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PEACE



SOCIAL MEDIA TOOLKIT



We are thrilled to have your restaurant participating in Greater Palm Springs Restaurant Week, and we are happy to share our tips on how to use social media to get diners excited about your restaurant. Social media is influencing where people eat every day, and it's one of the most effective platforms to get the word out that your restaurant is involved in Restaurant Week.

CONNECT WITH US

CONNECT TO GREATER PALM SPRINGS RESTAURANT WEEK SOCIAL CHANNELS

-  LIKE US ON FACEBOOK AT DINEGPS
-  FOLLOW US ON TWITTER AT DINEGPS
-  FOLLOW US ON INSTAGRAM AT DINEGPS





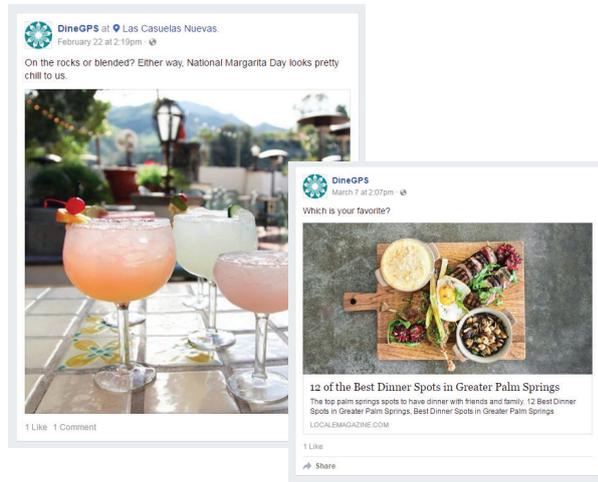
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LOVE



f FACEBOOK

“90 percent of American foodies use Facebook”
(Adweek, 2015)



Create a voice for your restaurant that will be the voice you use on Facebook. Remember that Facebook (and social media in general) works best when your tone is more conversational and less salesy.

Post a link to your Restaurant Week Menu on Facebook.

Share photos of your featured dishes and the unique ambiance of your restaurant. Remember, Restaurant Week is about more than just your delicious food, it's about the full dining experience.

Use Facebook Live and videos to share behind-the-scenes content featuring your chef, dish preparation, recipes, etc.

Share links to articles that your restaurant is featured in.

Consider setting aside a small portion of your monthly marketing budget for boosting posts on Facebook. Boosting a post for just \$5 can increase the number of people you reach by hundreds of users.

t TWITTER

“Twitter has over 317 million monthly active users.”
(Twitter)



Share the excitement about what's happening now in preparation for Restaurant Week as a newsfeed. Twitter is the ideal place to build a sense of urgency around booking a reservation or making a dining decision.

Share a link to your Restaurant Week menu – we like to use bitly.com to shorten post links.

Tag your posts with @DineGPS or #DineGPS for an opportunity to be retweeted by the @dineGPS account.

Share special events, menus and photos leading up to Restaurant Week.

Use hashtags to help your content get found. In addition to #dineGPS, you can use #visitGPS to connect with the CVB. Also try experimenting with popular hashtags like #mondaymotivation, #foodiefriday, #foodiechats and more.



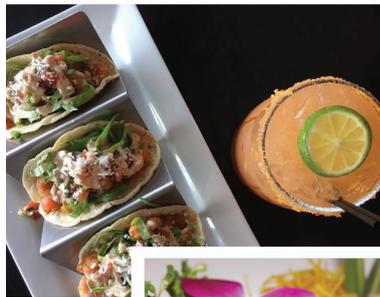
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INSTAGRAM

"If you're not marketing on Instagram, you're missing out." (Fast Company, 2016)

Update your Instagram profile to include key information about your restaurant: address, hours of operation, and link to your Restaurant Week menu.



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DISH - Creative Cuisine
Follow
34 likes
5w
dinegps Hello, #TacoTuesday! #dineGPS
dinegps @dish_creative_cuisine
#visitgps #visitcalifornia #traveltuesday
#forkyeah #instafood #instamood #tacos
#cheers #foodstagram #foodie
#foodiechats #palmsprings
#coachellavalley

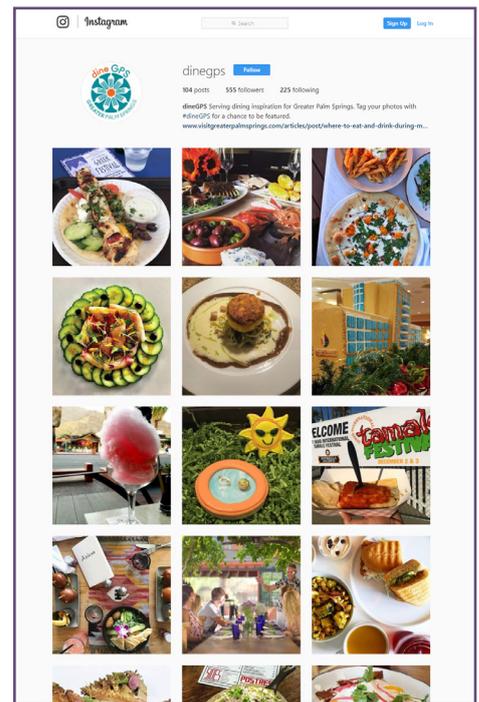
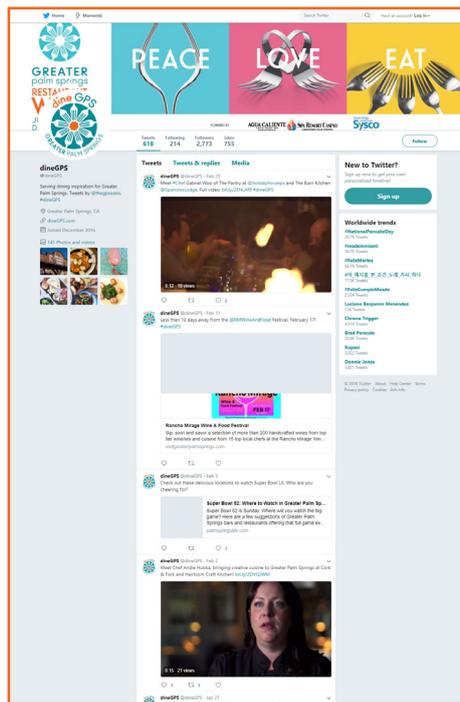
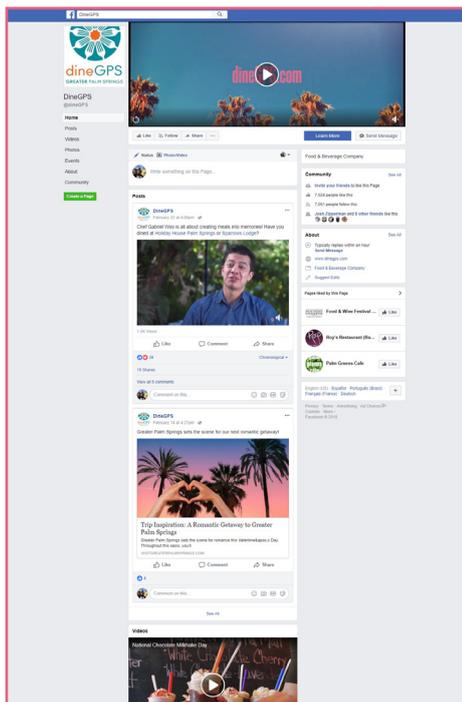
Share great food photos of your Restaurant Week dishes leading up to and during the event.



dinegps
Hyatt Regency Indian...
Follow
42 likes
5w
dinegps Sushi for dinner, anyone?
#dineGPS
@ihydrogeny_w
#visitgps #visitca #california
#airfordomestic #air #airbusyouself
#dinner #instafood #foodiechats #forkyeah
#instamood #tacos #taco
#happybeer Well done!

Use Instagram Stories to bring your photos to life with exclusive content. Don't forget you can tag @dineGPS in your Stories, too

Use the #dineGPS hashtag in your posts for a chance to be regrammed by the CVB. Add other hashtags to help consumers find your posts.



For more information, contact Krystal Kusmieruk
760.969.1337 | kkusmieruk@gpscvcv.com





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f t i SOCIAL MEDIA PRO TIPS

- Create a consistent voice for your restaurant. Be conversational and creative in your copy. Remember that social media works best with a conversational tone rather than hard sales pitches. If possible, assign a team member to manage your social media accounts.
- Tag all your social posts #DineGPS and @DineGPS to get on our radar and reach people outside your current circle of followers.
- Engage, engage, engage! Interact with your followers by re-posting, re-tweeting, and responding to comments.
- Collaborate with influencers to share their dining experience at your restaurant with their followers.
- Make all social handles easily accessible in your restaurant and on menus, so diners can easily share their experience. Include the #dineGPS hashtag, as well.
- Stay active on social media before & during the event, and keep posting beautiful shots of your Restaurant Week dishes and drinks.
- Post regularly on a schedule that both keeps you top-of-mind with your audience and is reasonable to achieve for you and your team.

LIGHTING

Good lighting will make a subject more appealing.

- Use natural light when possible.
- In low light, settings should be wide aperture and higher ISO. If using a smartphone, simply use night mode photography settings. Do not use flash: It will create harsh highlights and deep shadows.



COMPOSITION

- Make the image about the subject: Props are welcome, but don't let them take over an image.
 - Start with the subject and then consider what more to add to give the photograph more action.
 - Double check that everything in the frame is what

you intend to photograph. Remove extras like dirty silverware, napkins, or brand labels, etc. out of the way.



- Fill the frame: Make the most of the space that you have with the subject.
- Try different angles: Depending on the subject, it might photograph best above to the side. Try them all to see what looks best to you.
 - Don't be afraid to get in odd positions for the right shot, holding the subject in the air or crouching on the ground.
 - Consider backgrounds: If the background provided isn't working, look around for other places to put your subject to match the aesthetic.
- You are your zoom: Do not use zoom features to compose an image as it will likely come out pixelated. Always move yourself to get your lens closer to the subject, or crop the photo later.



RESOLUTION

Higher quality images are always preferred on social media.

- Facebook posts:
 - Square: 476 x 476 pixels
 - Horizontal: 476 x adjusted pixels
 - Vertical: 476 x no more than 716 pixels
- Twitter: will crop images in the mobile app to the 16:9 ratio, making horizontal photography important to this platform.
 - Square: 506 x 506 pixels (Desktop)
 - Horizontal: 1200 x 675 pixels (Mobile)
- Instagram:
 - Square image: 1080 x 1080 pixels
 - Vertical image: 1080 x 1350 pixels
 - Horizontal image: 1080 x 566 pixels