

# Get more bookings by creating a social media presence



With nearly 3 out of 4 customers using social media (Facebook / Instagram) to choose which restaurant or Take Away to use, having an online presence can give you an advantage.

Follow these simple steps to create your own presence:

## Facebook Page

If you don't already have a business Facebook Page go to: [www.facebook.com/pages/create](http://www.facebook.com/pages/create)

### STEP 1 Name your page

Use your business name so it is easily found when your customers search.

### STEP 2 Add cover image

Upload a **JPEG** or **PNG** – make it appealing, your signature dish? Ideal size is 399 pixels wide x 150 pixels high.

### STEP 3 Add your logo

Upload a **JPEG** or **PNG** of your logo. If you don't have a logo, take a photo of your sign. The ideal size is 180x180 pixels, cropped to a square.

### STEP 4 Opening times

Add your **opening times** so customers know when they can visit.

### STEP 5 Location

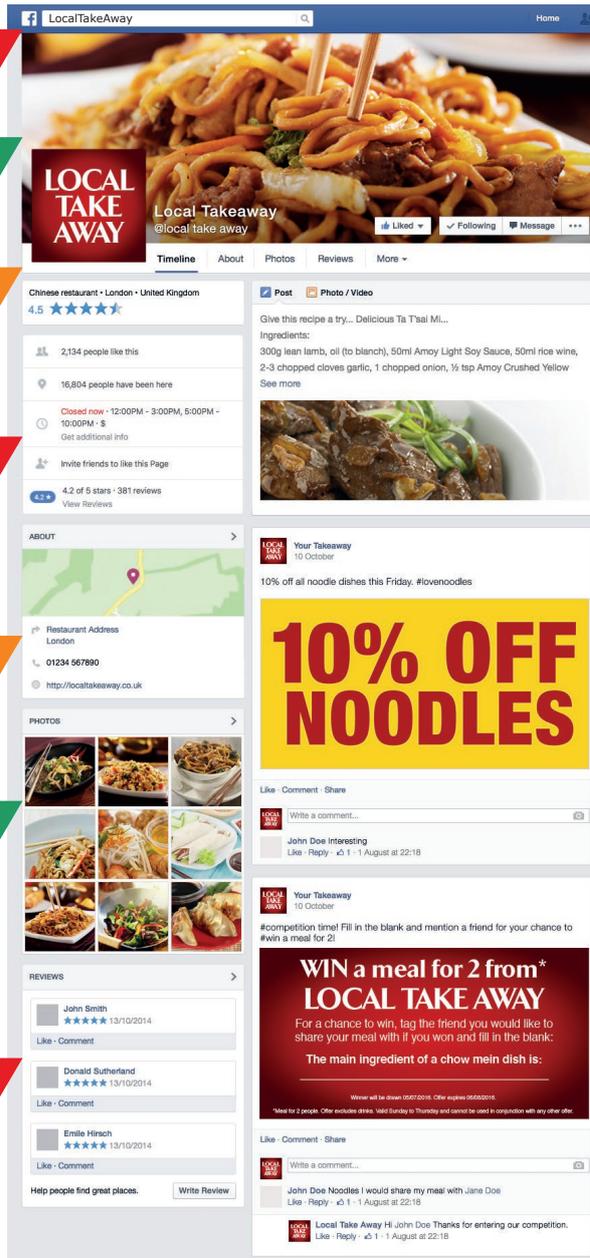
Add your **address** and **telephone** number, and **website** if you have one.

### STEP 6 Add photos

Upload **JPEG** or **PNG** photos of your dishes and restaurant – make sure they are appealing and show a busy restaurant to encourage new customers to visit.

### STEP 7 Reviews

Encourage your customers to **LIKE** your page and leave **reviews**. Advertise your Facebook page on posters, menus, adverts and website.



## Instagram

Get started at: [www.instagram.com](http://www.instagram.com)

### STEP 1 Profile

Make your account name the name of your business.

Upload your logo or sign – 150x150 pixels is ideal.

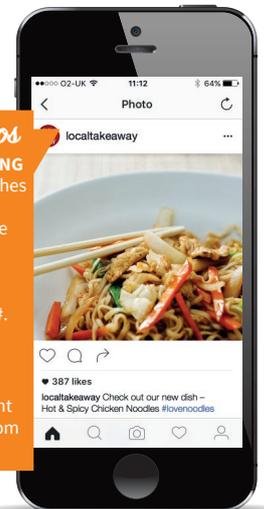
Add a short description about your business.



### STEP 2 Photos

Upload **JPEG** or **PNG** photos of your dishes and restaurant – make sure they are appealing. Add a short description, and a trending or location hashtag #.

Engage with users: Don't just post content, get involved. Comment on or like posts from followers.



**Don't forget:** Check in to your accounts regularly and get involved, add new content, respond to users.

**There's more to discover:** Once you've mastered the basics of Facebook and Instagram, why not explore other social media platforms and discover how you can increase your social media presence.

