Appendix – Post examples

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Come in and try our new Pickle Lovers Burger. You deserve it. [Insert image]



Fondue for two? Yes, please! Our new burger features a rich, indulgent fondue and caramelized shallots on a pretzel bun. Perfect material for the #BurgerRoutePK! Details here: <http://burgerroute.pk> [Insert image]



Our new Home for the Holidays Burger is calling your name. We may not have a vintage 1957 Porsche to give away if you make it home in time for dinner dressed like Santa, but you can enter for a chance to win a lot of prizes by posting a photo of it with #BurgerRoutePK and mention us. Details here: <http://burgerroute.pk> [Insert image]

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Forget Pumpkin Spice Lattes and Pumpkin Juice. Come try our Sweet 'N Savory Pumpkin Burger. Uggs and infinity scarfs not included. [Insert any relevant local hashtags and the relevant burger's photo]



It's Friday. Start the weekend out right with our Rebellion Burger. [Insert burger emoji and upload the relevant burger's photo]



Talk about Instaworthy. Come try our new Butternut and Bison Burger and post your own picture with #BurgerRoutePK and mention us for a chance to win an iPhone8. See link in bio for more info. [Upload the relevant burger's photo]

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Creamy Macaroni Cheese + All-Beef Burger = Awesomeness #OurKindOfMathProblem [Insert photo]



Burger goals. [Insert burger emoji 🍔 and your burger's image]



Everything you love about fall in between two buns. Introducing the Late Harvest Burger. [Insert image]



Appendix – Post examples

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Things move fast in our kitchen. Here's what we're up to while you're getting your brunch on: [Live video of BOH kitchen prep]



Which new topping should we feature next week? Leave your answer in the comments! [Live video of chef in BOH talking to camera]



Meet the newest member of our team! Sarah is a server by day and a musician by night. She might sing the specials, if you ask nicely... [Photo of server]

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Help us build the next Insta-worthy burger. Submit your ideas in the comments or send us your photos. You may see your burger idea on the menu!



If you had an empty plate, what burger would you create? Share your ideas with us and it might end up on the menu!



We asked and you submitted your ideas. Check out The Michelle—a burger topped with hash browns, bacon, a fried egg and maple sauce. Keep your ideas coming! [Picture of new burger]



Appendix – Post examples

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(Example for *Beauty & The Beast* opening weekend): “Tale as old as time. True to say the least. Both a little scared. Neither one prepared For the burger feast.” Bring in your movie tickets for a 15% discount on your burger order this weekend.



It's not raining burgers, but if you post a photo of our burger with #BurgerRoutePK and mention us, you could win prizes! [Link to: <https://youtu.be/bbJEqSj7Wkk> clip]



(Example for Season 2 release of *Stranger Things*)

For a limited time, we’re turning the menu upside down and serving “Eleven,” a burger on two waffles all day long. Hurry before the Demogorgon gets it! #StrangerThings