



McCain Foods Social Media Toolkit

# Social Media Tips & Posts for Spring Sports Promos

March 2020



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>Datasenttial Menu Trends™

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

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

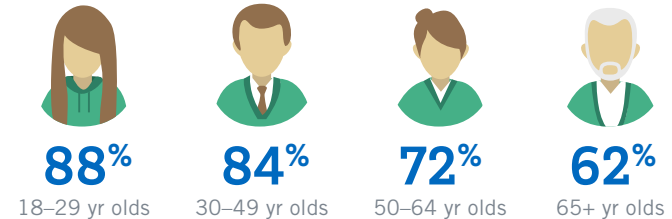
Guests of all ages are on social media. Here's a quick breakdown of the audience and purpose for each:



## 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).

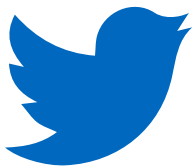
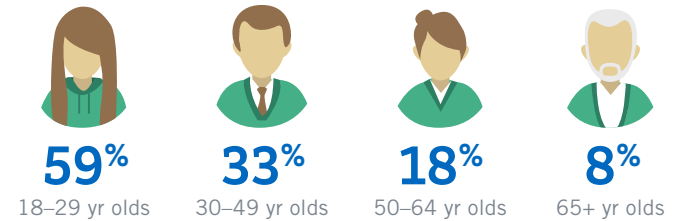
### Who's There:<sup>3</sup>



## Instagram

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

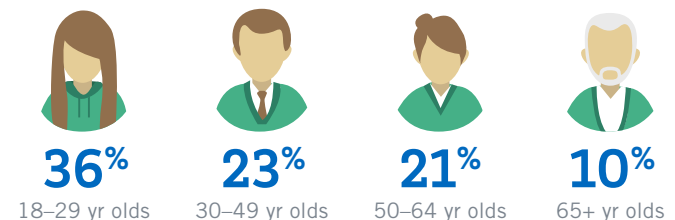
### Who's There:<sup>3</sup>



## 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>3</sup>



# Hashtags



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  
#CollegeHoops  
#CollegeBasketball

#BigGames  
#GameTimeFood

+ 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

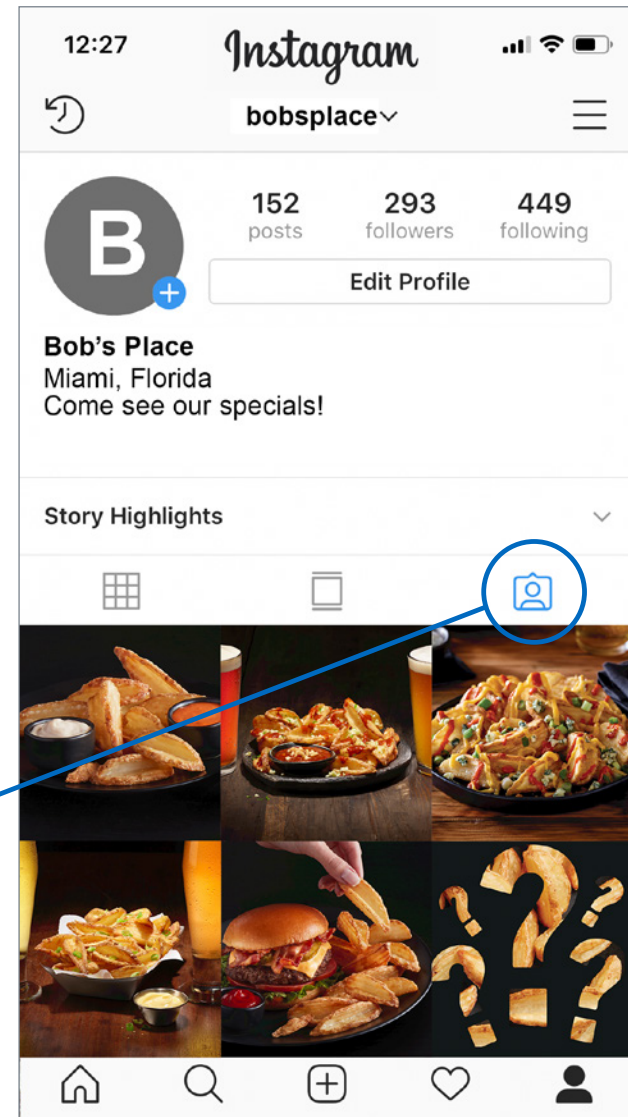
Here are some tips to take your hashtag game to the next level:

### 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 versus 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 to 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.



Grab your buds to watch the big game and get half off an order of our new potato scoops with beer purchase. 5 to 7 tonight!



Hungry? Get here by tip-off and claim a free sample of our new potato scoops with your choice of dip! (one per table)



Would you like potato scoops with that? Get a FREE basket for the table with purchase of any premium burger on basketball playoff nights!

## OFFER IDEAS:

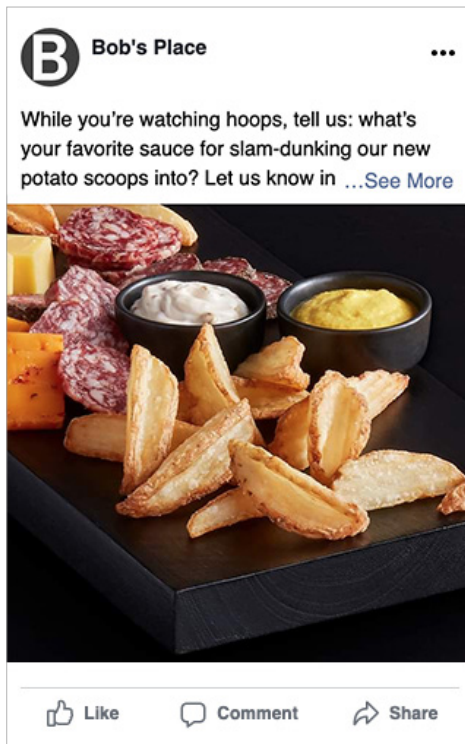
Buy one, get one appetizers | Game-day app discounts | FREE appetizer with entrée purchase | Free potato scoops with takeout purchase

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



# Create conversation + engagement

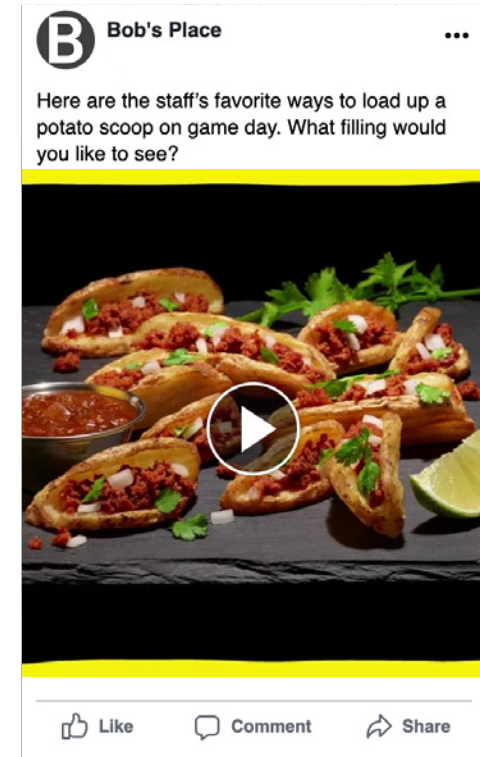
*You can use questions or polls to encourage interaction with guests. Listen and respond!*



While you're watching hoops, tell us: what's your favorite sauce for slam-dunking our new potato scoops into? Let us know in the comments.



Have you tried our new potato scoops yet? Tell us what you think!



Here are the staff's favorite ways to load up a potato scoop on game day. What filling would you like to see?

# Beer pairing posts (awareness)

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



We've got great matchups of our own this playoff season. Try our craft beer pairing menu featuring our new potato scoops.



Love surprises? Order your favorite craft beer during game time and ask your server for the "mystery potato appetizer."

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



*Drive traffic and set your menu apart with these game-day ideas.*



### Dip'n Quiles with Mushrooms

A Mexican-inspired profusion of flavors, *McCain® Dip'n Wedges™* Potato Scoops cradle white and baby bella mushrooms, tomatillo salsa, red onions, sour cream and creamy queso fresco.

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PAIR WITH

**Mexican Lager**—The crisp carbonation cuts the heartiness of the potatoes, sour cream and queso fresco to refresh the palate.

**Mexican Amber**—This amber ale's malt contrasts the salsa's acidity with sweet toasted notes as the sparkling bubbles cut through the richness of the cheese.



### Potato Chorizo "Tacos"

As craveable as they are adorable, these mini, V-cut, potato wedge "tacos" offer a satisfying mouthful of Mexican chorizo, onions, red chile salsa and cilantro in every bite.

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PAIR WITH

**Mexican Amber**—The toast of this beer matches the intensity of the spicy chorizo and cools the heat, and the sweetness contrasts with the tang of the salsa and cilantro for a complex melding of flavors.

**Mexican Lager**—Brisk carbonation and delicate sweet malt cool and cleanse the palate from the spicy heat of the salsa and chorizo.



### Patatas con Pollo

Shredded roasted chicken, garlic mayo and smoky tomato sauce crown a heaping mound of golden *McCain® Dip'n Wedges™* Crispy V-Shaped Potato Scoops.

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PAIR WITH

**American Red**—The snappy bite of the hops cuts through the richness of the mayo and smokiness of the salsa, enhancing the potatoes' earthiness.

**IPA**—Bitter IPA notes counterbalance the smoke of the salsa and cleanse away the richness of the mayo while elevating the potato and garlic flavors.



## What are McCain® Dip'n Wedges™?



Dip'n Wedges™

*New Dip'n Wedges™ are crispy potato scoops with unique, ridged V-shapes—perfect for loading with toppings, scooping up dips and flavors, and pairing with guests' favorite craft beers during March basketball playoffs.*

*Learn about more products perfect for game-day watching at [www.McCainUSAFoodservice.com](http://www.McCainUSAFoodservice.com).*



## Sample, save and bend the rules!

1. Get your free sample of new McCain® Dip'n Wedges™ Potato Scoops [here](#).
1. Go crazy creating with up to 5 FREE cases of new McCain® Dip'n Wedges™. Claim your rebate [here](#).
  - Purchase five Dip'n Wedges™ cases and receive cash back.
  - Offer valid July 1, 2019 – June 30, 2020.  
Redemptions must be received by July 31, 2020.

For more great offers, product news and menu ideas, go to: [www.McCainUSAFoodservice.com](http://www.McCainUSAFoodservice.com).



# Craft beer + food pairing tips

Pairing craft beer and food on your menu can give guests a memorable experience. Here are examples of ways to pair three popular beers:

STOUT



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***Prevalent chocolate, coffee and roasted flavors***

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

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IPA



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

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

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PALE ALE



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***Malty sweetness balanced by hoppy bitterness***

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Pairs well with dishes that contain lemongrass, garlic, cilantro and similar flavors.

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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 more inspiration for beer pairings, plus more *True Beer Food*™ [ideas and products](#).

**Promo Materials and More:** Sign up for the [Insiders Club](#)™ to get customizable POS, merchandise, special offers and more.

