

EVB Social Media Guidelines

SM Post Goals

1. Drive business
 - a. Highlight a new beer, wine, cider
 - b. Daily drink specials
 - c. Food specials
2. Engage customers and encourage conversation/comments
 - a. Ask a question
 - b. Solicit customer opinions
3. Making a connection
 - a. A video personally talking about the product or special, engage with the people who are commenting.
 - b. Staff features

Guidelines

- Each post should have a picture or video with it. Remember that GIFs work great on Facebook, but not on Instagram, so plan accordingly.
- When possible, post *before* we open.
- Photos should be clear, unpixelated, and any showcasing our product should look enticing, not like the gross photos we've all seen on menus in diners. If you have it, portrait mode works great for this.
- Avoid posts that will only clutter someone's feed. Make sure there is a real reason for the post. Things just saying we're open without any additional information or reason for posting will annoy people, which is obviously not the goal.

Brand Concept / Voice

- Bright!
- Fun!
- Approachable!
- Funny!