



SOCIAL MEDIA IN A FOODSERVICE INDUSTRY: INTRO



Facebook
The most widely used social media platform in the US. Share pictures, music, videos and articles, as well as thoughts and opinions. 74% of users log in at least once a day.



Instagram
Share photos, music and video with the public. 63% of users log in at least once a day.



Twitter
Mostly centered around real-time conversation. 38% of users log in at least once a day.



KEY TERMS

Like An interaction where a user can click a button to show their support, agreement or approval of a post.

Story Several social media platforms have introduced a Story function. This is a piece of content that is available to users for the 24 hours directly after it is published, after which, it will be removed.

Hashtag A searchable tag (#) used to categorize a post with similar content and make it easier for users to find the content they are looking for (i.e. #LoadedFries).

Tagging/Mentions When you create a post that mentions a separate page, user or group, you can tag them in it and they will receive a notification (i.e. @Nike).

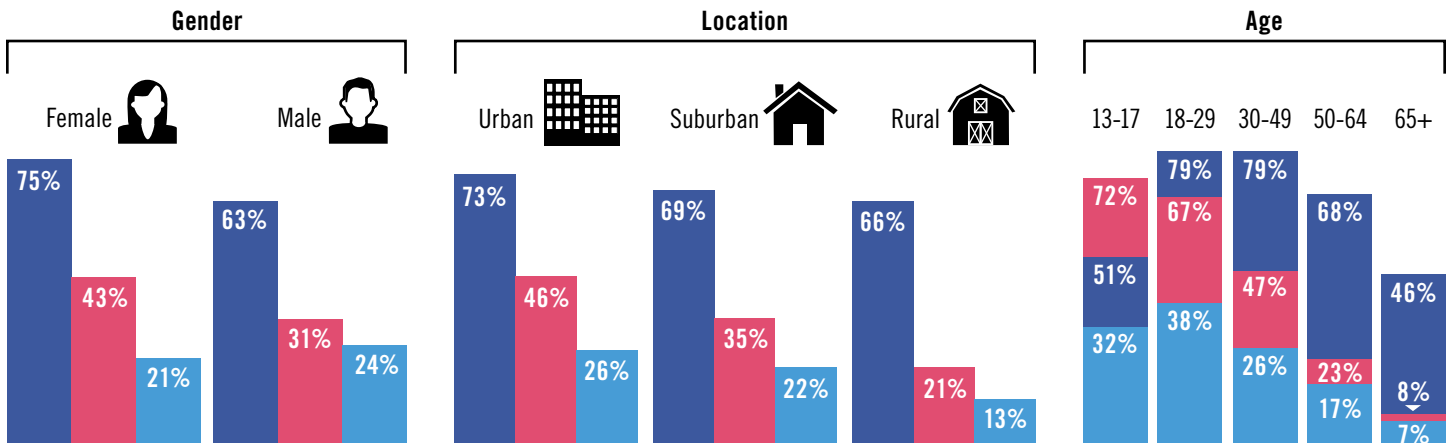
Impressions The number of times your posts have been seen by users on social media. (i.e. 5 people have seen your post on Facebook = 5 impressions).

Share The 'Share' feature on social media is a clickable button that allows you to repost other users' content to your own timeline.

Social Media Influencer A user on social media who has established credibility in a specific industry. A social media influencer has access to a large audience and can persuade others by virtue of their authenticity and reach.

Going "Live" Real-time video that is broadcast through a social network or online platform where it can be viewed by the public.

DEMOGRAPHICS



Largest total reach: **Facebook**

Largest Millennial/Gen-Z Reach: **Instagram**

TAKE ACTION!

No matter whether you are an expert or novice at social media, here's what you can do to engage with your customers and stay up-to-date on important industry trends and happenings.

Be a Follower

It may sound counterintuitive to everything your parents taught you, but by following your operator and distributor partners you can lend significant support to their businesses.

- Stay continuously informed on their key programs and initiatives, allowing you to gain knowledge about their business practices and align with *McCain* initiatives.
- Post comments or suggestions and participate in ongoing dialogue to create a connection with their businesses.
- Support their efforts by sharing and reposting their important updates within your social circles and business community.



Don't forget to follow and tag *McCain* with [@mccainusafoodservice](https://twitter.com/mccainusafoodservice)

Help with #hashtags

As mentioned previously, hashtags help organize posts to make it easy to search specific topics. Take 20 minutes of your day and "go down the rabbit hole". Search things like:

- #takeout
- #takeout(YOURCITY)
- #supportrestaurants
- #foodserviceindustry, etc.

Get Involved

The foodservice industry is tight knit group and the same holds true in a virtual space. For the latest in industry news and to discover opportunities to get involved, follow or join foodservice organizations, publications and communities. Suggestions:

Organizations

- International Foodservice Distributors Association (IFDA)
- International Foodservice Manufacturers Association (IFMA)
- Women's Foodservice Forum (WFF)

Publications

- Nation's Restaurant News
- Restaurant Business
- Foodservice Director

Communities

- Foodservice 411
- Foodservice Distribution People

These are just some of the ways you can stay busy and connected when you aren't out in front of customers.

NEED MORE HELP?

No problem. Contact your customer marketing counterpart to get started, or send a message to the email address provided below.

TOO BASIC?

No worries. We plan to continue this series with various topics to support all levels of understanding. As a matter of fact, we'd love to hear from you. How are you staying connected virtually?

Send all comments, questions, and feedback to virtuallytogether@mccain.com

