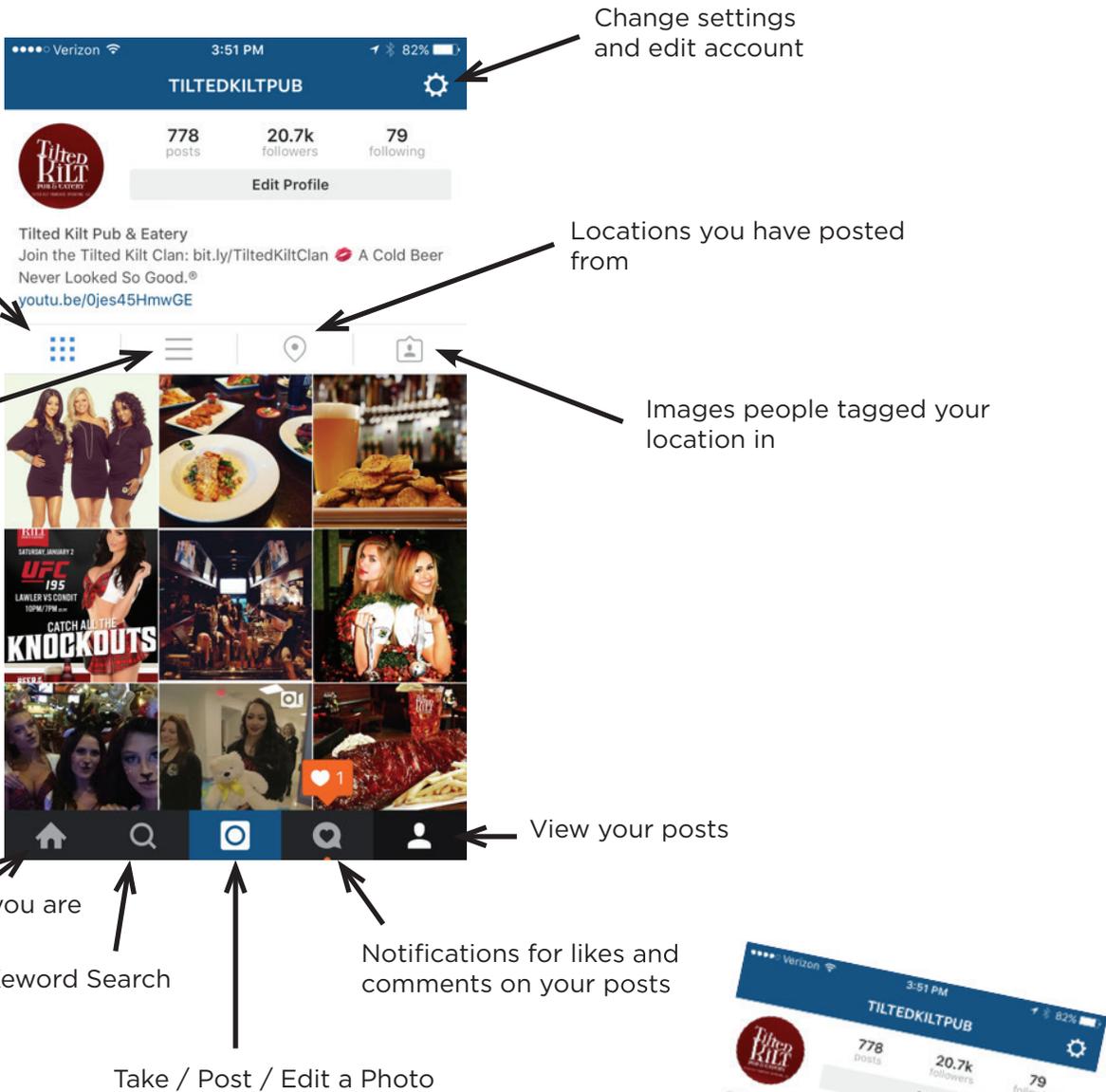






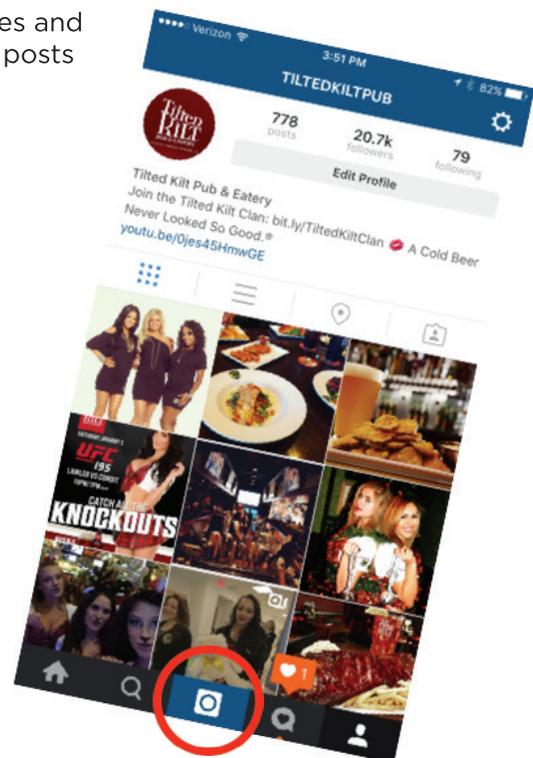
# MARKETING MANUAL TOOL KIT



## HOW TO POST

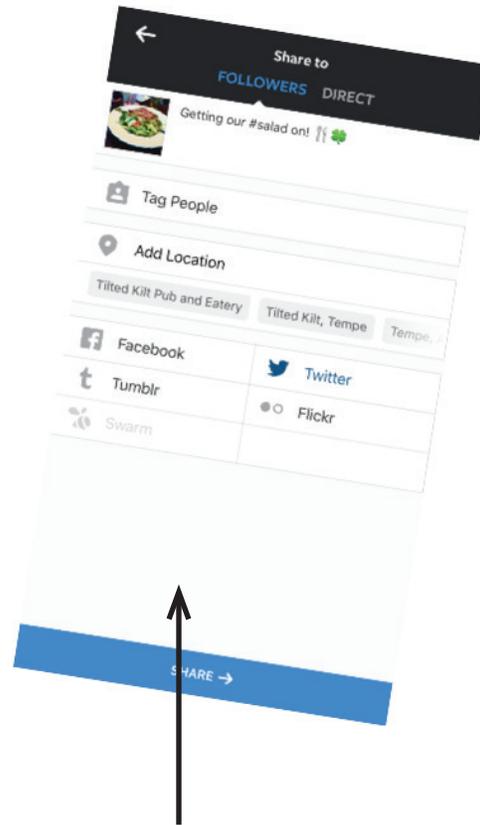
Follow these steps to learn how to post on Instagram!

Click the "Picture" button





Select from your photo album or choose to take a photo or video



Post away! Remember to use appropriate hashtags, add your Tilted kilt location in the “locations” section, and attach your Twitter & Facebook fan pages to share on those platforms as well

## COMMON QUESTIONS AND ANSWERS

### Tell me more about hashtags?

You can only add hashtags to your own posts. Type them into the Caption area. After you post, you can click each hashtag to see all public Instagram photos with the same hashtag. Common hashtags we use include #TiltedKilt, #KiltGirls and #KiltGirlsRock.

However, you may use common hashtags you think people may search, such as Beer brands, sports teams and holidays. Always make sure your hashtags are relevant, and never over-post hashtags. We recommend two hashtags per post.

### How do I see all the pictures I've liked?

Go to your account settings and tap Posts You've Liked. This will show



you about the last 300 posts you've liked from a mobile device.

### **How do you add a web link to Instagram?**

You can only add clickable links in your profile. "Links" next to photos just look like ordinary text. Try using a URL shortening app or website to create short, memorable links that your viewers can type in to their browsers.

### **How can I delete photos?**

To delete your own photo, tap the options icon under the photo (three dots) and select delete. To hide another person's photos from your feed, block or unfollow that person. It may take some time for that person's photos to disappear, especially if you are only following a few people.

### **Can I upload an Instagram photo to Facebook?**

Yes. When viewing your phone's photo library, tap the options icon or "Camera Roll" and select the photo you'd like to put online.

### **Can someone tell if I've viewed their Instagram profile?**

Not usually, but there are apps that allow them to do so.

## **POST FOR SUCCESS**

Make it a habit to follow successful concepts to gauge engagement rate and post ideas. We suggest following the Tilted Kilt National Page (@TiltedKiltPub) as well as your local competitors. Some Instagram accounts that have great example posts for you to view include: @officialgifridays, @forequarter, @loumalnatis, @beachbunnyswimwear, @ninezeroone, and @beautcouc\_com.

## **A NOTE ABOUT FOOD**

If you are going to post food, always make sure it looks appealing. Step out of your shoes and into a hungry guest's shoes: Wings should be freshly tossed and wet, fries should look crispy and hot, and Tilted Guilt's Ice Cream must have a fresh scoop. Mind what is in the background: don't post images with straw wrappers, dirty/used/half-full glassware, etc.

## **WHAT MAKES BRANDS SUCCESSFUL WITH INSTAGRAM?**

Tell a story -- Don't just post photos of girls all of the time. Talk about your food, current events, charity tie-ins, contests, and more! If you are posting images with guests, make sure you have their consent in writing. The form to find this is in the Marketing Portal > Social Media > Forms. Be mindful of trademarked logos that do not belong to you, and never post artwork that has not been approved by TKFO. If you are sharing a photo someone else has shared, make sure to ask for permission and tag them.

## **PASSWORD**

Make sure that your e-mail address is always updated and accurate on Instagram. This is the only way you can retrieve your password, should you lose it. TKFO does not hold passwords for local pub's Instagram accounts.