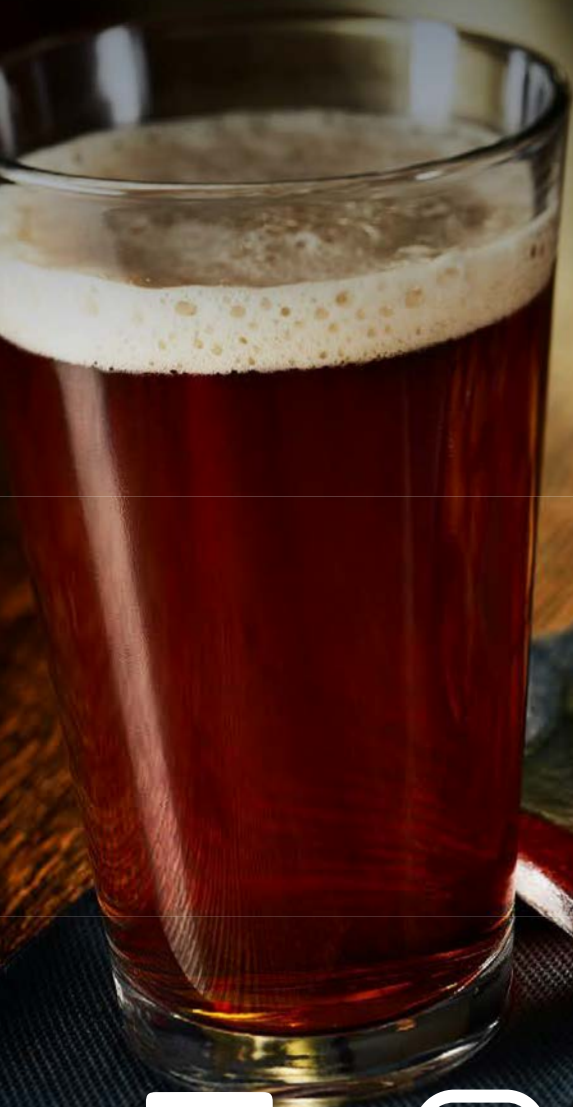




McCain® Foods Social Media Toolkit

# Social Media Tips & Posts for Spring Sports Promos

March 2019



Find easy ways to grow your business, including:

- Promo ideas for craft beer + food pairings and game-day 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 craft beer + food pairing trend:

In just 4 years, craft beer has grown **16%** on menus compared to domestic and imported beers that are declining!<sup>1</sup>



**71%** of consumers look for complementary foods when choosing a craft beer at restaurants and bars?<sup>2</sup>

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



<sup>1</sup>Datasential Menu Trends™

<sup>2</sup>Nielsen Craft Beer Insights Poll (CP), June 2017

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

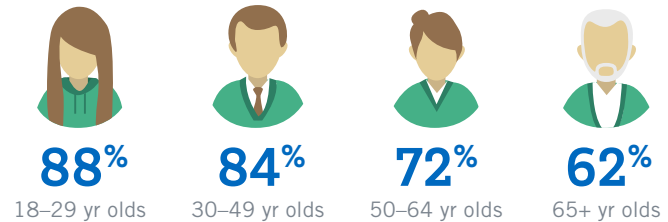
Guests of all ages are on social media. Here's a quick breakdown of audience and purpose for each:



## Facebook

- If you use one platform, and want to reach the largest range of guests, this should be it!
- Posts with photos perform best. Keep captions short (1-2 sentences).

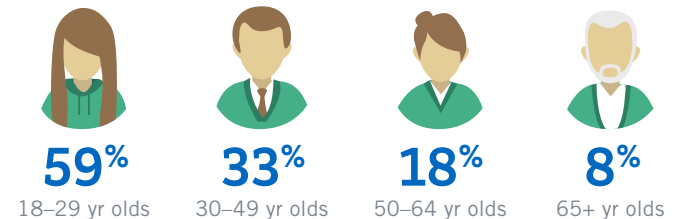
### Who's There:<sup>1</sup>



## Instagram

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

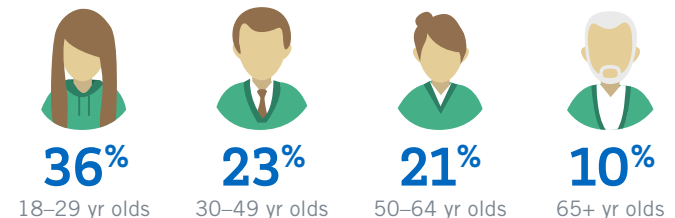
### Who's There:<sup>1</sup>



## 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>





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

### Some popular examples for college sports season:

#CollegeSports

#BigGames

#CollegeHoops

#GameTimeFood

#CollegeBasketball

+ Any hashtags that relate to your local college teams or mascots

Note: The terms “March Madness” and “Final Four” are owned by the NCAA and shouldn’t be used without official permission. See [this list](#) for all related terms owned by NCAA. Rule of thumb: Keep it generic!

## BONUS: Hashtags

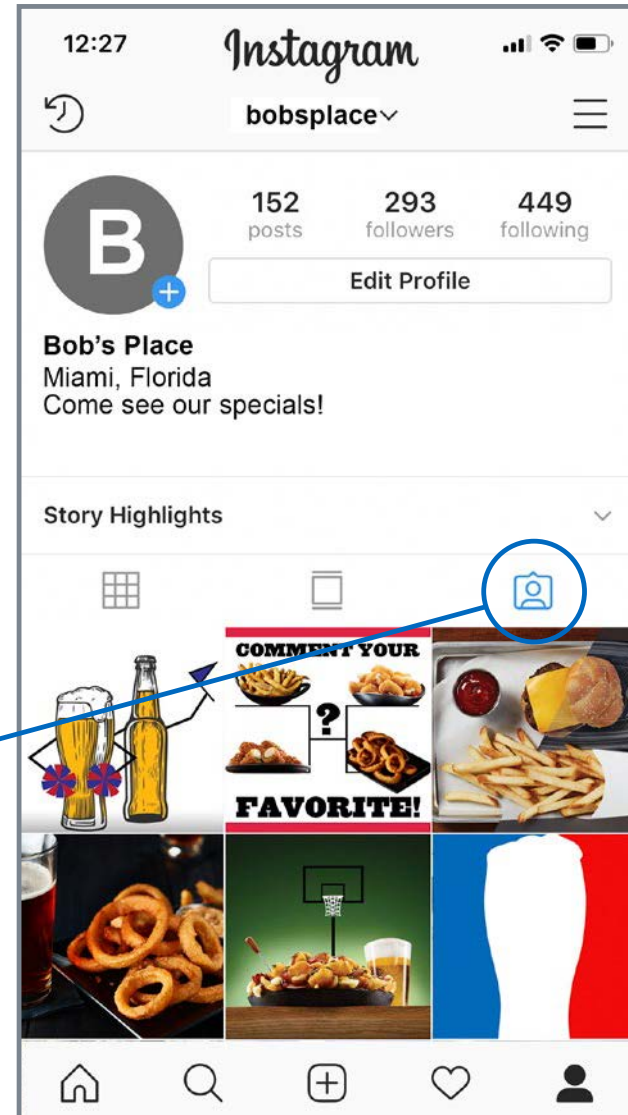
Here are some tips to take your hashtag game to the next level:

### Make Hashtags Your Own

If you want to run a promotion or follow your guests' responses, be sure to pick a unique hashtag you can track, for example: #BobsPlaceBigGames vs simply #BigGames.

Joining in on trending real-time Twitter conversations is a great way to earn exposure. But click on the hashtag first to make sure it's appropriate for your restaurant.

Watch this area for photos you are tagged in.  
Ask guests for permission to repost!



# 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.**





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# SAMPLE POSTS

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

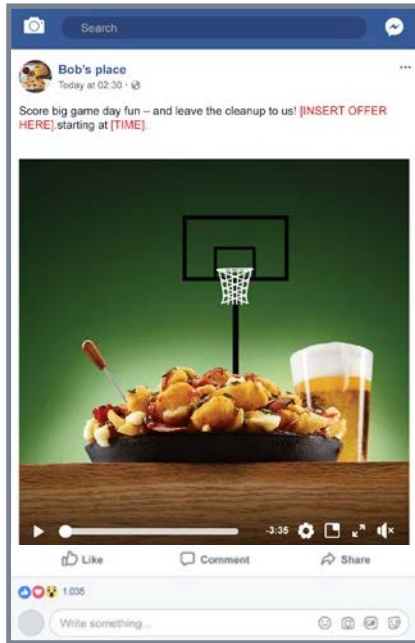
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*The zip file included in this download provides images and animations you can use with the captions provided, or create your own!  
Customize with menu items, daily specials, in-restaurant events or other news you'd like to share with your guests.*



# Promotion Posts

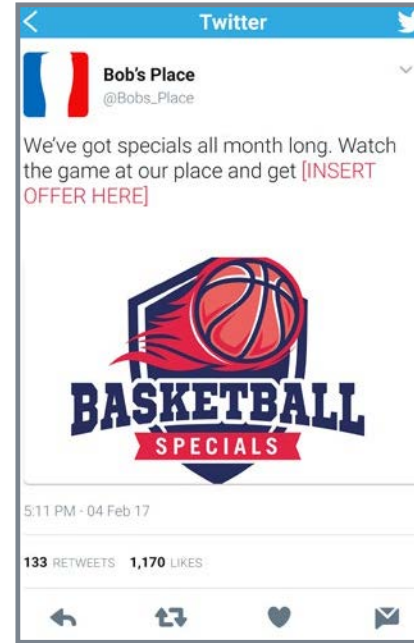
Customize captions with a call to action that features an LTO or special to create excitement. Give your guests reasons to come in during college sports season.



Score big game day fun – and leave the cleanup to us! [INSERT OFFER HERE], starting at [TIME].



Have your watch party at our place! Come in for [INSERT OFFER HERE].



We've got specials all month long. Watch the game at our place and get [INSERT OFFER HERE].



Let us help with the perfect game day spread! Score takeout and delivery specials like [INSERT OFFER HERE].

## [INSERT OFFER HERE] ideas:

- Buy one, Get one appetizers
- Game Day app discounts
- FREE Tot Appetizer with entrée purchase
- Free fries/appetizer with takeout purchase

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

See the offer on Page 14 to see how you could get 4 FREE cases of McCain® Craft Beer Battered fries and appetizers!

# Create conversation + engagement

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



Win or lose, we're here for you with game day specials during tournament season! What team are you rooting for? Comment below!



What's your appetizer MVP? Comment your favorite by Friday, and we'll pick one winner for a free app!

# Beer Pairing Posts (Awareness)

Let your guests know when you have beer + food specials!



Try delicious pairing of craft beer with appetizers while you watch the game tonight at **[TIME]**!



Three cheers for appetizers + beers! Watch the game at our place and try flights of appetizers and craft beer.

Find pairing ideas for fries and appetizers! [Download the True Beer Food™ guide.](#)

# Drive traffic and set your menu apart with high quality appetizers from McCain®.

Learn more about our products, find delicious menu ideas, and get an exclusive offer for 4 free cases!

**Crunchy texture. Bold, on-trend flavors. Crafted quality. McCain appetizers perfectly complement popular craft beers with ideal flavors that create better guest experiences.**



Brew City® Fries

Differentiate menus with real craft beer battered fries, which make a great second fry option.



Brew City® Appetizers

Including NEW IPA Beer Battered Onion Rings - Made with real craft beer for quality and uniqueness worth an upcharge.



Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites

Made with creamy gouda and mozzarella cheeses as well as real craft beer in the batter, these bites ooze quality.



Brew City® IPA Beer Battered Onion Rings

Made with real craft beer for quality and uniqueness worth an upcharge.

*See the offer on Page 14 for full product listing.*

# Drive traffic and set your menu apart with high quality appetizers from McCain®.

Learn more about our products, find delicious menu ideas, and get an exclusive offer for 4 free cases!

## Seasoned Tots

Pair seasoned tots with premium beers for a simple, profitable happy hour or late-night menu option.



McCain® Seasoned Tots - Buffalo

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



McCain® Seasoned Tots - Ranch

Features popular ranch flavoring throughout for a consistently flavorful bite.



McCain® Seasoned Tots - Sea Salt & Black Pepper

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

## SureCrisp™

These fries are ready for game-day takeout and delivery and make the perfect option for couch-gating guests.



McCain® SureCrisp™ Fries

These fries are ready for game-day takeout and delivery and make the perfect option for couch-gating guests.

See the offer on Page 14 for full product listing.

# Offer

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

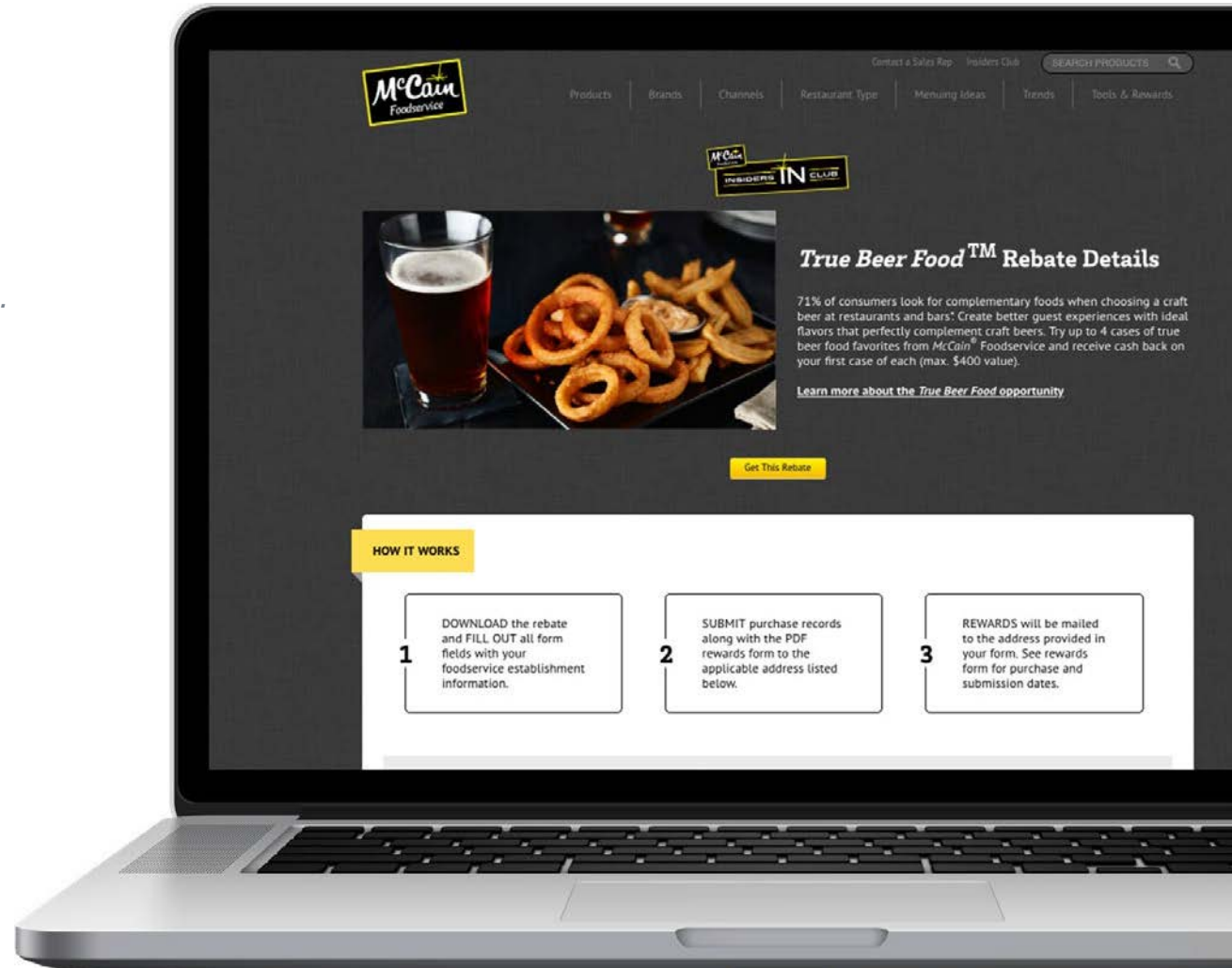
## True Beer Food™ Rebate

Redeem up to 4 cases of popular McCain® fries and appetizers to enhance your promotional efforts.

Offer valid July 1, 2018 – June 30, 2019. Redemptions must be received by July 31, 2019. [Download the rebate.](#)

## Interested in trying McCain SureCrisp™ Fries?

Get the sample [here](#).



# Craft Beer + Food Pairing Tips

Pairing craft beer and food on your menu can give guests a memorable experience. Here are 3 examples across the beer spectrum:

**STOUT**



**Prevalent chocolate, coffee and roasted flavors**

Complements nuttiness, braised and caramelized dishes. Contrasts well with savory, salty foods.

**IPA**



**Bitter, bready, grainy malt with hoppy aroma**

Complements intense flavors like blue cheeses, game and dishes with aromatic spices.

**AMERICAN WHEAT**



**Bready, doughy and grainy wheat flavors complemented by hop flavor and mild bitterness**

Pairs well with classic brunch items like omelets or hashbrowns as well as Asian flavors.

Find more pairing suggestions and menu ideas! [Download the True Beer Food™ guide.](#)

## 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 beer pairings,  
plus more *True Beer Food*<sup>™</sup> **ideas and products.**



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