



Leveraging Social Media During Shelter in Place: Restaurants Additional Resources

Frequently Asked Questions

1. How often should I be posting?

Try to post/stories at least once a day, don't exceed 10 posts/stories a day.
Quality > Quantity!

2. What's the best time to post?

With the increase in social media usage during shelter in place, literally anytime is fine. Try to find one or several posting times throughout the day that you can realistically replicate on a consistent basis. (For example: posting roughly around 10am everyday).

3. Should I be using other social media channels besides Instagram & Facebook?

Instagram and Facebook are the easiest channels to target local audiences in real-time, but feel free to use other social media channels based on your brand and your availability! My best advice is to not bite off more than you can chew. Keeping it to 1-2 channels is perfectly fine.

4. Should I avoid posting anything at this time?

Try to steer clear of photos of employees/customers in large clusters. Avoid as much as possible showing employees without masks or gloves. Adhere to CDC guidelines and precautions. If you do choose to share memories of past parties with large crowds present, be sure to state clearly when the photo/video was taken.

5. How do I submit my information for Tri-Valley To Go?

Complete [this survey](#) to submit your information for Tri-Valley To Go

Important Info to Display

Hours of operation

Pick-up address

Phone number

Menu/To Go menu

Delivery Information

Offers/Specials

Content Ideas

Inspirational

- Share good news
- Positive quotes
- Feel-good stories
- Customer reviews
- Charitable causes
- “We got this” mentality

Educational

- How-to video
- Meet the staff
- Behind the scenes
- Business backstory
- Show safety precautions currently in place
- Share a Recipe

Entertaining

- Interactive activities
- Gamified activities
- Contest or giveaway
- Virtual trivia/game
- Ask conversation-starting questions
- Post a poll

Food-Centric Accounts to Tag

@visitcalifornia

@eater_sf

@diablomagazine

@sfchronicle_food

@yelpeastbay

@eastbayeats

@frontlinefoods (if your business chooses to participate with their program)

Suggested Hashtags

#TriValleyToGo #CATakeoutTuesday #DublinEats #EastBayEats #YelpEastBay
#EaterSF #YelpsBigNightIn #BayAreaBites

#Danville #DanvilleCA #DublinCA #PleasantonCA #Pleasanton #Livermore
#LivermoreCA #EastBay #TriValley #SFBayArea #EastBay

Helpful Links

[Instagram Frequently Asked Questions](#)

[Facebook Frequently Asked Questions](#)