WHAT’S A SOCIAL SNAPSHOT?
WHAT’S SOCIAL MEDIA ALL ABOUT?

IN SHORT, BREATHING MORE KIRBY FRESH MOMENTS TO THE FORFEITMENT OF OUR STORY AND DISAPPEARING OUR WORLD TO CUSTOMERS TO EXPLORE ON OUR GLOBAL ADVENTURES.

“TO TOUCH AND ENHANCE LIVES THROUGH THE JOY THAT IS KIRBY FRESH.”

WE USE IT AS A TACTICAL TOOLS TO ENVOLVE KIRBY FRESH GLOBALLY AND BUILD THE BRAND TOUGH REALIZATION WORLD-WIDE. OVERALL, SOCIAL MEDIA HELPS US.

BEFORE YOU COMMIT TO A SOCIAL MEDIA PRESENCE, YOU’LL NEED TO:

1. COMPLETE A TAILORING EXCLUSION WITH THE APPROPRIATE KIRBY FRESH GLOBAL TEAM
2. IDENTIFY THE RIGHT TEAM MEMBERS TO OUTFIT THE SOCIAL MEDIA STRATEGY
3. SET THE EXECUTIVE VISION FOR THE SOCIAL MEDIA TEAM IN AN E X T E N T PROGRAM

GLOBAL AND LOCAL: WHO DOES WHAT?

Global Team
- Develop content and strategies
- Define social media guidelines and procedures for posting
- Develop content strategy and social media calendar

Local Team
- Develop and plan strategy
- Respond to customer feedback and handle a customer complaint

Together
- The global and local teams will work hand-in-hand to create the best experience for our fans around the world.
WHAT MAKES FOR A GOOD COMMUNITY MANAGER?

- Knowledgeable for social media and its platforms
- Skilled in quick responses to comments and feedback
- Adapts to social media's fast-paced momentariness
- Skilled in changing social environments
- Skilled in always listening to conversations and interactions

WHAT DOES A COMMUNITY MANAGER DO?

- Moderate community and discussions with ease
- Posts relevant content optimized for each platform
- Supports or platforms exceed such metrics internationally and globally too

THE BEST COMMUNITY MANAGER

will always

- Maintain a consistent presence on social media
- Know when to take conversations offline
- Recognize when it's best to say something at all

THREE PRIMARY SOCIAL CHANNELS

Note: More channels are the strategy to use across a variety of platforms. This picture serves as a guide to full exploration and long practices on other channels, and finally the [deleted] from a recommendation. Check the [deleted] for best practices for each platform.

- Content ownership
  - Where people show and share Rooster Teeth videos, images, and content on their pages, they allow us to share our voice
- All about moments
  - The time we share our experiences to communicate with a user
- Quick move sharing
  - The time we reach about the user

SOME RULES OF ENGAGEMENT

- Consider the use of appropriate hashtags to represent the community
- Include photos that reflect the community
- Check out shared or related content
- Choose who should post content after a [deleted]

A note on cultural sensitivity

In today's world, everything needs to be understood in each culture. What may be acceptable in one region may not be the same in other regions, and sometimes one word can be altered to be understood in several languages. If you are unable to communicate your message properly, you may need to skip that language or culture.

TIP

- Tip #1: Know your language in a region where there is a high amount of [deleted]

A FEW WORDS ON HASHTAGS

- Hashtags are [deleted] on Twitter and Instagram, and in a lesser version on Facebook and YouTube. The Global community management team struggles with hashtags that [deleted] because they can lead to the hashtag becoming long-term community campaigns.

#KrispyKremeMoments #KrispyKremeNothingMore #YourKrispyKreamoment
WHAT WE SAY AND HOW WE SAY IT

We can’t spend in every person you cross the road. We keep Krispy Kreme fresh, but a brand community to which we all have some active involvement. Our content themes have to work in a larger brand across our platform. 

CONTENT THEMES

1. OPPORTUNITIES TO SHARE AND CARE
2. EXPRESSING ORIGINALITY
3. SATISFYING CRAVINGS
4. BEING A PART OF A COMMUNITY

Improve our guests to make it in a more connected with brand news
Teach new fans who are “baking treasures” by sharing stories from our friends
Bring improving moments and changes to life
Nurture our fans to fully understand the connection to the story of Krispy Kreme

FINDING A BALANCE

It’s important to find a balance in our social content. We should give equal consideration and emphasis to:

- All four content themes
- Transactional and emotional content
- Treats and beverages

FINDING OUR SOCIAL VOICE

This is a Krispy Kreme Social Voice that helps frame the framework for how we will consistently communicate with our fans.

What our voice sounds like

WE ARE

- 1 year old, encouraging
- We really care about our fans, and want to make life easier for you.
- We’re fun and approachable.
- We’re good listeners
- We’re in it together

WE ARE NOT

- Boring
- Selfish
- Too serious
- Too much, too fast
- Too long

VISUAL CONTENT

Consistent visual communication is one of the easiest ways we can rally our values and identify our entire company - we’re always working. Whether it’s good to keep aware of visual trends in the market, we always have unique visual ingredients from our brand guidelines.

WHAT OUR VISUAL IDENTITY SHOULD COMMUNICATE

- The irresistible power of Krispy Kreme innovation
- The brand’s simplicity and authenticity
- A relatable brand identity across every platform

WHAT IT DOES

- Conveys
- Captures a user’s attention
- Encourages engagement
- Drives a deeper connection to the brand

WHAT IT LOOKS LIKE

- Vibrant
- Modern
- Authentic
- Bright white
- Memorable
- Distinctive

FOR MORE HELP, CHECK OUT THE MIX ON THE OVERVIEW AND COMMUNITY MANAGEMENT SOCIAL SNAPSHOT INFOSERIES.

http://mix.krispykreme.com/mix

TIP

As a guide for both Facebook and Twitter, here are some examples:

- Stars
- Yummy
- Special
- Authentic
- Bright white
- Memorable
- Distinctive

That’s it! You’re ready to start.