

KEEPING BRITAIN'S PUBS ALIVE



Hello

SOCIAL MEDIA STARTER

WE LOVE PUBS.



OUR FIRST JOBS WERE IN PUBS. WE CATCH UP WITH OUR FRIENDS AND FAMILY IN PUBS. SOME OF OUR HAPPIEST MEMORIES WERE MADE IN PUBS.

ONCE THE CORONAVIRUS LOCKDOWN IS OVER WE KNOW WHERE IT IS WE WANT GO, AND WE WANT TO MAKE SURE OUR COUNTRIES PUBS ARE STILL OPEN FOR BUSINESS.

NOW MORE THAN EVER UK PUBS SHOULD BE SUPPORTED, WHICH IS WHY WE'VE ESTABLISHED THE UK PUB SURVIVAL ASSOCIATION - A COMMUNITY OF UK PUBLICANS TO SEEK AND SHARE ADVICE ON HOW TO CONTINUE OPERATING IN THE CURRENT SITUATION.

MEMBERS ARE ALSO BACKED BY LEADING UK MARKETERS FOR THE BEST WAYS TO MAKE SURE THAT THEIR LOCAL AREA KNOWS ALL ABOUT WHAT THEY CAN OFFER.

TOGETHER, LET'S KEEP BRITAIN'S PUBS ALIVE.

JACK & JOHN.



WHAT'S IN THIS GUIDE.

A LOT OF YOUR CUSTOMERS ARE ON SOCIAL MEDIA (EVEN MORE-SO NOW THEY ARE STUCK AT HOME!), AND YOU NEED TO MEET THEM THERE TO GET THE WORD OUT, BUT IT CAN BE DIFFICULT TO KNOW WHERE TO START OR HOW TO GO ABOUT IT.

WE'VE PUT TOGETHER THIS QUICK INTRODUCTORY GUIDE WITH A FEW IDEAS FOR STYLES OF POSTING AS WELL AS TOP TIPS FOR GETTING THE MOST OUT OF IT. THIS IS NOT EXTENSIVE, AND YOU WILL FIND MUCH MORE HELP AND ADVICE ON THE UK PUB SURVIVAL ASSOCIATION FACEBOOK PAGE WHERE WE WILL BE HAPPY TO ANSWER ANY QUESTIONS YOU MIGHT HAVE!



THE BASICS

ALMOST ALL PUBS IN THE UK ARE NOW ON SOCIAL MEDIA, AND IF YOU AREN'T KEEPING YOUR PAGES UP TO DATE WITH ENGAGING POSTS YOU ABSOLUTELY MUST START.

FACEBOOK AND INSTAGRAM PAGES ARE YOUR WINDOW TO THE LOCAL AREA. MOST OF YOUR POTENTIAL CUSTOMERS SPEND A LOT OF TIME ON SOCIAL MEDIA, AND IF YOU KEEP YOUR PAGE ACTIVE, YOU CAN GENERATE A LARGE AMOUNT OF FREE ADVERTISING!

THE BENEFITS OF PROACTIVELY USING SOCIAL MEDIA FOR YOUR PUB ARE FAR-REACHING AND ULTIMATELY RESULT IN MORE BUSINESS FOR YOU - ESPECIALLY AT THIS TIME, WHERE YOUR OFFERING IS LIKELY TO BE ADAPTED.

- KEEP YOUR LOCAL AREA UP TO DATE WITH YOUR CURRENT SERVICE.
- START CONVERSATIONS WITH YOUR CUSTOMERS. YOU CAN USE THIS APPROACH TO GAUGE WHAT SERVICES THEY WOULD FIND THE MOST USEFUL.
- ENCOURAGE YOUR FOLLOWERS TO SHARE YOUR POSTS, ENGAGE WITH COMPETITIONS OR POST RECOMMENDATIONS. ALL OF THIS IS FREE ADVERTISING FOR YOU.





TOP TIPS

KEEPING YOUR SOCIAL MEDIA PAGES UP TO DATE IS QUICK AND EASY TO DO, AND FOLLOWING A FEW SIMPLE BEST PRACTISE RULES WILL MAKE SURE THAT YOU GET THE MOST ENGAGEMENT FROM YOUR LOCAL COMMUNITY.

#1 - POST OFTEN, BUT NOT TOO OFTEN!

YOU WANT TO MAKE SURE THAT YOUR AUDIENCE KNOW YOU ARE THERE, BUT YOU DON'T WANT TO BORE THEM! AIM FOR 3 POSTS PER WEEK.

#2 - A PICTURE SPEAKS A THOUSAND WORDS.

A GOOD IMAGE IS EYE-CATCHING AND MUCH MORE LIKELY TO BE ENGAGED WITH THAN LONG WORDY POSTS - KEEP IT SIMPLE!

#3 - PEOPLE LOVE PEOPLE.

PEOPLE ARE MUCH MORE LIKELY TO ENGAGE WITH POSTS THAT SHOW YOUR HUMAN SIDE. EVEN THOUGH YOU ARE A BUSINESS, DON'T SHY AWAY FROM SHOWING PERSONALITY - WE ARE ALL IN THIS SITUATION TOGETHER AND YOUR CUSTOMERS WILL APPRECIATE HONESTY AND FUN.

TOP TIPS

#4 - MAKE IT INTERACTIVE.

POSTS THAT ASK QUESTIONS, OR PROMPT ENGAGEMENT (LIKE COMPETITIONS OR ASKING FOR PHOTOS ETC) WILL GENERATE A REAL BUZZ, AND WILL BE SHOWN TO FAR MORE PEOPLE!

#5 - KEEP IT POSITIVE.

THE CURRENT SITUATION IS A SCARY ONE FOR MANY PEOPLE. POSTS THAT FOCUS ON HOPE, HAPPINESS AND POSITIVITY ARE EXACTLY WHAT YOUR CUSTOMERS NEED TO SEE AT THIS TIME, AND THEY WILL BE MUCH MORE LIKELY TO ENGAGE WITH THEM.



The Hobbit Pub
20 April at 14:46 · 🌐

THE HOBBIT TAKEAWAY SERVICE IS BACK!!

So we launched this a few weeks in partnership with our sister venue [The Black Phoenix Pub](#) and we sold out of containers in about 12 hours...

But after much chasing and waiting, they are back, and very much in full force!

Back on sale TODAY, from 5pm on [The Black Phoenix Uber Eats](#) page.

If you are out of range, we can arrange safe contactless collection, or we offer an out of range delivery service on Sunday Evenings from 5pm. (Delivery charge applies) Just drop either venue a message to book either service.

👍❤️ 45

70 comments 8 shares

IDEAS

THERE ARE A HUNDRED DIFFERENT OPPORTUNITIES TO USE SOCIAL MEDIA, BUT IT CAN BE DIFFICULT TO KNOW WHAT TO POST ABOUT. HERE ARE JUST A FEW IDEAS TO GET YOU STARTED.

- COOKING TIPS
- FOOD PHOTOS
- CUSTOMER TESTIMONIALS
- COMPETITIONS
- DRINKS REVIEWS
- NATIONAL HOLIDAYS
- COMMUNITY INTEREST (INCLUDING PHOTOS OF THE LOCAL AREA)
- HUMOUR POSTS (MEMES, JOKES ETC)
- COOKING TIPS
- NATIONAL/LOCAL INSPIRATION
- CUSTOMER SUBMITTED PHOTOS (PEOPLE ENJOYING TAKEAWAY MEALS ETC)

The Bridge Inn Branston
Sponsored · 🌐

🍷 FREE BOTTLE OF WINE 🍷
on 🍕 TAKEAWAY 🍷 orders over £35 (mon-thurs)
We will be providing a safe space for our customers to wait if the food is not ready when you arrive.
Please call in advance to book collection time slot
01283564177
<https://thebridgeinnbranston.com/takeaway-menu>

Messenger Send Message

👍❤️ 52 7 comments 8 shares

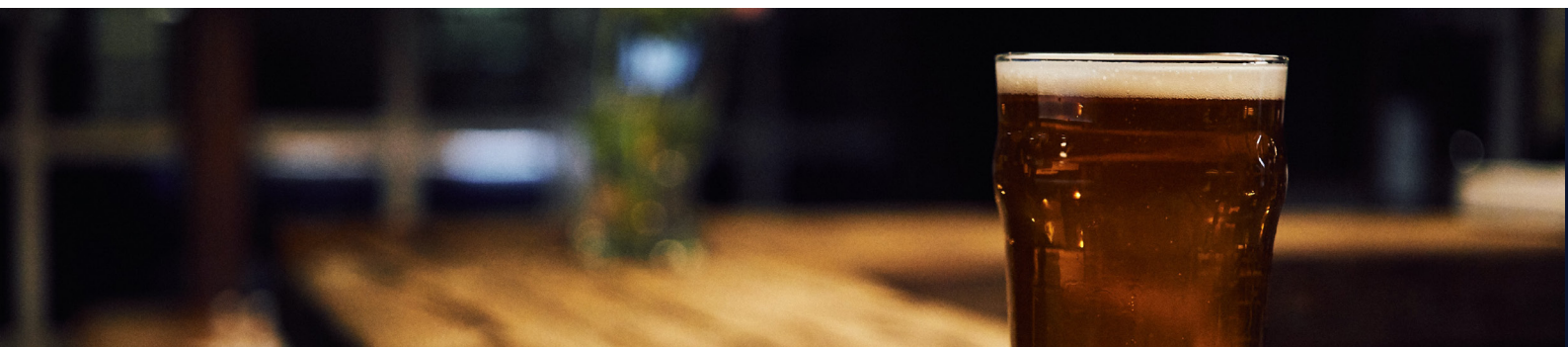


MAKING GREAT IMAGES

THIS IS MUCH EASIER THAN YOU THINK - YOU DON'T NEED ANY KIT TO TAKE PROFESSIONAL AWE-INSPIRING PHOTOS, OR TO PUT TOGETHER CAPTIVATING IMAGES.

- **TAKING PHOTOS**

CAMERA PHONES ARE MORE THAN GOOD ENOUGH TO TAKE NICE PHOTOS WITH, AND THERE ARE TONS OF FREE APPS THAT ARE SIMPLE TO USE IN ORDER TO GIVE YOUR PICTURES SOMETHING A LITTLE EXTRA. WE WOULD RECOMMEND AN APP CALLED **SNAPSEED** WHICH IS FREE ON APP STORES. IT HAS LOADS OF FILTERS AND EASY IMAGE EDITING TOOLS YOU CAN USE TO CREATE THE BEST PHOTO POSSIBLE.



- **MAKING IMAGES**

YOU DON'T JUST HAVE TO POST PHOTOS THAT YOU HAVE TAKEN. USING FREE TOOLS SUCH AS CANVA, YOU CAN CREATE IMAGES WITH TEXT THAT REALLY POP OFF THE SCREEN. WE'VE COLLATED LOTS OF ROYALTY FREE IMAGES THAT YOU CAN USE, AS WELL AS A VIDEO TO TALK YOU THROUGH HOW TO USE CANVA TO CREATE EXACTLY WHAT YOU NEED, FREE AND EASILY! [THESE CAN ALL BE FOUND HERE.](#)



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