



Social Media Toolkit



Overview

The aim of this document is to provide you with some basic tools to help you to run the social media accounts for your business. From an introduction to the various channels to key dates you can tap into, ending with sample content, we hope this guide helps you to ensure your social media presence is working hard for your business.

Why do you need a social presence?

Updates

Social media provides an easy way to keep customers updated on your business. New menu items, specials, changes to opening times, events etc. It's also the best place to showcase the great food you offer.

Business Info

Social media is a great place to list key info related to your business for customers to see at a glance: Location, opening times, contact details, links to menus etc.

Affordability

Billboards, adverts and radio ads are expensive. Social media is free to use, and even social media advertising is significantly cheaper than other options.

Sharing The Love

Food is the most photographed subject on social media. There's no better way to build your brand than to post photos of the great food you prepare, generating buzz and conversation.

Improves trust and loyalty

Social media channels are a great way to establish transparency. Customers should be encouraged to leave reviews and post photos of their experience to encourage positive conversation.

Facebook

Facebook has the most users worldwide. It's also the third-most visited site after Google and YouTube. Facebook will probably be the number one social media platform customers will use to find out information about your business.

This kind of popularity means you need to create a reliable, up-to-date Facebook profile for your business. Your address, phone number, hours of operation, etc. all need to be accurate. Facebook works best when you post regularly, helping customers to see the latest updates from your business.

Key tips:

- Add a **Book Now** button if you accept reservations
- Upload your menu
- Add cuisine type
- Add services like "**Good for Kids**," "**Good for Groups**" and "**Take Away**"
- Allow Reviews (and remember to respond to them)

When it comes to content:

- Post photos of you're the food you prepare
- Try to present food in the best light, avoiding blurry or dark photos
- Try to ask questions in your posts, which will help to bring in responses
- Avoid posting only about specials, this can be a turn off



Instagram

Instagram sees the highest amount of photo sharing of any social network. As it's heavily image and video-based, it allows you the opportunity to showcase your business, your team and your food in an engaging manner.

Instagram is about more than just posting photos on your profile. Where you can, post a video, share a story, comment on somebody's post. Utilising all of their tools helps your content to stand out more in the feeds of your followers.

Key tips:

- Ensure your photos are well-lit
- Avoid posting blurry photos
- Try not to repeat photos too often
- It may be worth cooking up one of each thing on your menu and photographing them for your channel rather than taking a shot of a meal you've prepared for a customer. That way you can lay things out in an enticing way.

When it comes to hashtags:

- Try to keep them focussed on the topic at hand
- Change the hashtags you use each time you post
- Consider hashtags like: **#fishandchips #chippy #britishfood #fishfriday #pieandchips #localbusiness #takeaway #mealtime #familymeals**



Twitter

Twitter can sometimes be harder to keep updated for Fish & Chip shops. This is because things can move quickly on Twitter, so you need to post regularly and be as topical as you can to join in on the conversation. The 280 character limit forces you to be direct and to the point – that's no bad thing!

It's also a channel where people respond better to posts that sound like they've come from a real person versus something that sounds very business-like. Try it out, have some fun, and don't take it too seriously!

Key tips:

- Keep an eye on the **Trending** tab to see if there are conversations you can join
- Where you can, try to include a relevant image with your tweet
- You can post up to four images per tweet
- You can post a single video up to 1 minute in length
- Polls are a great way of getting people to engage with you – they can be found in the '**Compose Tweet**' box and are useful for quick feedback

Things to avoid:

- Remember this is a business page, avoid getting into arguments
- Any tweet you '**like**' is publicly visible – don't like anything you wouldn't want people knowing about



LinkedIn

LinkedIn is a business-focussed social media network that's designed to allow businesses to connect with one another.

With this in mind, there's a good chance that LinkedIn may not be suitable for your establishment if you're looking to connect with your customers rather than other businesses.

However, if you're keen to have a presence on LinkedIn, consider the following tips to get the best out of the platform:

- Remember: Business Profiles are different to personal profiles on LinkedIn. The former is under your business name and logo, the latter is uses your own name
- It's easy to assume business-focussed content has to be straight-laced, however it's absolutely fine to have some fun – it will help your posts to stand out
- Try to post regularly, at least once a week
- The key to getting noticed on LinkedIn is to comment on other people's posts in the hope that they click through to your profile and follow you



Sample Posts



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- It's Friday, and that can mean only one thing: Time for a trip to the chippy!
- Pop into **[Establishment Name]** for your fish & chip fix
- Cooked some chips on Monday. Fried some fish on Tuesday. Baked some pies on Wednesday. And on Thursday. And Friday. And Saturday. Chilled on Sunday ●●
- Our promise to you at **[Establishment Name]** – fresh, crispy batter – every time
- 📣 MIDWEEK DEALS 📣 Stop by today for £XX off your fish & chips or pie & chips combo. Simply quote **MIDWEEKMEALS**

Sample Posts



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- We offer a whole range of pie flavours for you to order, including: **[insert pie range]**
- Peas please? Whether you like them mushy or otherwise, a side of these completes any chippy meal! Order now
- Ordering a delivery from us tonight? Don't forget to let us know in the notes if you want vinegar!
- Pukka pies available at **[Establishment Name]**
- Our pie and chips meal deals start from just £XX. If that isn't what they call a bargain...

Sample Posts



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- Why not dine in with us tonight? It's the freshest way to enjoy our food 🥰
- 📣 DINE IN SPECIAL 📣 For tonight only, you can enjoy pie, chips, one side and a soft drink if you dine in with us, for just £XX
- BATTLE OF THE STEAK. Comment 😊 if you love an All Steak pie, or 🥰 or Steak & Kidney is more your thing. Winner will be HALF PRICE this weekend
- All Steak. All Good. Come and visit **[Establishment Name]** for your mid-week pie fix
- YIP-PEA it's British Pea Week! Order a side of creamy mushy peas with your meal tonight

Sample Posts



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- Happy National Fish & Chip Day!
- It's National Fish & Chip Day, so we're offering a special price of £XX for fish & chips for today only
- POLL TIME! Comment a 🐟 if you love cod, or 🦐 if scampi is more your thing #NationalFishandChipDay
- We're giving £1 off your meal to everyone who comes in and wishes us a Happy National Fish & Chip Day 🍀
- If there was ever an excuse needed to order from us tonight, this is it #NationalFishandChipDay

Sample Posts



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- Days like today call for pie and chips on the beach ☀️. Call now to order **[inset number]**
- Takeaway Saturday's never tasted so good. You can order from us on **[Deliveroo / Uber Eats / Just Eat]**
- Sand and sea go together like pie and chips. All four is what sunny weekends are made for 🥰. Order yours today
- Pie and chips on the beach is always a good idea. Just watch out for the seagulls... 👁️
- SUMMER SAVINGS!! It's a lovely day, so we're doing a special pie and chips meal deal for just £XX

Sample Posts



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- Start the week off right and banish those Monday blues with our tasty meal deals!
- Life tastes better with **[insert establishment]**. Don't miss out on our fantastic offer **[insert offer]** 🐟🍟
- We're here for you come rain or shine. Visit us from **[insert opening hours]** and dig in. 🐟🍟
- We offer meat-free alternatives for pies and fish. Order now **[insert number]** #MeatFreeMonday
- 📣 Attention vegan customers 📣. **[Establishment name]** now stocks Pukka's vegan pies. Order today via **[insert platform]**

Sample Posts



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- Happy FRYday! Check out our menu in-store or online, with all dishes made fresh to order
- Our deal of the week is as cheap as chips! **[insert meal deal]**
- Fridge looking empty? Dine in with **[insert establishment]** tonight
- Curry sauce, mushy peas, tartar sauce...we offer a free tasty side with each and every order 🍷
- Thank cod its Fryday! Looking forward to welcoming you in

Sample Posts



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- Long day at work? We've got you covered. Place your order online or via Deliveroo for a family feast
- Busy work day? Never too busy for a spot of lunch though! Call ahead and pick up your order for a quick and easy meal: **[insert number]**
- Try any flavour of pie in a bun for the perfect on-the-go lunch.
- Chippys and Fridays go together like...pie and chips. Order from **[insert establishment]** now!
- Introducing the Wigan kebab. Don't knock it till you've tried it
- Pie in bread = the perfect on-the-go lunch
- LUNCHTIME SPECIAL! Grab a wigan kebab for just **[insert price]**

Sample Posts



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- Heading to the game today? Pick up the stadia-favourite Pukka Chicken Balti pie for your pre or post-match meal
- It's game day, so we've got a special offer on a Pukka Chicken Balti pie and chips for just **[insert price]**
- Chicken Balti Pie and football go together like...pie and chips! Visit us today for your fix
- **[Establishment name]** is now serving Pukka's Chicken Balti pie. Call now to order **[insert number]**
- If you haven't tried a Chicken Balti pie, you're missing out. Order one with chips for a special price today only **[insert website]**

Sample Posts



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- It's #Veganuary and we've got Pukka's Vegan pies on the menu. Order yours today
- Veganuary Special 🌱 Come and grab a Pukka Vegan pie and chips for just £XX for the whole of #Veganuary
- We're now serving the Pukka Vegan pie range. Grab Vegan Chicken & Mushroom or Vegan Minced Steak & Onion this #Veganuary
- Take your favourite pie flavours – but make them Vegan! Order today for #Vegnaury **[insert number]**
- 📣 Calling all vegans, flexitarians and meat reducers 📣
- You can now get a completely plant-based meal at **[establishment name]**

Sample Posts



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- Craving comfort? Pukka's All Steak Pie is here to satisfy! Rich, savoury, and perfectly flaky – it's the classic you love. 🥧🍴 #AllSteakPie #ComfortFood
- Nothing says 'treat yourself' like a hearty Pukka pie! Come on in and enjoy the ultimate classic with us. 🍷🥧 #PiePerfection #SteakLovers
- Feeling peckish? Pukka's All Steak Pie is the answer! Juicy steak and flaky pastry – it's a classic done right. 😊🥧 #SteakPie #PieLove

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Sample Posts



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- Fancy a cheeky pie? 😊 Pukka's NEW Peri Peri Chicken Pie is calling your name! Turn up the spice and enjoy a cheeky night-in with Pukka's latest creation. 🌶️🥘
- A cheeky night-in is calling! 🎉 Grab a Pukka Peri Peri Chicken Pie and add some fiery flavor to your evening. Don't miss out on this spicy treat! 🔥🥘
- Calling all Peri Peri lovers! Treat yourself to Pukka's NEW Peri Peri Chicken Pie – the perfect partner for a cozy night in. Spice up your evening with every bite! 🌶️🥘

Sample Posts



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Sample Posts



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- Happy National Pie Week! Celebrate with a Pukka Pie.
- It's National Pie Week this week and we're celebrating with Pukka!
- In honour of National Pie Week, we're offering a special deal. Get on any Pukka Pie + chips for £xx all week!
- Comment your favourite Pukka pie flavour for a chance to win a free pie!

Sample Posts



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Sample Captions

Additional caption options to pair with your own images

- Who's ready to get battered this weekend 🙌.
You're in good hands, because our battered cod is the freshest in town
- Comment below what your favourite condiment is:
 - ♥ Ketchup
 - ♥ Vinegar
 - ♥ Curry SauceOr maybe all three?!
- Does anything really beat chip scraps and gravy?
Available at **[establishment name]**
- Here's a lesson for you: **ALWAYS** pour vinegar on your chips **BEFORE** you salt them. This helps the salt stick without washing it away
- Fish not your thing? We also offer pie, battered sausages and saveloys. Order now
- Our fresh fish will have you hooked
- It's Good Friday which means we're going to be busy. We'd suggest ordering ahead online or on the phone: **[insert number]**
- Heading to the big game today? Stop by for a pre or post match pick-me-up
- Is it your birthday? If yes, we're giving away a **FREE MEAL** along with any other meal purchased. Simply bring your ID as proof
- Happy New Year! For those who don't fancy cooking after last night's celebrations, we are open for business
- This weather is not the one. Good news is that you can order delivery on **[insert platform]** so you can enjoy a tasty meal from **[establishment name]** without leaving the house

Posting Recommendations

- Try to post at least once a week on your channels
- Try to take complaints offline as soon as possible by inviting people to call or email – don't ignore though!
- Ask users questions in order to generate conversation where appropriate
- Hide any comments that are offensive, explicit or defamatory
- Always be polite
- Have fun, use emojis and enjoy talking to the online community
- Be sure to respond to all customer questions
- It's ok to copy posts across multiple channels
- It's ok to use the same image but with a new caption
- Try to encourage customers to share posts, tagging you
- Keep an eye on the social channels of other establishments to gain inspiration
- When you have a positive testimonial, consider sharing it
- Always put yourself in the minds of your customer when considering what to post

Need Some Help?

Online Resources (click below):

[Set up Facebook Page](#)

[Set up Instagram Page](#)

[Set up Twitter Page](#)

[Set up LinkedIn Page](#)

[Creating Content For Restaurants](#)

[7 Ways Restaurants Can Use Twitter](#)

Contact

trade@pukkapies.co.uk for more information

Click below to visit Pukka's social media channels

