



MARKETING MANUAL TOOL KIT

SOCIAL MEDIA

OBJECTIVE

To further instill Tilted Kilt brand loyalty and awareness that drives patronage inside the four walls.

DESCRIPTION

Social media is an ever-growing and changing arena. The most important thing to remember when delving into social media is connecting with our followers/fans and involving them in conversation. You could have a beautiful page with all kinds of apps and games but with no fan involvement, making it basically pointless. We teach our staff to make the connection, and we need to strive to make this same connection online. Social sites like Facebook were designed primarily to be a connection/communication tool. This does not mean that it's not a marketing tool; however it does mean that we have to be stealthy and smart about the ways that we communicate with our fans. The truth is that they are not your fan on Facebook or following you on Twitter to feel "marketed" to... they are your fan because they like our brand and the idea of it. In order to gain their trust and loyalty we cannot take a traditional marketing approach with social media, or it will scare them away. They will simply "unlike" or "un-follow" the page. Social media is an opportunity to always be in the forefront of your fan's minds, and your fan's friend's minds if used properly, thus making it extremely powerful and effective. Please take a moment to read the Tilted Kilt Social Media Policy that is attached to this Tools Kit and become familiar with the basics before you go further in this section.

EXECUTION

WHERE DO I START?

First, determine the best outlet to have your brand noticed and get attention. We have found that Facebook, Twitter, Google+, and Instagram seem to work the best for our brand, because we are such a visual concept. Sites such as LinkedIn are great for business networking from the franchising standpoint as well as hiring. For the purpose of this Tools Kit Program we will focus on what most suits our Pub guests, which is Facebook, Twitter, Google+, and Instagram. Currently we only allow local Pubs to have Facebook, Twitter, Google+, and Instagram accounts. In addition, we must create and activate the account for you. Any time you want to add or create a Social Account for your Pub, first contact the Tilted Kilt Marketing Department for direction. For this tool kit, we will be discussing our two primary social media accounts, Facebook and Twitter. Please reference the Twitter quick reference guide, Instagram guide, and Google My Business guide. Toolkits may be found on the marketing portal. Training videos may be found on the Captain's Table.

FACEBOOK

OBJECTIVE

Our goal is to reach out to the millions of Facebook users by implementing

TOOLS YOU'LL NEED

- Contact the Corporate office for your social media icon



- Facebook cover image



- Computer with Internet Connection



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creative and fun social marketing and networking programs/applications to our fans or potential fans. We want to reach our guests on a personal level and provide personal interactions that make them feel both valued and liked by us, and a part of the Tilted Kilt brand community.

DESCRIPTION

A Facebook (FB) Fan Page is a free and direct connection with your guest, and as you all know, we strive to "make the connection". Fans come from all places around the world to interact with us. We need to take the opportunity to provide them with the personal experience they are seeking. This is one more way to invite them into your Pub and one more way to gain and keep a loyal fan.

You may use the wall on your FB fan page to engage with your fans by talking about daily specials, national promotions, sharing limericks, jokes, Irish & Scottish toasts and blessing, posting pictures of cast members (with attached Model Release Form signed), pictures of guests (with permission), promoting LTO Items, sporting events, holidays and anything else going on locally! You can even wish a valued cast member Happy Birthday or have a (clean) limerick contest. Getting your fan's opinions on menu items or asking a "question" on your wall makes your fans feel involved in the conversation. For ideas, visit other TK fan pages and the national page. It is important to update the page daily, be on top of answering comments, suggestions and taking part in discussions. A casual and friendly attitude is the best when it comes to FB. Fans most definitely do not want to feel corporately inundated. Handle all customer service issues in a professional manner. Use any issues that arise as an opportunity to show what a great Pub the Tilted Kilt is and how much we care about our guests. If the conversation becomes too personal, ask the fan if you could communicate using the private message feature instead. Admittedly, we are learning as we go. It is not easy to keep up! We have learned a lot and would be happy to share and give guidance and input to anyone in our Tilted Kilt system who ask for help. We have a national fan page that is run by TKFO that helps us participate and learn new things daily. Please take the time to review our page and "like" it to see our daily updates. www.facebook.com/tiltedkiltpubandeatery

EXECUTION

Personal Profile Pages are designated for an individual person only and not businesses. FB policy requires that you create a fan page for your business.

The Marketing Department will set up your fan page for you and then assign you administrative access. We will install images and corporate applications. It's important that you keep all corporately installed apps on the fan page for brand consistency. It is also required that you use the social media icon as your profile image at all times. You will be responsible for running the day- to-day on it. Be sure and read the Social Media Etiquette Guide for resources on what is and is not acceptable content to post on Tilted Kilt fan pages. This guide can be found at www.tiltedkilt.com/marketing and is password protected. You will need to contact the



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Marketing Department to get the most current password.

WHY A FACEBOOK FAN PAGE?

It is all about your business, The Tilted Kilt, and nothing else! It allows for fans and potential Pub guests to communicate with you, and it allows for you to engage with them. It is a great branding, marketing and communication tool. It is also a great way to communicate important information about happenings and specials inside your local Pub.

WHAT WE HAVE LEARNED SO FAR

- With FB fan pages, you can run ads. You can set your daily allowance and target a specific group of people in your area to promote your fan page. You can use the ads for casting calls, special events, happy hour specials, contests and promotions or just simply to attract fans to your page. If your daily allowance is \$5 then FB will never go over that amount per day. You can stop or start the ads at any time. We have learned that posting actual photos on these ads attract more “clicks” than a logo but be sure that your images are first approved by the Marketing Department. Keep in mind that FB approvers have been a little stringent lately with us using our TK Girls in ads. Their feeling at FB is that the costume is PG-13 and they want to stay PG. You might have to try different images before one gets approved. The best way is to use photos close-up of a face or further away with no specific focus on a certain body part. In other words, the most PG rated photo of Kilt Girls that you can find! Try to reach as many people as possible within your demographic by targeting groups using descriptor words such as beer, sports, football, etc. In addition, through the National Advertising and Marketing Fund (NAMF), we have a program that will pay for and run ads directly to your fan page, for no additional fees. (See the Social Media Support Program section that is below for more details.)
- When acting as the fan page, you may create a Favorites list. Do the same for your fellow Tilted Kilt's across the country, and they will appear in your fan page Favorites. Also, be sure and “like” your neighbor businesses as your fan page. Reach out to your local Chamber and neighbor business fan pages such as salons, cleaners, offices, etc... and show your support by “liking” their page as your page. We also suggest doing this with some of our partner brands such as Jack Daniel's, Blue Moon or Coca Cola.
- When posting on your wall, conversational tone is the best way to go. We do not want to sound like salespeople, we want to be friends. These people already like us and that is why they are fans. We do not need to convince them how great the Tilted Kilt is, they already know! We do want to give them a daily reminder that we are here. We do not want to inundate them with constant posts or constant sales pitches. For the most part, your fans just want a venue to talk about the Tilted Kilt and this is exactly why they are a fan. Give them the opportunity to talk and let them know that we encourage their comments.
- Fans love photos. (Make sure you have the attached Model Release



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Form signed by your staff!) Also be sure that all of your cast members are following the Costume Guidelines (attached), and are posing in an appropriate way, or you may be asked by TKFO to remove the photo in question. Make sure that the cast members are looking their best, and a smile goes a long way!

- Keep it fresh, engage in conversation and get involved with your fans. They are thrilled to be recognized, and we should be thrilled to have them as fans or as we call them...“Kilt Tilters”.
- Please do not post licensed or trademarked logos from any college or pro sports teams; you will get in trouble for this unless you have written consent from the school or the league or pro-team.
- Share away! We encourage you to “share” wall posts from our Tilted Kilt fan page to yours. We also encourage you to share posts from local and professional sports teams, brands and businesses. Anything that your fans would find relevant or newsworthy could be potentially shared. This also allows you to share pro-team sports photos without violating any trademark or licensing regulations, because you are simply sharing the information that they have made publicly available on social media.

TWITTER

Twitter is a high-paced feed of quick information. With Twitter you must portray your message in a short sentence, 140 characters or less. Please contact the Marketing Department about creating a Twitter account for your Pub. In order to handle a Twitter account properly, your Pub will need to have the resources. Make sure that you have someone that is able to tweet at least three times per day, and also to monitor and to respond. Follow other businesses and people that would best fit with our brand as well as our national Twitter handle: <https://twitter.com/TiltedKiltPub>

Make sure to follow your local Chamber of Commerce and city pages, local sports teams, neighbor businesses, etc...get active and engage them in conversations by mentioning them in your tweets. Please be sure and read the Twitter Quick Reference Guide found at www.tiltedkilt.com/marketing for more posting tips. It is very important not just to tweet but to engage and respond to anyone who mentions your Pub.

Links and images are very popular on Twitter. Try to include one or the other in all of your tweets! Be sure and also checkout www.tiltedkilt.com/marketing for images and wallpaper.

FACEBOOK TO TWITTER

Install a Twitter Application to your FB fan page. This way your FB fans can see a stream of your tweets too. If you choose to go this route however, make sure to post something different on both your Twitter and Facebook daily to change things up and make them different and fresh.



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Another option is to set up Twitter so that it pulls from your Facebook fan page so that all of your Facebook wall posts go straight to your Twitter. This means that you want anything new happening on your fan page to be shared on Twitter. First go to <http://www.facebook.com/twitter>. You will see a page directing you to make the connection. After clicking, you will be taken to a page showing the fan pages you have control over. Find your fan page and click the button that says "Link to Twitter". Please note however, that this option should not replace tweeting or finding out what people are saying about you on Twitter and joining conversations! Typically you should be tweeting much more than you "post" on your FB wall.

POSTING ON FACEBOOK VS TWEETING ON TWITTER

On FB we suggest one newsworthy post a day. FB fans do not want to be inundated and you do not want to annoy them or they will just "un-like" you or choose not to view your posts. FB also has an algorithm that determines the relevance of a fan page to each user. If the algorithm does not recognize the Tilted Kilt as relevant to your fan, it will not appear on their news feed, even if they are a fan. This is an issue of quality versus quantity. It's more important to create one relevant, unique and engaging post that will entice your fan to either "like", "share" or "comment" on your post. By engaging the user it assures that your posts show up on their news feed more often in the future.

On Twitter, it is more like a streaming feed where the information is changing by the second. (The lifespan of a tweet is much shorter than that of a FB wall post.) If you have a lot to say one day, we suggest gathering the information and inserting it into one FB post, and then dividing it into multiple Twitter tweets. Tweet away, we suggest three tweets minimum a day! Just make sure that the information that you are providing is accurate and relevant.

RESOURCES

<http://mashable.com/> -news source

www.tiltedkilt.com/marketing (password protected) - Tilted Kilt tools and guides

<https://www.facebook.com/FacebookPages> - tips and tutorials

SOCIAL MEDIA SUPPORT PROGRAM

In order to participate, you need to complete and return the Social Media Support Opt-In Form (available upon request) to the Marketing Department. Upon receiving this form, we will activate your fan page and you will automatically be included in any ads that we run to local fan pages. These ads are typically run during large scale national campaigns such as St. Patrick's Day, Bowl Games and Fantasy Football. We also make your page "pretty", meaning we will add applications and images that help solidify our brand consistency and at the same time provides valuable information.

Rules and Regulations:



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- This disclaimer must be posted on every authorized Tilted Kilt Facebook fan page. It is best to post it as a “note”. You must change the verbiage to reflect your specific company name.

“Opinions expressed on this Facebook Fan Page and in any corresponding comments are the personal opinions of the original authors, not of Tilted Kilt Franchise Operating, LLC or _____ (Your Company) _____. The content is not meant to be an endorsement or representation by Tilted Kilt Franchise Operating, LLC, _____ (Your Company) _____ or any other party.

This site is available to the public. No information you consider confidential should be posted to this site. By posting you agree to be solely responsible for the content of all information you contribute, and release Tilted Kilt Franchise Operating, LLC and _____ (Your Pub) _____ from any liability related to your use of the Tilted Kilt, _____ (Your Pub) _____ Fan Page on Facebook.

Posts are moderated for relevance and suitability and are approved at the discretion of the administrator.”

- You are required to use the corporately mandated social media icon as your profile image. The reason for this is simple branding, consistency and recognition as a franchise. You may also post other photos and video to your page, but just make sure they follow our photo and costume guidelines.
- The cover image is your choice. As long as it is appealing, branded and appropriate!
- You must speak from the local perspective. Meaning the tone of your messaging must be spoken from your local Tilted Kilt and not as TKFO, anyone working at TKFO, or as Cassie, our Tilted Kilt Logo Girl.

If you have any questions, please contact the Marketing Department.

This is an ongoing social media program that will forever be changing and forming, so please be on the lookout for more social media updates in the future!