



# **SOCIAL MEDIA FOR FOOD BUSINESSES: YOUR STEP-BY-STEP GUIDE**

Tillamook Coast Food Partners



# Welcome!

This guide is your printable companion to the Facebook and Instagram training video created specifically for food businesses on the Tillamook Coast.

Whether you're new to social media, or just need a reset, this will walk you through the basics with quick wins and easy strategies that will drive purchases and visits to your business.



## SECTION #1

# Why Social Media?

Social media is often your customer's first impression. People look at Instagram and Facebook before buying or visiting to see what they can expect.

### **An active, welcoming, and up-to-date social presence:**

- Answers questions before they're asked
- Encourages purchases and visits
- Sets you apart from the competition

You don't need thousands of followers. **You need trust.**

## Quick Start Checklist

Want to make fast progress? Start here:

**1. Update your Instagram and Facebook bio**

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**2. Add a clear, recognizable profile photo**

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**3. Post one new photo this week with a helpful caption**

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**4. Update Facebook cover photo / pin an Instagram post**

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**5. Schedule your next post in Meta Business Suite**

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**6. Respond to new notifications within 24 hours**

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## SECTION #2



# Optimize Your Profile

Your bio is your first introduction to people who find you on social media. Make it feel warm, welcoming and helpful.

### Profile Bio

Share what you offer, where you are, and what they should do next.

**Example:**

*Family farm & U-pick*  
 *Nehalem, Oregon*  
 *DM for produce list*

### Profile Photo

Your profile photo shows up every time you post. It is your most visible content on social media.

Use your logo or a recognizable photo that is easy to see and/or read as a small circle.

### Cover Photo

This is the big banner at the top of your Facebook profile. Think of it as a mini billboard to showcase your best signature photos.

Use your best wide photo to fit the aspect ratio, and update it seasonally.

### Pinned Post(s)

Choose your favorite past posts to “pin” to the top of your profile.

Pinned posts can answer FAQs, be your successful past posts, or share seasonal offers or an upcoming event.

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## SECTION #3

# What To Post

Content pillars are the key messages of your business. These are categories of content that you can rotate through to keep your feed fresh and relevant.

	Suggested Pillars	Post Ideas
Pillar #1	<b>Products or Menu</b> <i>Create posts that help potential customers know what to expect.</i>	Video of top product <b>OR</b> photo of menu for the week
Pillar #2	<b>Behind the Scenes</b> <i>Showcase the people and process behind your business to connect with customers.</i>	Crew harvesting <b>OR</b> kitchen preparations
Pillar #3	<b>Local Pride and Community</b> <i>Highlight other local businesses or events and give them kudos.</i>	Tag a business that carries your product <b>OR</b> share local events
Pillar #4	<b>Customer Testimonials</b> <i>Social proof is powerful. Share customers posts, reviews, and stories.</i>	Share a guest photo <b>OR</b> a glowing review with your reply
Pillar #5	<b>Answer FAQs</b> <i>Turn the questions you get all the time into posts with friendly captions.</i>	Dog-friendly photo <b>OR</b> a recipe with your product
Pillar #6	<b>Seasonal Content and Offers</b> <i>Share timely posts to make your account feel fresh and relevant.</i>	Share holiday plans <b>OR</b> weather-related updates

## SECTION #4

# Manage Social Media

Meta Business Suite is a free tool that helps you manage Facebook and Instagram all in one place.

Go to **business.facebook.com** or download the mobile app.

### How to Create a Post

1. Go to Planner
2. Click "Create Post"
3. Add your photo or video
4. Write a simple caption
5. Choose where to post  
(Facebook or Instagram)
6. Hit "Publish"

### How to Schedule a Post

1. Go to Planner
2. Click "Create Post"
3. Add your photo or video
4. Write a simple caption
5. Choose where to post  
(Facebook or Instagram)
6. Select a date and time,  
then hit "Schedule"

### How to Engage

1. Go to Inbox
  2. See all your Facebook +  
Instagram messages and  
comments in one place
  3. Reply, react, or mark as  
"Done"
- Fast replies = more trust and  
more bookings.

### How to See What Works

1. Go to Insights
2. See what posts got the  
most reach, likes, reactions  
and comments
3. Look for patterns or trends,  
and post more of what  
people like the most!

## SECTION #5

# How To Save Time

Running a lodging business is already a full-time job. Here's how to manage social media part-time, without burning out:

### **Set a Plan**

Sit down monthly to plan content around holidays, events, specials, or business updates. Use content pillars to brainstorm other ideas. Schedule time to gather photos or video if needed.



### **One Photo, Multiple Uses**

One good photo can be a Facebook post, Instagram story, a Reel cover, and more. Repetition is okay—most people won't see it all the first time. Spread out those uses so your content goes further.



### **Batch When You Can**

Set aside one quiet hour to take photos and capture video, write a few simple captions, and schedule out your next few posts in Meta Business Suite. Set it so you don't have to work on it every day.



### **Use What You Already Have**

Check your camera roll for: product or location shots, staff or guest moments, favorite past photos you haven't shared, other local businesses frequented, or past seasonal decor.



### **Don't Overthink It**

Simple posts often perform best. Try a product shot: "Fresh and ready! Grab a few while they're hot." Or a candid photo of an employee: "Smiles and your lunch are waiting. We're open until 3!"

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## SECTION #6

# Increase Sales

You're not just posting for fun, you're posting to grow your business. That includes getting more customers, selling out your special, or keeping regulars coming back.

### 1. **Make The Next Step Easy:**

Double-check your links on your profile(s) and make sure it's easy for people to do what you want.

- Add a "Order Now" or "Call Now" button on Facebook
- Try a LinkinBio or LinkTree in your Instagram bio

### 2. **Use Creative Calls-To-Action in Your Captions:**

Tell people exactly what you want them to do after they see your post. They'll be much more likely to do that thing.

- "Questions? Fire away. We love talking food."
- "Know someone who'd love this? Tag them below."

### 3. **Be Quick To Reply:**

Customers often take the next step in your messages. When people ask you questions, reply quickly and warmly.

- You don't need to be a salesperson. You just need to be friendly and helpful.
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## BONUS

# Sample Post Calendar

If you're posting 1–2 times per week, you'll stay visible and build trust. Here's a sample month of content based on the ideas from this guide:

### Week 1

**Post 1** – Photo of your product (chowder bowl, fresh catch): “We’re open until 3 this weekend. Come hungry.”  
**Post 2** – Highlight a customer review or quote (try putting the text over a product photo)

### Week 2

**Post 1** – Recommend a local pairing. Ex: “Our tomatoes + the sourdough from @xyzbakery = perfection”  
**Post 2** – Answer a FAQ like: “Yes, we’re still at the Garibaldi dock and we accept cash or card!”

### Week 3

**Post 1** – Behind-the-scenes photo (cleaning fish, baking pies, prepping the market booth)  
**Post 2** – Short Reel: a quick pour or plating, or produce being picked. No narration needed; pair it with music.

### Week 4

**Post 1** – Seasonal post with light urgency: “Strawberries won’t be here much longer—grab yours this week!”  
**Post 2** – Share a guest photo (with permission!) Or say: “Thanks to everyone who came out last weekend!”

**Tip: You can schedule all 8 posts at once using Meta Business Suite to save time and stay consistent.**

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# Keep It Simple

You don't have to become a full-time content creator. With just a handful of intentional posts each month, you can:

- Stay top-of-mind with potential customers
- Build trust with returning customers
- Encourage more direct orders or visits to your location

Start with what you can manage. Use the tools. Show off what makes your business special. And remember: you don't need to do it all. Just start somewhere, and build from there.

The Tillamook Coast has so many wonderful food options, and yours deserves to be seen. When you show up online and make it easy for them to connect with you, you'll start seeing the results.

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