



McCain® Foodservice Social Media Toolkit

---

# Social Media Tips & Posts for National Tot Day

---

Saturday, February 2, 2019



**Find easy ways to grow your business, including:**

- Promo ideas for National Tot Day and All-Day Breakfast LTOs
- Social media basics and best practices
- Posts you can customize for Facebook, Instagram and Twitter

# Boost Sales with Social Media.

*Many of your guests are online 24/7 – but is social media worth your time?*

***It really doesn't take a lot of time or extra effort to reach guests. Here are a few benefits of using social media:***

- Promotes your restaurant in a cost-effective way
- Drives traffic and repeat visits
- Makes you stand out from the competition
- Helps guests connect to your brand

**TIP:** Customers like to see the human side of their favorite businesses – they want to engage and interact!





### Profit from the All-Day Breakfast trend:

People are going out for breakfast  more than they did 10 years ago,<sup>1</sup> and  say they would dine out more often if breakfast foods were offered all day.<sup>2</sup>

Internet culture loves a made-up holiday, and guests love any excuse to participate and celebrate, so mark your calendars for:

- National Tot Day, Saturday, February 2
- National Hot Breakfast Month – the entire month of February

**TIP:** Connecting to food holidays can help you drive traffic by generating excitement and promoting new items and specials. Read on for more tips and example posts.



# Post, 'Gram, Tweet: Make the most of the 3 big platforms



## Facebook

- If you use one platform, this should be it!
- Posts with photos perform best. Keep captions short (1-2 sentences).

### Who's There:<sup>1</sup>

While Facebook skews older than other platforms, young people are still active users.



## Instagram

- Instagram is a VISUAL network where users post photos and videos.
- Ask permission to share images that guests tag at your restaurant!

### Who's There:<sup>1</sup>

Traditionally a platform for younger folks, but older crowds are starting to use Instagram on a regular basis.



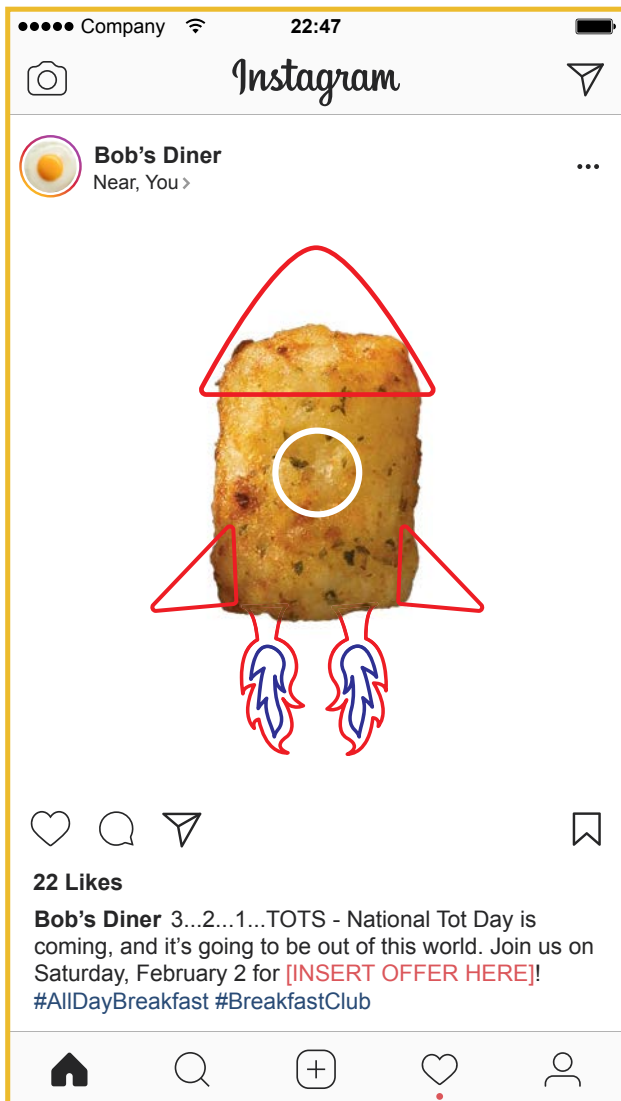
## Twitter

- Twitter is for REAL-TIME updates, so post and reply in a timely manner.
- Character limit is now 280 per tweet (was 140).

### Who's There:<sup>1</sup>

Twitter has a little something for every age group – sports, politics, food reviews, etc.





Using popular hashtags can help extend your reach and encourage more interaction. Hashtags are most effective on Twitter and Instagram.

### Some popular examples for National Tot Day and All-Day Breakfast:

#NationalHotBreakfastMonth  
#NationalTotDay  
#Brunching  
#BrunchLife  
#InstaBrunch

#Breakfast  
#BreakfastClub  
#InstaFood  
#AllDayBreakfast

# Types of Posts

Your brand has a lot to say. So how do you get your audience to listen?

## Promotion

Posts like these let guests know about **savings or perks** and are often for a **limited time only**.

## Engagement

These posts **invite users to respond or start a conversation**.

## Awareness

These are mostly informational announcements, a **“Hey, check this out!”** message.

**TIP:** Balance is key! Post a variety of message types to keep guests interested.





---

# SAMPLE POSTS

---

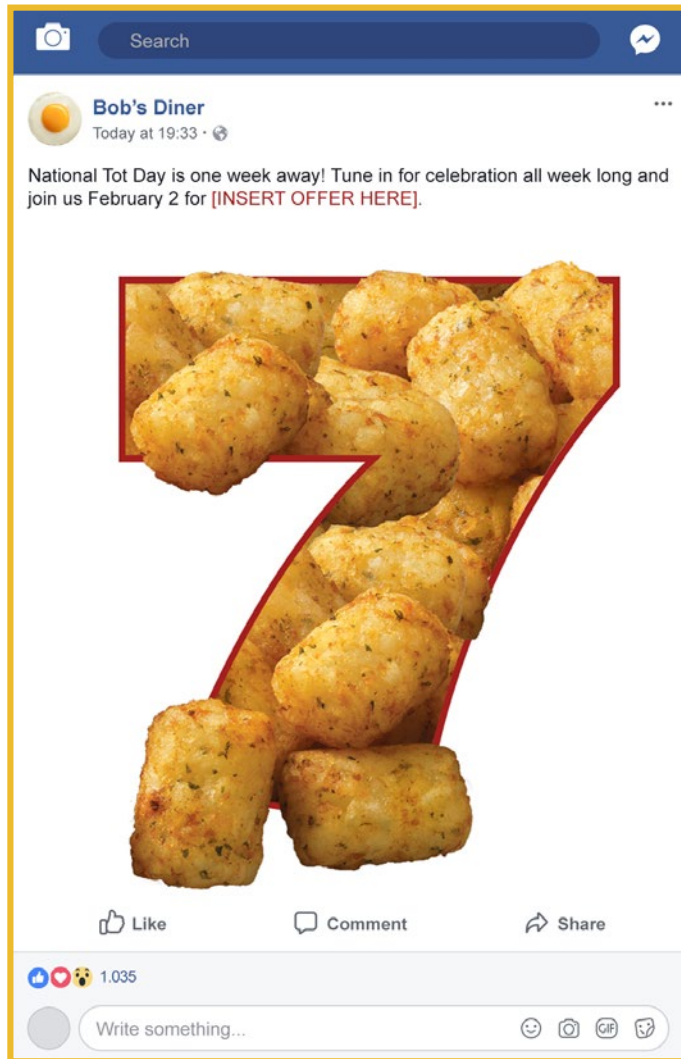
**Here are a few creative Facebook/Instagram/Twitter posts to help you communicate with guests and generate interest in your February promotions.**

---

*The zip file included in this download provides images and animations you can use with the captions provided, or create your own!  
Customize with menu items, daily specials, in-restaurant events or other news you'd like to share with your guests.*



## Tot Day Countdown (Promotion & Awareness)



National Tot Day is one week away! Tune in for celebration all week long and join us February 2 for **[INSERT OFFER HERE]**.

*Create a countdown to National Tot Day and drive excitement for your guests!*

*Customize captions with a call to action that features an LTO or special. Countdowns create buzz and excitement, and give your guests something to look forward to and reasons to come in on February 2!*

**[INSERT OFFER HERE] ideas:**

- Buy one, Get one appetizers
- FREE Tot Appetizer with entrée purchase
- FREE Tot Bar with toppings + sauces
- Happy Hour app discounts

**Choose an offer that makes the most sense to your operation or create your own.**

*See the offer on Page 13 to see how you could get 4 FREE cases of McCain® Tots!*



# Tot Day Countdown (Promotion & Awareness) continued



National Tot Day countdown: Just 6 more days until [INSERT OFFER HERE]! Mark your calendars for February 2!



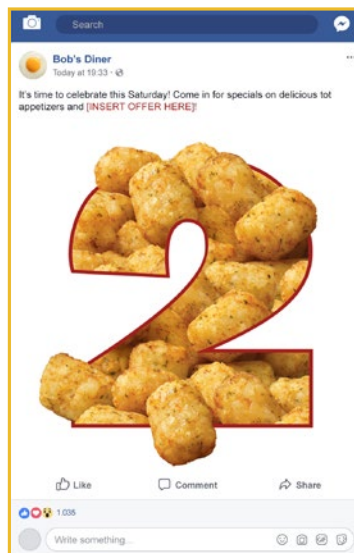
February 2 is National Tot Day. Join us to celebrate with [INSERT OFFER HERE]!



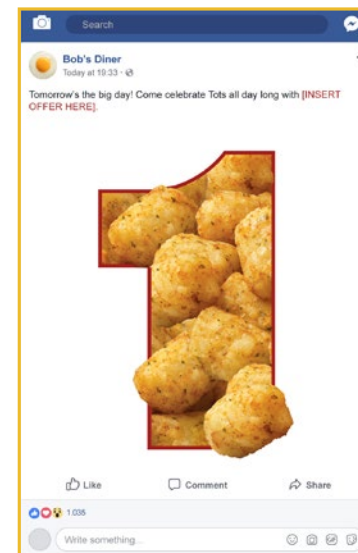
Four. More. Days. Join us on National Tot Day, February 2! [INSERT OFFER HERE]!



Can you handle the excitement?! We can't! National Tot Day is almost here. [INSERT OFFER HERE]!

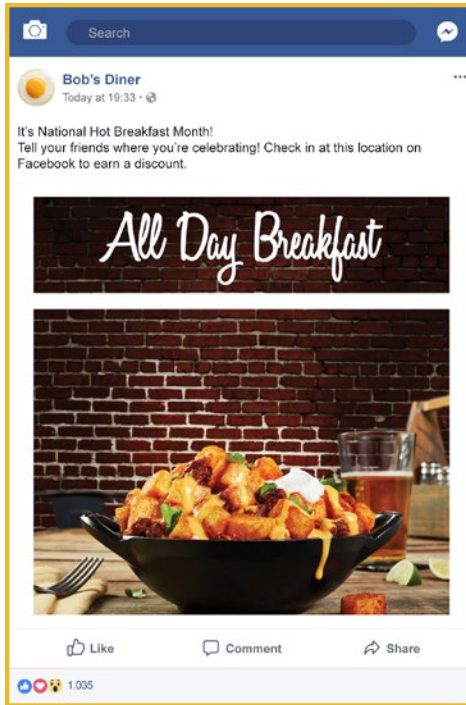


It's time to celebrate this Saturday! Come in for specials on delicious tot appetizers and [INSERT OFFER HERE]!

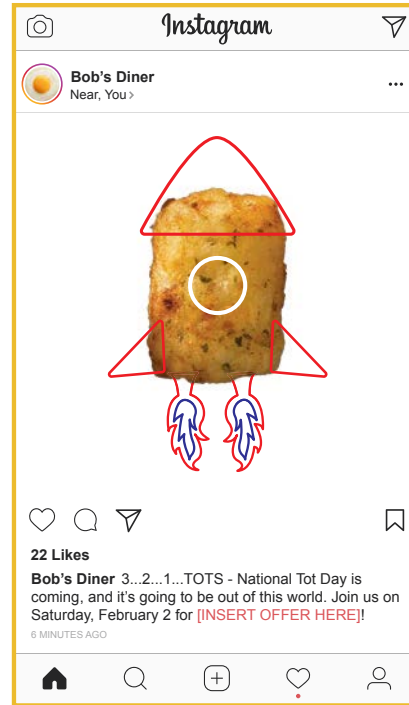


Tomorrow's the big day! Come celebrate Tots all day long with [INSERT OFFER HERE].

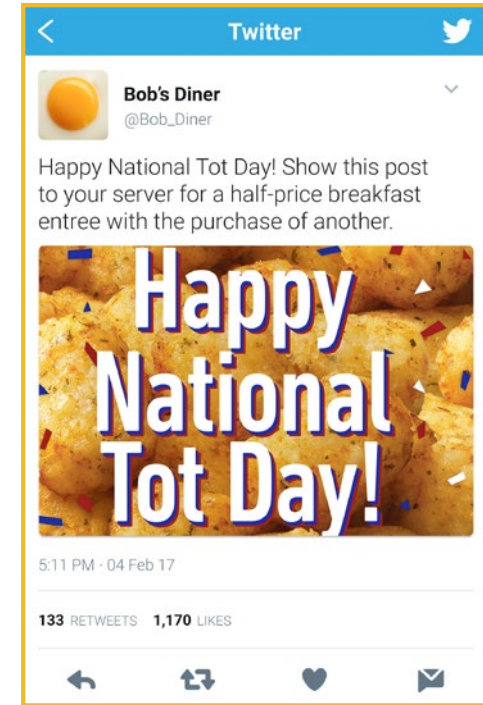
# More Tot Day & Breakfast Promotion Posts



It's National Hot Breakfast Month! Tell your friends where you're celebrating! Check in at this location on Facebook to earn a discount.



3...2...1...TOTS - National Tot Day is coming, and it's going to be out of this world. Join us on Saturday, February 2 for [INSERT OFFER HERE]!

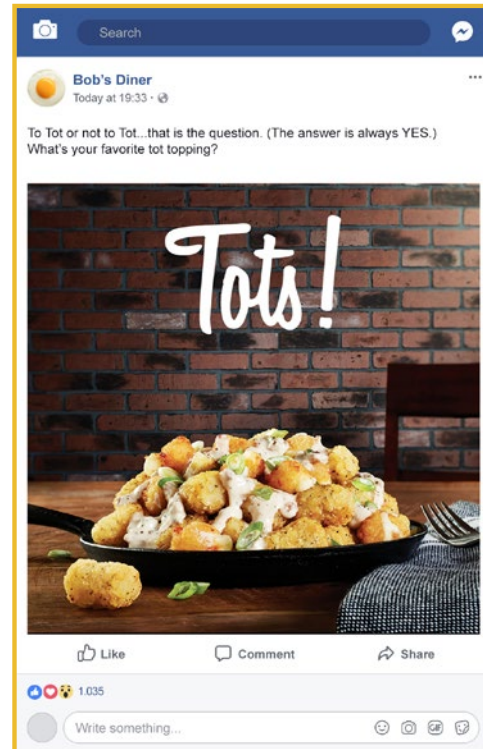


Happy National Tot Day! Show this post to your server for a half-price breakfast entree with the purchase of another.

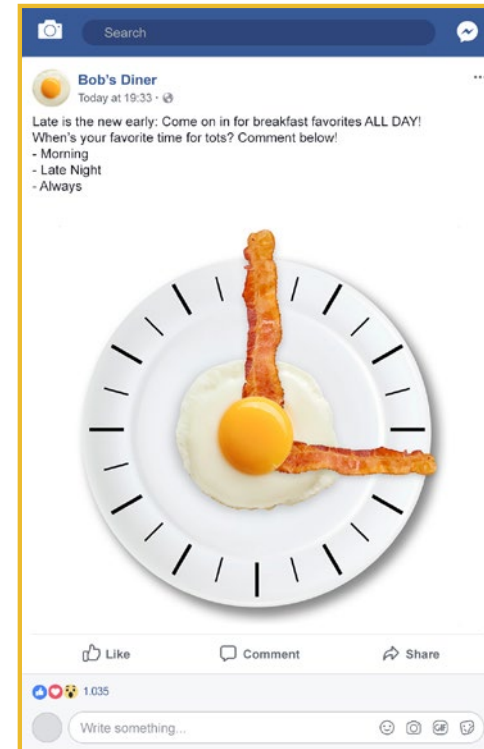
**See the offer on Page 13 to see how you could get 4 FREE cases of McCain® Tots!**

# Create conversation + engagement

You can use questions or polls to encourage interaction with guests. Listen and respond!



To Tot or not to Tot...that is the question. (The answer is always YES.) What's your favorite tot topping?



Late is the new early: Come on in for breakfast favorites ALL DAY! When's your favorite time for tots? Comment below!

- Morning
- Late Night
- Always



# Drive traffic and set your menu apart on National Tot Day with high quality tots from McCain®.

Learn more about our tots, find delicious menu ideas, and get an exclusive offer for free cases!



Brought to you by  
McCain® Foodservice®

*Classic tots, shreds and breakfast sides for more than 60 years.*



**OIF00215A** Ore-Ida® Tater Tots®

Second fry alternative that offers great plate coverage

**Ore-Ida® Tater Tots®**  
**Menu Ideas**



Seasoned Tots

*Exciting new flavors, fillings and shapes beyond Ore-Ida classics.  
Back-of-house simplicity and consistent flavor.*



**1000006007** McCain® Seasoned Tots - Buffalo

Features on-trend buffalo flavoring throughout for a consistently flavorful bite



**1000006008** McCain® Seasoned Tots - Ranch

Features popular ranch flavoring throughout for a consistently flavorful bite



**1000006009** McCain® Seasoned Tots - Sea Salt & Black Pepper

Features classic sea salt and black pepper flavoring throughout for a consistently flavorful bite

**McCain Seasoned Tots Menu Ideas**

# Offer

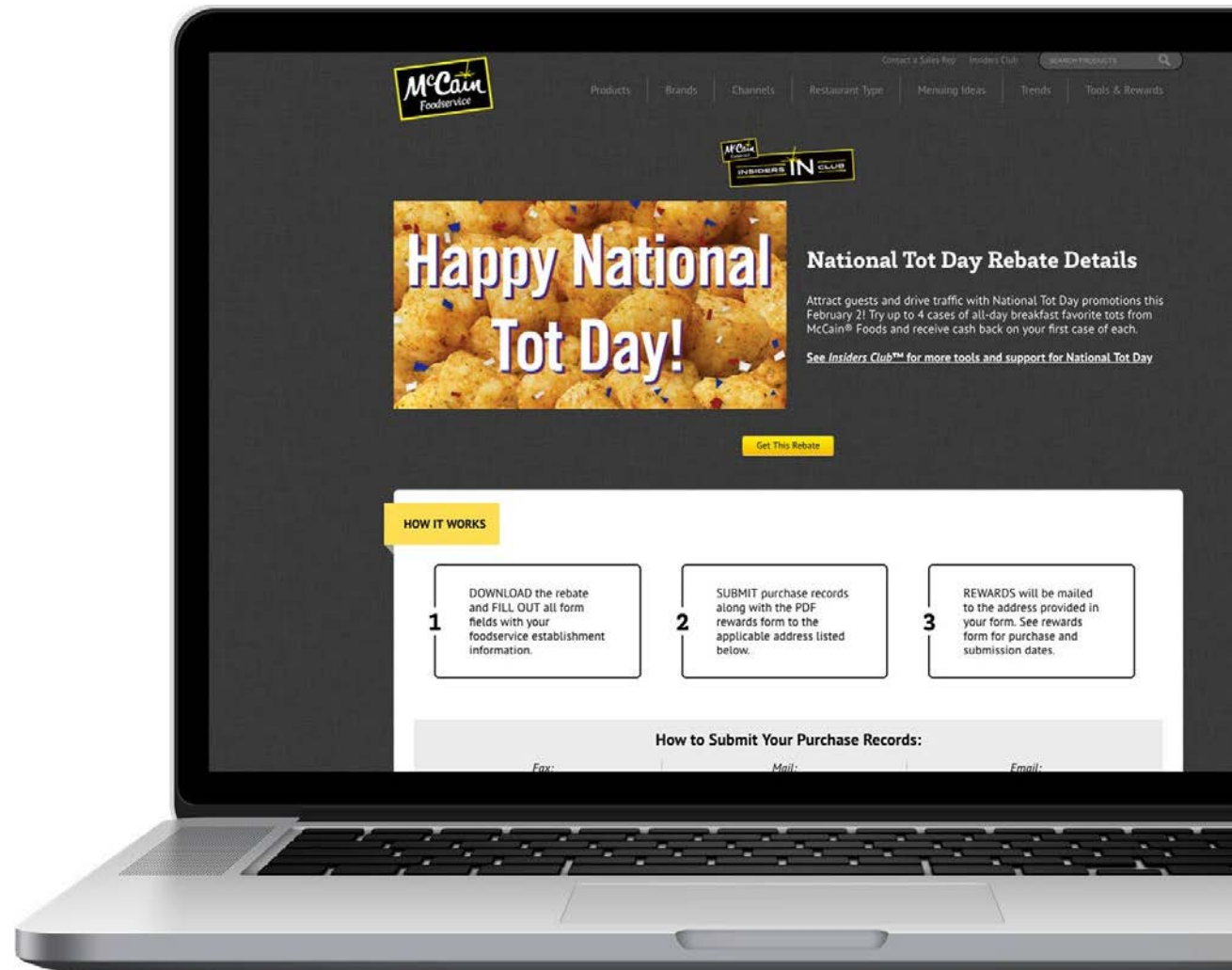
Attract guests and drive traffic with Tot Day promotions – we're here to support you!

## National Tot Day Rebate

Redeem up to 4 cases of popular McCain® tots to enhance your promotional efforts.

December 2018 – March 2019

Get rebate [here](#).



## Learn more: Social media best practices



*For more information on how to boost awareness through ads and sponsored posts, as well as up-to-date guidelines, see these guides from Facebook, Instagram and Twitter:*

 **Facebook for Business:** [www.facebook.com/business](https://www.facebook.com/business)

 **Instagram for Business:** [business.instagram.com](https://business.instagram.com)

 **Twitter for Business:** [business.twitter.com/basics](https://business.twitter.com/basics)







# We're here to support you.

Find recipe inspiration for serving tots all day,  
plus more All-Day Breakfast ideas and products at  
[www.McCainUSAFoodservice.com/AllDayBreakfast](http://www.McCainUSAFoodservice.com/AllDayBreakfast)



**Promo Materials and More:** Sign up for the Insider's Club to get Customizable POS, Merchandise, special offers and more.