



SOCIAL MEDIA CONTENT GUIDELINES

INTENT & OBJECTIVES

PURPOSE:

Generate brand awareness

We want every single person within our target audience in the communities we serve to know who we are and what we do.

Create brand affinity

We create an experience no other entertainment concept can replicate. We operate hot spots with vibes - and we want people to know it from every in-person and digital experience they have with our brands. People not only fall in love with our experiences because they are fun, but our brands because they have personality.

Increase revenue generation

We want the ability to tie our social media efforts to KPIs that matter: Audience growth, audience engagement, group sales opportunities, and bookings.

GOALS:

Expand reach

Grow audience
Leverage trends
Increase paid opportunities

Create evangelists

Share “Insider” content
User-generated content

Increase bookings

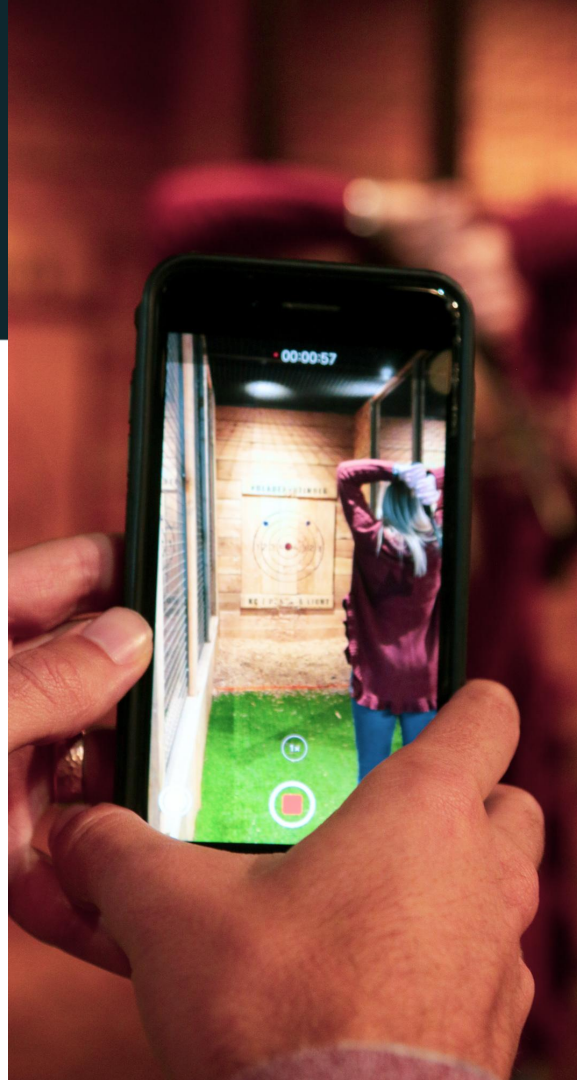
Promotions
CTAs
Influencers & affiliates

SOCIAL MEDIA

@BLADEANDTIMBER


CHANNELS WE USE:

- Instagram
- Facebook
- Twitter
- LinkedIn
- Tiktok



HOW CAN YOU HELP?

WAYS TO CONTRIBUTE:

- Upload photos & videos to the content portal
 - Follow the content creation guidelines
 - Become a Content Ambassador for Blade & Timber
 - Use the content suggestion box to suggest ideas
 - Follow us on your favorite social media platforms!
- 
- A decorative background pattern consisting of several stylized orange axes. The axes are arranged in a way that they appear to be scattered or falling, with some pointing upwards and others downwards. The pattern is located on the right side of the slide, partially overlapping the white background.

CONTENT SUBMISSION

Content Portal

Step 1: Go to Swell Spark's website at www.swellspark.com

Step 2: Click on the “internal” tab (password: 2633)

Step 3: Scroll down to “Content Portal”

Step 4: Use media upload form to submit content (photos/videos)

Suggestion Box

- Share your thoughts with us here:
https://docs.google.com/forms/d/e/1FAIpQLSdqb7x_WbHtHwvCTorKX0QDm2wIgwfsDZn07cAD3R0G5NA/viewform
- Please note that we plan content far in advance, so if you have an idea that takes time let's plan accordingly!
- Types of suggestions:
 - Social media trends
 - Trending audios
 - Memes
 - Funny jokes
 - Cool photos
 - Holiday content
- Form can be accessed at the link above & from Swell Spark's Content Portal page

TYPES OF CONTENT

LOCATION SPECIFIC

Content that shows your location within the context of your community

- Community events:
 - Festivals
 - Holiday celebrations
 - Artisan/farmers markets
 - Fairs
- District/neighborhood:
 - Your city
 - The metro area
 - Real estate development

STORE SPECIFIC

Content that is specific to your location/showcases the store and staff*

- Storefront/interior
- Merchandise
- Employee content:
 - Staff group photos
 - Team building
 - Staff may be influencers or “social media savvy”—have them grab some content
- New locations:
 - Grand Opening events
 - Store renovations
 - Construction updates

*see slide 8 for employee guidelines

FOOD & BEVERAGE

Content that shows us your food and drink options

- Bar:
 - Beers, seltzers, etc.
 - Popular cocktails
 - Cocktail of the month
 - Seasonal drinks
 - Show us your bar
 - Bartender making a drink
- Food:
 - Lumbersnacks
 - Shareable menu items
 - Dessert
 - Chef preparing food
 - Large orders

TYPES OF CONTENT (CONT.)

GUEST CONTENT

There is a section in the waiver that states guests agree to have their photo taken. However, it is nice to inform guests when you're going to take a photo of them

- Special guests (celebrities, professional athletes, musicians, public officials, etc.)
- Special groups (healthcare workers, first responders, veterans, sports teams, etc.)
- Guests axe throwing/darts
- High-energy/when a group is having a lot of fun
- Proposals (guests may plan to propose to their significant other at the store)

GROUP EVENTS

Highlight your location's ability to host group events-

- Food catering
- Decorations
- Full facility rentals
- Types of events:
 - Corporate events
 - Holiday parties
 - Birthdays
 - Bachelor(ette) parties
 - Wedding parties
 - Baby shower/gender reveal
 - Graduation parties
 - Retirement parties

INSIDER CONTENT

We want to give the people what they want! (Content for our super-fans; content that showcases the store culture, axe throwing culture; content for axe throwing aficionados; etc.)

- Trick shots
- Behind the scenes
- Interviews
- Funny things around the store
- Photo booth
- Darts/yard games
- Tips from the coaches

EMPLOYEE GENERATED CONTENT (EGC)

GUIDELINES

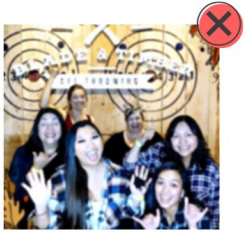
General Managers should monitor store employees if they are given permission to take content in stores. It should not be a distraction to their regular working duties. It is up to the discretion of the GM. Please make sure what is captured is appropriate. Here are some things to avoid:

- Foul language, inappropriate gestures, etc.
- Promoting other brands/people wearing too many brands
- Guests who appear too rowdy
- Guests with too much skin showing/capturing them at unflattering angles
- Things that are unsafe
- Anything that would get us sued



CAPTURING THE PERFECT SHOT

BLURRY/UNCLEAR PHOTOS



- Avoid blurry photos
- Hold camera steady
- Focus camera by tapping screen



- Minimal movement of subject

OBJECTS IN FRONT OF LENS



- Avoid objects covering the lens (like your finger or hand)
- Avoid objects that block the shot



- Make sure your lens is clean (no smudges or cracks that may affect photo quality)

SUBJECT OUT OF FRAME



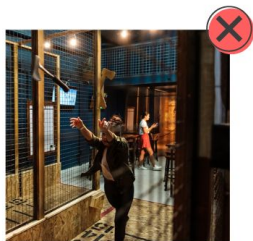
- Ensure the subject is in frame
- Consider the rule of thirds



- Capture a clear view of subject

CAPTURING THE PERFECT SHOT

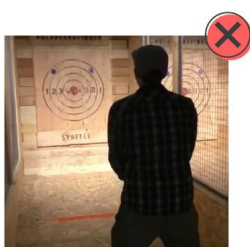
SHADOWS



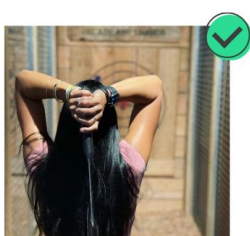
- Avoid shadows if possible
- Shadows are distracting. Angle yourself to a position where the shadow is not in frame if possible



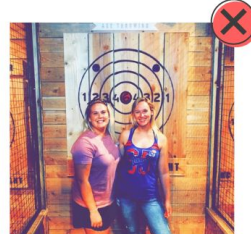
STRANGE LIGHTING



- Avoid photos where the lighting is too dark/bright/or where natural lighting is distorted
- Consider using the flash if the image is too dark



FILTERS/SPECIAL LENSES



- No filters
- Don't use a fisheye lens or other types of products that can distort an image



CAPTURING THE PERFECT SHOT

EXTERIOR SHOTS



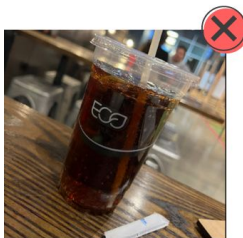
- Make sure the logo/signage is in full view

- Consider the distance you need to get a wide shot



- Avoid taking photos when people are walking in front of camera

INTERIOR SHOTS/CLOSE-UPS



- Closeups of unique/fun things around the store

- Food/drink shots: avoid taking photos where the drink or food is unappealing



- Food/drinks with a garnish are preferred

- Try to take photos of food/drink before anyone has taken a bite/sip

OTHER THINGS TO AVOID

- Low photo quality (if the device does not have a quality camera)

- Cropping images (we want the full unedited photo, if it needs a crop we'll decide before posting)

VIDEO CONTENT

KEY TIPS:

- When recording with audio, make sure the environment is not too loud
- Keep camera steady when recording, avoid excess movement/shaking device
- Keep angles consistent; when recording multiple clips, try to keep the camera in the same position for each clip
- Be aware of what is in the background of your video

CONTENT AMBASSADOR PROGRAM

DETAILS:

- **What:** Employees will work with Swell Spark's Social Media Specialist to curate and post content for social media—and eventually work with the marketing team on larger-scale projects as needed.
- **Who:** Hourly staff who take interest in social media that are the “go to” content creators for each location.
- **Why:** To gather more, high quality, content from a variety of perspectives that represents the entirety of our brand.
- **When:** More information & how to apply coming soon!

DEFINITIONS

- **Brand affinity:** an emotional connection between a brand and its customers. People who share the values of a brand tend to choose its product and recommend it to their friends.
 - **Brand awareness:** the extent to which consumers are familiar with the distinctive qualities or image of a particular brand.
 - **Brand loyalty:** the tendency of consumers to continue buying the same brand of goods rather than competing brands.
 - **Channel:** blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform.
 - **Content:** anything you share on social media, whether it's a text update, a photo, graphic, video, link, etc.
- **Employee-generated content (EGC):** the images, videos, blogs and other content forms that employees create themselves. This content is often shared on employees' social media accounts, or posted by the brand, and ideally offers insight into the employee experience at a company.
 - **Engagement:** a measure of how people are interacting with social media accounts and content by metrics such as comments, likes, and shares.
 - **User-generated content (UGC):** original, brand-specific content created by customers and published on social media or other channels. UGC comes in many forms, including images, videos, reviews, a testimonial, or even a podcast.