

MIAMI EATS: ORDER OUT. HELP OUT. DIAL RESTAURANTS DIRECT.

Due to the global pandemic and its dramatic effects on the restaurant industry, the Greater Miami Convention & Visitors Bureau (GMCVB) has created a new program called **Miami Eats**. The idea is that all locals can continue enjoying the vast dining options of their favorite local restaurants by placing takeout and delivery orders, while helping restaurants and their employees survive in these times of need. The program is for all Greater Miami and the Beaches restaurants regardless of location or price point, and it's completely FREE for the restaurants.

URL
GMCVB.com/MiamiEats

HASHTAG
#MiamiEats and **#OrderOutHelpOut**

PROGRAM LOGO



PRIMARY COLOR

RGB: 250 164 38
CMYK: 0 41 95 0
HEX: #FAA426

TYPEFACE

Program: **Helvetica Neu** and **Brandon Grotesque**
COPY: **Helvetica** or **Arial**

BACKGROUND COLOR

RGB: 27 132 188
CMYK: 82 39 7 0
HEX: #1B83BB

LOGO USAGE

Logo must be used on all program collateral. Must include GREATER MIAMI CONVENTION & VISITORS BUREAU (may only be removed on smaller digital assets if not legible.)

[CLICK HERE TO DOWNLOAD LOGOS](#)

INTRODUCTION

Social media is a great tool to rapidly promote Miami Eats by the GMCVB. This document presents some best practices, tips and tricks to promote your business as part of this initiative. Starting March 2020, Miami Eats by the GMCVB showcases a large number of restaurants in the Greater Miami and the Beaches area, which are still open for takeout and delivery.

ORGANIC SOCIAL MEDIA BEST PRACTICES

Every social media outlet is different, but here are some suggestions for strong social media exposure:

- » Always link to our website (GMCVB.com/MiamiEats) when possible as it serves as an excellent resource to learn about the businesses offering takeout and delivery during **Miami Eats by the GMCVB**.
- » Posts scheduled later in the afternoon/evening (3-7 p.m.) typically garner higher exposure and engagement, but you can use Facebook, Twitter, and Instagram analytics to determine the best times to post for your audience.
- » If you're looking to boost visibility to your audience, consider boosting your organic post. Keep in mind, it's best to stay more generic in your targeting and ensure you're boosting audience members within a 15-20 mile radius of your restaurant.
- » Please tag @MiamiandBeaches on all platforms, so we can help amplify your message on our channels.
- » Social graphics for each channel can be found in the "Digital Assets" link to help you support your business' Miami Eats participation.
- » For future posts, you can use the PNG files in the "Digital Assets" link to add the Miami Eats logo to any images you share on your channels. This can be done using PhotoShop or free social image editing tools like Canva.
- » **Encourage users to share images of their meals and how they're helping support Miami Eats with hashtags #OrderOutHelpOut and #MiamiEats.**

GMCVB_MiamiEats_IG-FB_1080x1080.jpg



GMCVB_MiamiEats_IG-Story_1920x1080.jpg



GMCVB_MiamiEats_Twitter_1200x675.jpg



INSTAGRAM BEST PRACTICES

The following is an example of how best to promote Miami Eats and your restaurant's participation in the program on Instagram. Feel free to use this as a foundation and add your unique flair to it. Please also tag @MiamiandBeaches and use #OrderOutHelpOut and #MiamiEats.

- We've teamed up with @MiamiandBeaches to help keep local flavor alive during these trying times. Order out and share a pic of your meal with #OrderOutHelpOut and #MiamiEats to support your local restaurants!

Other Instagram Tips

On Instagram, you can use up to 30 hashtags (<20 works best) to help boost your organic discoverability. Please be sure to include #OrderOutHelpOut and #MiamiEats, along with other local hashtags, brand-specific hashtags, and broader high-traffic hashtags.

- » Square images (1:1 ratio) with vibrant colors work best on Instagram.
- » Most business accounts allow you to share a post to your story. We have provided you with an IG story template, but this is a good tactic if you'd like to quickly share future posts or support other partners.
- » Be as active as possible by responding to comments and engaging with your audience.

FACEBOOK BEST PRACTICES

The following is an example of how best to promote Miami Eats and your restaurant's participation in the program on Facebook. Feel free to use this as a foundation and add your unique flair to it. Please also tag @VisitMiami and use #OrderOutHelpOut and #MiamiEats.

- We've teamed up with @VisitMiami to help keep local flavor alive during these trying times. Learn more about how you can #OrderOutHelpOut and support #MiamiEats: [GMCVB.com/MiamiEats](https://www.gmcvb.com/MiamiEats)

Other Facebook Tips

- » Image and carousel posts perform better than text posts. Use the platform to showcase images/video of your amazing culinary offerings.
- » Try to tell a story with every post. Whether it's the thought behind the recipe or how you're making orders special for the people of Miami, stories help drive deeper connections.
- » Don't be afraid to jump into the conversation in the comments. After all, social media should be social!
- » For boosted posts, text cannot take up >20% of the image (this goes for Instagram, as well), or it will not run. You can use **Facebook's tool** to check if your image is compliant.

TWITTER BEST PRACTICES

The following is an example of how best to promote Miami Eats and your restaurant's participation in the program on Twitter. Feel free to use this as a foundation and add your unique flair to it. Please also tag @MiamiandBeaches and use #OrderOutHelpOut and #MiamiEats.

- We've teamed up with @MiamiandBeaches to help keep local flavor alive during these trying times. #OrderOutHelpOut and support #MiamiEats at [GMCVB.com/MiamiEats](https://www.gmcvb.com/MiamiEats).

Other Twitter Tips

- » Keep hashtags to 2-3. Leverage the program hashtags and add either a broader hashtag or a branded hashtag.
- » Keep tweets short (suggested 180 characters max, before hashtags and links)
- » Twitter moves fast, so don't feel bad about tweeting the same thing more than once per day or leveraging previously published content.

[CLICK HERE TO DOWNLOAD SOCIAL MEDIA ASSETS](#)