



## How to make the most of social media

Craft BakersWeek uses social media to spread the word about the campaign, so do join us and many bakers and consumers on Twitter and / or Facebook to help raise awareness of both your bakery and the craft baking profession.

Facebook and Twitter are great ways to engage with your customers, you can let them know instantly when you have new products available, what you are baking, any offers or promotions you may be running as well as allowing you to upload photos to entice your customers and bring your shop and baking to life!

Follow these top tips on how to make the most of social media during Craft BakersWeek 2015:

### Twitter

Firstly make sure you're following Craft BakersWeek @craftbakersweek and use the hash tag #LoveYourBaker

In 140 characters (including links and photos) you can instantly tell your customers what you are doing, where, when and how. People are more likely to engage (respond to your tweet or favourite your tweet) if it has a picture so use your photos (photos taken on mobile phones are sufficient) and let the photo do the talking. Examples of tweets for Craft BakersWeek are:

✚We're taking part in @craftbakersweek in Sept, a week to celebrate baking. We'll also be supporting @MakeAWishUK - watch out for more info

✚@craftbakersweek is only months away. How would you like us to celebrate? Events, promotions, a new product? Let us know #LoveYourBaker

✚Just a month until @craftbakersweek. We have promotions, competitions and more planned. Keep an eye out for more information #LoveYourBaker

✚We've just decorated our bakery for @craftbakersweek what do you think? #LoveYourBaker(upload a photo)

✚It's @craftbakersweek we're selling special cupcakes to raise money for @MakeAWishUK. Come down and support this worthwhile charity(include a photo)

### Facebook

With Facebook you can say as much as you like in one Facebook post and upload photos. This means you can mention your plans in much more detail so don't just use the same copy you have for Twitter. Examples are (expanding on the tweets above):



We're taking part in Craft Bakers Week, a week to celebrate craft baking. The week is taking place 28<sup>th</sup> September to 3<sup>rd</sup> October and is supporting Make-A-Wish, the charity that grants magical wishes to children and young people fighting life-threatening conditions. We'll be running promotions, events, activities and more. So watch this space for more information!

Craft Bakers Week is just months away. We want to make this week, celebrating our craft, as fun as possible for our customers. How would you like us to celebrate? Maybe promotions, tastings, introduce a new product, run a competition for children, demonstrations on how we make our goodies? Let us know!

Do you think our bakery looks stunning? We've just finished decorating it for Craft Bakers Week, we have posters, bunting, balloons... Come on down and join in the fun!

Craft Bakers Week is supporting Make-A-Wish and in turn we are too! Make-A-Wish is a fantastic charity that grants magical wishes to children and young people fighting life-threatening conditions. We have created special cupcakes, decorated especially for this charity with money from the sale of each cake being donated. Enjoy one of our tasty cakes whilst helping children too!

And don't forget to link with us - [www.facebook.co.uk/craftbakersweek](http://www.facebook.co.uk/craftbakersweek)

If you haven't signed up with either/or Twitter or Facebook, follow these links to find out more:

<https://business.twitter.com/>

<http://www.facebook.com/business/>

**For more information:**

Please call or email Craft Bakers Association on 01920 468061 or [info@craftbakersassociation.co.uk](mailto:info@craftbakersassociation.co.uk)

For Scottish Bakers please call 01383 661555 and for media enquiries please email or call the Craft Bakers Week press office on 01189 475956 or [craftbakersweek@ceres-pr.co.uk](mailto:craftbakersweek@ceres-pr.co.uk)

Make-A-Wish UK Registered Charity Nos. 295672/SC037479