

3 WAYS TO CREATE SHAREABLE SOCIAL CONTENT

Take your social media presence from good to great with these tips.



LIGHTING

Take photos near a window or make sure you're in a well-lit room



Use multiple photos, videos, or boomerangs in a single post to keep your audience interested



WHAT'S A BOOMERANG?

Boomerang is an **app** that allows you to create mini-videos that play forwards & backwards.



PRESENTATION

Arrange food neatly and consider props like utensils, fun napkins or a beautiful garnish



BEFORE



AFTER



FRAMING

Keep the area around your subject clean, removing things like dirty napkins, spills and extra silverware

#HASHTAG HOW-TO



Find or tag posts on topics

USE #HASHTAGS TO INTERACT WITH OTHER OPERATORS

#culinary

#chefstalk

#foodserviceindustry

#menuinspiration

#restaurant

#foodstagram

#foodservice

#menuinspo

#cheflife

Click to see these popular hashtags in action!

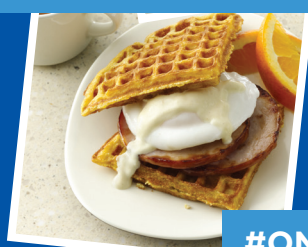
Use hashtags that give context to what's in the photo or post



#BISCUITSANDWICHESPECIALS



Follow or tag account names



#ONOURMENU

GET INSPIRED WITH THESE @ACCOUNTS

Blue Bamboo Cafe



West Egg Cafe



General Mills Convenience & Foodservice



GET FEATURED

If you'd like to be reposted on General Mills Convenience & Foodservice, make sure to use #GeneralMillsCF and/or tag @GeneralMillsCF! We love sharing great content from operators.

SAME TOPIC. 3 PLATFORMS.

Make slight adjustments to your posts when you share on Twitter, Facebook and Instagram



LeesCornerCafe
@LeesCornerCafe

How do you feel about [#probiotics](#)? We've been getting creative in our kitchen with new yogurt applications that are delicious AND healthy. See what's new on our menu! [#yogurtparfait](#)



LeesCornerCafe
6 hrs · 🌐

How do you feel about probiotics? Good, we hope. We've been getting creative in our kitchen with new yogurt applications that are delicious AND healthy. See what's new on our menu today!



LeesCornerCafe



LeesCornerCafe How do you feel about [#probiotics](#)? Good, we hope. We've been getting creative in our kitchen with new yogurt applications that are delicious AND healthy. See what's new on our menu today! [#yogurt](#) [#granola](#) [#parfait](#) [#sweet](#) [#breakfast](#) [#freshfruit](#) [#healthy](#)

RULE OF THUMB

It's best to use two or fewer hashtags in a caption; however on Instagram that rule goes out the window. Often you will see a series of hashtags at the end of a post or added to the post in the comments.



FOLLOW US ON SOCIAL MEDIA

