

SOCIAL MEDIA GUIDELINES

We're so pleased that you've joined our social network. At Priestley's Gourmet Delights we are passionate about food and delighting our (and your) consumers with every mouthful of dessert and savoury treat.

Help share our passion and food with everyone by accessing our image library. We regularly update and provide new images of our creations as a resource for our partners. We've also put together some tips and tricks to get you (and us) trending on social media.

1. Use our image library



People eat with their eyes and appetite appeal is key on social media. To get consumers to notice your venue, we've done the heavy lifting for you and provided access to all our product images. Our images have been professionally shot and can be accessed via our website <https://www.priestleys-gourmet.com.au/>

2. Tag us and we can tag you!

We'd be delighted if you connect with us on socials. We can share your posts too!

Use our handles and hashtags:



IG: @priestleysgourmetdelights



FB: @priestleysgourmetdelights



LI: Priestley's Gourmet Delights



#priestleysgourmetdelights

HOW TO GET THE BEST RESULTS

TIP 1 - Make sure you use a great image. Remember we eat with our eyes so ensure all dishes have appetite appeal and look yummy!

TIP 2 - Lighting is important (it's all about natural light, don't use a flash), propping is essential and garnish is a must, if you're taking your own photos.

TIP 3 - Use our handles and hashtags and tag us so we can tag you!

TIP 4 - Your consumers are your biggest asset and advocates. Get them to share photos of themselves enjoying food at your venue.