

## Social Media Expectations

When it comes to social media, Go Burrito embraces it fully. From our Facebook, Instagram, and snapchat accounts, to even our listing on WAZE. As such we have guidelines for social media postings.

1: Please ensure that every social media post has the Go Burrito, or RumBar, logo in it somewhere. This will ensure that the images are branded. \*RARE\* If an image cannot have a logo over it, we strongly suggest a watermark of the logo instead.

Examples:



2. Profanity, derogatory or obscene posts are not allowed and will be removed by GB Corporate if found to be out of compliance.

3. You must post on social media a minimum of 3x week. Please see the social media cheat sheet for tips and tricks on the best times for posting, etc.

4. Remember to find ways to support your Local Community. Set up bar crawl events with your neighbors, congratulate their accomplishments. Also, always remember to tag your local community events Facebook/Instagram. That way your post has more reach, their followers see your posting as well as Go Burrito followers see their postings. It's a win-win that strengthens the local community while working together to help the local economy.

Example:

