



@theluxteam

#TalkingTrends17



L

U

X

THE FOOD & DRINK AGENCY

How to Grow Your Audience Using Social Media

SCOTLAND FOOD & DRINK
NETWORK



WE ARE LUX

The Food & Drink Communications Agency



Alice Will

Co-Founder, Director

alice@getlux.co.uk

Born strategist and planner, Alice is passionate about the role social media plays in enabling brands to achieve their goals. Alice leads the LUX team in the creation of powerful campaigns for ambitious food and drink brands. Alice was named 'Emerging Director of the Year' by the Institute of Directors in 2016.



Laura Blackhurst

Head of Social Media

laura@getlux.co.uk

Laura uses the full suite of social to develop robust social media strategies, from inception to completion, acting as a guardian of LUX clients' online presences. Laura was named 'Digital Professional of the Year' in 2016 at the annual Herald Digital Awards.

WORKSHOP TAKEAWAYS

- Organic activities to attract new fans/followers across Facebook, Twitter & Instagram
- An up-to-date understand of key platform functionality
- Quick & easy tips, tricks & hacks
- Be equipped with the tools to continue to grow a **relevant** social media following



**LEAVE THIS ROOM WITH MORE FANS
THAN YOU CAME IN WITH!**



FACEBOOK



TWITTER



INSTAGRAM

FACEBOOK, INSTAGRAM, OR TWITTER?

On which channel does the majority of my current fans exist?

Which do you think provides the best opportunity to find new fans?

On which channels have you already tried some of your own organic activity?





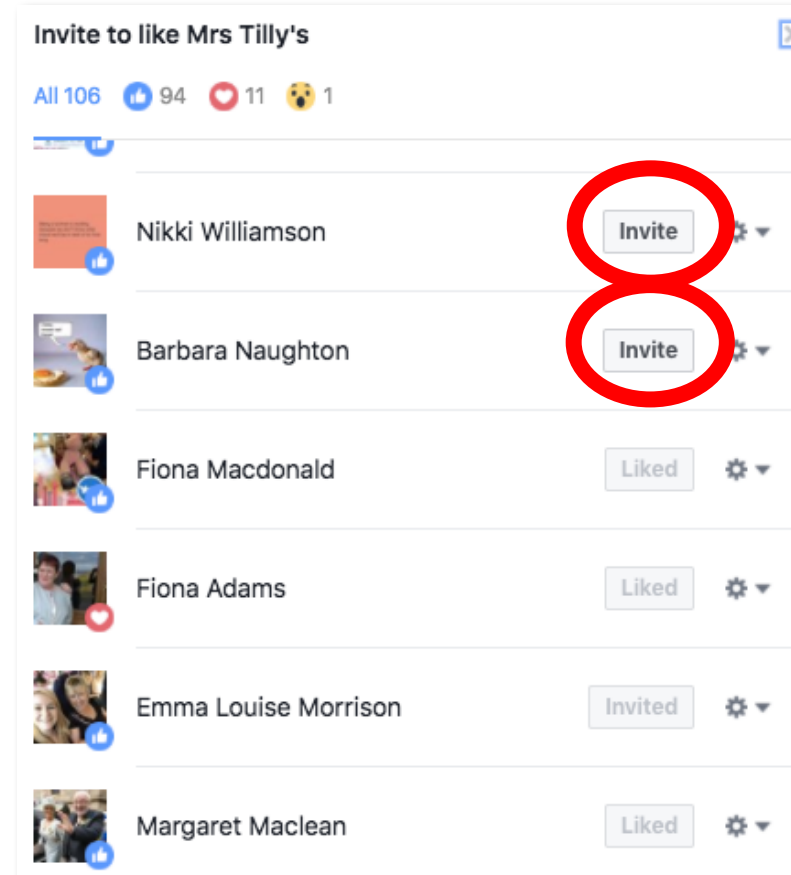
LAPTOPS OUT!





FACEBOOK

Invite Likes



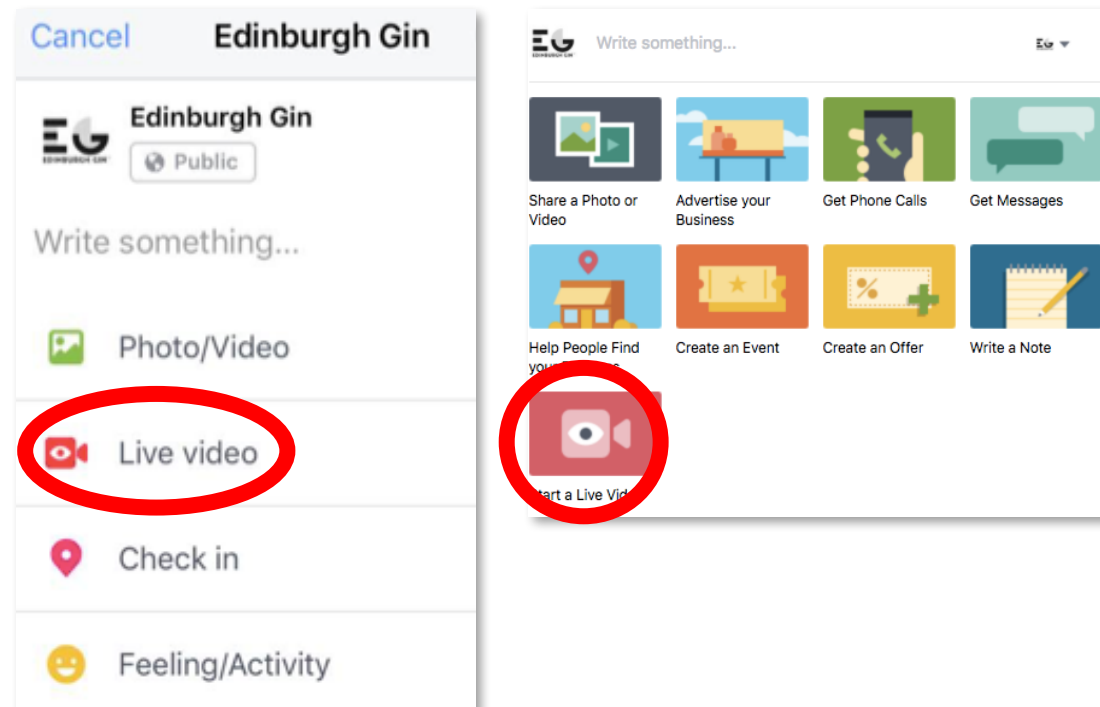
- Manually inviting people to like your page who have already engaged with your content have an existing interest and affinity with your business
- Conversion rate can be 50%+
- Facebook can allow a business to invite 500+ individuals per day

Facebook Live

Mobile

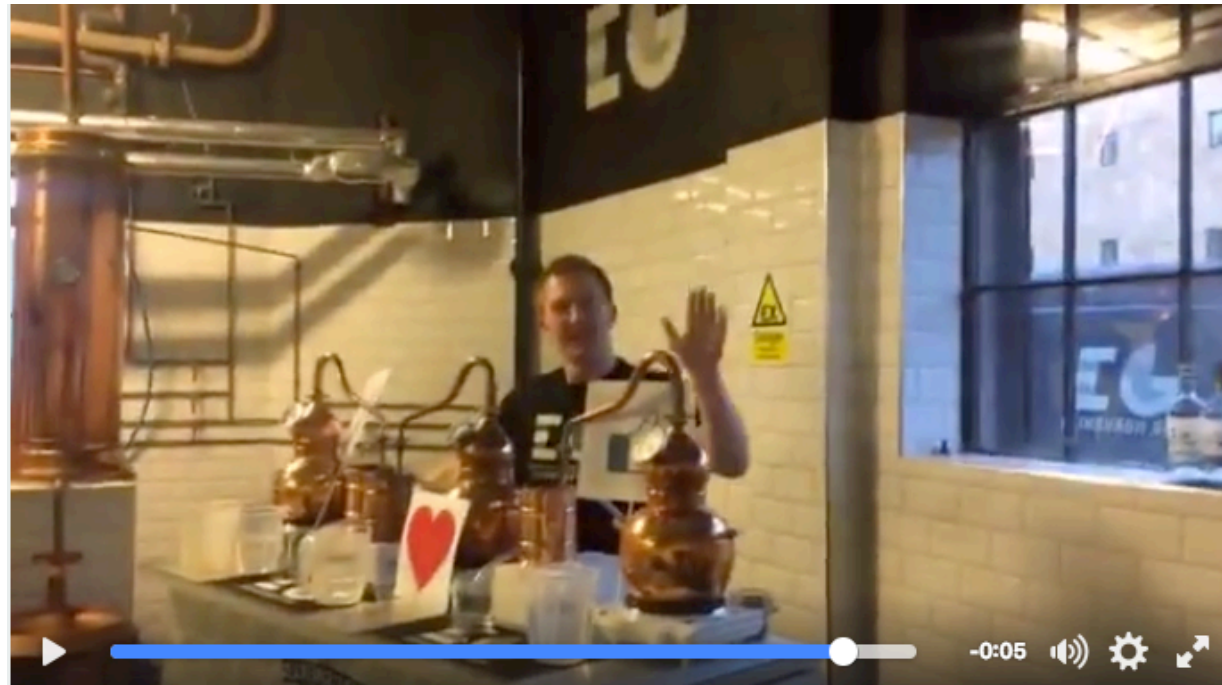


Desktop



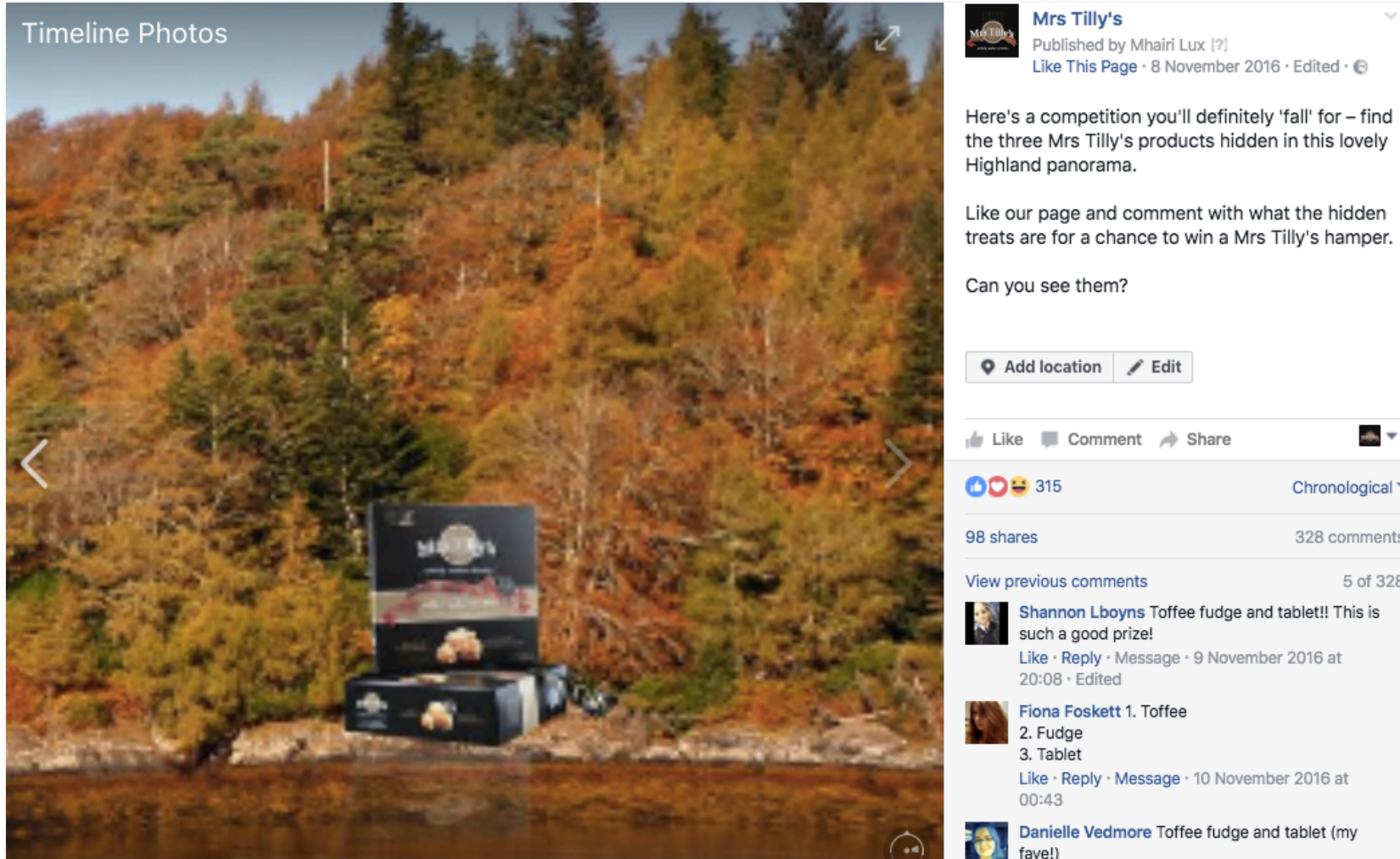
- Pushes a notification to each of your existing fans
- Heightened reach incites a higher volume of shares
- Shares convert news likes through appearing on the timelines of your fans' friends (therefore a demographic likely to also be interested in your business)

Facebook Live





Competitions



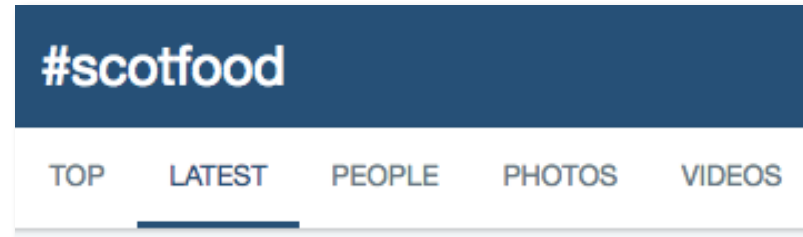
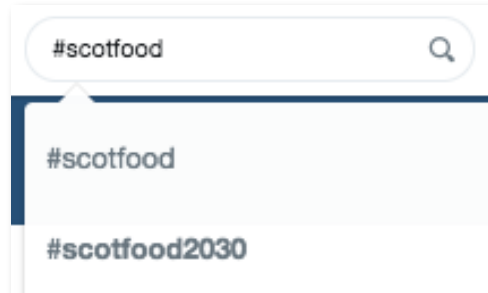
- Ask users to 'like' your page as part of competition (asking to 'share' violates Facebook rules)
- Low value prizes tend to provide a bigger return i.e. attainable
- Using interesting functionality furthers engagement
- Create 360 degree photos via Google Street View app



TWITTER

Building a Follower List

Keyword searches filter latest tweets

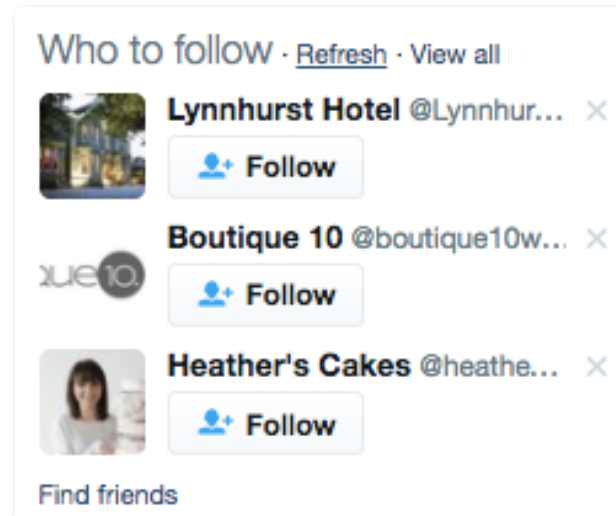
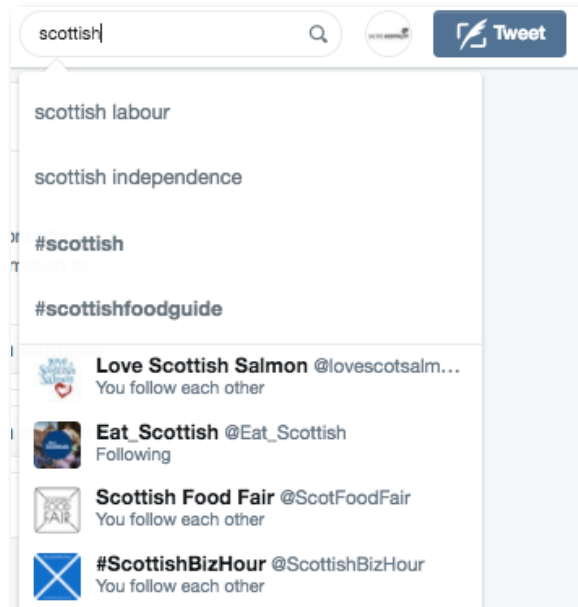


Q: Who are the influencers in my area?

Build lists of:

- ✓ Bloggers
- ✓ Chefs, distillers, brewers etc.
- ✓ Publications e.g. food & drink mags, trade titles
- ✓ Press & media, journalists, writers
- ✓ The 'It crowd' – celebrities
- ✓ Local organisations
- ✓ Other brands (potential for partnership)

Twitter suggests accounts to follow based on your activity




Building a Follower List

Name	Website	Location	Twitter
A Wee Birdy Told Me	www.aweebirdtoldme.com	Glasgow	www.twitter.com/weebirdglasgow
Glasgow Foodie	www.foodanddrinkglasgow.co.uk	Glasgow	www.twitter.com/GlasgowFoodie
Great British Chefs	www.greatbritishchefs.com	London	www.twitter.com/gbchefs
My Monkfish	mymonkfish.com	Edinburgh	www.twitter.com/mymonkfish
Glasgow Food Geek	www.glasgowfoodgeek.co.uk	Glasgow	www.twitter.com/Glasgowfoodgeek
Edinburgh Foody	www.edinburghfoody.com	Edinburgh	www.twitter.com/EdinburghFoody
Eating Edinburgh	www.eatingedinburgh.com	Edinburgh	www.twitter.com/nadinepierce
House of Herby	www.houseofherby.com	Scotland	www.twitter.com/HouseOfHerby
Girl Around Glasgow (also Highland Foodie)	www.girlaroundglasgow.wordpress.com	Glasgow	www.twitter.com/girlaroundglasg
The Boys Eats Scotland	www.yourscottishtour.com	Edinburgh	www.twitter.com/BoysEatScotland
Food To Glow	www.kelliesfoodtoglow.com	Edinburgh	www.twitter.com/foodtoglow
Foodie Quine	www.foodiequine.co.uk	Aberdeen	www.twitter.com/foodiequine
A Scots Larder	www.scotslarder.co.uk	Glasgow	www.twitter.com/scotslarder
Scottish Mum	www.scottishmum.com	Aberdeen	www.twitter.com/Scottish_Mum
Weegie Kitchen	www.theweegiekitchen.com	Glasgow	https://twitter.com/WeegieKitchen



KEYWORD SEARCH CAMPAIGNS

- ✓ Use Twitter native search to find relevant conversations to tap into
- ✓ Do you know of any relevant hashtags? (check trending hashtags daily)
- ✓ Build a list of buzzwords relevant to your brand e.g. Glasgow food, Italian restaurant, hotel Scotland
- ✓ Create conversation on relevant tweets containing these buzzwords to raise brand awareness, engagement and encourage followers

Keyword Search Campaigns



Claire the wee bear @ClaireyBash · 16 Nov 2016
Scottish tablet ice cream but 🍦🍦🍦

 4   7



Mrs Tilly's @MrsTilys · 25 Nov 2016
We couldn't agree more! It also goes well with other sweet stuff, like #WhiteChocolate Eclairs!



WHITE CHOCOLATE & TABLET ECLAIRS

 1   1



Claire the wee bear @ClaireyBash

Follow

Replying to @MrsTilys

love it. Love mrs Tilly's fudge 🍬

LIKE

1



Mrs Tilly's @MrsTilys · 25 Nov 2016
Replying to @ClaireyBash
That's lovely to hear! Have you tried our #toffee range yet?



New!

 1  



Claire the wee bear @ClaireyBash · 25 Nov 2016
no I haven't yet not noticed them in the shops actually

 1  



Mrs Tilly's @MrsTilys · 25 Nov 2016
Where are you based? They're available in ASDA stores across Scotland. 😊

 1  



Claire the wee bear @ClaireyBash · 25 Nov 2016
it's Asda I shop at so I will have a look when I'm in next week thanks 🍬

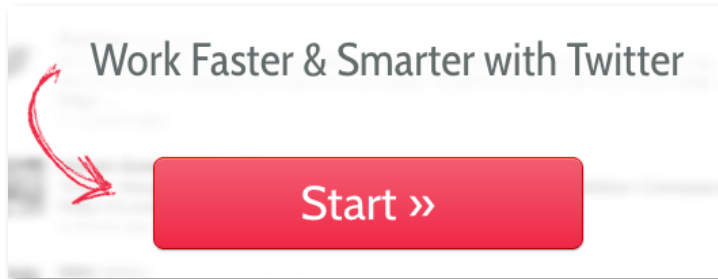
 1   1



Mrs Tilly's @MrsTilys · 25 Nov 2016
That's great - let us know what you think!

   1

Manage Flitter



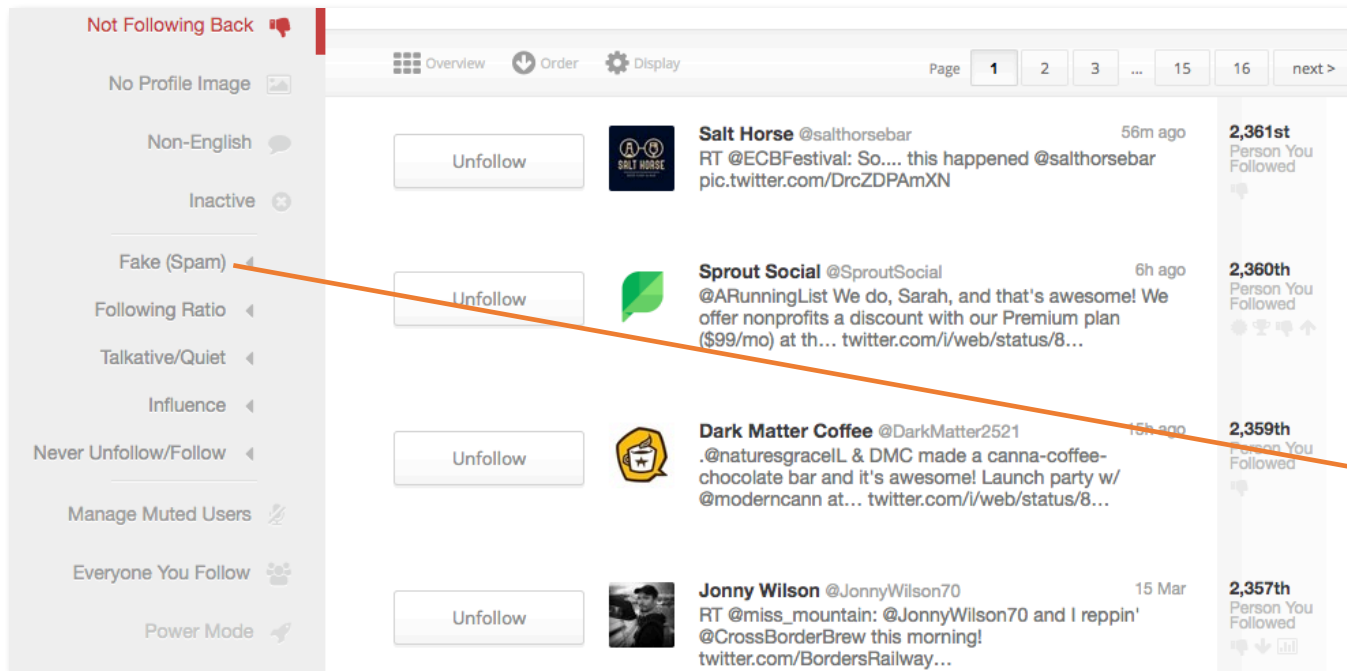
Authorize ManageFlitter to use your account?

Username or email

Password

☐ Remember me - [Forgot password?](#)

[Sign In](#) [Cancel](#)



- Clean up your following:
www.manageflitter.com
- Unfollow irrelevant/spam/inactive accounts.
- Tip: followers should be higher than your own following.
- Select 'unfollow' to automatically unfollow users from your Twitter account.
- Users are organised into categories.
- Free version allows to 100 unfollows/day.

Follow to Win Competitions





- Low value prize
- Simply and easy-to-follow mechanic
- 'Pin' to top of page
- Ensure to include one hashtag to signify competition to increase discoverability e.g. #competition #win #giveaway
- Add additional hashtag relevant to the product or service you're giving away



INSTAGRAM

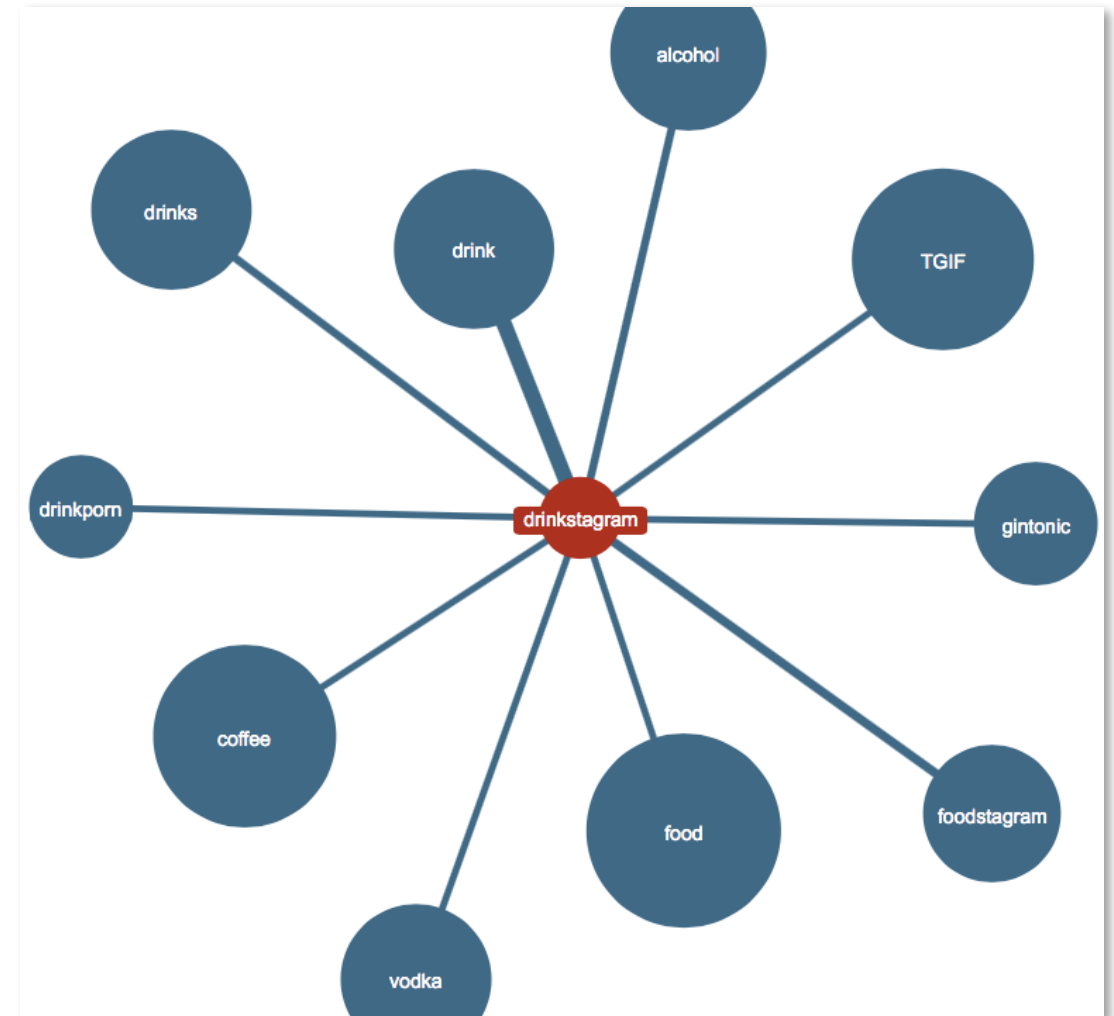
Hashtag Mania

Caption OK	
 #coffee	
#coffee	65,407,700 posts
#coffeetime	10,203,275 posts
#coffeetable	449,930 posts
#coffeeart	1,082,577 posts

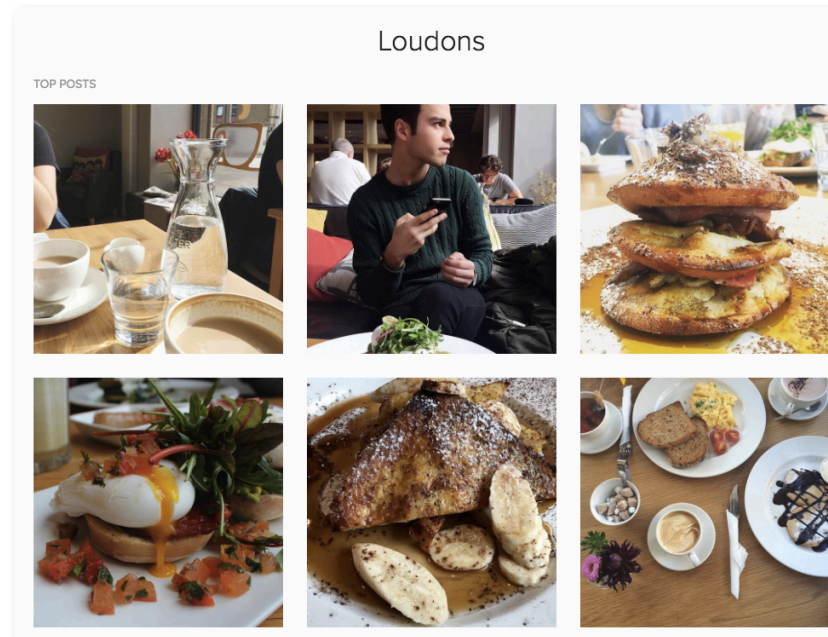
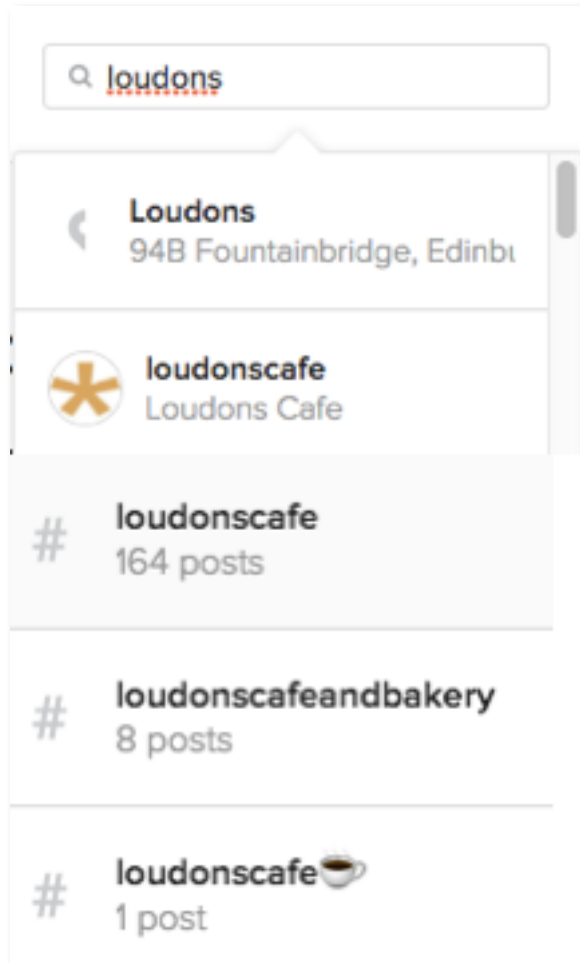
- ✓ Hashtags open up your account to discovery – people search and monitor specific hashtags daily
- ✓ Use a mixture of broad and popular, specific and local
- ✓ Optimum no. of hashtags approx. 8-9
- ✓ A line break or posting as a separate comment helps to make the hashtags less visible
- ✓ Identify top hashtags via [Hashtagify.me](https://hashtagify.me)



Hashtagify.me

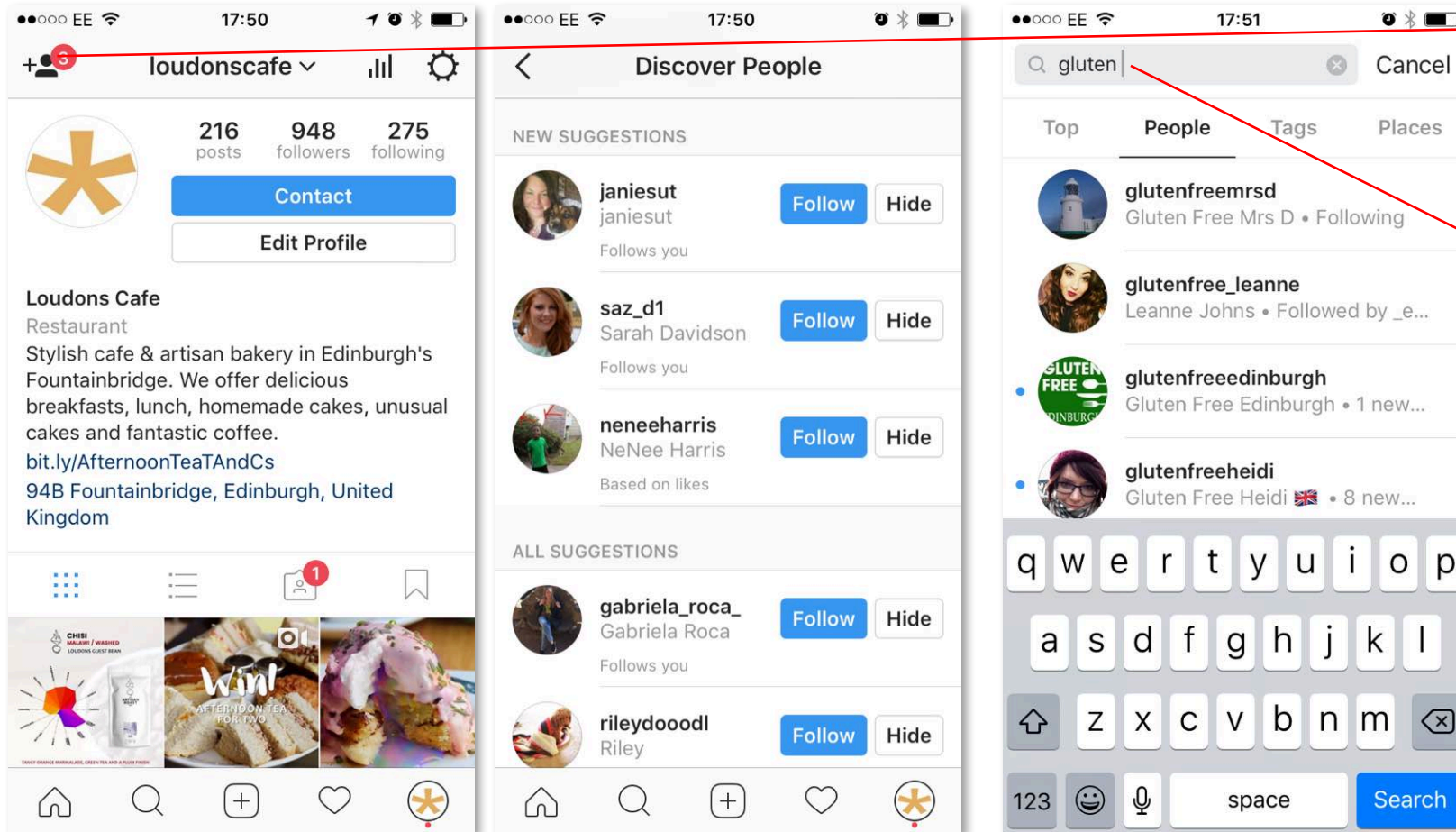


Hashtag & Geotagging Monitoring



- ✓ Search for your business name to check if people are using a hashtag, but aren't aware you have an account.
- ✓ People who are geo-tagging your location are low hanging fruit (they are **ALREADY** advocates of your brand)
- ✓ Engage by liking photos or commenting
- ✓ Search for related hashtags and like/comment on photos in your niche

HOW DO I FIND PEOPLE?



- Use Instagram native discovery tab.
- Search for relevant terms in the top search box and Instagram will pull through relevant accounts.
- Once 'follow' is clicked, several more related accounts will be suggested.

FINAL CHECKLIST

- ✓ Use a consistent filter on Instagram
- ✓ Nurture your growing communities – respond to those who are engaging with you
- ✓ Promote your presences through other social media channels
- ✓ Use emojis on Instagram - over 50% of photos now use them, and they're searchable
- ✓ Post regularly - don't let accounts become inactive
- ✓ Never use copy and paste responses
- ✓ Don't use auto bots for following

Next Steps...

- Continue to build you 'who to follow' list - and follow them!
- Build up an evolving hashtag list for use on Twitter/Instagram
- Don't use hashtags on Facebook – this decreases engagement
- Start conversations with relevant users – this builds affinity and positive sentiment – people are more likely to follow (and stay following) a brand they've had a personal connection with
- Invite likes daily on Facebook if possible
- Give Twitter a purge using Manage Flitter



GO WIN THEM OVER!



Alice Will: alice@getlux.co.uk

Laura Blackhurst: laura@getlux.co.uk

Find out more about what we do at www.getlux.co.uk