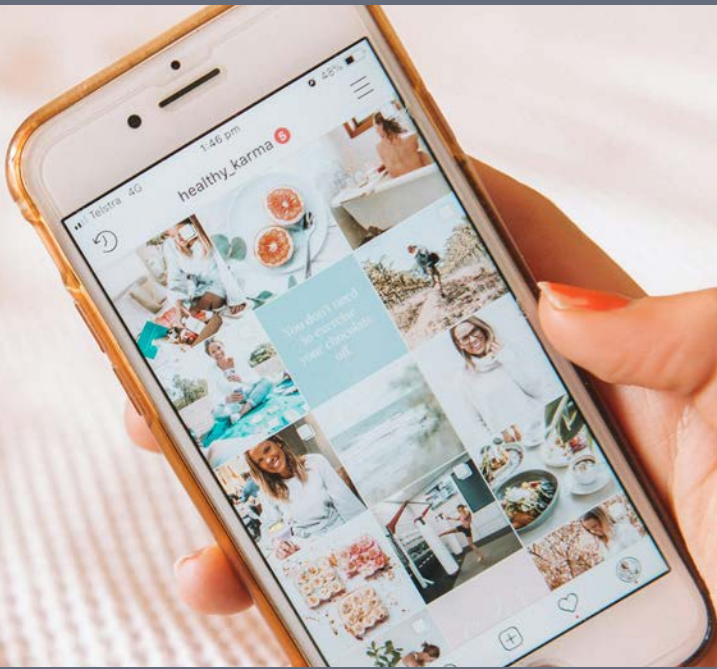


EVOLVE NORTH COFFEE ROASTERS

Simple Guide to Planning Social Media Content for Cafés







Welcome to the simple guide for planning social media content for your café!

Social media is a powerful tool to connect with your customers, showcase your café's personality, and attract new visitors.

Follow these easy steps to get started on social media and create engaging content that keeps your audience coming back for more.



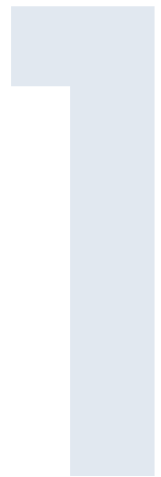


Step 1: Know Your Audience

Before you start posting, it's important to understand who your audience is. Think about the people who visit your café - their age, interests, and why they come to your café.

Are they students looking for a cosy study spot, professionals grabbing a quick coffee, or families enjoying brunch?

Knowing your audience will help you tailor your content to what they want to see.





Brunch

Eggs

- the rope breakfast burrito** 16
scrambled eggs, bacon, jack cheese, salsa, chili, crispy potato
- add side** \$1.00
- crispy brussels sprouts** 18
kale, peas, parmesan, two fried eggs
- neroni-style** 20
two eggs sunny-side-up, braised bacon, fried potatoes, country bread, butter, seasonal jam
- shakshouka verde** 19
poached eggs, poblano, feta, toast
- hork helly and rice bowl** 18
two fried eggs, herb salsa, soy vinaigrette
- creamy polenta** 19
parmesan, watercress
- veggie quiche** 18
balsic kale, crimini mushroom, white cheddar
- huevos rancheros** 18
crispy flour tortilla, rancho grande beans, corn, salsa verde, avocado, red onion
- the fenny tea** 19
southern macine with two fried eggs, country ham, pimento cheese, red or green, bacucha
- the gold's standard** 20
bacon, black pepper sausage, avocado, spinach, egg whites, potatoes, crimini mushrooms
- smoked radiatore carbonara** 20
two eggs, breakfast sausage, poached egg, baked beans, potato, butter mushroom
- proper english** 20
two eggs, breakfast sausage, griddled
- baked beans, potato, butter mushroom**

Grains

- the best biscuits ever!** 10
vermont creamery butter, john's jam
- pastry board** 18
chef's selection of four pastries
- cinnamon** 10
brown butter cinnamon roll
- granola clusters** 12
salted sunflower seeds, dried fruit, greek yogurt or straws milk
- overnight oats** 12
coconut milk, cinnamon, rolled oats, seasonal fruit, nuts
- oatmeal** 12
vietnamese cinnamon, coconut milk, almonds
- chia seed pudding** 12
seeds & nuts
- heart roasted briche french toast** 18
whipped creme fraiche, maple syrup
- oat griddle pancakes** 16
sweet butter, seasonal fruit, maple syrup
- grain bowl** 20
brown rice and quinoa, goat cheese, honey, apple, grilled cabbage
- roasted squash, pecans, green beans, orange tahini vinaigrette**

Market

- roasted beet hummus** 20
nigella seeds, raspberry vinaigrette, red onion
- di stefano burrata** 18
orange potato, cara cara and satsuma oranges, kumquat, pine nuts, sword lettuce
- wild malibu arugula salad** 17
Asian pear, goat cheese, red onion, pine nuts, vina cotto
- warm jerusalem artichokes** 16
peas, grilled avocados, quinoa, hot sauce, aioli, ginger vinegar
- skewed brussels sprout salad** 16
apples, avocado, sweet potato, crushed almonds, parmesan, olive vinaigrette
- add salmon** 12 | **add chicken** 7

Pizza

- killer bee** 21
pepperoni, mozzarella
- don't k...**



Step 2: Set Goals

What do you want to achieve with your social media presence?

Whether it's increasing foot traffic, promoting new menu items, or building brand awareness, setting clear goals will guide your content strategy.

Make sure your goals are specific, measurable, achievable, relevant, and time-bound (SMART).







Step 3: Choose the Right Platforms

Not all social media platforms are created equal. Choose the ones that align with your audience and goals.

Instagram is great for visual content like photos of your delicious dishes and cosy café ambiance.

Facebook is useful for sharing events and engaging with your community.

TikTok is great for short, engaging videos showcasing your café's vibe, special drinks, or behind-the-scenes moments.

Start with one or two platforms and focus on creating quality content for those.





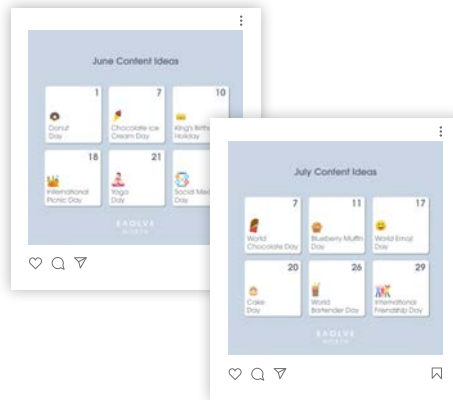


Step 4: Create a Content Calendar

Consistency is key on social media. Plan your posts in advance with a content calendar.

This will help you stay organised and ensure that you're posting regularly. Include a mix of content types such as photos, videos, behind-the-scenes peeks, customer testimonials, and promotions.

Don't forget to incorporate seasonal events and holidays relevant to your café.



Explore our blog for a wealth of posts featuring **social media calendar ideas** and other valuable insights.







Step 5: Showcase Your Café's Personality

Your café is more than just a place to grab a cup of coffee - it has its own unique personality and vibe. Let that shine through in your social media content.

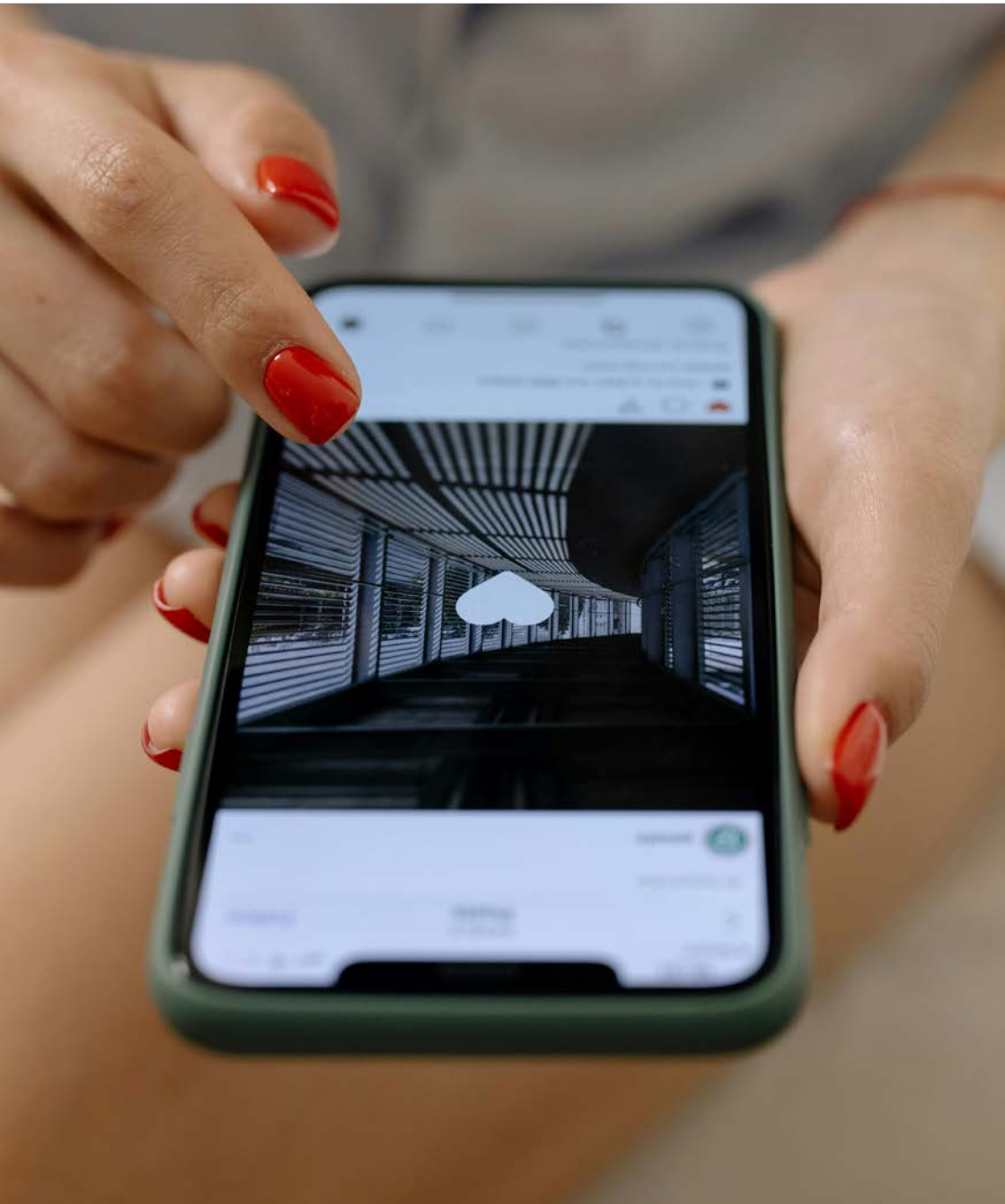
Share stories about how your café got started, introduce your staff, and highlight what makes your café special.

Authenticity goes a long way in building a loyal following.



Click here for tips on Social Media Branding with Canva:
A Guide for Success







Step 6: Engage with Your Audience

Social media is a two-way street. Don't just post content - engage with your audience!

Respond to comments and messages promptly, ask questions, and encourage user-generated content like photos of customers enjoying their favourite drink at your café.

Building genuine connections with your audience will foster loyalty and keep them coming back.





14:44



Insights

ACTIVITY

Interactions

CONTENT

AUDIENCE

Actions taken on your account from
19 July - 25 July

1,459



Profile visits
-1,006 vs. 12 July - 18 July

Website clicks
-103 vs. 12 July - 18 July

Emails
-1 vs. 12 July - 18 July

Get Directions



19

7

110

1,328



Step 7: Analyse and Adapt

Finally, regularly review your social media performance to see what's working and what's not.

Most social media platforms offer analytics tools that provide insights into your audience demographics, engagement metrics, and top-performing posts.

Use this data to refine your content strategy and continuously improve.



E OLVE NORTH

Require additional assistance?

We can help you build your brand, engage customers, and create unforgettable experiences. Our support includes digital marketing advice, eye-catching design assets, and social media audits.

If your cafe could benefit from added support,
don't hesitate to reach out to us today.

Phone: 1800 999 905

Email: info@evolvenorth.com.au

Follow us on social media and stay connected with the latest from ENCR.

  @evolvenorth

www.evolvenorth.com.au