

Using social media for your pub business

A guide for hospitality businesses.

A strong online presence can bring a range of benefits to your pub business so in this guide we look at what those benefits are and how you can harness them to boost trade.

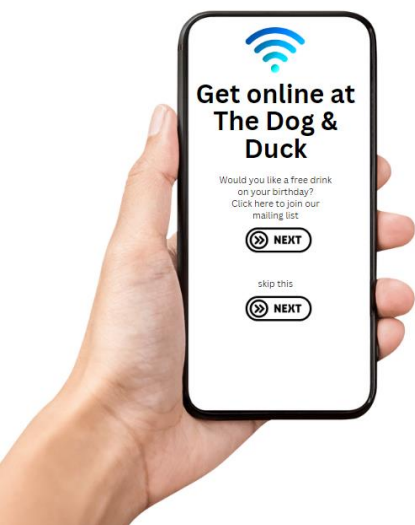
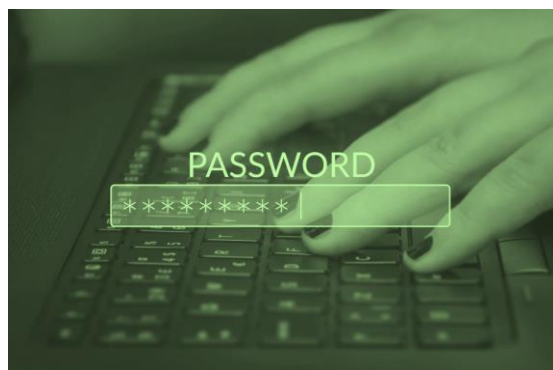
First things first, getting online.

Your customers expect access good quality free wi-fi in your pub.

This might be for those who like to do some work from their local, browsing online while waiting for friends, or googling answers to pub arguments.

Your pub internet should be easy to access.

There is nothing wrong with having a password, but leaving it at the default gt_\$55GhonT6r44 is putting an unnecessary barrier to use, when doganduck2024 would suffice.



Accessing your internet can also be a good opportunity to capture some customer data by using a connection form. So long as not too much information is asked, perhaps even make it an optional such as:

“Would you like a free drink on your birthday? Click here to join our mailing list”

Either way, your internet connection needs to be strong and have enough power to handle multiple users. If your internet isn't up to scratch, then look around for another supplier!

Go [here](#) to view your options using the website uswitch.com

You can check your current upload and download speeds [here](#) using the website [broadbandspeedchecker.co.uk](#)

Social media: The why

Why use social media?

Social media is not just a platform for broadcasting messages; it's a dynamic space for storytelling, interaction, and community building. For pubs and restaurants, it offers a unique opportunity to showcase their offerings, engage with customers, and build a loyal following.

By leveraging the visual, interactive, and real-time nature of social media, these establishments can not only attract more customers but also create lasting relationships that turn first-time visitors into regulars.

In the competitive world of food and beverage, a well-executed social media strategy can be the key to standing out and thriving.

At this point, it is important to say, you don't have to *like* social media. You may not use it personally, but don't miss out on the benefits.

If you're not comfortable using these platforms, why not appoint one of your employees to be your 'social media tsar!'

1. Showcasing Visual Appeal

Food and drink are inherently visual experiences. A beautifully plated dish, a perfectly crafted cocktail, or a cozy pub ambiance can instantly attract potential customers.

Social media platforms like Instagram and TikTok are perfect for highlighting these visual elements.

By sharing high-quality images and videos, pubs and restaurants can entice followers with their offerings, creating a virtual "taste" of what they can experience in person.



Social media: The why

2. Building a Strong Brand Identity



Social media allows pubs and restaurants to express their unique personality and brand story. Whether it's a modern urban café or a traditional family-owned pub, these platforms provide a space to showcase what sets your establishment apart. Consistent branding through posts, stories, and videos helps reinforce your identity, making your venue memorable to potential customers.

3. Engaging with Customers in Real-Time

One of the most significant advantages of social media is the ability to interact with customers directly and in real-time. Whether answering a question about menu options on X (formerly Twitter), thanking a customer for a positive review on Facebook, or responding to an Instagram story mention, these interactions build a sense of community and loyalty. Customers appreciate businesses that are responsive and engaged, which can lead to repeat visits and positive word-of-mouth.



4. Promoting Events and Special Offers

Social media is an excellent platform for promoting events, special offers, and seasonal menus. Pubs and restaurants can use these channels to create a buzz around live music nights, trivia contests, happy hours (where permitted by licensing laws), or special holiday menus. By sharing event details and engaging visuals, you can attract both regular patrons and new visitors looking for something fun and unique to do. Setting your event as a Facebook event allows customers to show interest, ask questions, share and set their attendance.

Social media: The why

5. User-Generated Content and Word-of-Mouth Marketing

Encouraging customers to share their experiences on social media can be incredibly powerful. User-generated content, such as photos of meals or videos from a lively evening at the pub, act as authentic endorsements of your business. These posts not only reach the followers of the individuals sharing them but also serve as testimonials that can



attract new customers. Incentives like photo contests or hashtag campaigns can further motivate customers to share their experiences.

6. Cost-Effective Marketing

Compared to traditional advertising methods, social media marketing is often more cost-effective, offering a higher return on investment. With the option to use organic posts or targeted ads, businesses can reach specific demographics without the high costs associated with print or broadcast advertising. This affordability makes social media an accessible option for pubs and restaurants of all sizes, allowing even small establishments to compete with larger competitors. Be sure to set a spending limit appropriate for your budget.

7. Enhancing Customer Experience and Loyalty

By sharing behind-the-scenes content, staff highlights, and stories about the establishment's history or values, pubs can create a deeper connection with their audience. This transparency and authenticity help humanise the brand, making customers feel more connected to the people behind their favourite pub or restaurant. In turn, this can enhance the overall customer experience and foster loyalty.



Social media: The how

There are a wide range of social media platforms. Some you may use yourself, others you have heard of but no little about.

Let's have a look at how each can benefit you and your business.

Facebook: Good for building a Community



Audience

- Demographics: Wide-ranging, with a significant presence of users aged 25-55.
- Purpose: Great for building a community, sharing detailed information, and engaging with loyal customers.

Key Features

- Business Page: A central hub for your business with essential details like location, hours, and menu.
- Events: Promote special events, live music, or themed nights.
- Posts & Stories: Share daily specials, behind-the-scenes content, and customer testimonials.
- Facebook Groups: Create or join local groups to connect with potential customers.

Pros

- Wide Reach: Facebook's extensive user base offers the potential to reach a broad audience.
- Engagement Tools: Features like comments, shares, and reactions help increase interaction.
- Advertising: Targeted ads allow for precise demographic targeting.

Cons

- Declining Organic Reach: Algorithm changes can limit the visibility of your posts without paid promotion.
- Content Competition: High content saturation requires unique posts to stand out.

Social media: The how

X (formerly Twitter): Good for real-time interaction

Audience

- Demographics: Broad, with a significant portion of users aged 18-34.
- Purpose: Ideal for real-time updates, quick customer service, and engaging in trending conversations.

Key Features

- Tweets: Share updates, promotions, and respond to customer queries.
- Hashtags: Use relevant hashtags to join conversations and increase discoverability.
- Polls: Engage your audience with fun polls about menu items or events.

Pros

- Instant Communication: Great for quick updates and interacting with customers.
- Hashtag Power: Increases visibility during trending events or local happenings.

Cons

- Limited Content Lifespan: Tweets have a short shelf-life, requiring frequent updates.
- Character Limit: Conciseness is key, which can be limiting for detailed information.



Social media: The how

Instagram: Good for visual storytelling

Audience

- Demographics: Predominantly younger users, 18-34 years old.
- Purpose: Perfect for visual content, showcasing the atmosphere, dishes, and events.

Key Features

- Posts: High-quality photos of food, drinks, and venue ambiance.
- Stories: Temporary content for promotions, daily specials, and quick updates.
- Reels: Short, engaging videos showcasing recipes, staff, or events.
- IGTV: Longer videos for in-depth content like cooking demonstrations or interviews.

Pros

- Visual Appeal: Ideal for visually showcasing your brand and offerings.
- Engagement: Features such as 'likes', 'comments', and 'shares' boost interaction.
- Influencer Collaborations: Partner with influencers for increased exposure.

Cons

- High Content Quality Required: Visual content must be appealing and professional.
- Algorithm Changes: Can affect post visibility and engagement.



Social media: The how

TikTok: Good for entertaining

Audience

- Demographics: Predominantly Gen Z and Millennials, aged 16-34.
- Purpose: Excellent for creative, short-form video content that entertains and engages.

Key Features

- Short Videos: Create fun, engaging videos showcasing your venue, food, and staff.
- Challenges: Participate in or create challenges to attract more views and engagement.
- Trendy Audio: Use popular songs or sounds to align with trending content.

Pros

- Viral Potential: High potential for videos to go viral, reaching a vast audience.
- Creative Freedom: Encourages creativity and fun, attracting a younger crowd.

Cons

- Quick Content Turnover: Trends change rapidly, requiring constant updates.
- Younger Audience: May not reach older demographics as effectively.



Social media: The how

YouTube: Good for long-form content

Audience

- Demographics: Diverse, with significant reach across various age groups.
- Purpose: Suitable for long-form videos like tutorials, vlogs, and behind-the-scenes content.

Key Features

- Channel: Your brand's central hub for all video content.
- Playlists: Organize content into categories like recipes, events, or interviews.
- Live Streaming: Host live events, cooking classes, or Q&A sessions.

Pros

- Searchability: Videos can be easily found via search, providing long-term value.
- Detailed Content: Allows for in-depth storytelling and brand engagement.

Cons

- Higher Production Effort: Requires more effort and time to produce high-quality videos.
- Longer Engagement Time: Audience needs to be engaged for longer periods, which can be challenging.



Social media: Top tips

So, in conclusion, let's take a look at some general top tips to drive engagement with your social media.

Share High-Quality Visual Content

Regularly post high-quality photos and videos of your food, drinks, events, and pub atmosphere. Visual content is highly engaging and can attract likes, shares, and comments.

Run Contests and Giveaways

Organise social media contests or giveaways that encourage followers to engage. For example, ask them to share a photo of their favorite drink at your pub, tag friends, or use a specific hashtag for a chance to win a free meal or a discount.

Promote Special Events

Use your social media channels to promote events like quiz nights, live music, or themed parties. Create event pages on Facebook, share updates, and use Instagram Stories or Reels to build excitement leading up to the event.

Engage with Your Audience

Actively respond to comments, messages, and reviews. Engage with your followers by asking questions, encouraging feedback, and acknowledging their contributions.

Leverage User-Generated Content

Encourage customers to share their experiences at your pub by creating a unique hashtag or offering incentives for posting.

Use Instagram and Facebook Stories

Regularly post Stories on Instagram and Facebook to showcase daily specials, behind-the-scenes content, or customer testimonials.

Host Live Streaming Events

Use live streaming features on Facebook, Instagram, or YouTube to broadcast events, showcase new menu items, or offer virtual tours of your pub.

Offer Exclusive Social Media Deals

Provide exclusive discounts or promotions to your social media followers.

Create Polls and Surveys

Use the poll features on Instagram Stories, Facebook, or Twitter (X) to ask your audience questions about their preferences, such as their favorite drink or what event they'd like to see next. Polls and surveys are interactive and encourage followers to participate.

Further support ...

As specialists in business services to the hospitality sector, Roslyns can help every step of the way. Just click or tap your way to knowledge!

What taxes will my hospitality business pay?

How can I pay less tax?

What about my own income and taxes?

What do I need to do when employing staff?

Is stocktaking important in a hospitality business?

CONTACT US

Please note: These guides are based on the tax year during which they were written and are intended to outline the basic aspects of the topics addressed. Please take advice based on your specific situation and business. Contact us on support@roslyns.co.uk

Download our FREE GP app



**Find out more &
download here**

