



# **Social Media Curator Style Guide**

2022

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## Introduction

As one of our restaurants under the Cunningham Restaurant Group umbrella, you know the importance of connection and community. We want each and every restaurant to maintain a strong presence on the social media outlets we have chosen, but also be actively embedded in the communities we serve. This means that we utilize social media as a tool to further engage with our guests and those in the community. We are good neighbors socially and represent the CRG and Restaurant brand professionally. As part of our Social Curation Team, you are an important element to that social presence.

We have created the **Social Media Style Guide** to outline how to represent our brands, what activities to highlight, and tips on what not to do. Use this guide as a resource in conjunction with working with our marketing team in the home office. We've divided the sections to cover key areas you will need to think about as you build out your social media strategy for your location. Your social media strategy should accomplish the following objectives:

1. Increase awareness for Restaurant and CRG brands
2. Drive visits into each of our restaurant locations
3. Engage in the communities we serve

We've all seen our share of social media fails out there, and we hope that this guide will help all of us avoid those incidents while providing you a resource to work from. We are here to help you through the process!

~Your Marketing Team

## Social Media Curator Resources

A few resources that will help you:

- 1. Join the CRG Curator Facebook Group:** If you haven't already, make sure that you are a member of the CRG Facebook Group. All communication regarding workshops, office hours, Q&A, upcoming post ideas, helpful tips & social media best practices are shared within this group. If you haven't already been added, you can request access here: <https://www.facebook.com/groups/CRGCurators/>
- 2. Get 1:1 Social Media Support:** Our team is available for ANY social media question you might have! You can contact us with your questions through the following channels: Email, Facebook Messenger, Facebook Curator Group, text.  
Carissa Newton - CRG Marketing Director - [cnewton@crgdining.com](mailto:cnewton@crgdining.com) - Cell (317) 313-7455  
Bailey Chatterton - CRG Marketing Coordinator - [bchatterton@crgdining.com](mailto:bchatterton@crgdining.com) - 317-378-7274 x1116  
Emmalee Pate - CRG Marketing Coordinator - [epate@crgdining.com](mailto:epate@crgdining.com) - 317-378-7274 x1117
- 3. Attend Workshops:** Workshops cover detailed topics related to Facebook & Instagram, as well as assist you in creating action plans for your social media efforts. Workshops are held virtually utilizing Google Hangouts, but will also be posted in the Curator Facebook Group if you can't make the scheduled time. Workshop details are posted as Events in the Curator Facebook Group, and will be emailed out ahead of time. From time to time, we will offer in person workshops.

#### **4. Read this Social Media Style Guide & Complete the Lessonly Assignment:**

Our team assembled this document as a go-to guide as you begin your social media efforts. It should help you understand what elements are most important to each platform, how/when to post, and more. Be sure to check it out and utilize it as a reference when managing your social media accounts. The last step in this process is to complete the Lessonly Assignment.

### **Core Messaging**

Do you know our story and how to talk about CRG? Outlined below is our Core Messaging that will provide you some of the history in case you ever want to reference it in a post:

#### **Cunningham Restaurant Group PR/Public Boilerplate:**

Since 1997, Cunningham Restaurant Group (CRG) has been committed to creating unforgettable dining experiences. CRG owns and operates locations in Indiana, Kentucky, and Ohio. Visit [www.crgdining.com](http://www.crgdining.com) to see all of our locations, make reservations, or to explore private dining opportunities.

#### **Cunningham Restaurant Group Extended Boilerplate:**

In the communities we serve, we will be the restaurant of choice for delighting our guests.

Local is best. And for us, local starts with you and me: neighborhoods and communities where we live, work, and play. Since 1997, Mike Cunningham, owner of Cunningham Restaurant Group (CRG), has created an array of unforgettable dining experiences for guests. From its humble beginnings in Brownsburg, Indiana to a growing tri-state restaurant group, CRG represents a steady beat of expansion and innovation fueled by a commitment to community impact.

[When applicable, this statement can be added, but you MUST ensure we have the accurate numbers each time you use it. Our vision is reflected in thirty-five restaurants...fifteen concepts...an event center, a grow facility, and sustainable, consistent growth.]

From BRU Burger Bar, a gourmet burger and craft beer hangout, to Vida, a fine dining venue with sommeliers in-house, to Union 50 with a chef-driven menu and industrial feel, CRG invites guests to engage in restaurant dining like never before.

CRG restaurants are part of the fabric of communities. Visit [www.crgdining.com](http://www.crgdining.com) to see all of our locations, make reservations, or to explore private dining opportunities. To learn more about career opportunities, visit [www.crgdiningcareers.com/](http://www.crgdiningcareers.com/)

**IN:** Boulder Creek | Charbonos | Bru Burger Bar | Café 251 | Union 50 | Stone Creek Dining Company | Livery | Mesh | Vida | Provision | Rize | Tavern at the Point | Nesso | CRG Event Center | CRG Grow | Modita | Marquee

**OH:** Bru Burger Bar | Stone Creek Dining Company **KY:** Bru Burger Bar | Mesh

## Messaging Platform

### Cunningham Restaurant Group Core Messaging:

**Elevator Statement:** Since 1997, **Cunningham Restaurant Group (CRG)** has been committed to creating unforgettable dining experiences. CRG owns and operates locations in Indiana, Ohio, and Kentucky.

	<b>Who we are</b>	<b>What we do</b>	<b>Why it matters</b>	<b>How we are different</b>
P R I M A R Y	Cunningham Restaurant Group owns and operates unique dining concept locations in Indiana, Ohio, and Kentucky.	We are committed to creating unforgettable dining experiences for our guests.  We operate with honesty, respect, fairness, and kindness in all that we do. Ownership is a shared responsibility with all team members.	When people dine, they connect. For Cunningham Restaurant Group, it's all about the connections we can make with our guests.	We are active in the communities we serve, meaning we not only provide our services, but we participate and give back.  In the communities we serve, we will be the restaurant of choice for delighting our guests.

**Cunningham Restaurant Group**

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The Cunningham Restaurant Group roots are firmly established in the Indianapolis market fanning out to many of the surrounding areas in Indiana. Since 1997, locations in Ohio and Kentucky have also been added. There are currently fourteen restaurant concepts among the thirty restaurants developed by CRG under the ownership/operation of CRG Holdings in Indiana, Kentucky, and Ohio. In addition, CRG plays a major role in the development and management of the restaurant operations of the Moerlein Lager House in Cincinnati.

Mike Cunningham opened Boulder Creek Dining Company in Brownsburg, Indiana in 1997. This upscale casual restaurant has made a name for itself with homemade barbecued ribs, wood-fired pizzas, steaks, and pasta. Guests relax in the ambiance of a mountain lodge while enjoying great food at an even better value. Today, Boulder Creek Dining Company is the foundation of Cunningham's restaurant family and has expanded to include an additional bar/dining area as well as private dining space.

Following the success of Boulder Creek Dining Company, Mike Cunningham chose Avon, Indiana in 1999 to open Charbonos. Named for an uncommon, yet delicious, variety of grape found in California, Charbonos welcomes guests into the Tuscan countryside and serves up ample portions of salads, pasta featuring homemade sauces, tender steaks, and wood-fired pizzas. Both Charbonos and Boulder Creek Dining Company consistently receive awards at various festivals in Central Indiana.

Not one to become complacent, Mike sought another challenge and found that on the southside of Indianapolis in 2003. His first stand-alone restaurant (both Boulder Creek and Charbonos reside in strip malls) came to life as Stone Creek Dining Company. This new addition to the family blended the casual elegance of Charbonos with the hearty warmth of Boulder Creek in a more contemporary setting. The menu was a chance to experiment and features a wide variety of sandwiches, salads, seafood, pasta, steaks, chops and chicken. The Stone Creek Dining concept continued to expand with three additional locations; Plainfield, Indiana (2005), Zionsville, Indiana (2007), Noblesville, Indiana (2008) in the Indianapolis market and two Ohio locations Montgomery, Ohio (2007) and West Chester, Ohio (2010. Closed in 2020)

Cunningham Restaurant Group expanded into downtown Indianapolis' Mass Ave cultural district with the opening of Mesh on Mass in August 2010. Mesh blends contemporary elegance and comfort with innovative cuisine and excellent service.

The original menu and unique decor make Mesh an ideal setting for business meetings, romantic evenings, or a night out with friends. Another Mesh restaurant opened on Brownsboro Road in Louisville, Kentucky in February 2015.

The hamburger is over 100 years old and BRU Burger Bar is Cunningham's ode to our love for the burger. The first BRU Burger Bar opened in December 2011 on Mass Ave offering gourmet hamburgers in an upscale casual environment paired with craft beers. BRU has proven to be an extremely successful concept and eight additional BRU locations have been added in Lexington, Kentucky (2013), Carmel, Indiana (2015), Downtown Cincinnati, Ohio (2015), Evansville, Indiana (2016), Plainfield, Indiana (2017), Noblesville, Indiana (2018), Westerville, Ohio (2018), Fort Mitchell, Kentucky (2018.) Kicking off 2019, Cunningham will open the tenth Bru Burger Bar in Lafayette, Indiana (2019.)

In June 2013, Union 50 opened as a chef-driven full-service restaurant and bar also located in the Mass Ave cultural neighborhood, it features innovative dishes that change seasonally and also hosts live music multiple times per week. Built in a former union hall, Union 50 offers unique chef-driven dishes with locally sourced ingredients and distinct flavors.

Vida was welcomed to the Cunningham Restaurant Group in February of 2016. Vida embodies a modern expression of culinary techniques with a worldly influence, set in a relaxed ambiance. Vida provides fresh and innovative cuisine, a diverse and discriminating wine collection, and professional, fine-dining service. It was the first, and only, Indianapolis restaurant to earn AAA's coveted Four Diamond award.

Another new concept, Livery, was added to the group in November of 2016. Livery brings a South American flair and flavors to dining in downtown Indianapolis offering a variety of small plates and entrées. A wide selection of tequilas and spirits are also offered.

Joining the group in 2017, Provision and Rize are located inside the contemporary Ironworks on the northside of Indianapolis. Provision offers an artistic approach to the traditional steakhouse and engaging service, an extensive wine list to complete the experience. Provision features proteins sourced from local farms and other partners in this dinner-only restaurant. Rize offers a selection of sustainably founded, dine-in, breakfast and lunch options. In partnership with the boutique hotel concept, Provision and Rize also provide Room Service and Private Dining options to hotel guests.

In 2017 Cunningham introduced two new entities to support the restaurant operations and provide a venue for larger events. The CRG Grow Greenhouse was established as a way to enable a more sustainable method for growing herbs

and vegetables to supply the various restaurant locations. To date, the CRG Grow Greenhouse currently supplies herbs, greens, and vegetables to all CRG restaurant locations in Indiana, Ohio, and Kentucky.

2018 was a year of significant growth for Cunningham Restaurant Group. Kicking off 2018, Cunningham introduced its BRU concept to Noblesville, Indiana, Westerville, Ohio, and Fort Mitchell, KY. Along with adding to the family of BRU locations, the newest concept is a revival of Old Point Tavern reopened as Tavern at the Point in May. Located on Mass Ave, Tavern at the Point serves a gastro-pub style menu featuring a full-service bar selection. Later in the year, Nesso Coastal Italia opened in the Alexander Hotel in downtown Indianapolis. Nesso Coastal Italia highlights the rich flavors and traditions of Italian cuisine with the lighter aspects of fresh coastal cuisine. Livery also added another location in Fall (2018) in South Bend, Indiana.

In addition to the solely-owned restaurants listed, Cunningham Restaurant Group is also the manager of restaurant operations for the Cincinnati-based Moerlein Lager House, which opened in February of 2012. It offers upscale casual dining in a warm and inviting environment. Moerlein Lager House is prominently situated in the dynamic Smale Riverfront Park. The Moerlein Lager House offers a guest experience unlike any other - a working microbrewery producing a full line of Christian Moerlein craft brews, delectable fare featuring grain-spent breads, hand-carved sandwiches, and smoked rotisserie meats. These foods are reminiscent of those served in the city's celebrated 19th-century beer gardens.

During the Summer of 2019, CRG introduced the first bakery concept to the group with the addition of Croûte Baking Company. Serving grab and go pastries, salads, sandwiches and beverages for the Downtown Indianapolis community. In addition to the bakery, the location will house the Table by Croûte, an exclusive customizable private dining experience with our culinary team. Last but not least, the Croûte Baking Company location will also serve as the CRG Commissary and Test Kitchen where the culinary team will develop recipes and produce breads, pastries, and desserts to a number of CRG restaurants.

In 2020, while the environment was quite different from other years due to COVID, social unrest, and the political environment; CRG managed through it very well. We still maintained a handful of our openings with BRU Keystone and Livery Noblesville. We reopened Nesso and Livery South Bend transitioned to BRU South Bend. In addition to that, Stone Creek West Chester closed its location.

As we look into 2021, we introduced a new concept, Modita, that opened in the Bottleworks District of Mass Ave in Downtown Indianapolis. Later in the year, RIZE opened in Carmel to round out a third location for that concept. Looking into Fall of 2021, we will introduce a 16th concept into our group with the addition of Marquee at the Landing in Fort Wayne, Indiana.

Through the experiences of opening and operating 34 restaurants, Cunningham has built a strong and sustainable organization with a culture for operating successful restaurants. Mike Cunningham is involved in every facet of restaurant development from choosing the look of the front of the house to training the kitchen staff and frequently checking quality by working the line himself.

The secret of Cunningham Restaurant Group's extraordinary growth and success is based on its Vision: "In the communities we serve, we will be the restaurant of choice for delighting our guests."

Cunningham Restaurant Group in the News:

1. <https://www.ibj.com/articles/67322-cunningham-stable-of-eateries-is-about-to-get-even-bigger>
2. <http://www.insideindianabusiness.com/clip/14440271/crg-grow-redefining-farm-to-table>
3. <https://www.usatoday.com/story/money/nation-now/2018/06/25/paper-straws-demand-indiana-producer-battles-plastic-pollution/731221002/>
4. <https://www.crgdining.com/News/The-101-Best-Burgers-in-America/>
5. <https://www.crgdining.com/News/BRU-Burger-Bar-is-1-Local-Burger:-IndyStar/>
6. <https://www.crgdining.com/News/Yelp-s-Top-10-Breakfast-Brunch-Spots-in-Hamilton/>
7. <https://www.cntraveler.com/story/where-to-eat-stay-and-play-in-indianapolis>
8. <https://www.eater.com/maps/best-restaurants-indianapolis>
9. <https://livability.com/in/indianapolis/experiences-adventures/go-there-theres-a-lot-more-to-indianapolis-than-the-indy-500>

In addition to the strength of presence and commitment in the communities we serve, Cunningham Restaurant Group is also an innovator in a number of areas within the restaurant industry. From its strong training process structure, its adoption of eco-friendly initiatives, and the usage of a greenhouse to supply herbs and vegetables, CRG continues to seek out ways in which it can make a difference in the community while also providing unique dining destinations.

**Cunningham Restaurant Group**

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Cunningham Restaurant Group showcases community and connection.

## CRG Social Media Strategy

The Social Media Strategy at Cunningham Restaurant Group is divided into two primary areas:

1. Corporate CRG Marketing
  - a. @crgrestaurants on Instagram
  - b. @crgrestaurants on Facebook
  - c. @crgrestaurants
2. Individual Restaurant Location/Brand/Concept Marketing
  - a. Unique Facebook pages per location (These are where YOU the curators post.)
  - b. Unique Instagram pages per concept (These are where WE the home office post.)

Both of these areas support our brands in different ways, but in tandem at the same time. From a corporate level, we support the brand through social media, public/media relations, advertising, community relations, along with the day-to-day support we provide to every restaurant location. We post on behalf of Cunningham Restaurant Group, for all Instagram accounts, and assist with posting on Facebook. We also provide social content, assist with account setup and education, and generate reporting on social media activities.

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As curators and managers at CRG, you are responsible for leading and managing the social media efforts for your restaurant location. The designated curators have the responsibility of representing your restaurant and engaging with your guests. Using our prescribed formula for success, curators have the opportunity to represent the brand, the restaurant, while also engaging with guests and the community.

One of the top reasons we manage our social media through a curated approach is to ensure that our posts and communications are 1-to-1 with the guests. Your authentic voice is critical to maintaining engagement. The more authentic we can be on a local level, the more guests will engage with us further. Social media is not difficult to manage within the scope of the everyday running of our restaurants, but it does take effort in ensuring that content is engaging, consistent and frequent. In fact, we believe there is a definitive formula for successful posting at each restaurant.

### **Our formula for social media success:**

- 1. Post frequently:** Each restaurant should be posting once per day when they are open.
- 2. Engage with guests and community:** Find ways to grow the following and increase the audience of each restaurant. Engage with guests similarly to how you would interact in your restaurant, Friendly and Informative!

### **Overall Branding and Look**

The branding and look of your restaurant's social media page is a foundational element that should remain consistent across all social media channels. Your goal is to make the user feel like they are in your restaurant when they visit your social media page. The following elements, if done well, can create this experience for the user:

#### **Profile Image**

Your profile image is included with every post, like, comment and share, and is the cornerstone of your social media presence. For this reason, your profile image should be the logo of your restaurant. It is a memorable symbol that customers recognize.

## **Banner Graphics**

After the profile image, banner or header graphics are typically the next brand element that users observe on your profile. Your banner graphic should be an easily identifiable image related to your restaurant, for example: a professional looking image of the interior/exterior of the restaurant or a signature dish.

## **About Content**

The “about” area of your page is where the story of your restaurant is told. The length of this area will vary according to each social media platform, however, it should include a brief description of your restaurant, food types, and atmosphere. If space allows, additional content can include information about CRG’s history and/or other restaurant brands, setting the stage for cross promotional opportunities. Depending on the platform, this area also includes information such as address, phone number, website and hours. This information should be complete and accurate. Remember to occasionally check this information to make sure we are giving our guests the most accurate information possible. If this information is inaccurate on a page you do not manage, please reach out to a member of the Marketing Team.

## **Types of Content**

Sharing a variety of content keeps users engaged with your restaurant’s social media channel. Content should fall under one of the following types: engagement posts, promotional posts or content likes & sharing.

### **Engagement Posts**

Engagement posts are meant to entertain and educate your audience. This could be a fun video or picture of the team a picture and recap of your last event, or a short video on how to make a drink. Consider content that your users will want to share. Shared content is more likely to gain likes, follows, and comments for your posts.

## **General Posts**

General posts highlight new or popular food items, food and drink promotions, special events or anything else that might attract guests to your restaurant. The majority of your posts will fall into this category.

## **Likes & Shares**

An effective social media strategy involves more than promoting your own content. Be sure to follow local community organizations and special events that align with your brand. Sharing your posts to local community groups on Facebook could be a great way to bring in more guests. Please respect the individual group's guidelines and only share your best content.

Commenting, sharing, and liking their posts shows that you are involved in your community and provides a helpful resource for your audience.

## **Consistency**

The fastest way to grow your network is by posting consistently. The ideal frequency of posting may differ between platforms, however, posting great content on a continual basis is ideal for all social media marketing efforts. Each location should post everyday that you are open, for most locations, this means daily posts.

## **Followers & Following Back**

One way you can significantly grow your audience is to follow back those that follow your page. However, we would advise doing so with caution. Not everyone that follows our pages are appropriate to follow. In order to determine this, we recommend viewing that person's page first before following back. Make sure they are a legitimate follower and someone that would have appropriate posts.

Detailed below are some types of social media posts you can employ at your location:

- ❑ Post your daily specials & features
  - ❑ Features are great to post, but be sure that you are posting them early enough to gain the traffic intended.  
They should be posted between 1-2 hours prior to opening when possible.
  - ❑ Include pictures and make sure they are plated well, with a detailed description.
- ❑ Share top menu recommendations
  - ❑ This could be from the culinary team, chef specifically, managers or servers.
  - ❑ Again pictures tell the story so be sure to include them.
- ❑ Share info about your teams
  - ❑ All team members sign a waiver when they begin working with CRG. If they are not opposed, take pictures of them in action.
  - ❑ Keep things professional and in accordance with health code.
  - ❑ Put names to pictures and videos. Guests love to engage with team members they know. They know them if they know their names.
- ❑ Get behind the scenes
  - ❑ Guests love to see the magic of the kitchen or as we refer to as the "Back of House".
  - ❑ It is excellent to showcase all areas of the restaurant, just please keep in mind that you should only be showcasing professional behaviors, areas that are clean and prepped, and following all health department regulations with regard to food handling, gloves, hair, etc...

- ❑ Menu change news & updates
  - ❑ This is the perfect time to engage guests. You can create interest in new menu items.
  - ❑ Build up excitement for what's to come.
  - ❑ Quell any negative comments early on and convert them into new menu items.
- ❑ Cross-Promote other CRG Restaurants & Brands
  - ❑ In case you didn't already know, we have restaurants across 14 concepts and 3 states! There is a lot to talk about.
  - ❑ Need ideas? Just simply reshare their content. [➡ **Important Note:** This is the ONLY time I will endorse copying and reposting content that is not your own. Sister restaurants are perfectly fine to repost. Just be sure to tag them.]
  - ❑ Share when CRG or any restaurant is in the news ([CRG In The News](#))
  - ❑ Post content that aligns with holidays ([see National Day Calendars](#))
  - ❑ Promote community activities
    - ❑ Many locations are already involved in their communities. You can promote these events to tie in our commitment to give back in the communities we serve.
    - ❑ Promote and share about neighboring businesses and community events. It showcases that we are good neighbors in those communities.

## Rules of Engagement

Outlined in this section, we cover some of the basic rules and guidelines you can follow to best represent the CRG and Restaurant Concept Brands.

Here are just a few:

- ❑ **Brand Guidelines:** Only post digital graphics that have been approved by the Marketing Team. If you need a graphic created, someone on our team can create an on-brand graphic for your page.
- ❑ **Brand Voice:** Each of our restaurants fall under a very defined concept for food, delivery, service, ambiance, and guest experience. This definition should flow through in your social media posts and interactions. Know this voice and use it to represent the brand of your restaurant concept. When speaking of CRG, the voice is more generalized, but always follows our core values as outlined in your vision/values card.
- ❑ **Etiquette and engagement:** As curators and managers, we are stewards of the brand. [This means that we honor our values that we live by: Connection, Honestly, Ownership, Respect, Fairness, and Kindness.](#) We interact with guests in the same manner we do in person everyday. We show respect to our sister brands and always work to boost their audience as well as our own. Lastly, we also reflect these values in our posts.
- ❑ **Confidentiality:** As a team member, we are often aware of information regarding our restaurants that the public may not know. We are also stewards of our guests and VIPs. We treat all this information with respect and do not share it in any format.
- ❑ **Consequences:** We value our curator teams and know that you are going above and beyond to help provide this service to your restaurant. For that reason, we will work to educate and provide as many tools as possible for you each to be successful. Although on the rare occasion that we have a curator or restaurant not following this guide and our established boundaries, their curator privileges will be taken away. While curation is an honor and a great service to your restaurant, it is also an honor that should be respected. We can handle social media curation on a home office level, but to do so would also remove much of the personality and brand voice/style that you each bring to your accounts. We choose to keep and maintain this structure to ensure our restaurants and their respective brands have an approachable and engaging voice in social media.
- ❑ **Personal Social Usage:** Guidelines for personal social media usage are outlined in the Team Member Manual that can be found on the portal [HERE](#). Please follow these guidelines as it relates to your own interactions on social media platforms.

There is no way to outline every instance you may encounter while representing CRG on social, but hopefully some of these tips will help you avoid issues down the road. And much like our actions in the restaurant and our daily work, when we are living up to our Values & Vision, we will certainly meet anything outlined in this guide. Use your best judgement, but when in doubt, Ask Us!

## Putting Your Best Plate Forward

One of the most engaging ways you can attract guests to your restaurants is by posting pictures of our food. However, we want you to help us make sure we are putting our best plate forward. We want to ensure that your food images represent us in the best way possible.

Here are a few tips on making sure your food photos are up to par:

- ❑ **Plating:** Plates that look the best have some volume and height to the plating. The plate is clean. There are no ingredients laying messy on the plate. The colors are appealing. The dish is fresh.
- ❑ **Make it real:** So many times we see photos of food and then see the actual and they look nothing alike. Make sure when you photograph a dish you are reasonable with similar portions, plating, and general look of the dish. Guests will expect to see their orders to match the posts that brought them in.
- ❑ **Lighting:** With most of our locations the lighting is darker and can be tough to get a great picture. The best places to get a well lit picture is closer to windows or on your patio. Avoid the expo line or back of house. Does a white plate look yellow in your picture? This is a sign you're not in a well lit area. It's best to find better lighting, but you may be able to adjust the exposure/brightness/color cast using your phone's editing tools - not Instagram filters.
- ❑ **Filters:** Best to avoid. The best way to enhance a photo is to be intentional with lighting. Using dramatic filters as a way to make photos look "fun" or "different" often results in dishes looking less appetizing or derivative. In place of



a filter, try subtle changes with the contrast, exposure, and brightness settings to ensure that the photo maintains its original quality. A good rule of thumb is to only edit these settings +/- 10%.

- ❑ **Backgrounds:** Stay off the expo line. The lighting is harsh, but also you may see background aspects of the kitchen that might not be appropriate. Back of house shots can be used as a way to highlight the team, but please take special care in what you are showcasing in the image and make sure that Health Department Regulations are being upheld. Make sure to take care and to look at the area you are taking a photo or video of and make sure it represents CRG and your restaurant brand well. Look at the image and ask yourself, "Would I want to eat here?"
- ❑ **Timely:** If you are posting specials or images in relation to a menu change, it is key they are timely when you post. Specials/Features should optimally be posted in that timeframe between 3:30-5pm. Guests are making their dining decisions around that time and you want to catch them when they are in that decision phase.

Here are two photo editing tools that you may find helpful:

1. [PicMonkey](#)
2. [Canva](#)

## Protecting our Brand & Legal Risks

# INTELLECTUAL PROPERTY



As a curator and manager within our restaurants you have the responsibility of representing your restaurant in the best way possible. As such, you are also a steward of our brand. You must represent all CRG and Restaurant brands in a way that shines a positive light. In addition to that, your posts, messages, and responses should also protect the company from legal liability. Covered below are a few areas to note to ensure you are maintaining that protection as you are posting on behalf of CRG and your respective restaurant:

1. **Copyright & Fair Use:** Copyright and Trademark are two ways someone can protect intellectual property. They are categorized by the differences in what each one covers.

Copyright law protects original works of authorship fixed in a tangible medium of expression. It does not protect ideas themselves; rather, it protects unique expressions of ideas. For example, copyright can protect things like books, song recordings, and movies. Copyrights can also protect things as "small" as a digital photograph or a single written sentence.

Trademarks protect specific words, phrases, or designs that identify the source of goods or services. For example, trademark rights often protect things like product names and company logos. In the Meetup group context, a trademark might protect the group name from being used by other groups.

Source: Information as outlined by the US Copyright and Trademark Office

2. **Crediting sources:** As we have outlined previously, you should NEVER post another person's content without their permission. But even if you have permission, crediting your sources is important. Please always cite your sources. **[► Important Note:** Format this way... "Source: insert source"]
3. **Privacy and disclosure procedures:** Much like we have outlined previously, we want you to post with our Core values in mind and honesty is a core value that fits in this case. If you have bloggers or others to tag, please do so in your post. Ensure that our content is our own. And if we highlight guests, please do so with permission. If a guest does not want to be photographed, please respect that.
4. **Crisis response:** We are here to help. We know that everything on social media isn't perfect, so if you run into a situation where someone is repeatedly making negative comments or there is an issue/complaint you run into, please defer to us. We will review and advise on how to handle the situation best. Please do not try to respond until you have run the situation past your GM, DO, or our team. Responses can often become vicious cycles and our goal is to diffuse the negativity as quickly as we can.

## Posting on Facebook



Outlined in this section are basic instructions of posting to Facebook. All posting for Facebook will run through the native Facebook applications. You can access your social media page on desktop or from your phone.

Facebook is an excellent platform to build engagement with your guests and followers. It allows for interaction and can include media like photos, video, and collages. Make sure the content you post is engaging with good pictures. Hashtagging is not required, but is a common practice. At this time we have not found any evidence that hashtagging in Facebook will expand your audiences. The key is to get your followers to engage with your content; shares, comments, likes. One of the most effective ways we have seen for our restaurants has been to run follower contests. Here is an article you might find helpful:

<https://restaurantengine.com/10-awesome-facebook-marketing-ideas/>

## Posting on Instagram



To ensure our brands are consistent across locations, we only have one Instagram account for each CRG restaurant concept. Our Instagram pages will be managed by the Marketing team. To keep the voice of our curators we frequently use photos posted by our curators and share them to Instagram. If we share your photo, great job!

Instagram is an excellent way to expand our audiences while also showcasing our food, teams, and restaurants. The more visual you can be, the better. And on Instagram, hashtagging is not only commonplace, but an excellent way to expand your reach. Hashtagging will showcase your content to wider audiences. Here is an article you may find helpful: <https://restaurant.eatapp.co/blog/instagram-post-ideas-restaurant>

## Your Responsibilities

As a restaurant curator/representative for CRG, you are responsible for ensuring our brand is maintained, while also engaging actively in our communities and with our guests. ***Posting consistently is your number one priority as curator.***

### Areas to Review

1. **Post consistently:** Post great content everyday! Use scheduling tools to maximize your time.
2. **Crisis response:** Should be coordinated with your GM, DO, and our team. Do not respond until you have coordinated with our team.
3. **Guest response:** Be responsive, but also be respectful and helpful.
4. **Responding to reviews:** General Managers and managers have been instructed to respond to ALL reviews. If you see a review that still needs a response or requires immediate attention, please make your supervisor aware.
5. **Social engagement:** Your goal is to engage with our guests and our audiences. To do so, requires regular posting, consistent posting, guest engagement, and creation of engaging content.
6. **Security and legal concerns:** Abide by and follow all outlined procedures.
7. **Curator training:** Training is required. You will be paid for the hours you spend at training, but this is not optional. If you cannot make a curator training time, please coordinate with us to cover the content.
8. **Social media monitoring:** Our team will be monitoring all activity on all social channels. Please operate our social media as you would the restaurant following the core values.

## Our Responsibilities

The Marketing Team provides primary support for Social Media Curation. We also handle all posting by concept brand on Instagram.

Areas of Support:

- Account setup
- Curator setup and training
- Ongoing training for all curators
- Regular monitoring and monthly reporting
- Coaching
- Curation for accounts that need assistance
- Crisis Response
- Social Account Changes
- Recruitment posts
- Boosting posts & social advertising

## Conclusion

The Marketing Team is a resource for you. Please use this guide and their expertise when you can. We appreciate your contribution to the Social Media Curation for CRG!