



BRANDON INTERNATIONAL MARKET

Social Media Guidelines



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INTRODUCTION

Brandon International Market's social media presence is important for bringing in both new and old customers.

Reaching people without the Internet is difficult now, and there are many methods and strategies that make navigating social media and online presences easier.

When posting content, be aware and ensure you are following the branding visual guidelines.

If you are unsure of the brands values and design elements, look to the Brandon International Market Brand Guidelines Booklet for help.



CONTENT PILLARS

PROMOTIONAL CONTENT

Promotional content is one of the most important pillars for Brandon International Market.

This covers the advertisement of the businesses products, foods, and/or services.

This would include:

- Advertisements for new food products
- Telling your audience about a limited time sale
- Showing off your best selling or limited time items
- Advertising items that are gluten free, peanut free, and other needs.



Fig. 1 A branded Facebook template

EDUCATIONAL CONTENT

Sometimes your audience may not know all the services that your business has to offer.

Educational content covers the advertisement of the services the business provides.

This would include:

- Advertising the restaurant services to your audience
- Advertising money transfer services to your audience.
- Sharing small recipes that will encourage people to buy the ingredients from your store.



Fig. 1 A branded Facebook template

COMMUNITY CONTENT

Community is a large part of Brandon International Market. They are who we provide our services to our audience. The more community interaction, the further our posts will reach.

These posts encourage the interaction and cultivation of the community online.

This would include:

- Customer testimonies and reviews of the business' products, food, or services.
- A recipe of the week to encourage community sharing and interaction. It also will direct people to buy ingredients from the business.
- Asking your followers questions or running polls about the business' products or services.



Fig. 1 A branded Facebook template



SOCIAL MEDIA STRATEGIES

MAIN PLATFORM

The main social media platform of Brandon International Market is Facebook.

Facebook is a social networking site that allows people to share photo, text, and video content.

There are several factors that affect post visibility on Facebook. Facebook looks over each post, reel, etc. And predicts how relevant it is to each user. Then, it ranks it in descending order on how interesting it may be for every Facebook user based on their interests.

Facebook's algorithm also uses stats like who a user follows, their liked posts, what posts they've commented on or interacted with, and preferences they have to recommend posts to users.

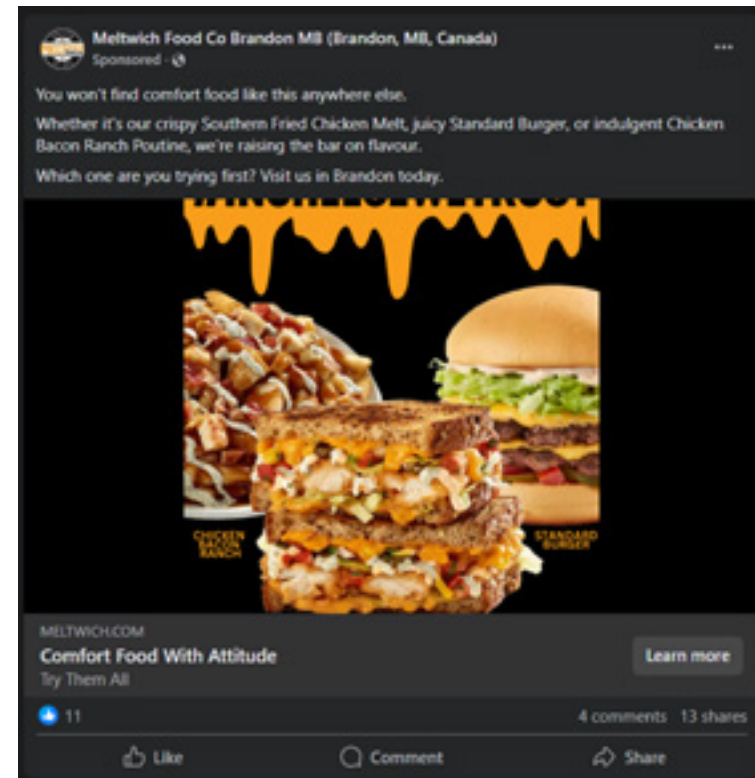


Fig. 1 A branded Facebook post from the Brandon area



SOCIAL MEDIA TIPS: POSTING TIMES

Posting times are an important factor in how many people see your posts.

In general, Facebook sees a lot of traffic in the mornings during weekdays. People on Facebook may be more likely to see your posts if you post during those times.

Try to avoid posting on weekends and in the late evenings. There is shown to be low interactions on Facebook during these times.

However, knowing your specific audience also plays a factor. Try to post during the weekdays in the mornings and see how many people interact with your post.

Experiment accordingly to your audience and their online habits.

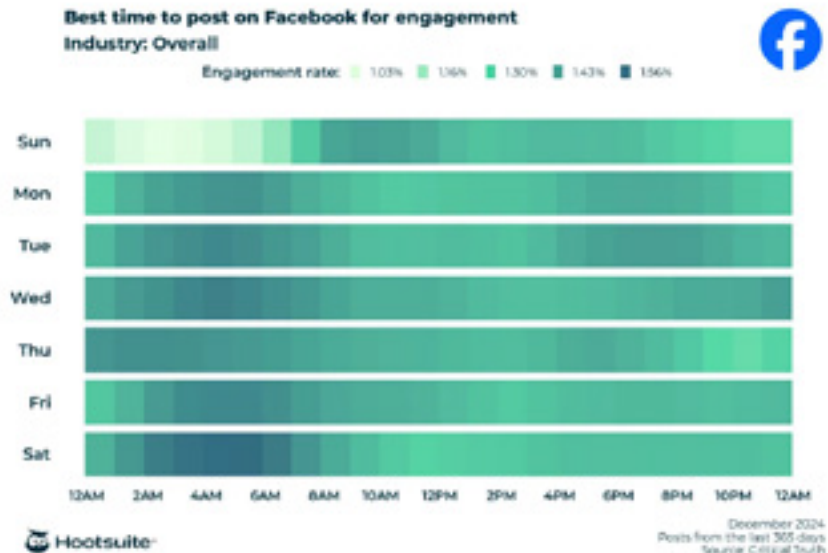


Fig. 1 A chart of good posting times for Facebook from [Hootsuite](https://hootsuite.com)



SOCIAL MEDIA TIPS: RELEVANT CONTENT

When posting, make sure to provide helpful and relevant content to your viewers.

Posting relevant content to your business creates a cohesive persona connected to your business.

If you posted something completely disconnected from your identity, the post will not connect with your audience and their needs.

Make sure that your posts cover the business services and values.

This includes:

- Community
- Food
- Culture
- Reliability
- Trustworthiness



SOCIAL MEDIA TIPS: CONTENT VARIETY

Having a vast variety of content and post formats can help increase interaction on your Facebook page.

Facebook allows you to post both photo and video content along with text by regular posting, Facebook Reels and Stories.

Post variety helps keep your Facebook page fresh and interesting. Predictability can become boring to some audiences.

Take advantage of the posting options you have on Facebook to maximize your audience's attention.

This includes:

- Communicating short video information through reels or stories
- Using photos to advertise your product deals and new arrivals
- Talk to your audience through video content



SOCIAL MEDIA TIPS: BEST PRACTICES

Below are some general tips to keep in mind when posting to any social media site.

POST CONSISTENTLY: Maintain a consistent posting schedule to improve your standing with Facebook's algorithm and increase engagement.

BE UNIQUE: Encourage engagement by asking questions and responding to comments, questions, and concerns. Show your audiences that you are listening, and that you care.

KEEP IT SHORT: Aim to keep your posts short but informative.

USE PHOTOS, VIDEOS, AND VISUALS: Use visuals to grab people's attention. Original photos and videos can feel more personal and relatable. Bright colours and bold fonts can also help grab attention.

FOCUS ON BRAND: Ensure your posts complement your brand identity.

POST RELEVANT CONTENT: Post content that is relevant to both the viewers and marketers.



SOCIAL MEDIA TIPS: BEST PRACTICES

Below are some general tips to keep in mind when posting to any social media site.

ADD AND ACTION BUTTON: Call to actions can drive actions that are important to your business.

INCLUDE RECOGNIZABLE IMAGES: Use images that are connected to your brand and identity. This could be products, or store photos.

USE GOOD LIGHTING: Good lighting and product framing in photos and videos can make your posts much more appealing.

USE MINIMAL, CONCISE, AND IMPACTFUL TEXT: Short and impactful text is an efficient way to get your point across immediately to viewers.

ENCOURAGE PEOPLE TO FOLLOW YOUR PAGE: Remind new and existing audience members why they should follow your page. You have what they want!



CONTENT CREATION



CONTENT CREATION TIPS: STRUCTURE

Structuring posts effectively helps in bringing in your audience by catching their attention and keeping it until they finish reading the post.

Below are some structuring tips that can help you create engaging content.

HOOK: An attention grabbing first sentence.

Opening with a question like **“Are you feeling the summer heat?”** Can help your audience engage with the content.

BODY: The main part of the post that provides valuable insights or can solve a problem.

This is the main part of the post. For example, this is where you could say **“Brandon International Market has cold, refreshing drinks on sale to help quench your thirst!”**

This is a solution to the problem of people needing something to cool them down during summer.

CONCLUSION/CALL TO ACTION: This guides the users to the next step the reader can take.

This step would then encourage or direct readers to the business, because we have the solution to the problem.

For example, you could finish with **“Stop by Brandon International Market to get your hands on our cold drinks before they’re all gone!”**



CONTENT CREATION TIPS: ENGAGEMENT

Posts should contain engaging and entertaining things to make people want to read them.

Below you can find various tips for creating engaging posts.

PROVIDE VALUE: Make sure your posts have a purpose. You are giving your audience something they need by offering valuable information to inform or solve their problems.

SHARE A CLEAR MESSAGE: Ensure your message is simple and direct. You can do this by outlining your post, step away before editing, use writing tools, and read your content aloud to ensure clarity.

SHOW PERSONALITY: Let your brand's personality shine through in every interaction. It could be in comments, posting, or adding a hashtag. Audiences' like to see genuine personality and relatability.

ASK QUESTIONS: Ask questions to generate engagement and gain valuable insights into your audience's thoughts and feelings.

For example, ask questions such as "what do you think of this product?" Or "would you be interested in this product?"

SHARE BUSINESS VALUES: Build trust with your audience by sharing your brand values and letting them know what you care about.



FACEBOOK GUIDELINES

TECHNICAL GUIDELINES

Please be sure to follow Facebook's general guidelines when advertising your page using their site.

Be sure to use the official Facebook "f" logo when mentioning your page.

Do not change Facebook's brand icons or use them in a misleading way.

Link directly to your Facebook page when using the "f" logo online.

Make sure the "f" logo is the same size as all other social media icons.



Fig. 1 The official Facebook logo

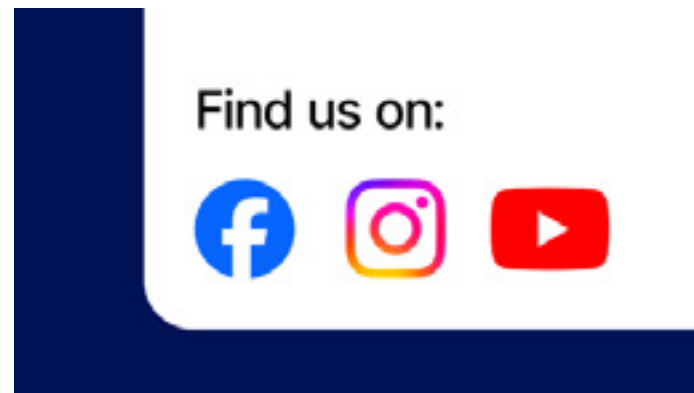


Fig. 2 The Facebook icon logo

GENERAL CONTENT GUIDELINES

General content guidelines if you are to use Facebook are as follows:

Comply with Community Standards

Avoid content that includes violence, hate speech, adult nudity, sexual activity, misinformation, or objectionable material.

Adhere to Recommendations Guidelines

Avoid sensitive content (e.g. self harm discussions,) low-quality publishing, click-bait, or false information if you aim for recommendation eligibility.

Focus on Authenticity

Ensure your content is genuine and avoids spam or inauthentic behaviour.

PROHIBITED CONTENT

The following information is prohibited content on Facebook:

- Violations of Facebook's Community Guidelines
- Illegal products or services
- Tobacco products, vaporizers, electronic cigarettes, or and smoking related products.
- Drugs and drug-related products including illegal or recreational drugs
- Unsafe products and supplements (e.g. anabolic steroids, human growth hormones, etc.)
- Weapons, ammunition, or explosives
- Adult products or services (excluding family planning and contraception)
- Payday loans, paycheck advances, and bail bonds
- Multilevel marketing schemes
- Initial coin offerings, binary options, or contract for deliverance trading
- Controversial political or social issues used for commercial gain
- State lotteries
- Content violating Facebook's prohibited ads policy on social issues, elections, or politics



BRANDON INTERNATIONAL MARKET

**“Bringing Latin American cuisine, culture, and
community to Brandon since 2006.”**