

Omaha has a vibrant and active social media network. It is highly recommended that you utilize Facebook, X, Tik Tok, and Instagram to promote your business. Here are a few tips and tricks to create a brand that draws people in and keeps them coming back!

1. Facebook has groups that you should absolutely join to promote your business. Omaha Food Lovers and Omaha Eats Uncensored are enormous groups (the two largest that I am currently aware of) that people really watch, so be sure to keep an eye on these ones. Omaha Food Lovers Uncensored, Omaha food and booze lovers uncensored, Omaha Foodies, Omaha Area Foodies, and Omaha Foodies and Fun are also great to keep an eye on.
 - a. You will also want to find the groups that are geared towards your offerings, such as Omaha Food Lovers [Celiac's Edition].
 - b. Each group has its own rules, so familiarize yourself with them. Many do not want you to post about your business, some don't allow businesses to join (you can join these as an individual), and you do not want to cross them if you can avoid it.
2. Good Photos sell! Make sure you are taking high quality photos and posting them frequently. It is definitely worth your time to figure out lighting and if your phone has it use the food option in your camera. This will ensure you are promoting your business in the best light.
 - a. Ensure you are honest in your photography. Seeing something that looks great online then getting something on the plate that looks completely different is a recipe for bad reviews.
 - b. Conversely, Bad photos will deter people. No one wants to eat something that looks terrible, so poor quality photos will keep people that may love your food from coming out to your truck.
3. Find a cohesive look you like, and stick to it. Use consistent colors, lighting, fonts, and tone to really build your brand.
 - a. Very rarely, stepping outside this consistency to draw attention to something truly special will make it stand out on your pages. Overusing this technique will look inconsistent and sloppy.
4. As time goes on, use the analytics on each site to see when your customers are seeing your posts. Then start releasing your posts at those times and on those days. This will help to reach the widest market you can because your posts will be at the top of people's feeds as they are logging on.
5. Be consistent in posting. Too much overwhelms people and they tune out, too little and you become irrelevant fast. Find the days that work for both you and your guests and consistently post at those times every week. People will start to anticipate your posts and be on the lookout at those times to get the scoop on your business.
6. Put out a schedule of your public events every week. Tell people where you will be and when and they will have an easier time finding you
7. **REPLY TO PEOPLE WHO POST ON YOUR POSTS!** The more engagement your posts have, the wider they will go. Every reply, like, etc boosts your post more in the algorithms.