Hunter Culinary Association Social Media Tips

hunter culinary association

Hello!

Hi, I'm Jenna from JV Social Co and I have the privilege of running the Hunter Culinary Social Media accounts.

Here are some easy ways to boost your online presence and keep in touch with HCA's social media manager:

- Tag HCA's social media pages (@hunterculinary) in your posts, and I can share and highlight your most important and recent updates.

- To share news, events, or exciting highlights, reach out to me at jvsocialco@gmail.com. Including copy and 1-2 images will help me give your news the attention it deserves!

- If you have some favorite images of your business, please email them to Jenna. Sending 4-5 images each season would be perfect! If necessary, please credit the photographer so that I can tag them.

Don't hesitate to reach out to Jenna at jvsocialco@gmail.com if you need any assistance.

Cheers!

Top Tips for Social Media Success

The digital world is ever-changing (hello, Threads, X (?) and the dreaded algorithm that works... until it doesn't. It's my job to keep up-to-date with all these changes and make sure that the Broke Fordwich social media pages are relevant and engaging for our audience.

In a nutshell, focus on these proven pillars below to ensure your organic reach and efforts aren't in vain.

To grow your social media presence, follow these guidelines:

- Quality Content: Focus on creating engaging and relevant posts.
- Consistency: Stick to a regular posting schedule. For instance, the optimal time for posting on HCA social media platforms is currently Sunday to Wednesday around 7pm.
- Engagement: Interact with comments and messages as much as possible.
- Hashtags: Use relevant and trending hashtags.
- Captions: Write compelling captions that encourage interactions.
- Stories & Reels: Utilize these features to increase visibility.
- Collaborations: The collaborator tool is an excellent way to expand your reach. Look for accounts that enjoy sharing BF content. More information is available in the next slides.
- Analytics: Regularly review insights and strategies using Meta Business Suite.
- Carousels: Encourage swiping for increased engagement.
- Audience: Tailor content to your audience's preferences. Learn more about your audience through Meta Business Suite.
- Patience: Algorithm changes require time to adapt, but consistency is crucial!
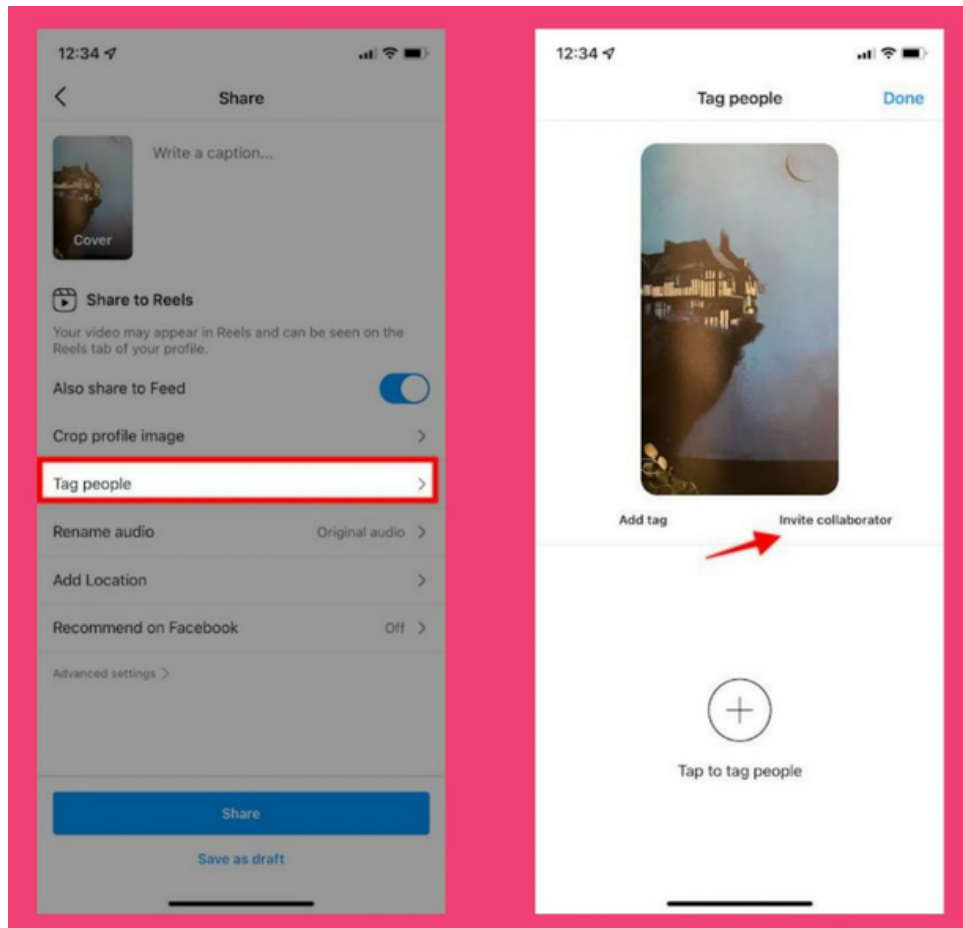
Instagram Collaborations

Instagram collabs are a great way to showcase your business and widen your reach PLUS it's simple to do!

You can use Instagram Collabs to co-create reels and posts with other accounts. The creator of the original reel can invite another account as a collaborator. If the account accepts the invite, their username will be added to the reel and the reel will be shared with their followers. It will also show on their profile. Accounts that accept a collaboration invite can see all likes and comments on the reel.
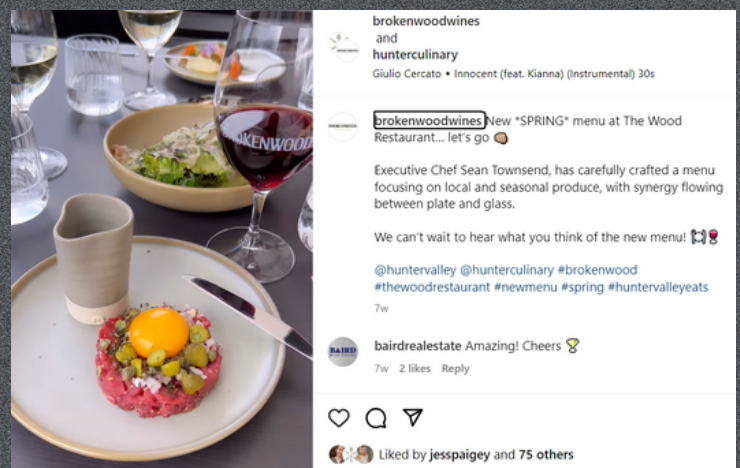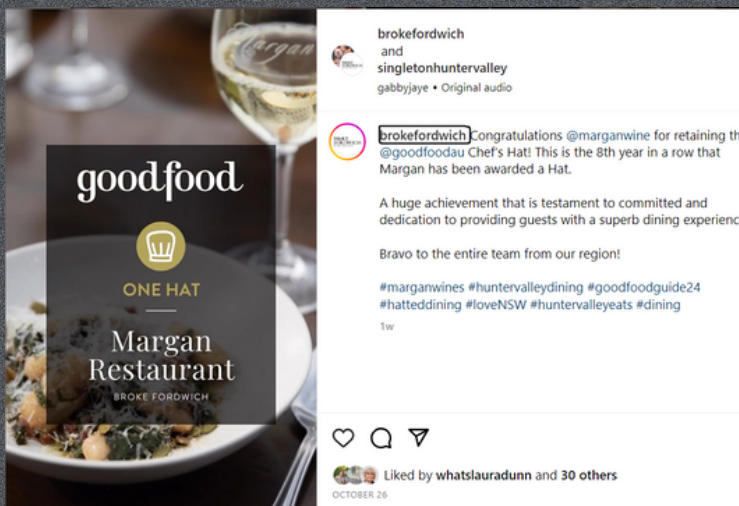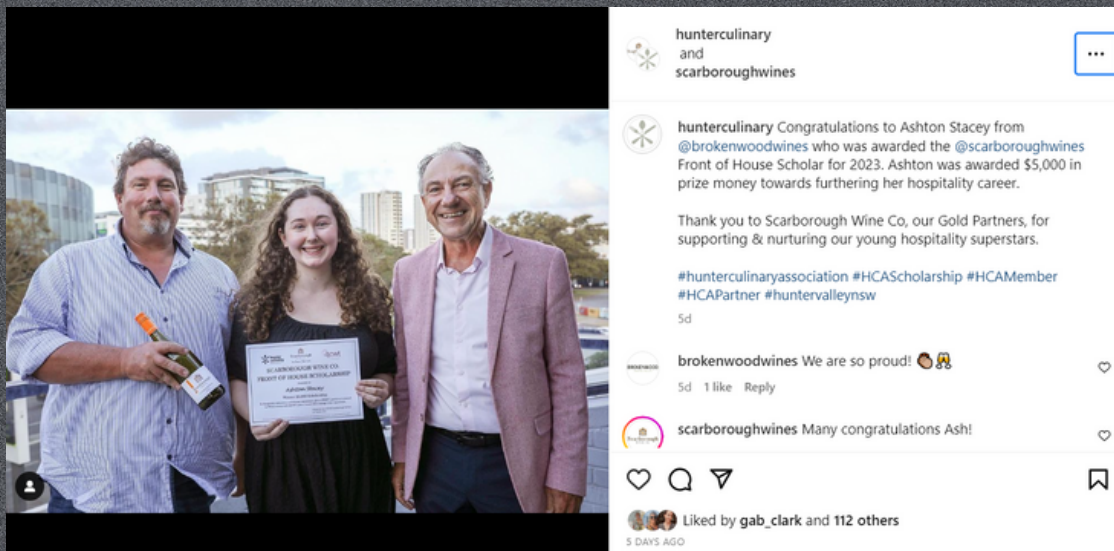
Instagram Collaborations

To invite a collaborator to a reel you're creating:

Before you publish your reel, tap Tag people. Tap Invite collaborator. Search for the account you want to add as a collaborator, then tap the account. Tap Done.

How to Accept an Instagram Collab:

Request Click on the invite notification from your Activity page. This will open the post with a note saying "@user invited you to be a collaborator on their post." Tap on the blue "Review" button next to the note. This will open a pop-up window to either accept or decline the invitation. Select "Accept" and that's it.

You've accepted your very first Instagram Collab request and will be shown as an author of the post!

Hashtags

It's a known fact that hashtags can help enhance and expand the reach of your content on social media. When you use the hashtag or # symbol preceding a word or phrase, you've categorised your content with other similar content on social.

Social media hashtags can help your content get discovered by an even larger audience than the one that already follows you on the platform. Including relevant hashtags in your captions or comment section helps improve the visibility of your posts.

Location - where would people find you?
eg. #newcastledining #huntervalleyeats

Industry- what will people type in to find your business?
eg. #familyowned #sustainableseafood #finediningrestaurant

Audience - who is your target market?
eg. #familyfriendlynewcastle #huntervalleyfinedining

Niche - what exactly do you offer?
eg. #casualdining #hattedrestaurant #locallysourced

Post - what is the specific post about?
eg. #romanticdinners #supportlocal #seasonalmenu

Some good resources include:

- Hootsuite Instagram Best Practice
- Influencer Marketing Trending Hashtags
- Social Sprout: How to use and find the best #