



## “FRESH MOZZARELLA” CAMPAIGN

Off-premise dining is here to stay and projected to continue to grow. Keep your menu fresh with a summertime favorite, fresh mozzarella! Promote unique dishes that travel well for delivery and carryout to stand out against the competition.

**TIMING:** This campaign can be posted when you want to promote your fresh mozzarella menu items.

**NOTE:** Leverage recipe images from Grande’s campaign, or take photos of your unique menu items.

### FACEBOOK POSTING INSTRUCTIONS - PHOTO:

#### ON DESKTOP

1. Click **Share a photo or video** or **Photo/Video** at the top of your Page's timeline.
2. Click **Upload Photos/Video** and select a photo(s) from your computer.
3. Add an optional **update** where it says “Say something about this photo...” (note: this is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
4. Click **Publish**.

#### ON MOBILE

1. Go to your Page and tap **Create a Post**.
2. Tap **Photo/Video**.
3. Choose a video from your phone, then tap **Next**.
4. Enter an optional update (we recommend using our **Suggested Post Copy**), then tap **Share**.

### INSTAGRAM POSTING INSTRUCTIONS:

1. To upload a photo or video to Instagram, **start by tapping the “+” symbol** at the bottom of the screen.
2. To upload a photo or video from your phone's library, tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the photo or video you'd like to share.
3. Tap the **Expand** icon in the bottom left corner (the two diagonal arrows) to make sure the image or video is the largest size possible.
4. Press **Next** to move into the editing phase. These concepts have already been edited and color-corrected, but if you'd like to apply a filter or edit the photo you can do so now. Press **Next** again when finished with this section.
5. Add a **caption** in the section that says “Write a caption...” (note: the caption is the post copy that your followers will see). We recommend using our **Suggested Post Copy** or customizing your own.
6. Press **Share** when you're ready to publish.

### PAID SOCIAL ON FACEBOOK

Putting paid support behind your posts not only allows you to reach people who don't follow you (i.e. potential customers), it also allows you to reach *all* of your followers. Organic reach, the percentage of your audience that will see each post, has severely declined. This means that even a small amount (\$25) of paid investment can go a long way.

If you're interested in paid social, we recommend boosting—quickly putting money behind an existing post.

### TO BOOST YOUR POSTS, FOLLOW THE INSTRUCTIONS BELOW:

#### ON DESKTOP

1. Navigate to your company page on Facebook.



2. Find the post that you'd like to put money behind and press **Boost Post**.
3. Select an **Objective**. We'd recommend **Link clicks** if you have a specific web page you'd like to drive traffic to, otherwise select **Post engagements**.
4. We'd recommend adding an optional **Post Button**. **Shop Now, Learn More, Book Now, Get Directions**, or **Send Message** are good options.
5. Select your target **Audience**. If you only want to target your fans, select **People who like your page**. We'd recommend either selecting **People who like your page and their friends**, or **People in your local area**. You can also build a custom audience (choosing demographic, geographic location, and interests) by selecting **Create new audience** in the bottom right corner of this section.
6. Choose your ad **Duration** and **Budget**.
7. Select the ad account that you'd like to use for this. Note: you'll either need to use your personal ad account, or an ad account associated with your business page. The option you select needs to have a payment method associated with it.
8. Press **Boost**.