

# **SOCIAL MEDIA BLUEPRINT - HENRY DOHERTY**

RESTAURANTS AND SMALL FOOD BUSINESSES

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**Thank you for downloading this short and easy to follow PDF. By the end of this, you will be on your way to a better presence online among your followers.**

**Our aim here is to show you that basic content for Social Media is not difficult to create. Whilst keeping your business active and up to date and in front of your customers at this time.**

**If you follow these steps you will create at least **10 pieces** of content per day, which is my Minimum Recommendation for you. It's really not too difficult and takes little time.**

**So Grab your Phone and Lets go... **PS. Do this Every Day.****

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GRAPHIC, WEB & PRINT DESIGN. ADVERTISING & PAID SOCIAL. 15+ YEARS EXPERIENCE

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## **5 Most Popular Social Media Platforms that you **MUST** be Active on.**

**Facebook** (2 to 4 Posts Daily)

**Instagram** (2 to 4 Posts Daily)

**Twitter** (2 to 3 Posts Daily)

**Linkedin** (2 to 3 Posts Daily)

**TikTok** (2 to 4 Posts Daily)

**If you do this, you will already be ahead of the rest.**

***Lets Make Some Content:***

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**No Ideas for Content? This will get you started...**

**Menu Items, Featured Each Separately. Loads of Content.**

**Photos from Past Albums, Re-Post, Memory Lane.**

**Cooking Demonstration Videos. Go LIVE.**

**Walk Around Videos.**

**Behind the Scenes, Seating Arrangements, Kitchen Areas.**

**Featured Decorations, Cross Promote Local Businesses.**

**Tell your Story on Video, 30 Seconds to 10 Min Videos.**

**Interesting Facts About Your Business History?**

**Awards and Achievements?**

**Engage with Staff and Customers for Content.**

**Create a POLL on FB, Twitter & IG for Suggestions.**

**Create TikTok Videos, Cross Share them on all Platforms.**

**Is it Time for a Revamp of your Brand, Menu and Pricing?**

**We are only scratching the surface here, as a quick guide to keep you motivated.**

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**Be Innovate, There really are no bounds on how creative your content can be.**

**Influencer Marketing Works. Especially on Instagram. Hook up with Some Local Heroes and Incentivise them.**

**Remember just Two Pieces of Content shared on all Platforms Daily is your 10 Pieces. You can Do It. Easy.**

**Alternate between Photos and Videos on Most Platforms. Give LinkedIn a Try, Be Consistent on all.**

**Be Un-Predictable at all times. Keep Moving.**

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**We know this stuff works, so there really is no excuse.**

***Make and Share  
Content.  
Do It. Start Now.***

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