

Social Media Guide

Introduction

Social media allows you to have fun when marketing your business, making your customers feel a part of your venue.

Here we share some of our top tips for making the most of your social media.

Included in this guide:



Getting started



Pub vs Persona



Defining target customers



Types of content



Creating posts



Interacting as a business



Making Stories



Hashtags



Reels Basics



Using testimonials



30 Day Challenge



Additional help available

www.bii.org

Getting Started

Choose your name (handle)



@YourTwitterHandle



@Your_Instagram



@YourFacebookPage



@Your-Google-Name

Use your pub name as your handle, if it's a common name you can use a postcode starter to differentiate like BII Ambassador pub @thebeehivesw11



Consider which platforms you want to be on



Great for events, users are mostly Generation X and Millennials

Prioritises photo & video, no events functionality; mainly Millennials to GenZ




GenZ to Millennials use Tiktok for short form video

More of a business platform, good for multiple operators



Getting Started

Put key information in your bio



Add your basic info to your bio; opening hours, contact details, location, cuisine type, menus, how to book...



BII Tip:

Business Instagram and Facebook means you can schedule posts ready for product launch:

[business.facebook.com/
creatorstudio](https://business.facebook.com/creatorstudio)



Consider your ideal profile picture



Will your photo be of the pub or a logo?

Choosing a unique view from your venue, a characterful part of the building or a good old fashioned swing sign will support expectations and branding strength



Defining your target customers

Considering the type of establishment you run will make clear the type of customers you might attract.

BII Tip:

Champion your style - you and your pub are unique, embrace it and be authentic!



Your location

City restaurant or country pub, fine dining or music venue?



Your opening hours

Opening for brunch, or late night cocktails?



Type of wet product sold

Local ales, fine wines, standard lagers?



If food is served, what kind of dishes?

Fast food, indulgent meals, dietary specials?



Your price point

Between affordable and luxury?



Ambience and decor

Relaxed and cosy, loud and upbeat? Bench seating, cosy alcoves?



Type of occasions

Every day patronage or special occasions?

Remember: You may have different groups attending your pub throughout different times of day or days of the week.

Ideal Customer Checklist

Knowing your target audience is crucial to understanding how best to get your marketing in front of them.

BII Tip:

Identifying customers means you can be efficient with your offering and secure repeat business



Age/Generation

Gen Z/Millennials/Gen X/Baby Boomers



Life Stage

Students, couples, families, professionals, retirees?



Dietary trends

Vegan, organic, lighter plates, indulgent or simple?



Income

Consider the disposable income they might have and how they might prioritise it



Customer tastes

What are your customers looking for that you could provide?



Sports or other interests

Can you entertain them? Do they own any pets?



Use of technology

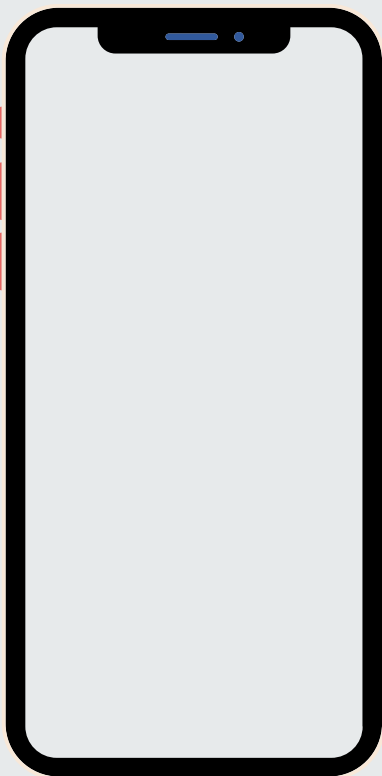
Viewing a menu beforehand, using an app to order?

You may have more than one ideal customer, so use this as many times as you need to build a picture of your clientele.

30 Day Social Media Challenge

#BII30days

We've created a 30 day social media challenge to help you get into the routine of posting about new services, shouting about yourselves and flourishing on all channels!



To get involved, screenshot or print the next page, tick off each day and tag us in your images.

We've included some handy tutorials on creating things like stories, Instagram Reels and more, so you have a place to start if this is completely new.

Either way, we hope you enjoy the process and can't wait to see what you create.



@BIIandBIIAB



@BIIandBIIAB



@BritishInstitute
ofInnkeeping

#HospitalityLife
#PubsMatter #MyBII



BII Tip:

Schedule time to learn about different ways of marketing your venue, and devote time to challenging yourself.

30 Day Social Media Challenge

#BII30days

#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS

It may seem obvious now! Show yourself online as you would in the bar...



Introduce your products	Introduce yourself	Take a tour of your venue	Introduce your team	Show your daily working routine on Instagram stories	Upload some fresh photos to your Google listing
Post a customer testimonial video/reel	Advertise a new product	Try an Instagram or Facebook live with a peer	Record a cook-a-long video to show your products	What makes your business unique? Post a pic!	Share a video talking about how you got into the industry
Share some seasonal recipes	Copy a trend on reels with your team	Dog friendly? Post a dog-of-the-day.	Ask customers to send in questions /do a poll on Instagram	Answer the questions in a reel or on social media	Shout out to a local supplier you use and tag them
Share some statistics: how many litres of ___ you've sold?	Share a local walk near your business	Repost reviews from Google or Tripadvisor	Invite your MP to visit your venue - by letter or social media	Promote an upcoming event; quiz, live music etc	Do an Instagram live with local businesses
Post a positive before & after of your venue	Post some customer photos of your products	Create a competition encouraging customers to tag 2 friends	Show off your expertise with a tip	Make an Instagram reel	Create an infographic to share on Canva

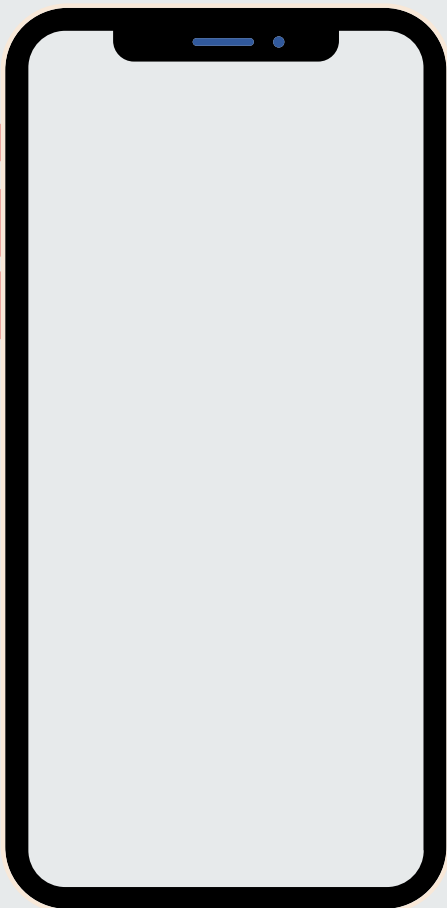
**Don't be daunted by Reels.
Follow @whitehorsedover for a masterclass
on how to make them work for pubs!**



#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS#BII30DAYS

Making Stories

Instagram Stories are videos which disappear after 24 hours, and can be used for promoting events, showing behind the scenes and any other temporary information.



Click on the Plus icon in the Home Page to start a new story



At the bottom of the screen there's POST STORY REEL LIVE - choose Story!



Here you can add a photo or video that you've already taken, or use the white button at the bottom of the screen to record something new.



"Aa" on the left of the screen will add text, and you can customise the font, colour, highlighting and justification at the top.



Swiping upwards on the screen gives you a menu of things to choose from: you can tag locations, people/pages, ask questions, insert emojis and a host of other interactive options to your story.

This makes it a great tool for polling customers, or gauging feedback!

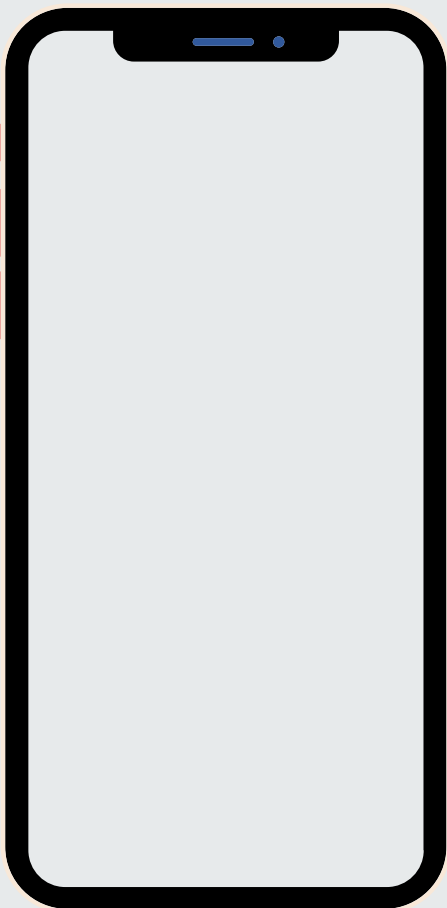
Some starting points if you want to try out a story:

- Meet your team
- Show customers behind the bar
- New products/offers
- A tour of your venue

Reels/Tiktok Video Basics

Instagram Reels are short-form Instagram videos that can be up to 90 seconds long.

TikTok's maximum video length was recently bumped to 10 minutes, making it great for more in depth videos.



Click on the Plus icon in the Home Page to start a new reel or Tiktok



Instagram - at the bottom of the screen there's POST STORY REEL LIVE - choose Reel



Tiktok - at the bottom of the screen you can choose video length - 10m, 3m, 60s, 15s or Now



You can film new content or upload clips/stills already made in this section.



Once you're done with recording, you can add stickers, drawings, text and effects etc.



Add your caption, hashtags and tag any collaborators - describe your video or invite customers to visit



Unlike Stories, these videos don't disappear after 24 hours, so you can use them to promote yourself for longer!

Why not put some humour in, or show your personality another way?

Some starting points if you want to try out a reel/Tiktok:

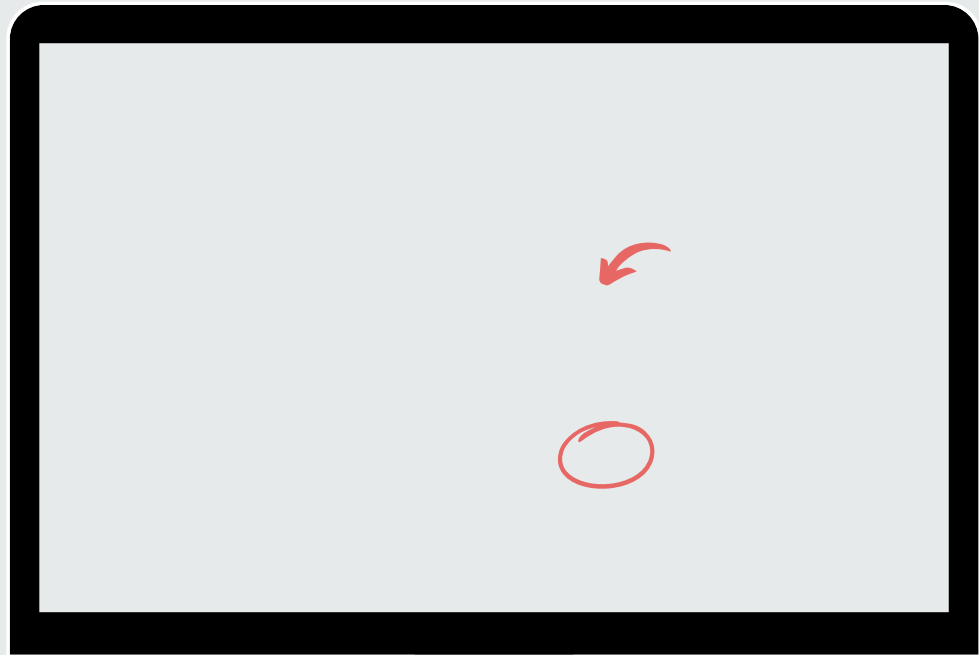
- A cook-along video
- Put together clips from a recent music evening
- Dog of the day
- Highlight FAQs

Facebook Events

Facebook is the only social media platform that allows you to plan and manage a calendar of events.

There are a number of places to find Events on Facebook, the easiest is on your Homepage under the lefthand "Suggested" panel.

You can also find Events on your profile page under "More"...



Add events like quizzes, live music nights, charity drives, product launches, etc.



Track attendance by seeing who has responded to RSVPs in the event



Manage a full calendar of events where customers can see what's on



Add information about the events, entry fees, start times, booking information etc.



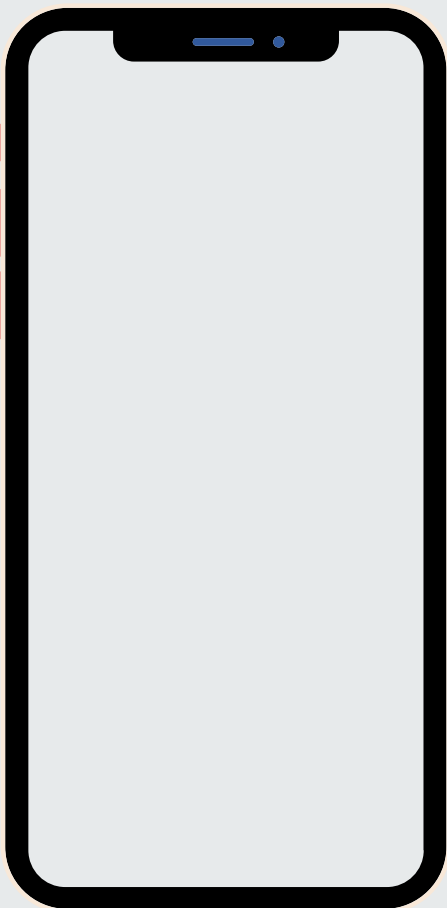
Share your event on your page to appear in your customers' timelines



Add your caption, hashtags and tag any collaborators - describe your video or invite customers to visit

Pub vs Persona

The difference between being the personable licensee and the person you are with your family and friends is something to consider when posting on your social media.



If you have a big personality and it's a huge part of your pub identity, consider including that on your social media - bring the bar atmosphere to people online.



It could be important not to alienate your customers by sharing political or current affairs views your audience may not agree with.



Think about the "voice" of your posts, and have it reflect your venue. Are you a community boozer, or a luxury dining venue?



If you have a standard tone of voice for the pub, it anonymises your posts, uniting the team as a welcoming front to your business.



If you want to separate your pub from your personality, but place importance on your professional leadership, consider having a page for yourself separate from your personal accounts.

BII Head of Membership Services Hannah Solomons is a great example of this.

Pub vs Persona

Examples of social media tone of voice from pubs

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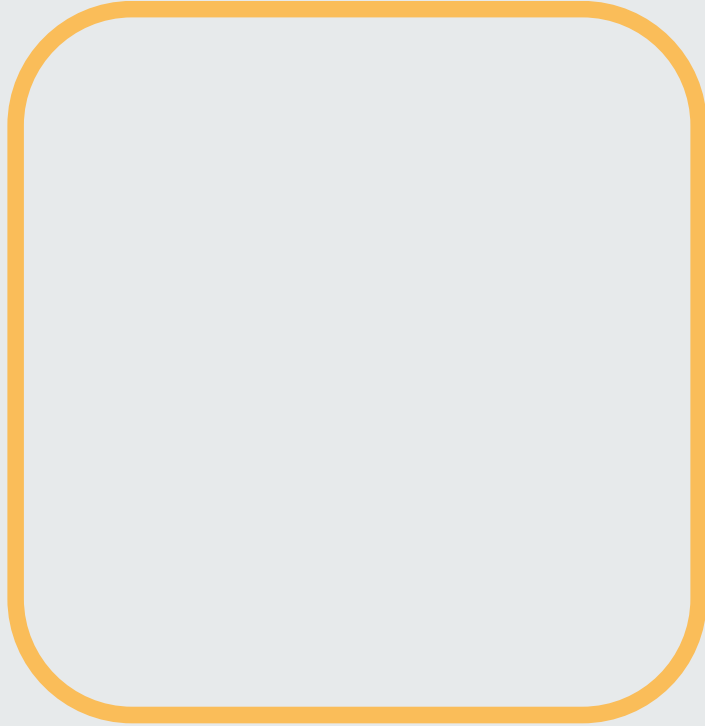
You can use humour, a formal tone or motivating sales speech, but it's better to stick to one style most of the time for consistency. **See the examples below for pubs using humour, pride, sharing offers and encouraging language.**

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Types of Content

Photographs - taken with a phone or camera



Clear, good quality photos of the pub, your staff, and products will showcase to new and existing customers new or favourite elements of your pub.



You can post single images for a simple post, but multiple image posts (carousels) give more information and show up multiple times in your follower's feed.

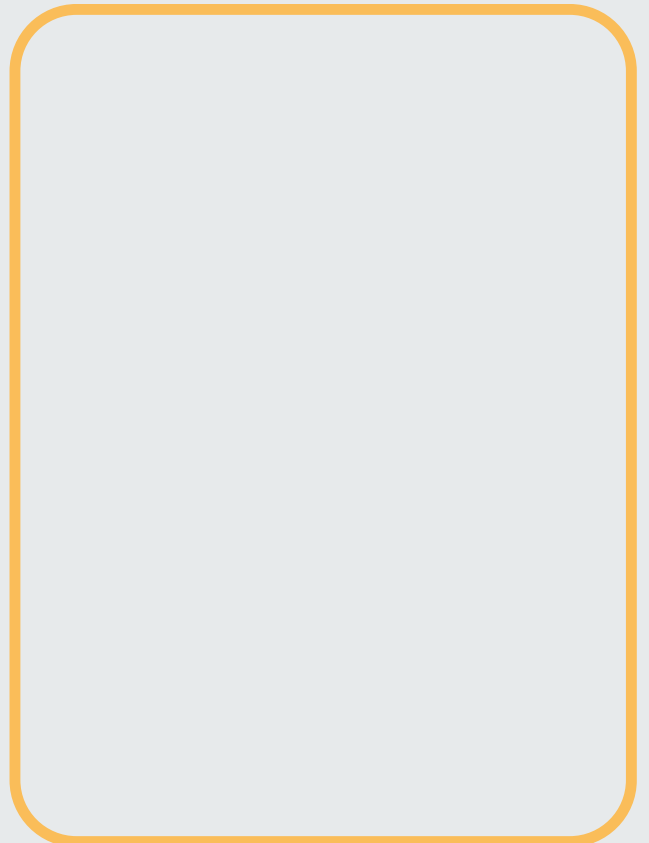
Images - more like a poster



Images can be very successful in promoting an offer, a job vacancy, or event at the pub such as a quiz.



Canva.com is a free tool available to help you create striking graphic posts, maintain brand elements and includes image templates with correct sizing for a range of outputs.



Types of Content

Copy - Short caption or longer article style?

Different platforms are designed for different types of content, and your posts will thrive with the right treatment depending on where you post.

Twitter has a 280 character limit, so your copy should be short and punchy. It's a great opportunity for quick thoughts, or jokes - dependent on your audience.

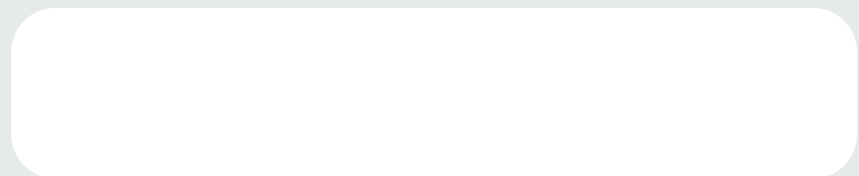
Facebook is a place you can share much longer stories; including more detail and more information is a great way to connect with your customers.



Facebook



Twitter



Caption ideals:

Twitter: Short form posts

Instagram: No links in caption

Facebook: Longer text and links available

Tiktok: Short and snappy

Types of Content

Video - Short clip, long reel, or live

As with captions and copy, ideal video content is changeable depending on the platform you're posting to.

Portrait orientation is best for viewing on phones, and is the format for reels and Tiktoks.

Landscape videos are best for your website or Youtube, but can also work well on Facebook.

Video can show much more than photos, and include sound!

Reshares

A simple and easy way to post content is to share relevant posts from other pages or people.

Reshare content like:



Customer reviews like above



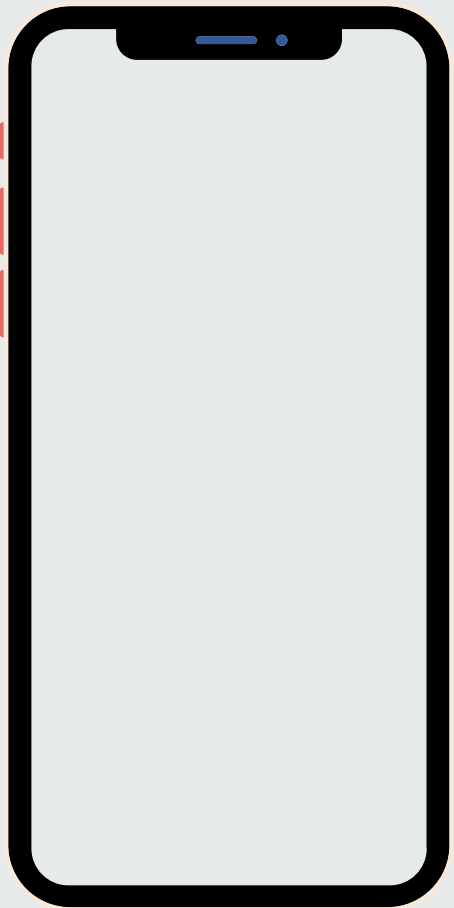
Inclusion in local events or national awards



Community relevant posts from companies, organisations or individuals

Interacting as a business

Use your social media to build a community around you online, just as in real life.



Consider the below:



"Like" the posts and pages of customers, local bands, fellow pubs, local businesses or organisations and community groups



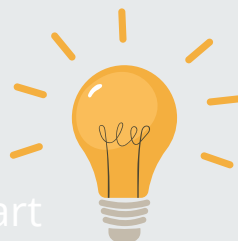
Share posts from people and businesses that you think your customers would find relevant or interesting



Get involved with local events, share posts by others or create your own and tag relevant pages



Reply to comments on your page, it drives engagement from followers and lets people know that you're available and approachable



Your strength in being at the heart of your local community, supporting local customers and businesses isn't just for on-site at your pub...

Consider the impact your business has online, and strive to draw in customers by being your authentic self on social media, too.

Hashtags

Using hashtags is essentially a way to group together conversations or content around a certain topic, making it easy for people to find content that interests them.

Location tags

#newcastleupontyne #stagnes
#kingston #dover #wirral

Post theme tags

#roastdinner #easterlunch
#springcocktail #summerdrink

Popular industry tags

#LOYA23 #NotJustAPub
#pubsmatter #beerstagram

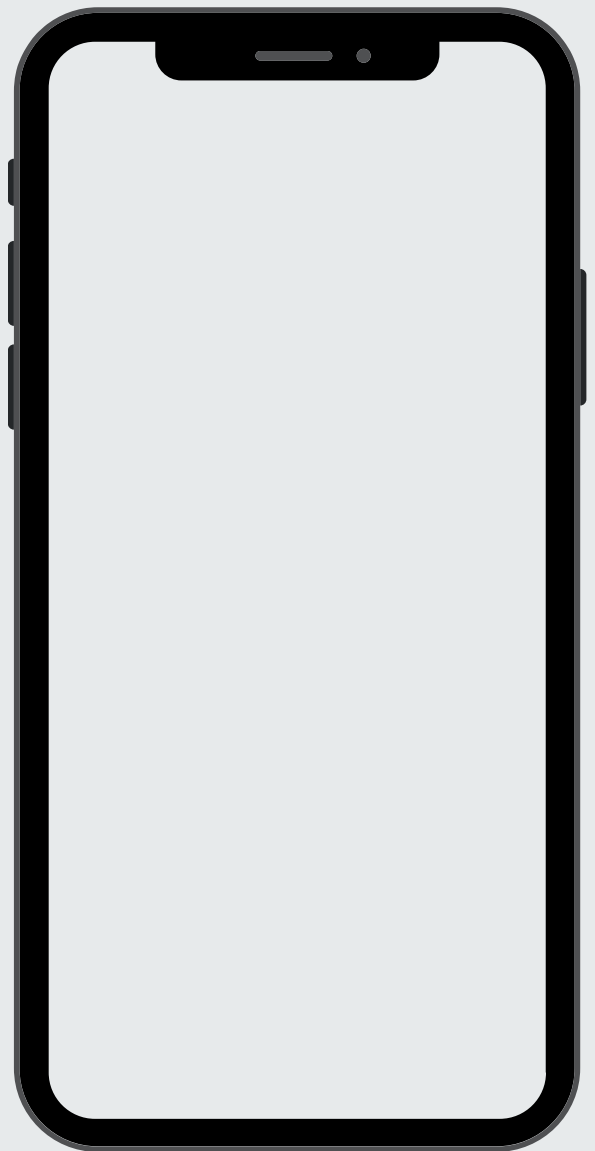
What you want to be found for

#pubgarden #craftbeer
#pubgrub #dogfriendlypub

How many hashtags?

30 is the maximum amount of hashtags you can use over caption AND comments...

Less than 10 hashtags is recommended per post to be relevant but not spammy!



Hashtags can be used across all social media platforms; just make sure they're relevant for the post!

Using testimonials

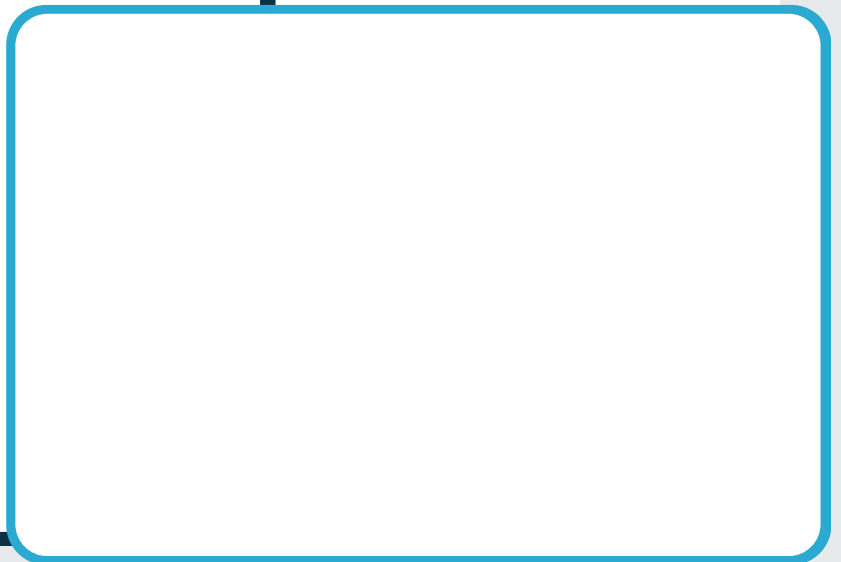
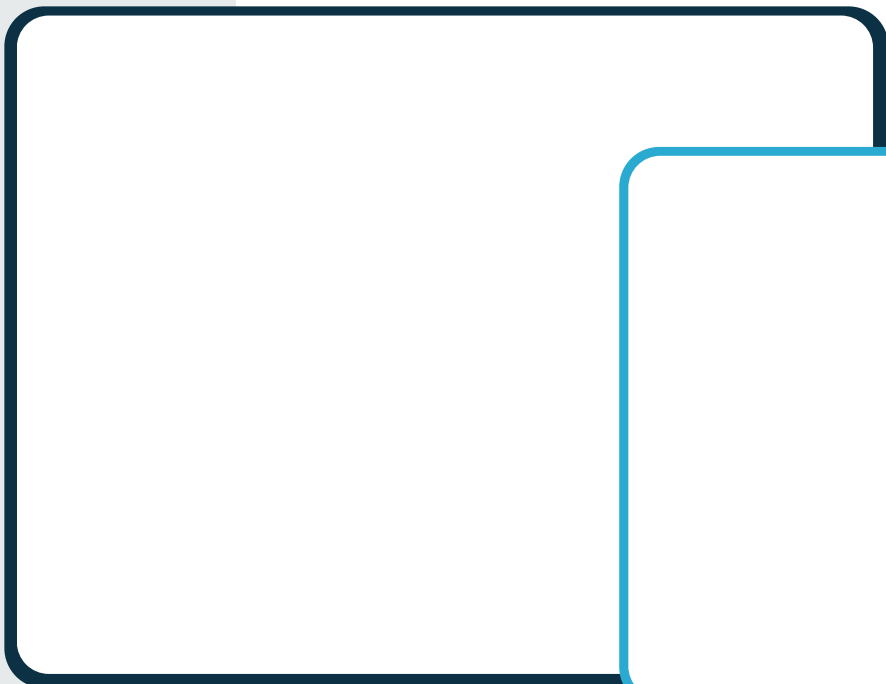
Testimonials are when a customer directly gives you a review of your business to your business.



Create graphics in Canva with the text review, and/or use an accompanying photograph...

Make sure you have the full review in the caption, too, so that blind or partially sighted people can use a screen reader.

You can repost reviews from Google, Facebook, or captured via email



Additional Help

Don't panic if all this is new to you, or you don't have enough time with everything else that running a great pub requires...

If all this seems too much, you can work with the next-generation of hospitality technology to grow

 **BII Tip:**



Stampede have an all-in-one solution for world-class hospitality before, during, & after each customer visit.

Highlights include, email marketing templates, personalised table reservations, app-free customer loyalty programs, automated customer feedback system and free social media calendars monthly.



BII members get 15% off monthly subscriptions & add-ons or 25% off annual Stampede subscriptions and add-ons.

Email hello@stampede.ai with your membership number to access the offer.

 **BII Tip:**

There are free ways to promote your business as well as paid opportunities. useyourlocal is a pub directory with free and paid packages.



Claim your pub for free

Add your facilities, opening hours, website and social media, photos, menus, sports fixtures and more...

useyourlocal receives 1 million visitors to the site every month, and listing your pub can improve your search rankings

KEEPING PUBS THRIVING AT THE HEART OF EVERY COMMUNITY



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