



## MARKETING CHANNELS

### SOCIAL MEDIA

Having store social media pages enables you to communicate directly with your customers in fun, positive and engaging ways as well as to promote your store and increase loyalty. While we appreciate the positive way you'd like to use social media to benefit your store, The Coffee Club NZ has strict Social Media Guidelines to protect and minimize the risk of any damage to TCC brand.

- All Social Media Pages are to be created by TCC Marketing Team (Facebook, Instagram, etc). Please **DO NOT** create your own social media pages. **Contact your BDM or Nicole if you wish to start using Social Media for your store. You must seek approval from your BDM.**
- Your store's Facebook page will be set up in such a way that your store's page will also display content that is posted on our national Facebook page. Keeps customers engaged when you have not had time to post.
- Once TCC Marketing Team have set up your store's social media page for you, they will hand it over to you, please do not change how the page has been set up. **TCC Marketing Team are to remain Admin on your store Facebook page and have access (login details) to your store's Instagram page. This does not mean the marketing team will look after your pages for you but allows the team access to assist when needed.**
- Social media needs **CONSTANT ATTENTION** to make sure it's not doing more damage than good. **Bring Facebook into your daily routine (checking it morning, day and night).**
- TCC Brand is liable for all social media discussions, content and anything false or misleading that is posted by any social media user on stores' social media pages or TCC brand's national social media page.
- Only authorised TCC representatives can speak on behalf of The Coffee Club New Zealand on any form of social media. **Please ensure this representative has good English skills and is able to reply to customer enquiries and feedback using LATTE – Listen, Acknowledge the issue, Take action, Thank the guest, Encourage them to return.**

### RULES TO FOLLOW WHEN MANAGING STORE SOCIAL MEDIA PAGES

- **Post a minimum of 2 posts per week** (otherwise you'll lose your audience's attention and interest).
- Posts high quality photos (no blurry images). High quality food and drink images for social media can be accessed through **TCC Resource Hub under Marketing.**
- Keep your posts caption short, simple and understandably (to the point). Users won't read long text. **Maximum 3 lines or sentences of text.**
- Monitor your page regularly and daily to ensure any bad language, discriminatory comments or other inappropriate posts are hidden from view. (See the next page for more on this.)
- Team members who have access to store social media pages must agree to TCC's Social Media Guidelines.
- Your page can only be used to promote offers, activities and events specific to your store. Make use of commemorative days, such as Queen's Birthday, St. Patrick's Day, Doughnut Day and more.
- If you're not sure what to post, 'Like' TCCNZ national brand page to keep up to date with ideas from our daily posts. [www.facebook.com/thecoffeeclubnz/](http://www.facebook.com/thecoffeeclubnz/) You can simply SHARE posts from the national page!

**IF YOUR STORE FACEBOOK PAGE IS NOT MONITORED REGULARLY, DISPLAYS CONTENT THAT CAN DAMAGE TCC BRAND OR BREACHES ANY GUIDELINES IN ANY WAY, THEN TCC RESERVES THE RIGHT TO SHUT DOWN YOUR PAGE WITHOUT NOTICE.**



## SOCIAL MEDIA DOs & DON'Ts

### FACEBOOK DO

- Post high quality professional images found on the TCC Resource Hub or high quality photos of food/coffee on tables in store.
- Tag @centres in caption.
- When posting offers, use the offers feature.
- Ask customers permission to take photo and to post.
- Post alternative items, i.e coffee, food.
- Post store competitions (approved by BDM & Marketing Team).

### FACEBOOK DON'T

- Post photos taken under the kitchen pass.
- Post preview only images received from marketing team.
- Post similar items in one week, i.e coffee, milkshake, frappe, mocha.
- Post Jobs without approval from BDM.
- Post screenshots (must download images).

### INSTAGRAM DO

- Post high quality professional images found on the TCC Resource Hub.
- Tag @centres in image.
- Use hashtags. See below examples: #thecoffeeclubnz #yourhappyplace #coffeeovers #Instafood #Instacoffee #coffeeagram #delicious
- Share post to Instastory & Tag @centres
- Instastory content to reflect brand. (content found on the TCC Resource Hub)
- Ask customers permission to take photo and to post.

### INSTAGRAM DON'T

- Post images with text.
- Add too many GIFs on Instastory (maximum 2 GIFs per story)
- Post preview only images received from marketing team.
- Post screenshots (must download images).



**WHEN POSTING OFFERS, USE THE OFFERS FEATURE.**





## 'TERMS OF USE' FOR SOCIAL MEDIA

By including a set of 'Terms of Use' on your social media pages, it makes visitors aware of their obligations while accessing your page. It also allows you to refer customers to the 'Terms of Use' if a complaint is made about why a comment was hidden from the page. TCC Marketing Team will set up the following "Terms of Use" on your store page for you:

Our page is a community where we can interact with our fans and customers. We love hearing your comments and feedback but we ask that you keep the following in mind when posting on our page to ensure it is a respectful place for all:

- Materials or comments that are, or may be construed as threatening, harassing, bullying, discriminatory, offensive, defamatory, racist, sexist or unlawful are prohibited.
- Personal attacks, abuse, trolling or revealing unwanted personal information about customers, fans or colleagues is prohibited.
- Spam, misleading or deceptive content and irrelevant comments or materials are not permitted.
- Any comments or materials we deem to be in breach of these rules or any other laws or regulations may be removed at our discretion.
- If you have any questions or concerns that you would like answered, feel free to private message us or contact our store so we may address your concern.

## PERSONAL USE OF SOCIAL MEDIA

While we appreciate that you and your team members show your enthusiasm about your store by posting content, **we need to protect TCC brand** and other team members. It is the responsibility of all TCC Team Members to behave appropriately in the social media environment. Where a Team Member's personal profile or comments could identify them as TCC Team Member and/or where comments are accessible by other Team Members, then the Team Member:

- Must not post negative comments on TCCNZ national brand page or the store's page.
- Must not state or imply that he/she is authorised to speak as a representative/express views on behalf of TCC.
- Must not use or reveal confidential or private information obtained as TCC Team Member.
- Must not post material that may be seen as threatening, harassing, bullying, discriminatory, offensive, defamatory, racist, sexist or unlawful.

Please use your discretion, to ensure your positive comments are tasteful and won't be seen as a blatant advertisement for your store, other TCC stores or TCC brand. Otherwise this will bring a lack of transparency and credibility to the brand.

Please note these guidelines are not intended to discourage or limit personal expression or online activities, but are designed to inform Franchisees and Team Members of appropriate social media use.



## CUSTOMER FEEDBACK

When a customer makes a complaint, see it as a way to gain valuable feedback to improve your business. When responding to customer feedback on social media it is important to personalize your response to the particular complaint and to follow the below points:

- Respond to the feedback, whether positive or negative, within 24 hours.
- Makes the customer feel valued. **Recognize and apologize** for the customer's bad experience.
- Let the customer know the issue will be looked into.
- Ask for personal contact information to be sent via private message only if required.
- Do not get aggressive or defensive.

## IMPORTANT POINTS

While customers may place your business in a negative light, **customer complaints should never be removed or hidden from your store's page** as this can make the situation much worse. Only in extreme circumstances, such as very offensive language, should comments be hidden. This should be based on your judgement and whether the language is likely to offend others who view the page.

**If you decide to hide a comment from your page**, it is **important to 'hide' the comment instead of removing** or deleting it, in case the comments need to be reviewed or restored. You can do this by clicking on the V arrow at the top right hand side of the comment and choosing 'Hide From Page' from the drop down menu.

## OFFERS

If you have store social media pages, we encourage you to promote your current offers which have already been approved by Nicole and your BDM on your social media pages. When requesting artwork, ask for a social media offer post or JPEGs so that you have the same artwork on your social media pages. Customers love consistency and enjoy recognizing offers in store and online.

## BOOSTED POSTS

To help your post reach many more people and people who don't already follow your page as well as to specifically target people in the local area near your store, you can BOOST your post. Boosting requires a budget, we recommend at least \$50-\$100 per post to give it the best chance of success. You can find more information regarding social media and boosting on TCC Resource Hub under Marketing.

### HINTS & TIPS:

Has someone LIKED your post? Click on the LIKE and then invite them to LIKE YOUR PAGE! Be sure to invite them as your store page and not your personal page. For more info on how to manage your page please contact TCC Marketing Team or visit the below page:  
<http://www.socialmediaexaminer.com/how-to-manage-your-facebook-page-effectively/>