

MUDPENNY[®]

HONESTLY
GOOD



COFFEE &
FOOD

SOCIAL STRATEGY

INSTAGRAM GOALS

GROW ACCOUNT FOLLOWERS AND COMMUNITY ENGAGEMENT

MARCH INSTAGRAM STATS:

- Average likes per post: [REDACTED]
- Average comments per post: [REDACTED]
- Followers - based on [REDACTED] followers a week: [REDACTED]

3-MONTH GOALS [INCREASE AVERAGES 30%]:

- Likes: [REDACTED]
- Comments: [REDACTED]
- Followers: [REDACTED]

IDEAL POSTING TIMES:

- Monday 9am
- Tuesday 1pm or 4pm
- Friday 10am

SECONDARY POSTING TIMES:

- Monday 11am
- Wednesday 5pm

HASHTAGS FOR LOCAL PUSH:

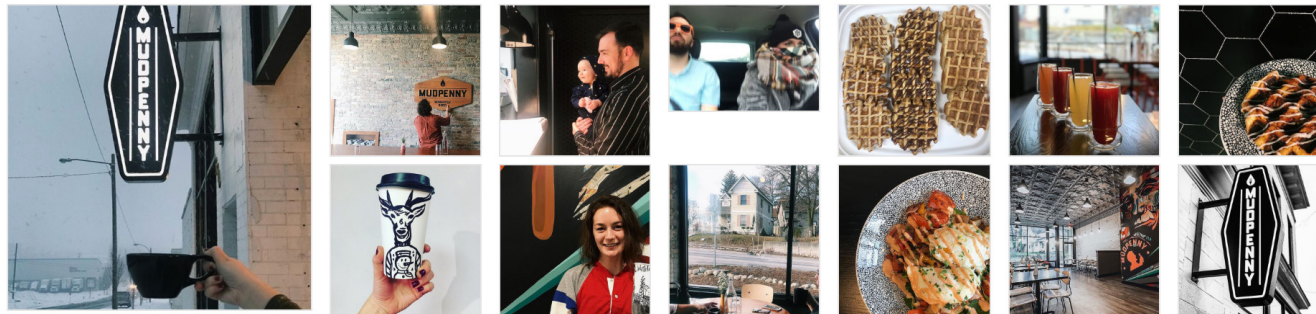
#MudPenny, #GrandRapids #Michigan #localfood
#eatgr #Michiganeats #616 #eatlocalgr
#GRfood #ediblegrandrapids #downtowngr
#downtowngrandrapids #puremichigan
#experiencegr #beercity #veangr #iheartgr
#GRnow #Michiganeats #yelpgr #cateringgr

HASHTAGS FOR ENGAGEMENT:

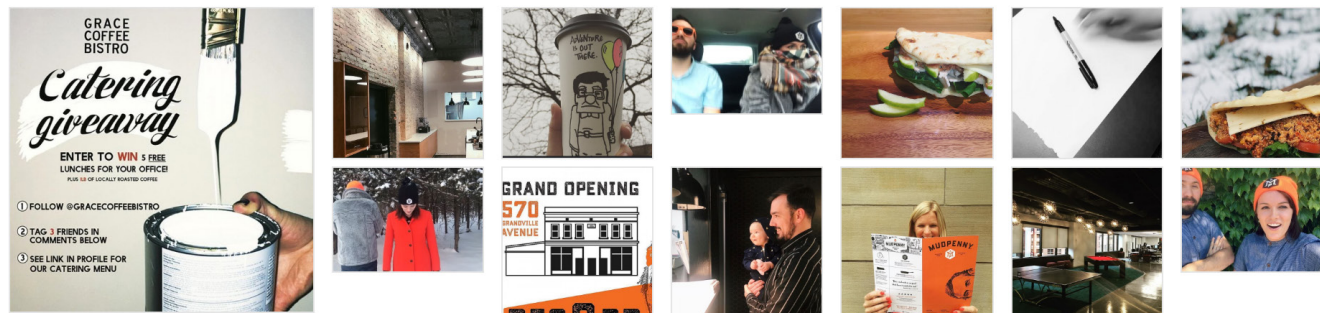
#brunch #foodography #liveauthentic
#foodiesofinstagram #foodiegram #foodstagram
#foodporn #foodie #foodblogger #veganfriendly
#vegandessert #instafood #dessert #cookies
#ketodiet #cleaneating #yummy #instagood

INSTAGRAM STATS

MOST LIKED MEDIA OF ALL TIME



MOST COMMENTED MEDIA OF ALL TIME



FACEBOOK GOALS

**BE A DEPENDABLE RESOURCE FOR CATERING CLIENTS
& PUSH RESTAURANT VISITS BY USING LOCATION ADS**

CURRENT MONTHLY AVERAGES:

- Page Likes:
- Reach:
- Engagement:

3-MONTH GOALS:

- Monthly Page Likes: (15% increase)
- Avg. Engagements: (15% increase)

FACEBOOK STATS (MAR 20):

Total Followers:
Total Page Likes:

IDEAL POSTING TIMES:

9am any day

NOTES: add restaurant to services list on FB about page