

# SOCIAL MEDIA Starter Guide™

SHOW UP. STAND OUT. SELL MORE.

Simple social media tips for food vendors who want to attract more customers, build loyalty, and grow their business online and offline.



Your Food Deserves to Be Seen! Let's Make It GLOW!

## 1 WHY SOCIAL MEDIA MATTERS



### BUILDS TRUST

People follow businesses they trust.



### ATTRACTS NEW CUSTOMERS

More visibility = more opportunity to be discovered.



### PROMOTES YOUR MENU

Show off your food, drinks, specials, and events.



### INCREASES REPEAT BUSINESS

Stay top of mind and keep customers coming back.



### HELPS PEOPLE FIND YOU

More posts. More shares. More customers finding your business.

## 2 WHAT TO POST



### MENU ITEMS

Show your best-selling foods and new items.



### BEHIND THE SCENES

Prep, cooking, setup, cleanup, and more.



### CUSTOMER PHOTOS

Happy customers enjoying your delicious food!



### VENDOR EVENTS

Markets, pop-ups, festivals, and community events.



### YOUR STORY

Why you started, your passion, and your purpose.



### SPECIAL OFFERS

Promotions, discounts, and limited-time offers.

## 3 THE 5-POST FORMULA

MONDAY



### MENU FEATURE

Highlight a menu item.

TUESDAY



### BEHIND THE SCENES

Show your process.

WEDNESDAY



### CUSTOMER FAVORITE

Share a popular item.

THURSDAY



### VENDOR TIP

Share a tip or advice.

FRIDAY



### WEEKEND PROMOTION

Promote your weekend menu or event.



**TIP:** Plan your content. Stay consistent. Your audience will thank you!

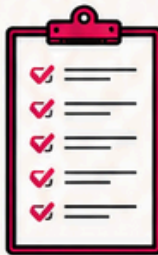
## 4 CONTENT IDEAS THAT WORK

- ★ What's cooking today?
- ★ Meet the owner
- ★ Customer spotlight
- ★ Day in the life
- ★ Prep day
- ★ New menu item
- ★ Event announcement
- ★ Before & after setup
- ★ Frequently asked questions
- ★ Thank you post



**TIP:** Be real, be you, and have fun with it! Authenticity wins every time.

## 5 SOCIAL MEDIA SUCCESS CHECKLIST



- Profile photo added
- Business bio completed
- Contact information visible
- Location listed
- Menu posted
- 10 photos uploaded
- Posting consistently
- Engaging with comments



**TIP:** A complete profile builds trust and helps customers choose you!

## 6 BEGINNER MISTAKES TO AVOID

- ✗ Only posting sales
- ✗ Poor quality photos
- ✗ Inconsistent posting
- ✗ Ignoring comments and messages
- ✗ No business information
- ✗ Giving up too soon



**TIP:** Avoid these mistakes and watch your growth explode!

## 7 QUICK GROWTH TIPS



Post 3-5 times per week



Use local hashtags



Tag event organizers



Respond to messages quickly



Share customer photos



Stay consistent

YOUR CONTENT TODAY  
BUILDS YOUR CUSTOMERS  
TOMORROW.



SHOW UP CONSISTENTLY.  
BUILD TRUST DAILY.  
GROW NATURALLY.

GREAT FOOD GETS ATTENTION.  
GREAT CONTENT KEEPS  
YOUR BUSINESS GROWING!

Studio GLOW Kitchen™  
Build • Brand • Grow  
Glow Forever.



More guides, tools & support at  
STUDIOWKITCHEN.COM



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WE'VE GOT YOUR BACK.

