

## Entice students with your words.



### > Quick tips—



Interact with your fans by:

- asking engaging questions
- giving a behind-the-scenes look at the action stations
- including appetizing food pictures

*It's best to post once per day, but no more than five times per week*



*Tweet fun facts, offers and menu teasers during high traffic hours*

*Tweet about twice per day*

Create buzz about customizable action stations made just for them.  
Entice students to eat on campus by offering customized dessert stations.

## > Dessert Bar

*Facilitate college students' natural creativity by encouraging them to build the best desserts. Host competitions, post photos of decadent desserts and build buzz around each theme.*

### What to post—

- Host a dessert competition where students or student organizations go head-to-head and promote the event on social media sites. Post photos following the event
- Keep the theme of stations a secret and direct students to follow you on Twitter at a certain time to find out the theme, time and location
- Share a behind-the-scenes Facebook album of all the potential ingredients
- Live-tweet station activity in the style of a sports commentator



*John just added **Nerds®** Candy to his upside-down pineapple cake creation and the dining hall went wild.*

- Connect to the do-it-yourself and snack hack trend with the commonly used hashtags (#DIY and #snackhack)



*Have a sweet tooth? Try **Butterfinger®**, **Crunch®** or **Nerds®** candy pieces on top of your frozen yogurt. Only at your dessert bar tonight in the dining hall. #snackhack [Insert photo]*