

# HOW TO PLAN SOCIAL MEDIA CONTENT FOR YOUR ISLE OF MAN HOSPITALITY BUSINESS (EATERIES AND BARS)

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# **This guide to planning content will show you:**

- How to efficiently plan content
- 4 sample content plans
- Ideas for posts
- A note on copy writing
- Example Calls to Action
- Sample posts

**If your restaurant, cafe or bar isn't 'Instagrammable' there are plenty of other ways to have a powerful presence on social media.**



# 5 steps to planning successful social media marketing

1. Consistently talk to your customers - are they on one social media platform regularly? Which channel is the most popular?
2. Regularly dive deeper with your customers - what type of social posts do they love? Photos? Up to date info? Holiday inspiration? Nostalgia?
3. Choose 4-6 content buckets for ease of planning (all will be revealed!)
4. Talk to other content creators (photographers, activity providers, accommodation providers, producers) and ask if they are happy for you to share their content if credited (this is not simply 'sharing' posts, this is saving their images and using in your own posts)
5. Decide which days you will post, choose a post format and schedule your posts!

# Steps 1 and 2

The more you talk to your customers, the better your social media marketing will be.

If you post without understanding which platform your ideal customers are on you may get crickets.

If you don't know what content inspires, entertains or is useful to your ideal customers you are wasting your precious time.



When it comes to posting, imagine you are talking directly to one particular customer, and write it to them.



# Content Planning

**The easiest, most efficient way to plan content is to have different content topic 'buckets' ready to draw from.**

# Step 3

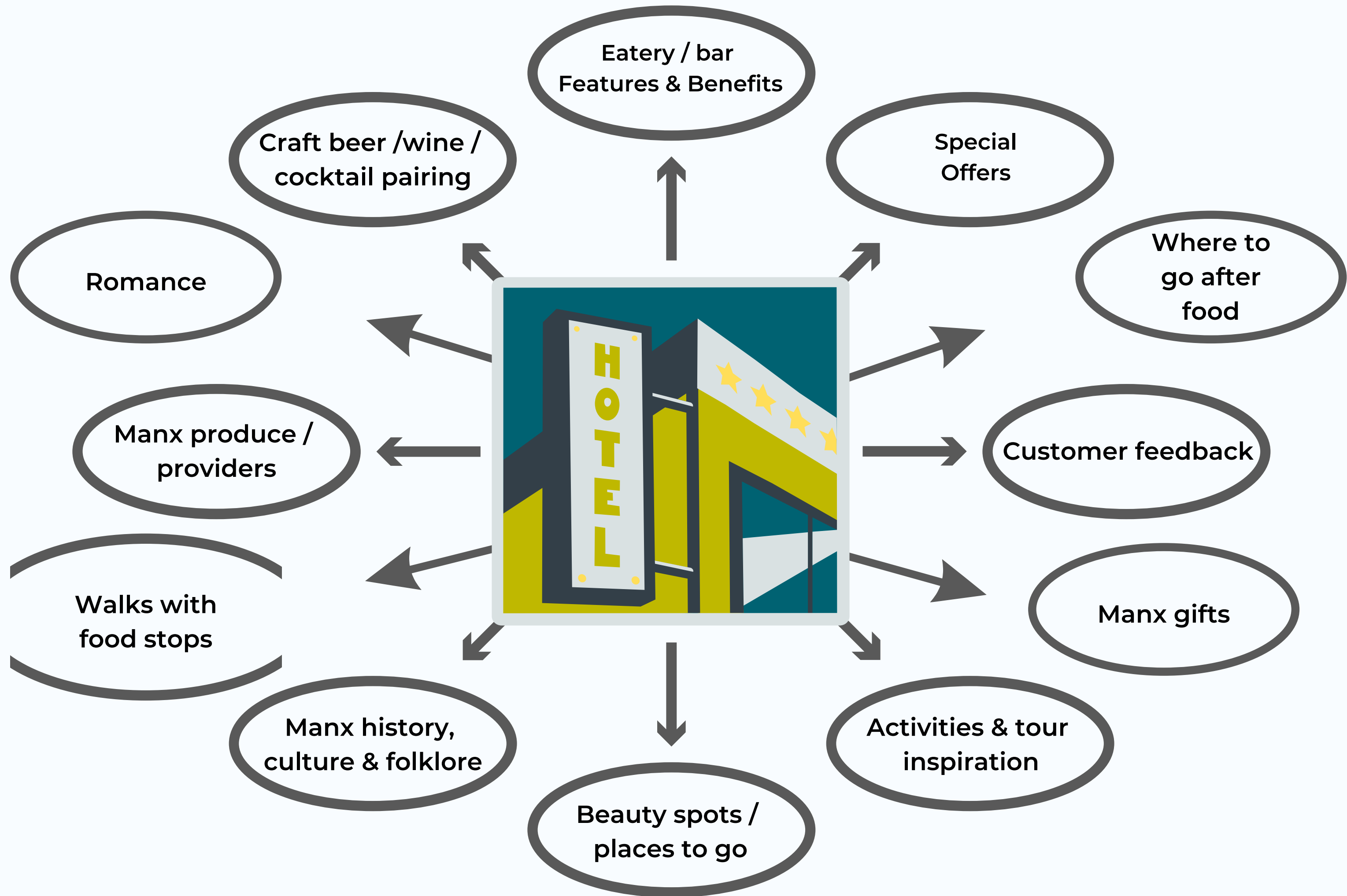
Define 4 - 6 content buckets

What did you discover in Steps 1 and 2? Is your ideal customer interested in:

- Local produce
- Modern or traditional menu?
- Wine pairing / Craft beer pairing / Cocktails
- Walking, cycling, water based activities?
- Heritage and culture?
- Health or sustainability?
- Food, gifting?
- Theme nights, pre-Theatre Dinners or What's on?
- Secret places to go?
- 'Instagramming', food or drinks with a view
- Late night scene



See the next page for a mind map of some of the different content buckets you should consider.





**Your conversations with  
your customers will inform  
which content buckets you  
choose.**



**Can you bring some consistency in  
to your planning? Shout out  
Saturday, Top Tip Tuesday,  
Wildcard Wednesday?**

**Consider Awareness Days**

# Step 4

Alongside content you create yourselves, it's great to share other people's content.

Consider investing in a creator to grab some quality images / video for you once or twice a year.

Talk to other content providers (photographers, activity providers, accommodation providers, producers) and ask if they are happy for you to share their content if credited (this is not simply 'sharing' posts, this is saving their images and using in your own posts).

If you can build up a network of people / businesses then together you will have a bigger impact through cross pollinating your audiences.

Engage on each other's content, share each other's content in new posts.

nb sharing the original post is kind, but the Reach is often not great. Hence I suggest saving the image (after requesting permission) and sharing natively.

# Step 5

Decide which days to post by looking at your analytics. Stick to this for a few weeks, then revisit your analytics to understand which days are working, and which days need to switch up.

Decide on a format for your post - try to alternate between these (more on this on the next slide)



Schedule your post in Creator Studio (or use an external tool like Hootsuite or Buffer)



# Post formats

It's important to mix up your content formats.

- Multi image do well on Facebook, Twitter and Instagram
- Short form videos do well on every platform
- Occasional question posts do well on Facebook and Twitter (just text and choose a background)
- Stunning single images with super short captions do well on Twitter, Facebook and Instagram
- Reels do well on Instagram
- Tik Tok is exploding - short videos of chefs & restaurant tours do well there. Along with videos of the water, scenery, beauty spots, tours, to the point fun facts (and also work for Reels)

Find lots of post formats and inspo later in this slide deck.



# Post formats

Links are often suppressed on Facebook, as algorithms like to keep audiences on their platform.

Despite this, it's still worth sharing links from time to time.

Test sharing links to websites versus creating your own post about an activity with a stunning photo and see which performs better.

# Deciding which format to use

Define topic of post



Define detail of post



Choose format of post



Story



Video



Reel



Sgl image  
post



Multi image  
post

**Here are 4 example 4-week  
content plans to inspire you**



# 3 posts per week, 6 content buckets

## Content Buckets

- 1) Your eatery / bar
- 2) Complimentary establishments
- 3) Activity / Walking Inspiration
- 4) Foodie tips relevant to your ideal customer (craft beer / wine / cocktail pairing or Manx producers / providers)
- 5) IOM Beauty Spots
- 6) What's On

What's On Highlights	Customer feedback with booking encouragement as call to action	Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music if you serve food or Best restaurant for a quick bite / for a gourmet experience etc if you're a bar.
Showcase a producer	Drink pairing tips for your menu if you serve food, or if you're a bar, great cocktails, spotlight on local berages etc.	Amazing image / video of the Isle of Man - a beauty spot / instagram worthy / hidden gem
Images of 1 or more local events (national sports events / festivals / charitable / cultural)	Your eatery's features / benefits / offers with booking encouragement as call to action  eg share your values or behind the scenes video of chef in action	Activity inspiration (alligned to your ideal customer)
Amazing local food/drink to try (alligned to your menu if you serve food)	Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!	Share an Instagrammable beauty spot (or just share a beauty spot, and how to get there if your audience aren't Instagrammers!)

# 3 posts per week, 4 content buckets

## Content Buckets

- 1) Your eatery / bar
- 2) Complimentary establishments
- 3) Activity / Walking Inspiration
- 4) Foodie tips relevant to your ideal customer (craft beer / wine / cocktail pairing or Manx producers / providers)

<p>Showcase a producer</p>	<p>Customer feedback with booking encouragement as call to action</p>	<p>Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music if you serve food or Best restaurant for a quick bite / for a gourmet experience etc if you're a bar.</p>
<p>Amazing local food/drink to try (aligned to your menu if you serve food)</p>	<p>Drink pairing tips for your menu if you serve food, or if you're a bar, great cocktails, spotlight on local beverages etc.</p>	<p>Heritage visitor site inspiration</p>
<p>Showcase a producer</p>	<p>Your eatery's features / benefits / offers with booking encouragement as call to action</p> <p>eg share your values or behind the scenes video of chef in action</p>	<p>Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music if you serve food or Best restaurant for a quick bite / for a gourmet experience etc if you're a bar.</p>
<p>Different ways to try local food/drink (aligned to your menu if you serve food) eg if you serve great fish, talk about fresh flash fried queenies from Spit Corner for lunch.</p>	<p>Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!</p>	<p>Activity inspiration (aligned to your ideal customer)</p>

# 2 posts per week, 4 content buckets

## Content Buckets

- 1) Your eatery / bar
- 2) Complimentary establishments
- 3) Activity / Walking Inspiration
- 4) Foodie tips relevant to your ideal customer (craft beer / wine / cocktail pairing or Manx producers / providers)

Amazing local food/drink to try (aligned to your menu if you serve food)	Customer feedback with booking encouragement as call to action
Amazing image of the Isle of Man - a beauty spot / instagram worthy / hidden gem	Drink pairing tips for your menu if you serve food, or if you're a bar, great cocktails, spotlight on local beverages etc.
Share top tips on where to go eg best pub in the South / Douglas / Ramsey / for music if you serve food or Best restaurant for a quick bite / for a gourmet experience etc if you're a bar.	Your eatery's features / benefits / offers with booking encouragement as call to action  eg share your values or behind the scenes video of chef in action
Tips from a local - share an insider tip of something super special your ideal customer would love	Meet the team! Introduce one of your fab team - share fun facts and a great photo (or video!) These posts can do really well!

# 1 post per week, 4 content buckets

## Content Buckets

- 1) Your eatery / bar
- 2) Complimentary establishments
- 3) Foodie tips relevant to your ideal customer (craft beer / wine / cocktail pairing or Manx producers / providers)
- 4) IOM insider tips

Customer feedback with booking encouragement as call to action

Drink pairing tips for your menu if you serve food, or if you're a bar, great cocktails, spotlight on local beverages etc.

Your eatery's features / benefits / offers with booking encouragement as call to action

eg share your values or behind the scenes video of chef in action

Amazing image of the Isle of Man - a beauty spot / instagram worthy / hidden gem

If you can figure out  
what prompts people  
to hit 'share' or to  
comment you have  
struck gold!



# Social Selling

Make it about your ideal customer.

Be interested in their opinions, their knowledge, their needs, their questions.

Think Value, Value, Sell

Look out for User Generated Content to share and credit

## Videos to Test

Videos can be live, pre-recorded or Reels.

Around 1 minute is good.

You don't need to be in videos, you don't even need to talk over them. You can add info in the captions.

Keep captions short and to the point, but do capture your brand tone of voice.

Consider asking questions at end of caption "where would you like to see next?"

1. Video tour of the establishment
2. Video of chef / bar-tender in action
3. Video of food being cooked
4. Video of band
5. Video of an event eg Lighthouse Challenge, Tin Bath Races, TT
6. Video of sunset, waves lapping, historical site, beauty spot
7. Customer testimonial video
8. Meet the team videos
9. Time lapse of events
10. Slow motion or stop motion videos

## Image Posts to Test

1. Quality images of dishes, menus, the establishment shared with benefits and features in the copy
2. Beautiful photos of the island - taken by you or shared with permission from other accounts. You will start to notice which types of images do well.
3. Testimonial graphics with benefits and thanks in the copy
4. Photo of customers with testimonial in the copy
5. Images of sites, walks, activities, food etc
6. 'What makes us different' posts
7. Event photos
8. Behind the scenes posts - showcase your team (these often work REALLY well!), improvements and special touches.
9. PNG guides of walks and routes from Visit Isle of Man website (you can convert PDFs to PNG online)

## Other posts to test

1. Drive traffic to website offers. Write enticing copy for the post: "Special Autumn Offer. Don't miss out, book at our special offer price until Aug 10th [link to website]\*"
2. Link to websites which provide interesting and educational information related to your Content Buckets. Frame the article with your thoughts, an added point of interest etc
3. Check Awareness Days to find any which align
4. Links to any articles which mention your business
5. Ask simple questions - no image / video required. eg 'What's your favourite dish?', 'When's your next Isle of Man holiday', "Where's your favourite IOM beauty spot", "What was the best night out you ever enjoyed with us."
6. If using Instagram, test using all of the engagement features on Stories - polls, questions, sliders etc

\*nb depending how well images from website pull through, you may need to create an image for this. You can use Canva.

\*\*Re-purpose information from your website into posts with an image

# Question inspiration

Get to know your audience, make them feel important,  
encourage a community feel.

- Which do you prefer? x or y?
- What's your fave dish on our menu?
- What dish would you add to our menu?
- How do you like to wind up the work week?
- What's your favourite.....? Laxey Beach, the walk up to Albert Tower, a Davidsons ice cream on Peel prom, a trip to Castle Rushen or a pint on Port Erin prom? .... etc
- Which Isle of Man restaurant would you recommend? (if you don't serve food)
- Where's great for after theatre drinks? / after dinner (if you're a restaurant)
- What song puts you in a good mood?
- What are you doing this weekend?
- Best place for grabbing a coffee in the Isle of Man ?
- When did you last visit the Isle of Man?



Writing Copy



# Writing post copy

You need to stop the scroll

- Leave white space between paragraphs - not one block of text
- Mix up post length - test some short and some longer
- Test emojis
- Use strategic hashtags and always use #iomstory
- One clear call to action

**Try to catch people's attention with your first line by calling out to your ideal customer in some way.**

Remember, this isn't about you - it's about them.



# Call to Action

Make it easy for people to take the action you want them to take

## Engagement

- Let us know in the comments
- Drop a ♥ / below if you agree!
- Share the love
- Who needs to see this today?
- Who would you \_\_\_\_
- Tell us \_\_\_\_

## Engagement

- What do you think (slider / poll in Stories)
- Double tap if you agree
- Tag a friend who needs to see this
- Bookmark/Save this for later
- Which is your favourite?

## Deepen connection

- Message us if you'd like to be the 1st to know
- Drop us a DM if you want \_\_
- Ask questions in Stories 'what do you need help with' or 'what would you love to know'

## Drive Traffic

- Learn/discover more on our website
- Click the link in our bio
- Watch more (link to another video)
- Add your thoughts over on (other platform)

## Build Email List

- Sign up for our latest news here
- Sign up to grab 10% off today
- Join our free group here
- Download your free guide here

# Sample Post: User Generated Content

## Top Tip

This image was shared in a review on the Close Leece Farm Facebook Page.

Save the picture (right click on it, save as), then share with the testimonial in the copy.



## Sample Copy

"Just stopped off at the cafe for a coffee during our bike ride. What a lovely place this is. The service was brilliant and the outside space is just lovely on a nice sunny day. Will definitely go back"

Ellan R Kneen

We love seeing and reading your Isle of Man Stories - if you'd like to feature on our page, tag us in your posts ♥

#iomstory

# Sample Post: User Generated Content

## Alternative testimonial post.

This image was shared in a review on the Roots By The Sea Facebook Page.

Save the picture (right click on it, save as), then pull into Canva.

Choose a 'Testimonial' template and copy the testimonial (or a small soundbite) into the image. Then share on your page with Book Now call to action.

nb use your brand guidelines (font / colours) for consistency



## Sample Copy

"When did you last enjoy the perfect flat white? We're open this weekend Thurs through Sun - can't wait to see you!

#isleofman #coffeewithaview #iomstory

# Sample Post: Restaurant



## Multi image Eatery Post:

Use quality images of chef in action - from prep to table, to take your audience through the experience.

## Sample Copy 1

From ocean to table, every detail has been perfected. Have you tried our [amazing dish which you captured in your images!]?

Tables are filling up this weekend - book your place today [\[booking link\]](#)

#isleofman #foodie #iomstory

## Sample Copy 2

Have you seen our new menu? Traditional favourites mixed with exciting new dishes; this might be our best one yet ❤️

If you're excited to try the [amazing dish you have photos of] book today [\[link\]](#)

#isleofman #foodie #iomstory

# Sample Post: Place of Interest

## Inspirational Post:

Grab a video of Castletown Harbour and castle, or the waves lapping the shore, or a sunset / sunrise.

If you don't have time, look out for creator videos and request permissions to save and share (you must credit them).

\*\*If you have budget, and you want to have super high quality social media, consider commissioning a creator to grab one or two videos and images a month for you.\*\*



## Sample Copy 1

Castletown Harbour. Wish you were here?

#isleofman #iomstory #heritage

## Sample Copy 2

Castletown is a gem in the south of the island and home to one of the best preserved medieval castles in the world!

Have you been?

#isleofman #iomstory #castles

# Sample Post: Activity Inspo

Helpful Guide post

PDFs of the Blueways and Self Guided walk are available on the Visit Isle of Man website.

You can download the PDF, convert to a PNG or JPEG then upload that image to your post.

You can tweak / use copy from the PDF as your caption.

These posts do well usually - because they are super helpful.



Respect the rights of all users & leave no trace.  
Please don't stand on the species that live on the rocks or kick the seabed.  
Please refer to the Coastal Code & Angling Guide

For information on guided trips, experiences or equipment hire you can book on the Maughold Blueway see [www.visitisleofman.com](http://www.visitisleofman.com)



## Sample Copy 1

Maughold's ancient fishing coves are still popular today for paddle boarders, kayakers & nature lovers looking for the grey seal colony. Maughold is a historically important shoreline with 7th century mine shafts and Bronze Age cairns.

It's also believed to be the landing place of St Maughold who brought Christianity to Mann in the 5th century!

Discover Maughold for yourself with this Blueway guide

#isleofman #iomstory #heritage

## Sample Copy 2

Have you discovered the extraordinary Maughold coastline?

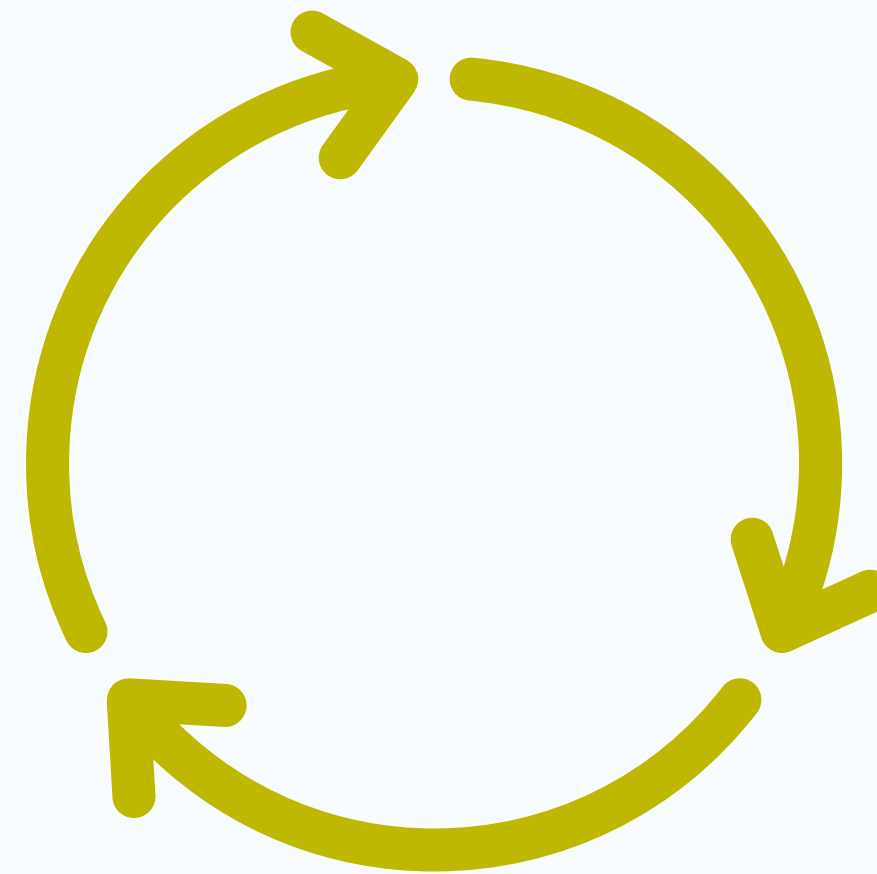
#isleofman #iomstory #history



**The testing never stops.  
Platforms are ever-changing**

**TEST**

**MEASURE**



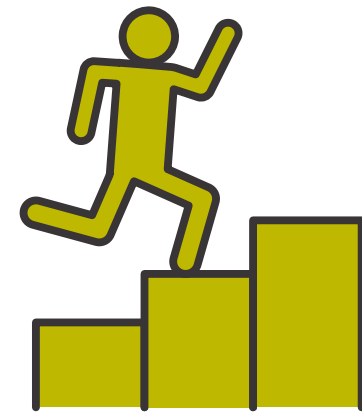
**REFINE**

# Remember...

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Building an  
engaged  
audience takes  
time & effort



One step at a  
time. Don't  
create  
overwhelm.



Be strategic. Post  
with a purpose in  
mind.



Always test.  
Performance  
based decisions  
are key to ROI.

If you have questions, I'm attending  
the 2022 Autumn/Winter Industry  
Days where I'd love you to 'ask me  
anything!'





Page: [@kirstymannsocial](#)  
Group: [Leveraging Social Media for Business Growth](#)



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