



 INFINITE


TWIN PEAKS

EATS ♦ DRINKS ♦ SCENIC VIEWS

SOCIAL GUIDELINES & BEST PRACTICES

11.30.2021 Version



Objective

This document is meant to guide and inform how the Twin Peaks brand is represented on social media and the internal process between all relevant teams.



Table of Contents

Social Overview

Brand Pillars & Content Buckets.....	5
Social Accounts & Follower Stats.....	6
KPIs & Objectives.....	7
Social Process.....	8
Monthly Reporting.....	9

Social Posting

Posting Cadence.....	11
Posting Best Practices.....	12
National vs. Local Copy.....	13
Social Photography Guidelines.....	14
Image Do's and Don'ts.....	15-16

Community Management

Guidelines for Facebook, Instagram, Twitter.....	18
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Social Overview



Brand Pillars & Content Buckets

When posting on social, we consider our brand pillars as our content buckets and ask ourselves if the post is focusing on one of the following:

Twin Peaks Girls

The Twin Peaks all-female wait staff is considered the beautiful face of the brand and serves as the standard for the industry. It is imperative that when customers think of Twin Peaks, the first thing that comes to mind is our friendly, attractive and attentive Twin Peaks Girls.

29° Draft Beer

Possibly the most unique and marketable asset of the Twin Peaks brand is our signature 29° draft beer—a claim no other restaurant can make. Served in perfectly-frosted, man-size mugs, our rotating selection of fan favorites and in-house brews are the guests' trusted companion in victory or defeat.

Sports Lodge

Make no mistake, Twin Peaks may be unique in its environment, but when it comes to sports, there is no substitute. Our customers come to Twin Peaks for many reasons, and the ability to see several giant TVs exclusively dedicated to sports from any seat is second to none.

Environment

It's no secret that when anyone visits a Twin Peaks restaurant, they're immediately transported to an environment reminiscent of a comfortable cabin in the mountains. Even a first-time guest should feel the familiar warmth a lumberjack would expect walking into their local lodge.

Scratch Kitchen

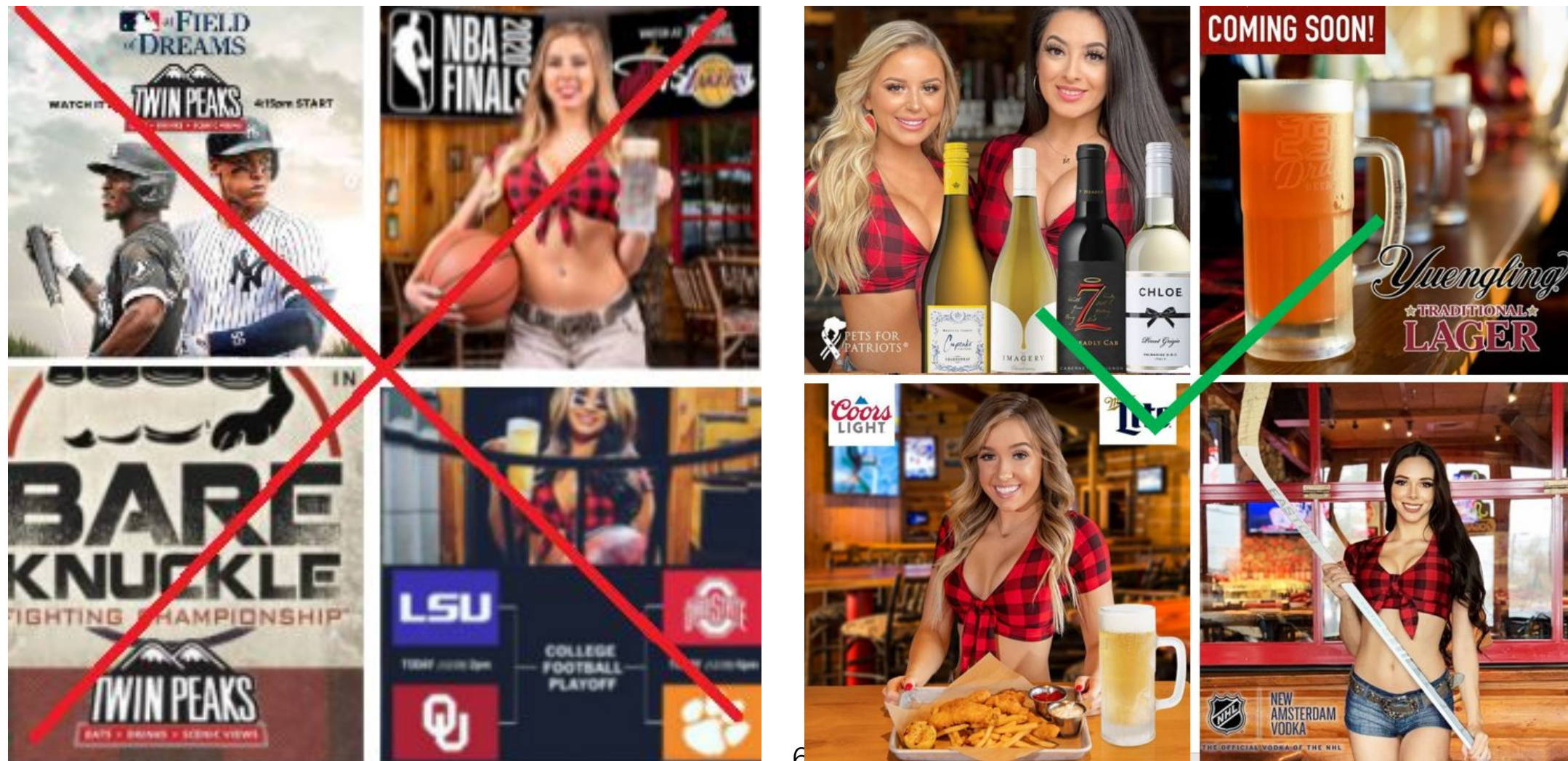
Unlike the monotony of traditional sports bars, Twin Peaks never bunts when it comes to the menu. Whether it's for lunch, happy hour or dinner, our guests can expect made-from-scratch menu items capable of satisfying every appetite.

Beverages + Sports - Logo Usage

Without permission, we are not at liberty to use ANY logos on our social postings to include professional sports teams, liquor/beer brands, etc.

Proper Steps to Take Before Posting:

- A logo may be used in marketing material when direct consent is given by a brand team member or a sponsorship program is in place.
- Before posting, it must be passed along for approval.
- The logo itself is always provided to you - not taken from Google.





National Social Accounts & Followers



Facebook
@twinpeaksrestaurant



Instagram
@twinpeaksrestaurants

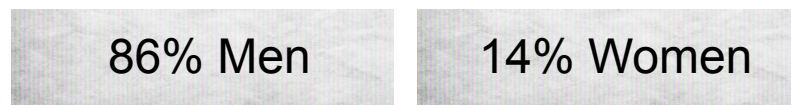


Twitter
@TwinPeaksLodge

Where do our most loyal followers live?



Who are they?

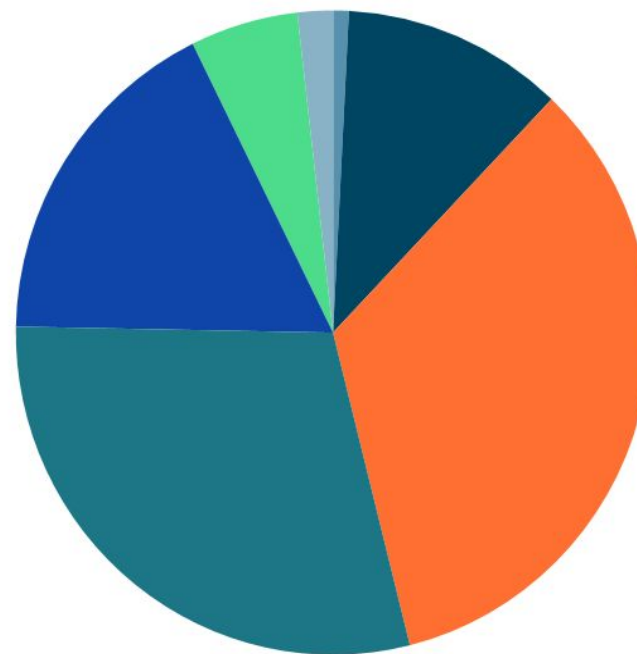


How old are they?

Age Range - Instagram

As of 12/18/2020

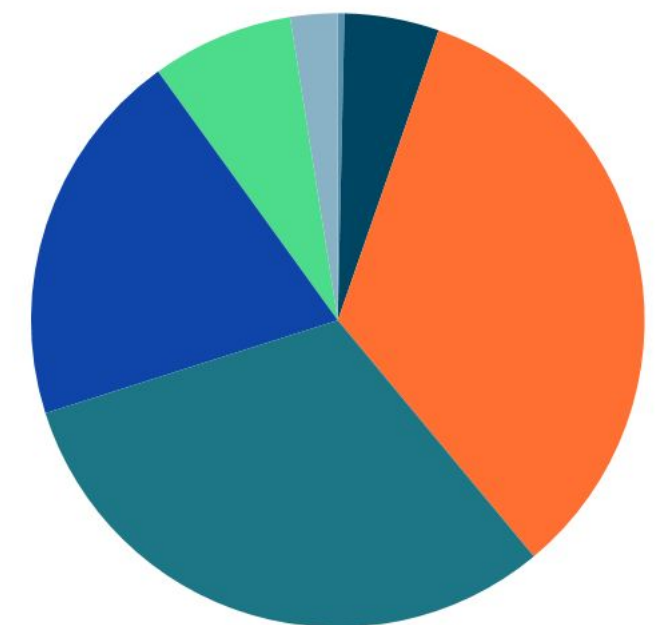
- Age 13-17
- Age 18-24
- Age 25-34
- Age 35-44
- Age 45-54
- Age 55-64
- Age 65+



Age Range - Facebook

As of 12/18/2020

- Age 13-17
- Age 18-24
- Age 25-34
- Age 35-44
- Age 45-54
- Age 55-64
- Age 65+



KPI's & Objectives



Followers/Likes

Why is this important?

Our follower and like growth tells us if our brand awareness and fan base is expanding its reach and catching new people's attention.



Engagement

Why is this important?

When our content inspires a user to take an action, that moves them leaps and bounds ahead in our brand's "funnel of awareness". You are much more likely to convert viewers that engage with your content into viable sales leads.



Reach & Impressions

Why is this important?

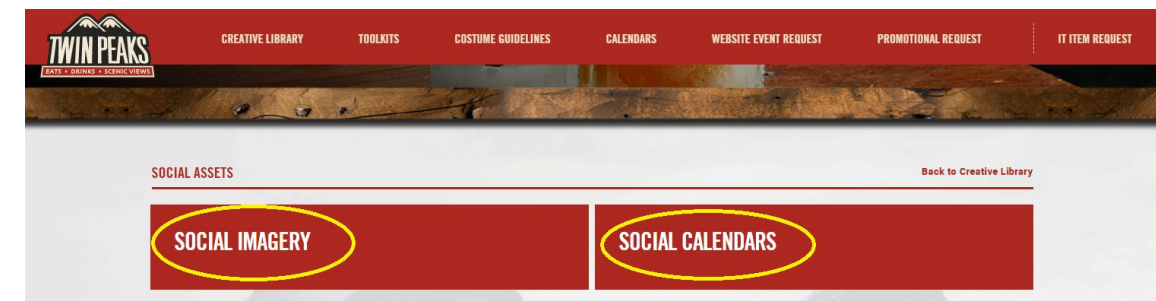
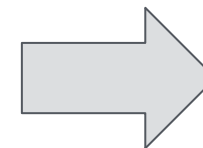
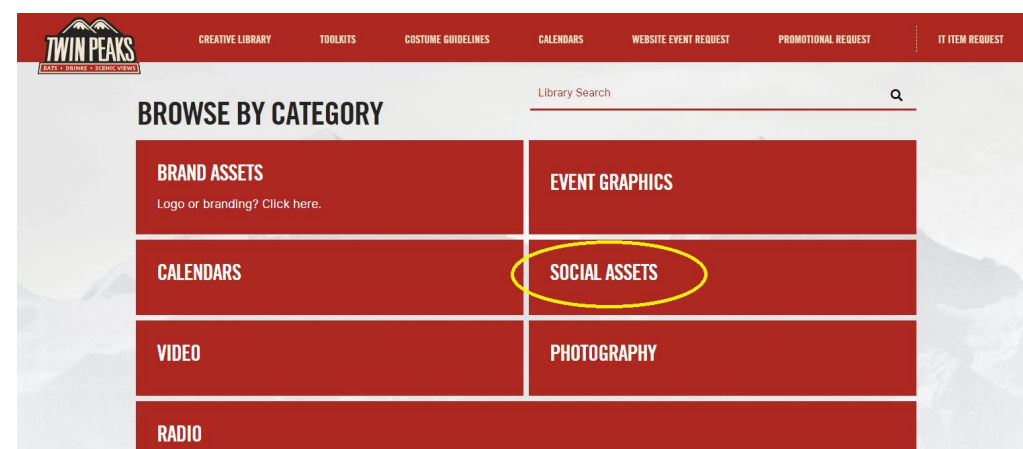
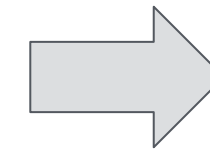
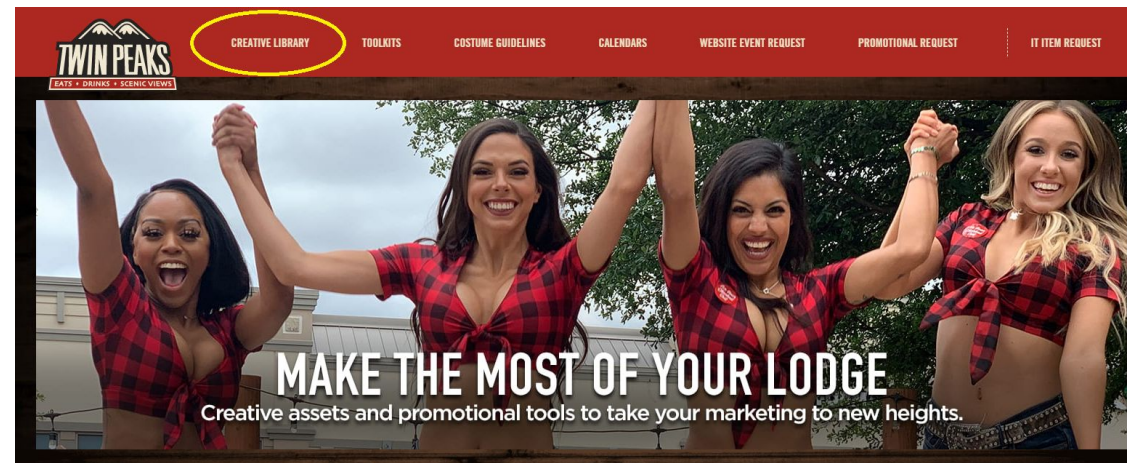
Impressions and reach measure our ability to get content in front of our intended audience. Before engagement comes reach and impressions that drive people to take action. One can't live without the other, and we can't improve one without also tweaking the other.

These are metrics you should be reviewing on your local social pages on a frequent basis to see what's working for your fanbase and in your area.

Social Process

Process for Monthly Social Content

- Each month, Twin Peaks Marketing works to get a full calendar and assets together to support all local Facebook and Instagram pages.
- Content includes social holidays, national promotions, big sporting events, costume parties and overall brand pillar focuses.
- We encourage your teams to use this content as a base for every month and layer in your own local posts to supplement.
- This content can be found on the Marketing Website - www.twinpeaksmarketing.com



- Need additional content or looking for something you can't find on the website? Email Marketing@TwinPeaksRestaurant.com for additional support.



Monthly Reporting

Monthly social reports are sent out at the beginning of each month on the previous month's social channels to our ops teams. We are working to get monthly reporting, tips and tricks and more sent out to the franchise field on a monthly basis.

What is tracked:

Twitter

Found under "More" on the left hand side > Analytics

- Follower count (loss/gain compared to last month)
- Number of Tweets
- Tweet impressions
- Profile Visits
- Mentions
- Top Tweet + screenshot of the Tweet
- Top Mention + screenshot of Top Mention

Facebook

Found under "Insights" tab and set to show the last 28 days

- Total Followers (loss/gain compared to last month)
- People Reached (loss/gain compared to last month)
- Post Engagement (loss/gain compared to last month)
- Page Likes (loss/gain compared to last month)
- Screenshots of the top 3 performing posts (based on Engagement Rate)
- Screenshots of the top 3 performing stories (based on Total Engagement)

Instagram

Found in the app on profile page > hamburger menu in top right > insights

- Total Followers (loss/gain compared to last month)
- Accounts Reached
- Total Impressions
- Total Content Interactions (Overall)
- Total Story Link Clicks
- Screenshots of the top 3 performing posts (based on Interactions)
- Screenshots of the top 3 performing stories (based on Impressions)

Franchise Locations

Facebook pulled through MomentFeed. Instagram tracked manually

- Total Facebook page likes by location + percentage growth/loss from the previous month
- Total Instagram followers by location + percentage growth/loss from the previous month



Social Posting



Cadence

Overall

Optimal time of day to post is between 9:00am - 6:00pm. Peak time being at 6:00pm.

These stats are for the national pages - please use the insights and analytics within your own social pages to tweak these timeframes for your stores.

Facebook

Cadence: No more than 2-3 posts a day / Minimum of 4 posts a week

Considering Facebook's Algorithm: Facebook prioritizes content from friends and family in users' news feeds. That makes it harder for brands to get their content in front of their audience, but cranking up your posting volume won't help you.

For each additional post a brand makes throughout the day, organic reach drops drastically.

Instagram

Cadence: No more than 2 posts a day / Minimum of 4 posts a week

Considering Instagram's Algorithm: Like Facebook, it prioritizes content for each user. So more posts does not equal more reach.

Twitter (Applies to the National account only)

Cadence: Unlimited

Considering Twitter's Algorithm: You can post as often as you want on Twitter. The average lifetime of a tweet is between [15-20 minutes](#). After this time span, followers' feeds have received enough new posts that yours gets pushed to the bottom.



Posting Best Practices

Overall

- Hashtags- Always include at least 2 core hashtags and potentially 2 dynamic/campaign hashtags - 4 to 5 tags max. When there appears to be no trending or relevant hashtag, use one of the following: #TwinPeaks #TwinPeaksRestaurant #TwinPeaksGirls #LodgeMantality #ScenicViews
 - As it makes sense, please keep it top of mind to also tag beverage vendor partners in appropriate posts.
- Emojis- Use Emojis when relevant to your copy. Do not ever use more than 3 or use them in place of a word itself.
- URLs- When necessary, URLs can be used along with relevant text on Facebook. Do not include URLs in copy on Instagram as they will not link.

Facebook

Best Practices:

- Avoid isolated food & dining promotions or off-brand redirect content. Biggest considerations should be company-wide announcements and priority on animated content.

Instagram

Best Practices:

- Avoid graphic/text based imagery, URL-based organic content, disjointed static content and inconsistency of hashtag use. Biggest considerations should be girls, premium photography and creative bite-sized video content.
- Stories
 - Create stories that interact with followers (use stickers, voting polls, questions, etc.)
 - Repost stories that we are tagged in and align with our Brand Pillars and social imagery guidelines
 - Post upcoming fights/games on stories using assets provided by Twin Peaks Marketing with a swipe up link to <https://twinpeaksrestaurant.com/locations>



National vs. Local Copy

National

- Copy should be general and not call out to specific brands, hours, paid fights or sporting events (unless available at all locations)
- If copy does contain specifics, include a line at the end that says something along the lines of “Valid at participating locations.”

Local

- Copy can call out to specifics in store:
 - Happy Hour
 - Promo Papers (where applicable)
 - Special Events
 - Costume Parties (when approved, where applicable)
 - Local sports



Social Photography Guidelines

Overall

- Imagery should not be tilted, stretched or distorted from its original shape.
- The Twin Peaks Girls should be used when possible and in a way that elevates the focus of the primary message.

Styling

- Twin Peaks Girls should always be dressed in their full uniform (denim shorts, plaid top, belt, socks, boots) or an approved costume (sports top, dress up, etc.)
 - No jackets over the shirts as if they just got out of the car to start their shift
- Avoid hair in cleavage
- Belts should be tight and ends tucked into their loops
- Jewelry should not have any recognizable iconography i.e. crosses, initials, animals or other objects. In postings it's best to keep it simple

Image Do's and Don'ts - TPG

Do's

- TPGs should always be photographed forward or 3/4 turned towards the camera.
- Unless directed to act in a different attitude for the photo concept, TPGs should always be smiling and appear happy.
- When possible, use natural lighting and make sure shadows are flattering.
- Lighting should be warm but natural.



Don'ts

- TPGs should refrain from sexual gestures.
- No car / bathroom selfies or images taken in the kitchen, on the expo line, in a shift photo.
- Do not add filters or adjust colors/ contrast for a particular style.
- Never crop the TPG's head off, UNLESS there is a food or drink item placed in front of them to be the main focus.
- Do not show bras or sloppy uniforms.
- No guns or weapons.

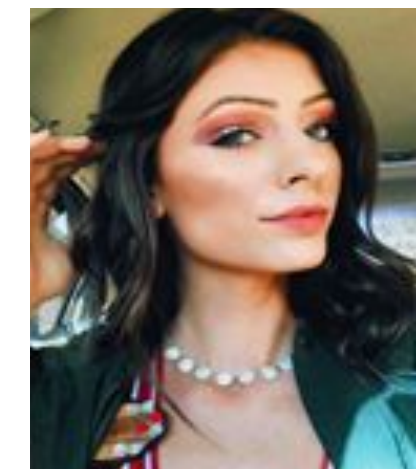
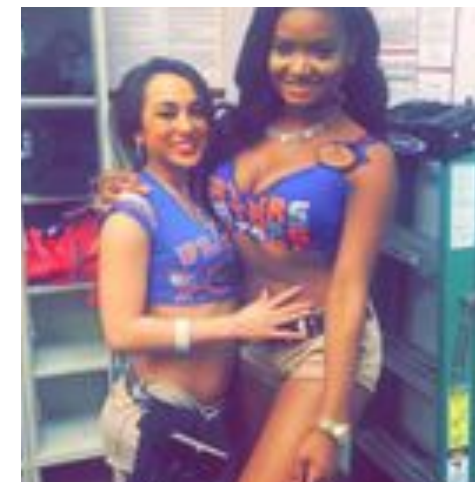
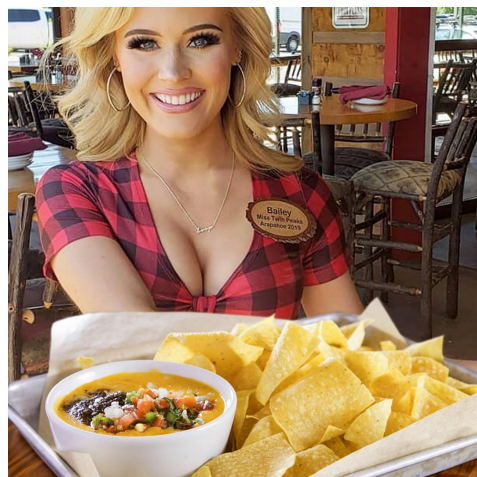
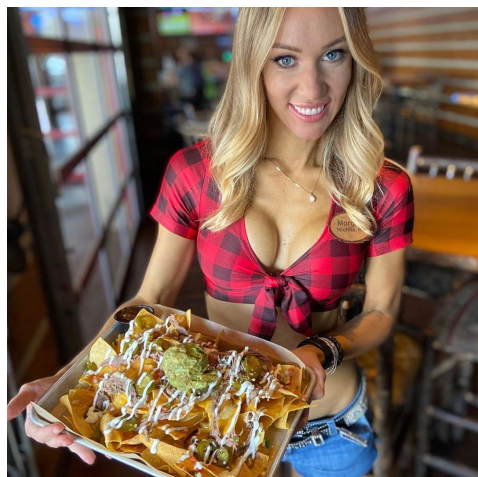
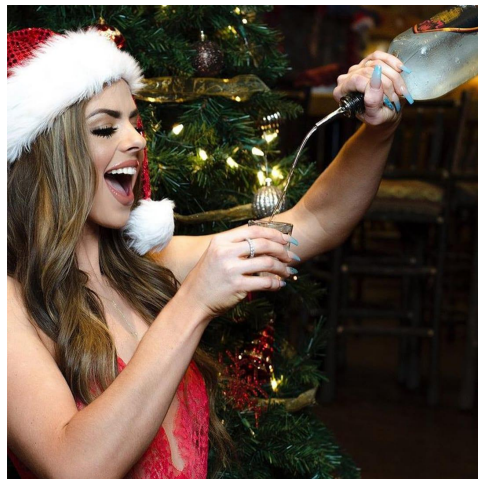


Image Do's and Don'ts - Food & Drink

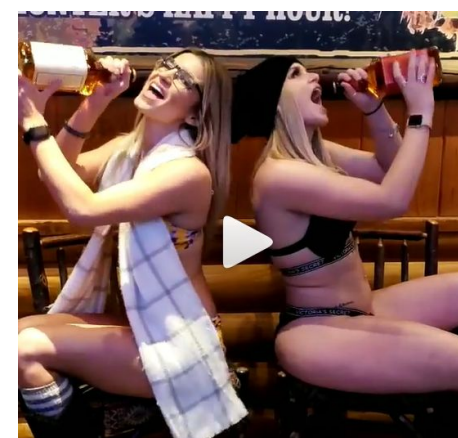
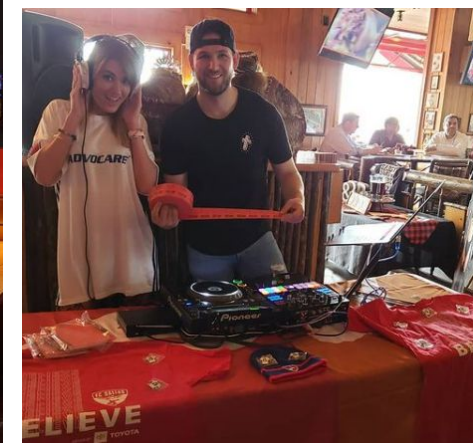
Do's

- Food should appear fresh and not cold or stale.
- Drinks should always appear cold and fresh.
- Beer glasses should always appear fresh from freezer.
- TPGs can hold food and drinks to promote those items.
- For detail photos of food or drink with TPGs, the girls should be cropped just below the eyes or lower with the focus being on the food.



Don'ts

- Do not use flat, warm or poorly made drinks.
- Do not use heavy flash on food to avoid making the food look washed out or bland.
- Don't rotate images or crop rectangularly.
- TPGs should never be eating food items or drinking drinks in photo.
- Some special events make more sense for stories - not permanent posts on the page.





Community Management



Guidelines for Facebook, Instagram

Why is community management important?

Community management allows us to obtain feedback and gather ideas from our customers, provide support and information to our followers, learn what our customers want, expect, and need from the Twin Peaks brand, and give value beyond our restaurant locations.

Response time

We try to respond to every direct message within 24 hours

Engage with Followers

- Casually respond to comments that allow for an interactive response. Emojis are a great and quick way to do this

Example:

Comment: Twin Peaks has the best beer

Twin Peaks Response: Cheers to that! 🍻

- Like positive comments on Instagram and Facebook
- Like or comment on images we are tagged in
- Repost UGC stories

Social Monitoring

- Delete/Hide any public comments or posts that are inappropriate in visual or language
- Untag Twin Peaks from any inappropriate or irrelevant images that we are tagged in