

Tweet local. Taste Global.



> Quick tips—



Interact with your fans by:

- sharing photos of on-campus dining events
- promoting new menu items and seasonal ingredients
- use polls & quizzes to solicit feedback

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



Tweet fun facts, offers and menu teasers before high traffic hours

- Tweet about twice per day
- Include #hashtags to tie-back to ongoing programs or topics.

Create buzz by blending intriguing new flavors with old favorites. Build-your-own dishes and carrier options encourage repeat dining.

> Street Food Station

Tap into the food truck craze by offering highly portable, customizable dishes that are easily configured to fulfill both authentic ethnic and fusion inspirations. Host competitions, post mouth-watering photos and build buzz around each theme.

What to post—

- Focus on engagement. A smaller group of ambassadors can be more impactful than thousands of followers. Post daily specials students can't find anywhere else. A sense of exclusivity gives a reason to follow and share "insider info" with friends.
- Contests aren't just for students. Let your staff shine in Iron Chef-style competitions where the student panels decide "which cuisine reigns supreme!"
- Reward students for publicizing. The first 10 followers who re-tweet or check-in could win flex dollars or a free item. End tweets with "PRT" (please re-tweet).
- Share photos of contests or campus-related events via Pinterest or Instagram



Spring break may still be two weeks away, but you can satisfy your Cancun cravings with our new Goat Cheese and Poblano Chile Guacamole

- Connect with the do-it-yourself and secret menu trend with the commonly used hashtags (#snackhack and #secret menu). You can name special items after student creators.



Smother your quesadilla with smoky Chipotle-Queso sauce. Use the code-word "Alyssa" tonight at the Quesadilla Bar. #snackhack [Insert photo]