# Social Media Best Practices for Independent Pizzerias

## 1. PICK 1–3 PLATFORMS AND OWN THEM

- Keep consistent branding: tone, colors, logo.
- Focus on where your customers hang out (Instagram, Facebook, TikTok).

## 2. CONTENT MIX: WHAT TO SHARE

- Food close-ups: natural light, minimal props.
  - ◊ An example we love from Dave's Pizza Oven
- Behind-the-scenes/staff stories.
  - ◊ An example we love from Trio Pizza
- Specials & offers with clear call to action.
  - ◊ An example we love from Tori T's Pizzeria
- Local tie-ins (events, community).
  - ◊ An example we love from Salsa Pizzeria Napoletana
- Fun memes or trends (if it fits your tone).
  - ◊ An example we love from Woodstock's Pizza
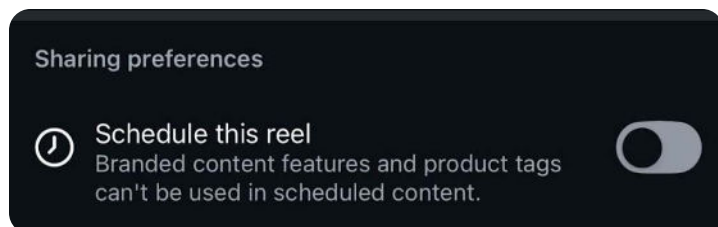- Customer photos: ask people to tag you and re-post their content.



## 3. USE A SIMPLE CONTENT CALENDAR

- Plan a week or month ahead.
- Use a simple spreadsheet: Date | Platform | Post type | Caption | Status.
- Leave room for local events and trending topics

| Date | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|---|
| **Post Type** | Food close-up | Specials & offers | OFF | Behind-the-scenes story | Fun meme | Customer photo | OFF |
| **Caption** | Start your week off right. | Don't miss out on our Thanksgiving bundles! | | Meet Vito, the Shop Father. | Did someone say pizza party? | Thank you for stopping by! | |
| **Status** | Ready to post | Ready to post | | Ready to post | Working on edit | Need content | |

## 4. POST TIMING & FREQUENCY

- 3–5 posts per week.
- Test evenings and lunch hours.
- Schedule your posts to launch in advance so you don't have to worry about it!
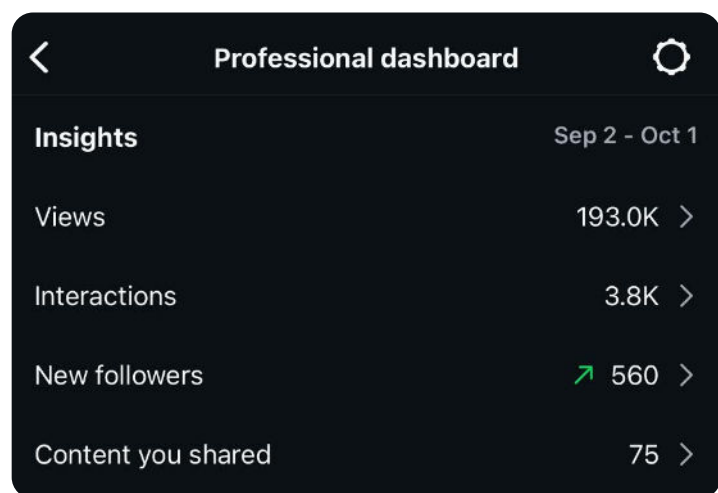


## 5. CAPTIONS

- Keep captions short and friendly.
- Add calls to action: 'Order now', 'Tag a friend'.

## 6. ENGAGE & RESPOND

- Reply to comments and DMs.
- Encourage reviews and shares.
- Repost when customers tag you.

## 7. MONITOR & ADAPT

- Track reach, engagement %, comments, and posts that drive orders.
- Do more of what works; drop what doesn't.
- Check platform insights (Instagram, Facebook).



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