



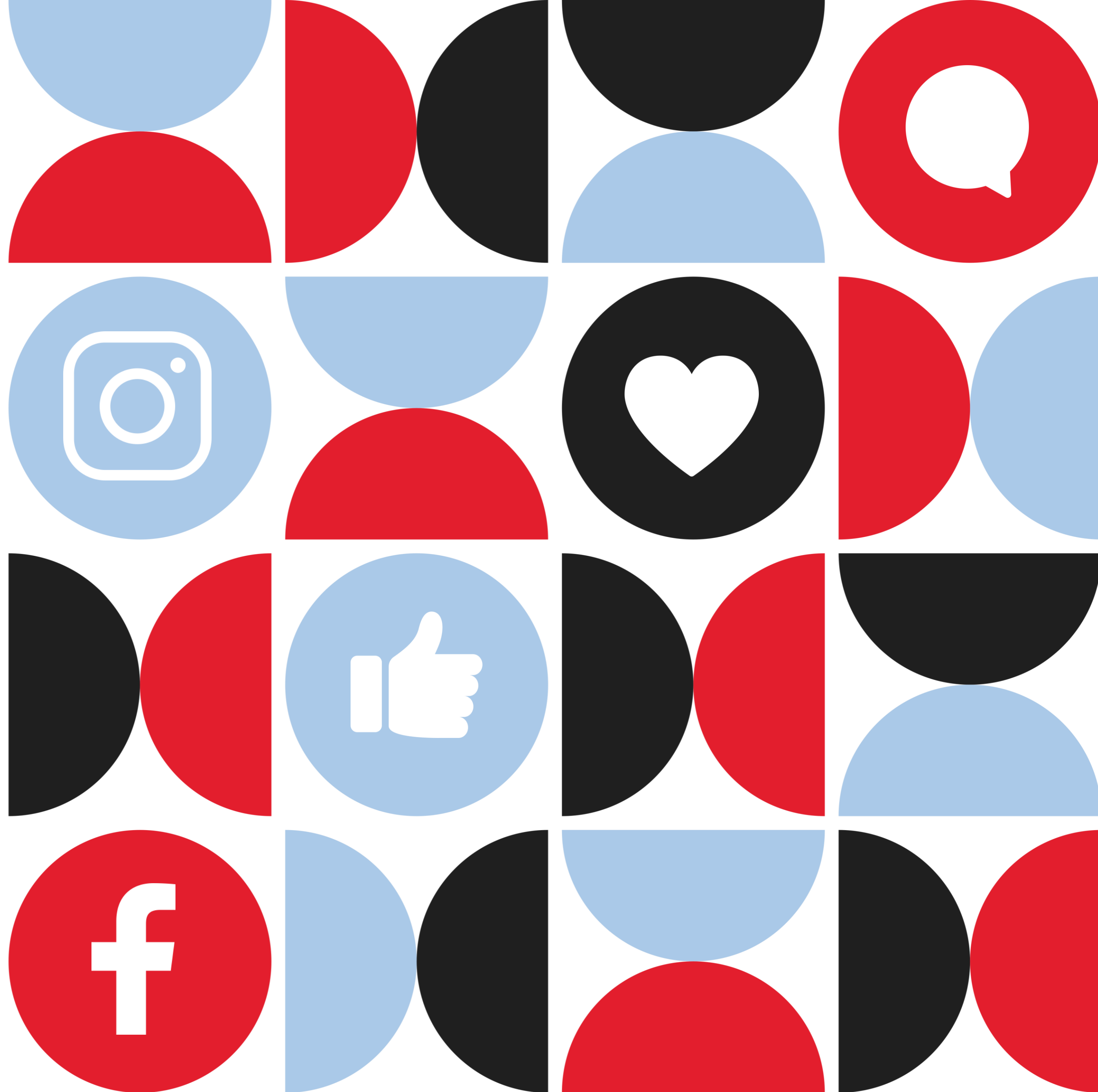
CERTIFIED

STORYTELLER

A Social Media Support Program

Sarah Tobin

Levy



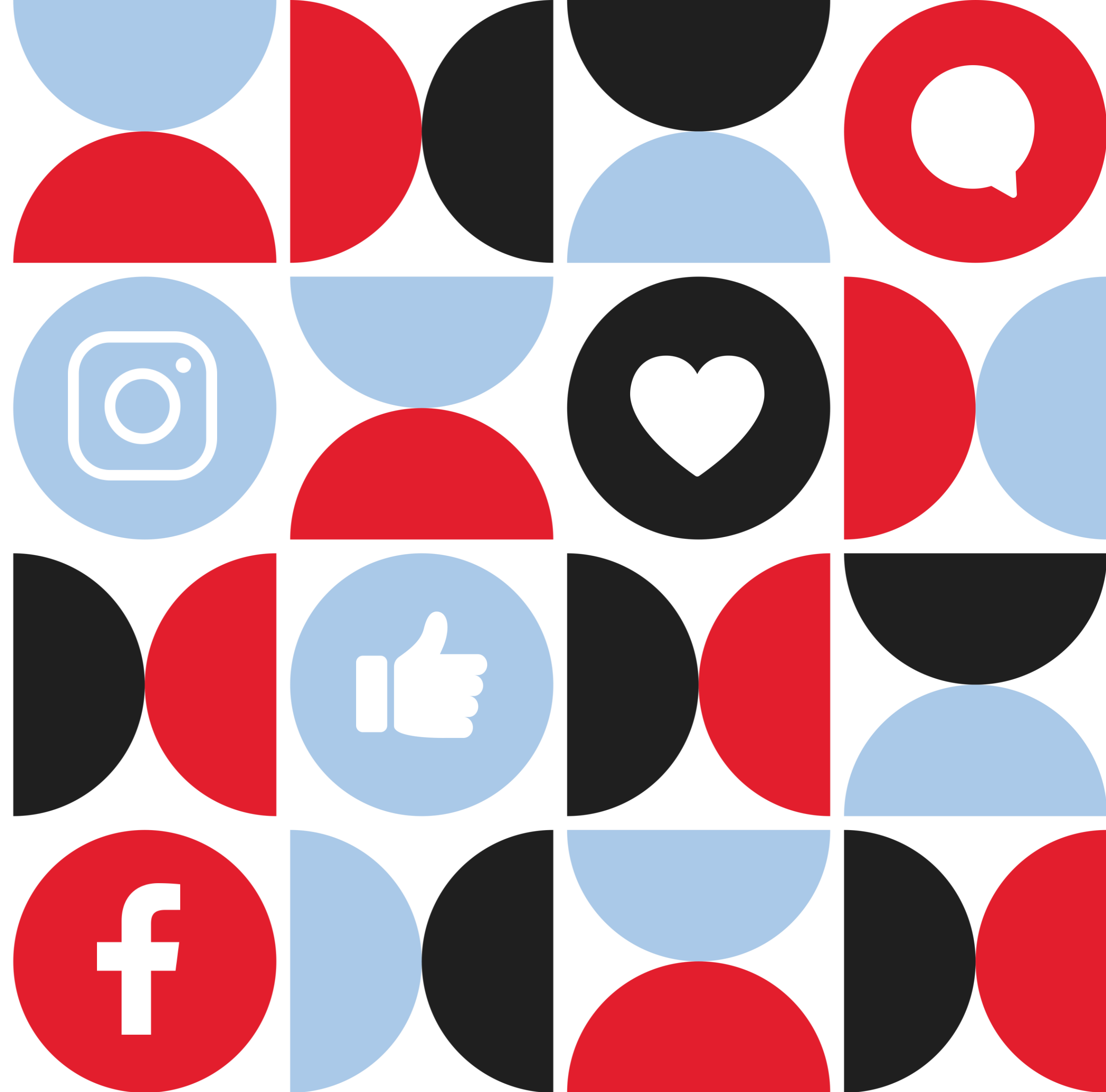
About Me



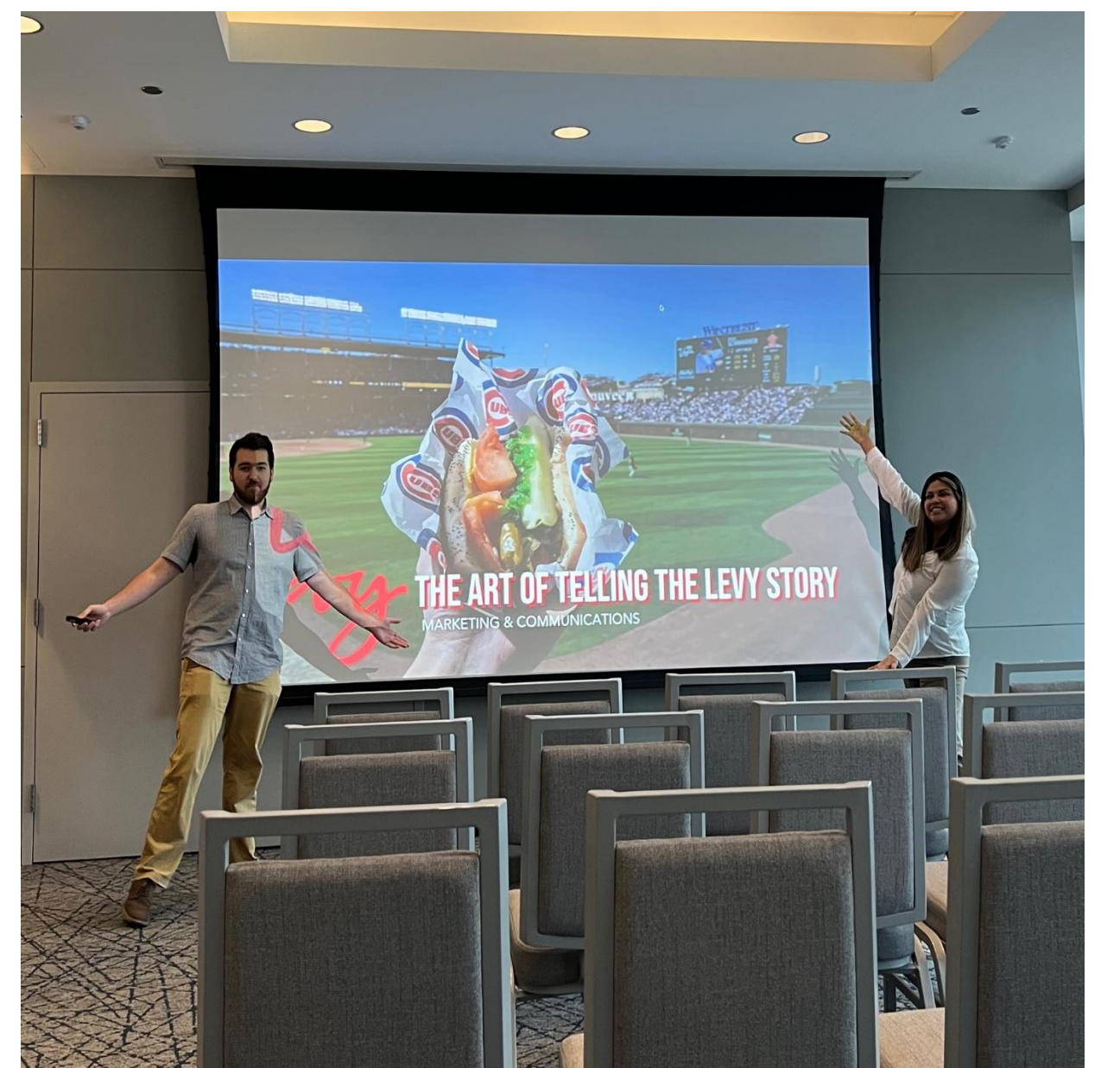
Sarah Tobin

University of Wisconsin-Madison

School of Journalism and Mass
Communication



INSPIRATION



BACKGROUND

43% of Instagram users report F&B as their top interest on social media

F&B is the heart of our business, and we show up authentically in so many places on social media already

Through an evolved support program, we can empower our own social network with the tools to be the best storytellers

Executive Summary

1

Why should we create this program?

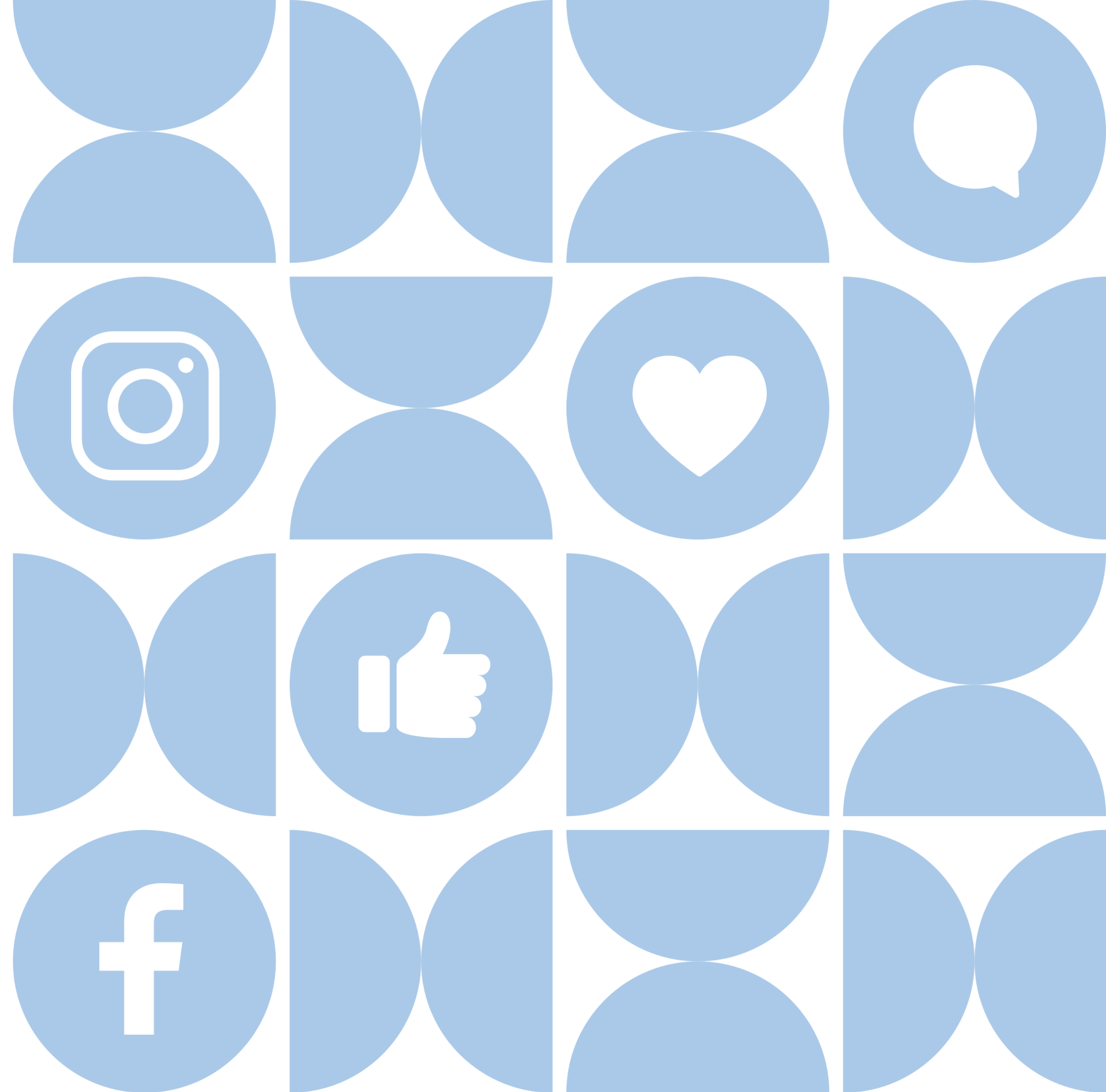
2

How can we accomplish this?

3

What does this look like?

**Why
should we
create this
program?**



Key Opportunities

Elevate Brand Recognition

Develop Levy-Partner/Consumer Relationship

Inspire Company and Team Member Growth

Stand Out Among Competitors

INDUSTRY LANDSCAPE

KEY TAKEAWAYS

- Short and interactive performs best
- Algorithms are changing
- Levy already holds an advantage

WILD BITES MN



WILD BITES 296 Posts 3,243 Followers 359 Following

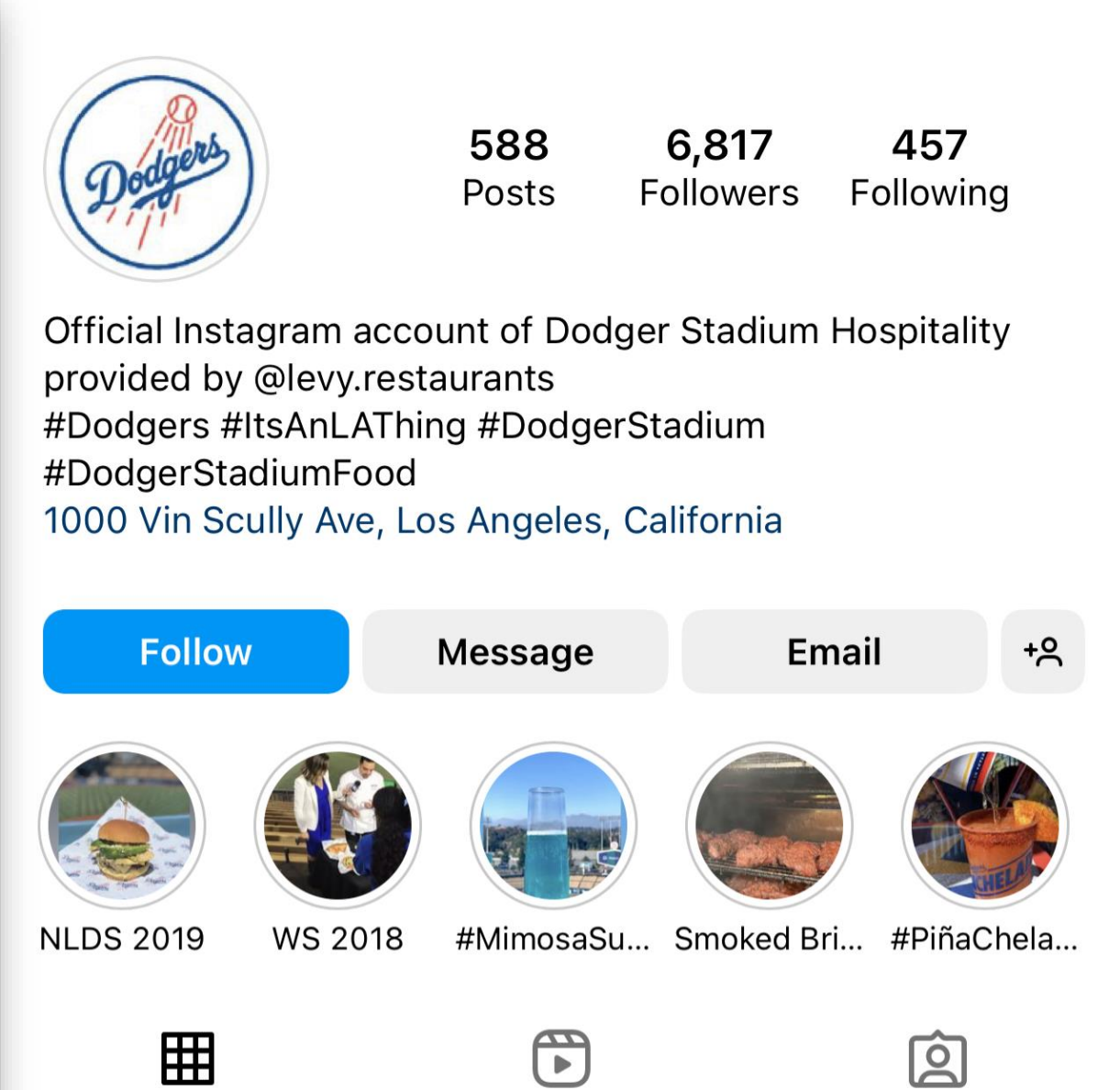
Wild Bites MN
Food & beverage
🍷🍷🍷 Best food & beverage finds at @xcelenergyctr + @minnesotawild games.
Tag your faves: #wildbitesmn
www.exploretock.com/xcelthereserve/exp...

Follow Message +

Taphouse PLAYOFFS Wild Market Faves Friends



DODGER STADIUM FOOD

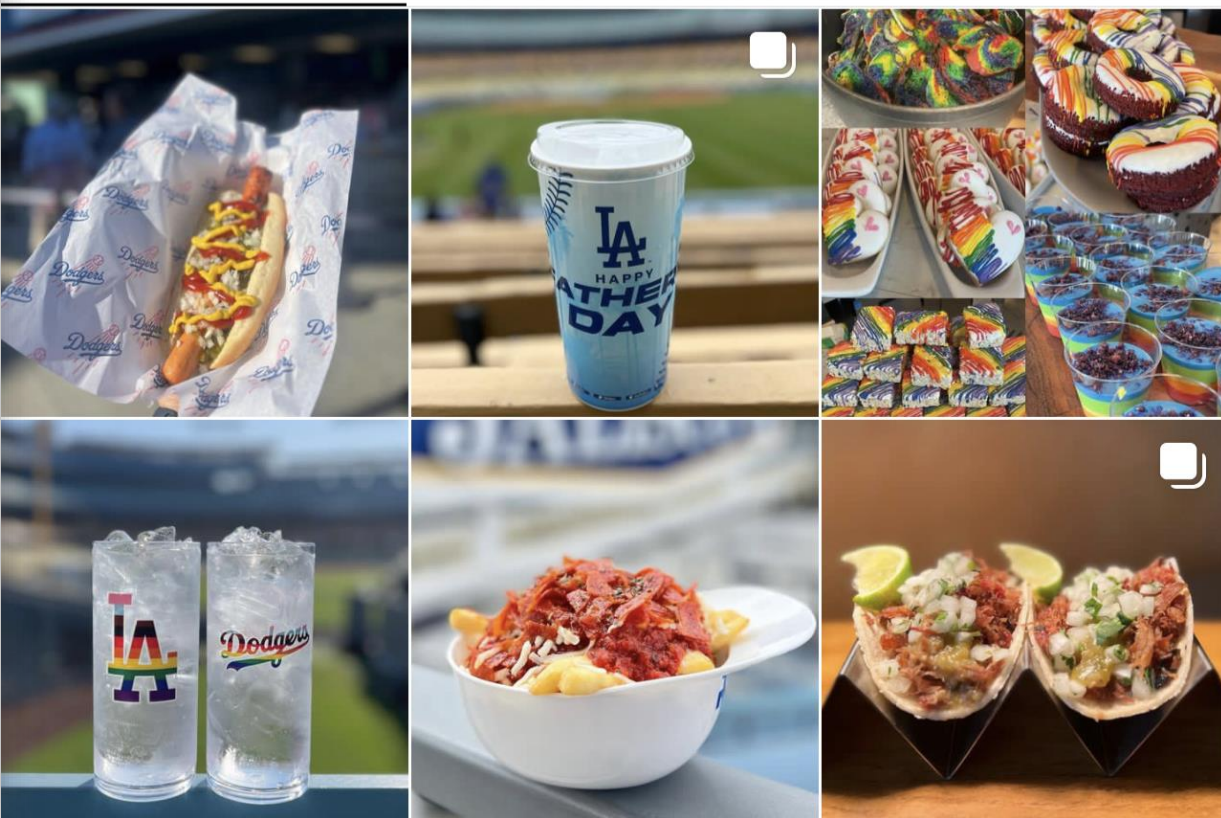


Dodgers 588 Posts 6,817 Followers 457 Following

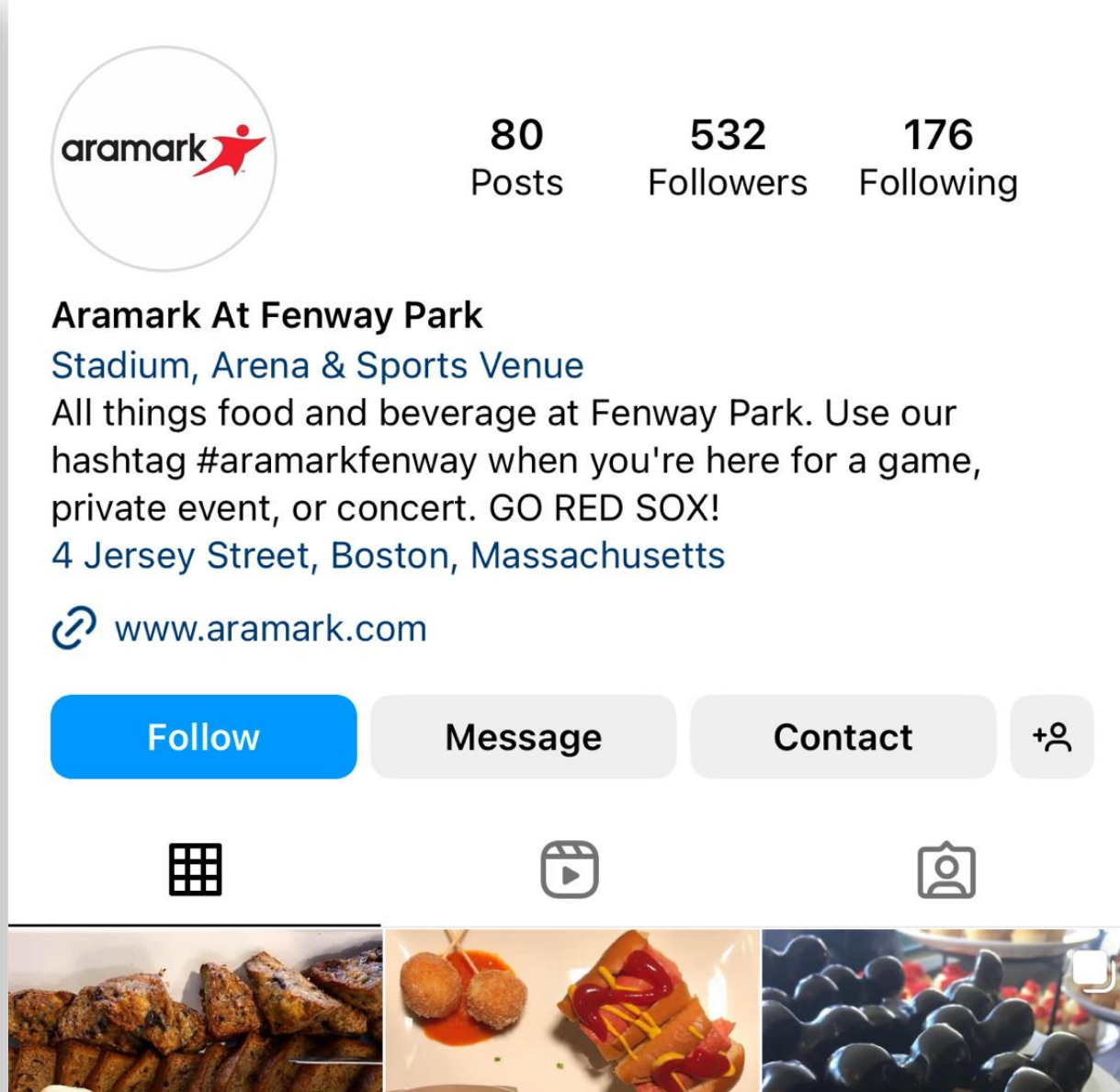
Official Instagram account of Dodger Stadium Hospitality provided by @levy.restaurants
#Dodgers #ItsAnLATHing #DodgerStadium #DodgerStadiumFood
1000 Vin Scully Ave, Los Angeles, California

Follow Message Email +

NLDS 2019 WS 2018 #MimosaSu... Smoked Bri... #PiñaChela...



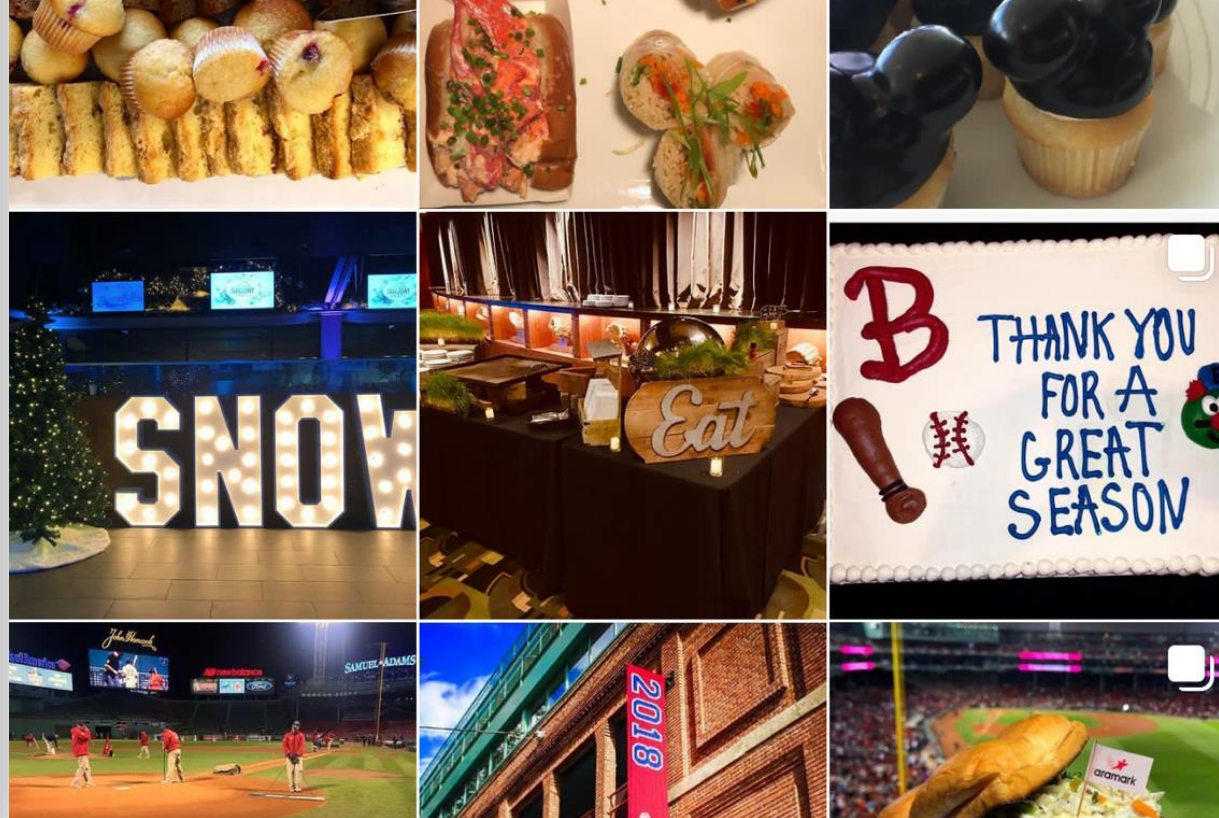
F&B AT FENWAY



aramark 80 Posts 532 Followers 176 Following

Aramark At Fenway Park
Stadium, Arena & Sports Venue
All things food and beverage at Fenway Park. Use our hashtag #aramarkfenway when you're here for a game, private event, or concert. GO RED SOX!
4 Jersey Street, Boston, Massachusetts
www.aramark.com

Follow Message Contact +



STAKEHOLDER FEEDBACK

“Our standard is unique experiences. Creating a bond around lifelong memories you can make over food and beverage.”

– Cyndi Worsham, Vice President of Hospitality Strategy at Xcel Energy Center

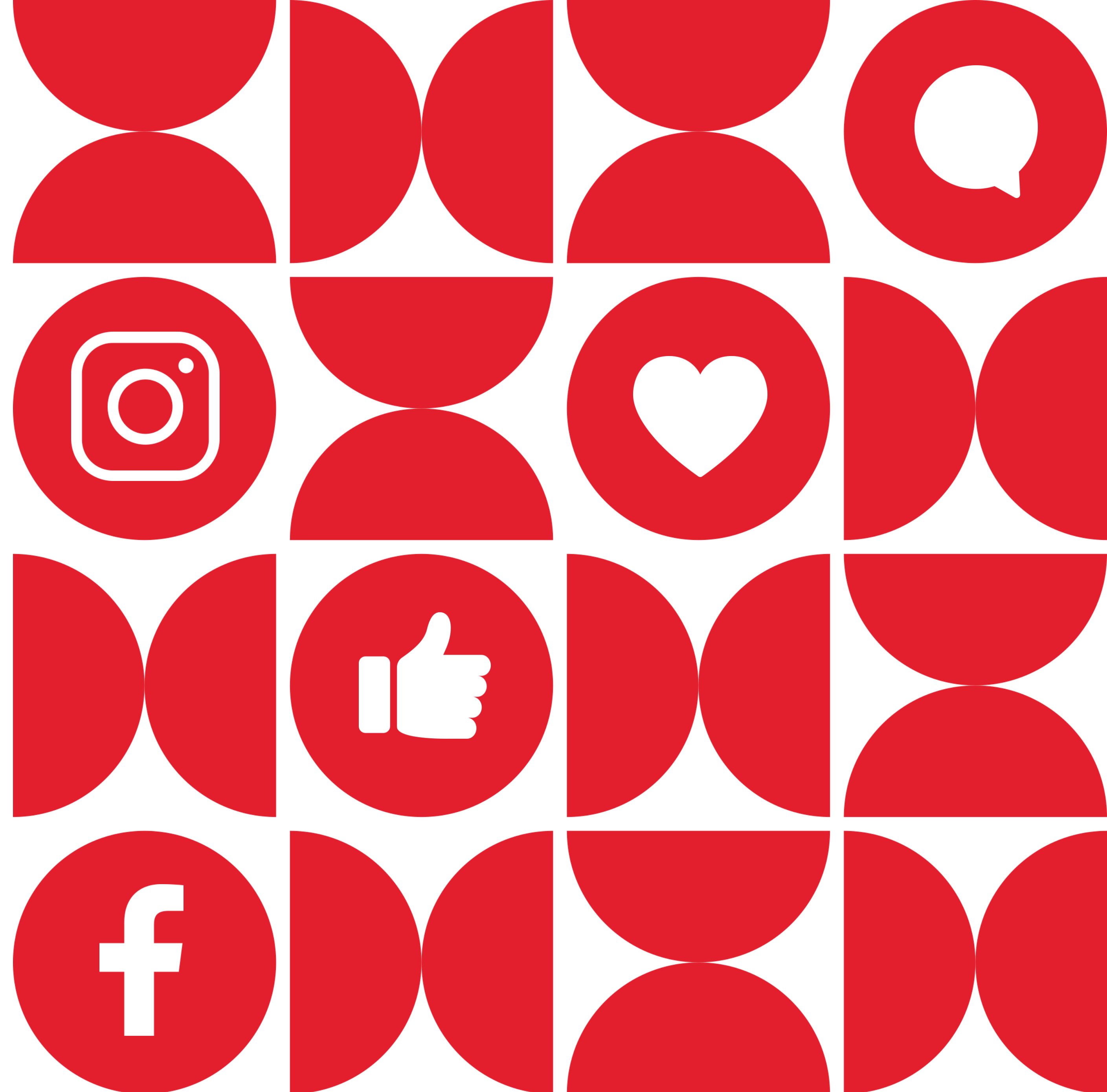
“Social is only worthwhile if done right, and it can work against you if not.”

– Erin Vick, Director of Marketing

“People learn by seeing ... The more you have, the more confusing it gets.”

– Nori Bonaventura, Senior Director of Talent Acquisition

**How
can we
accomplish
this?**



Levy
 **CERTIFIED**
STORYTELLER



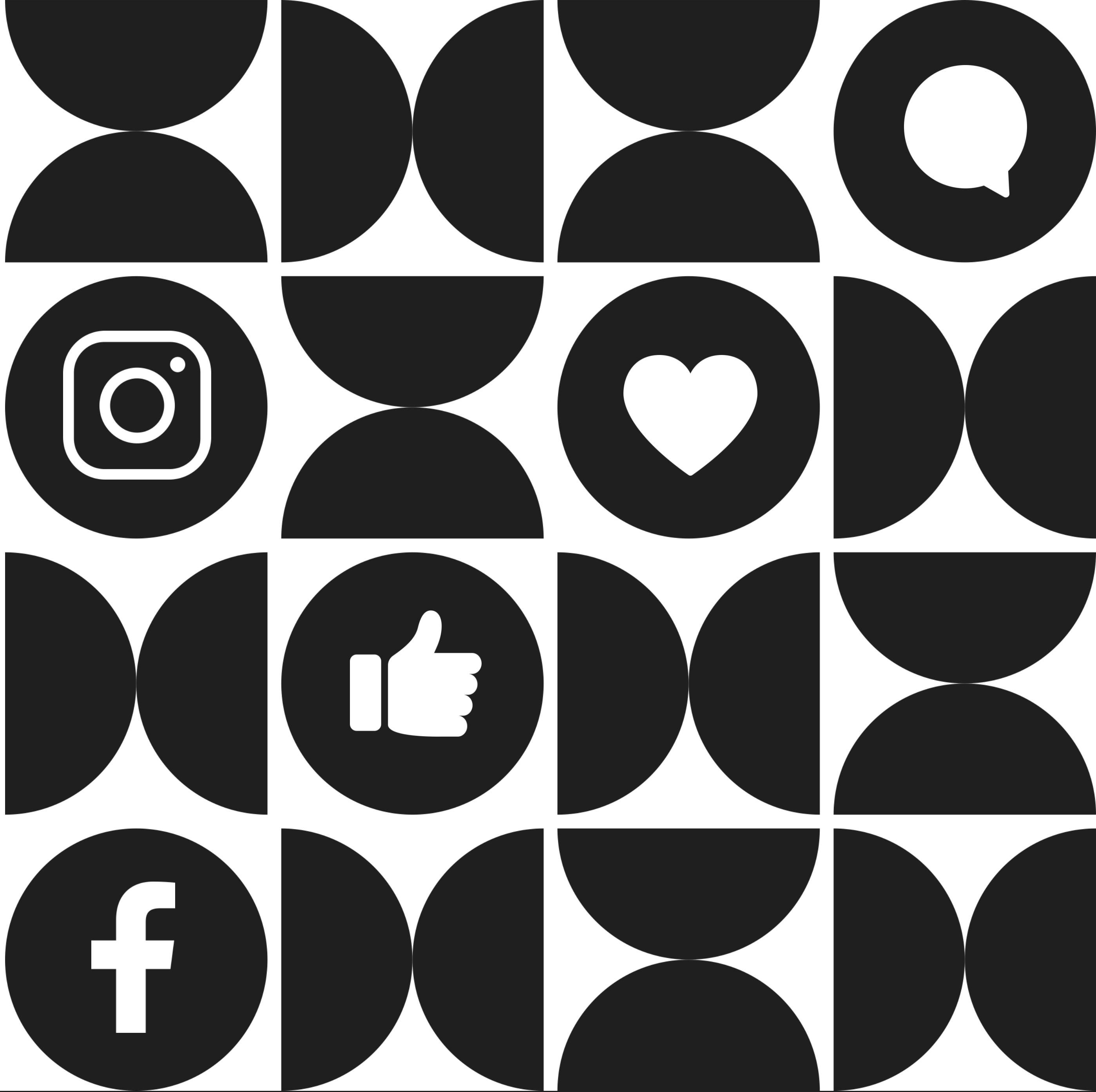
OBJECTIVES

Enhance our social footprint and cultural storytelling capabilities

Ensure the consistent application of Levy guidelines and social media best practices in the field

Organize a hub of cohesive resources and toolkits

**What does
this look
like?**



CERTIFIED STORYTELLER COURSE

**Module 1:
Building
Your Digital
Identity**

**Module 2:
Choosing &
Managing
Channel**

**Module 3:
Capturing
Content**

**Module 4:
Executing
Content**

**Module 5:
Being a
Certified
Storyteller**

MODULE 1 EXAMPLE

- Module 1: Building your Digital Identity
 - Module 1 Overview
 - Readings & Videos
 - 1.1 Finding your Purpose
 - 1.2 Developing your Brand Voice
 - 1.3 Communicating with the Home Office
 - Activities
 - Submit your Purpose Statement
 - Module 1 Quiz
1 pts

View All Pages



Immersive Reader

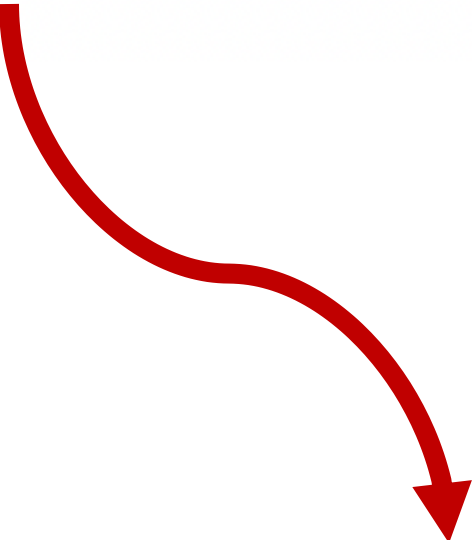
Previous

Next

1.1 Finding your Purpose

Before you start a social media account, it is important to understand the objectives and goals of your account. Every location account needs a clear purpose and brand voice in order to use social media to its fullest potential.

What factors should inform your purpose?



Module 1: Submit your Purpose Statement

Edit View Insert Format Tools Table

12pt Paragraph B I U A T² [Attachment icon] [Image icon] [Link icon] [Document icon] [YouTube icon]

About this assignment:

- Review the readings on Finding your Purpose, Developing your Brand Voice, and Communicating with the Home Office
- Below, type your purpose statement based on your account's objectives and goals

CERTIFICATION



CERTIFIED STORYTELLER

THIS CERTIFICATE IS PROUDLY AWARDED TO

ANDY LANSING

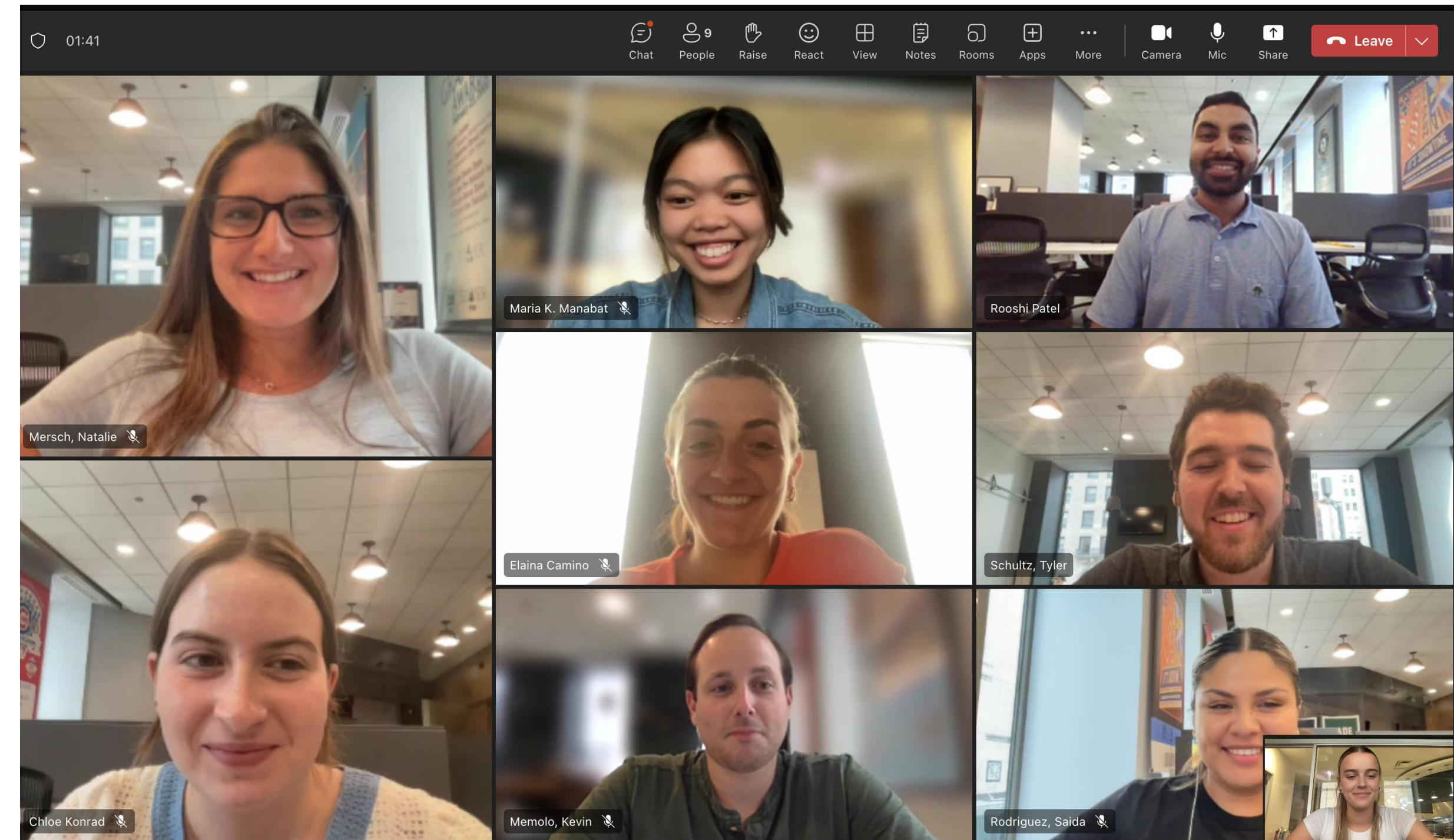
FOR COMPLETING THE CERTIFIED STORYTELLER COURSE AND JOINING THE
CONTENT CLUB

Levy

THE FUTURE

- Collaborative group guided by Communications & Content team
- Resources, templates, best practices, and ongoing learning opportunities
- Bi-monthly meetings

CONTENT CLUB



LEADERSHIP AWARENESS

BECOME A CERTIFIED STORYTELLER

THE ONLINE SOCIAL MEDIA COURSE

Who Participates?

- Social media account owners determined by Comms Team with Divisional Leadership

Details:

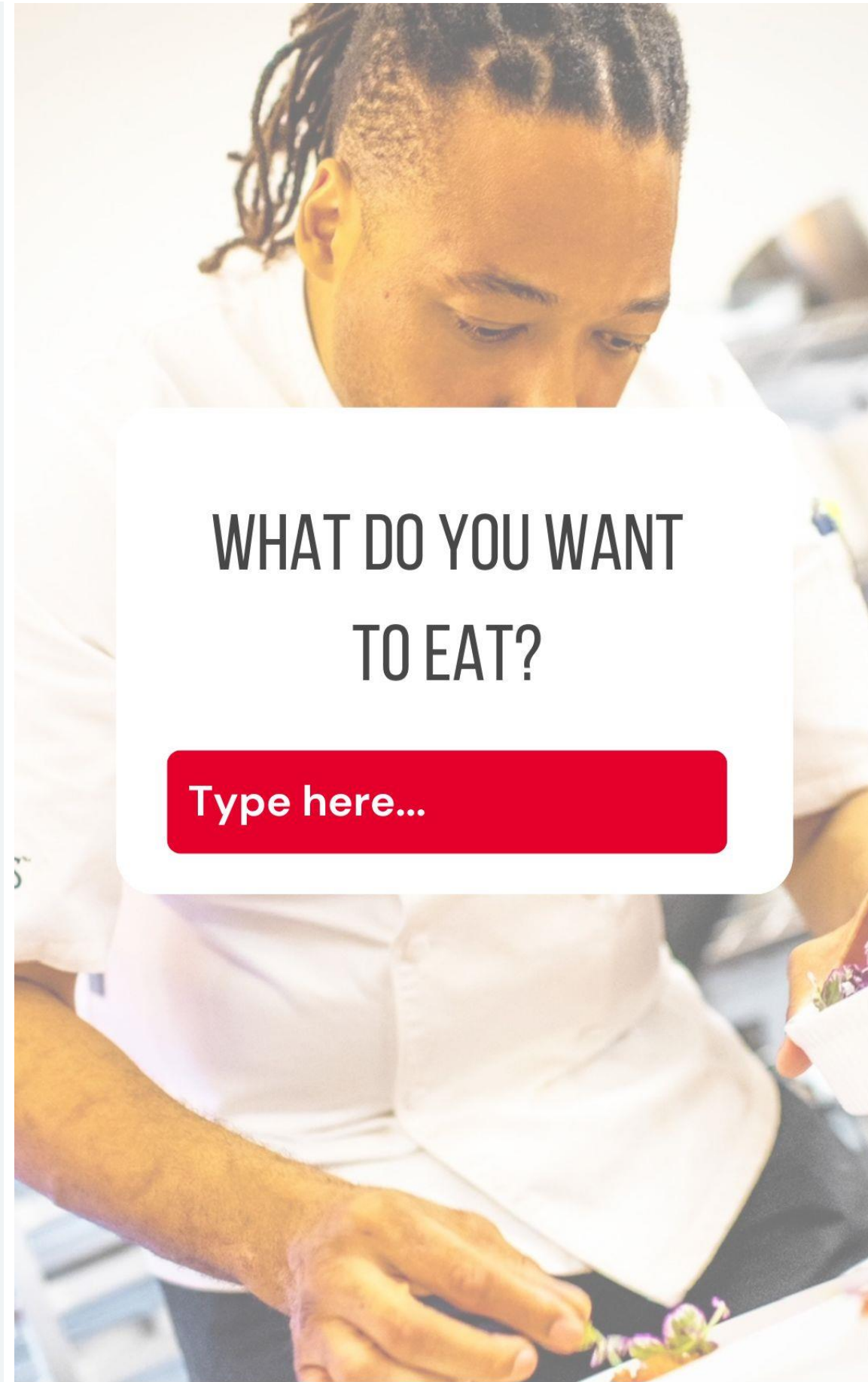
- Classes take place quarterly
- Employees nominated on Levy Dish

[REGISTER NOW](#)

Levy

TEMPLATES AND INSPIRATION

HIGHLIGHTS & POLL



WHAT DO YOU WANT
TO EAT?

Type here...

STADIUM NAME



SPOTLIGHTS

TEAM MEMBER SPOTLIGHT



NAME:

VENUE:

ROLE:

DIGNITY HEALTH SPORTS PARK



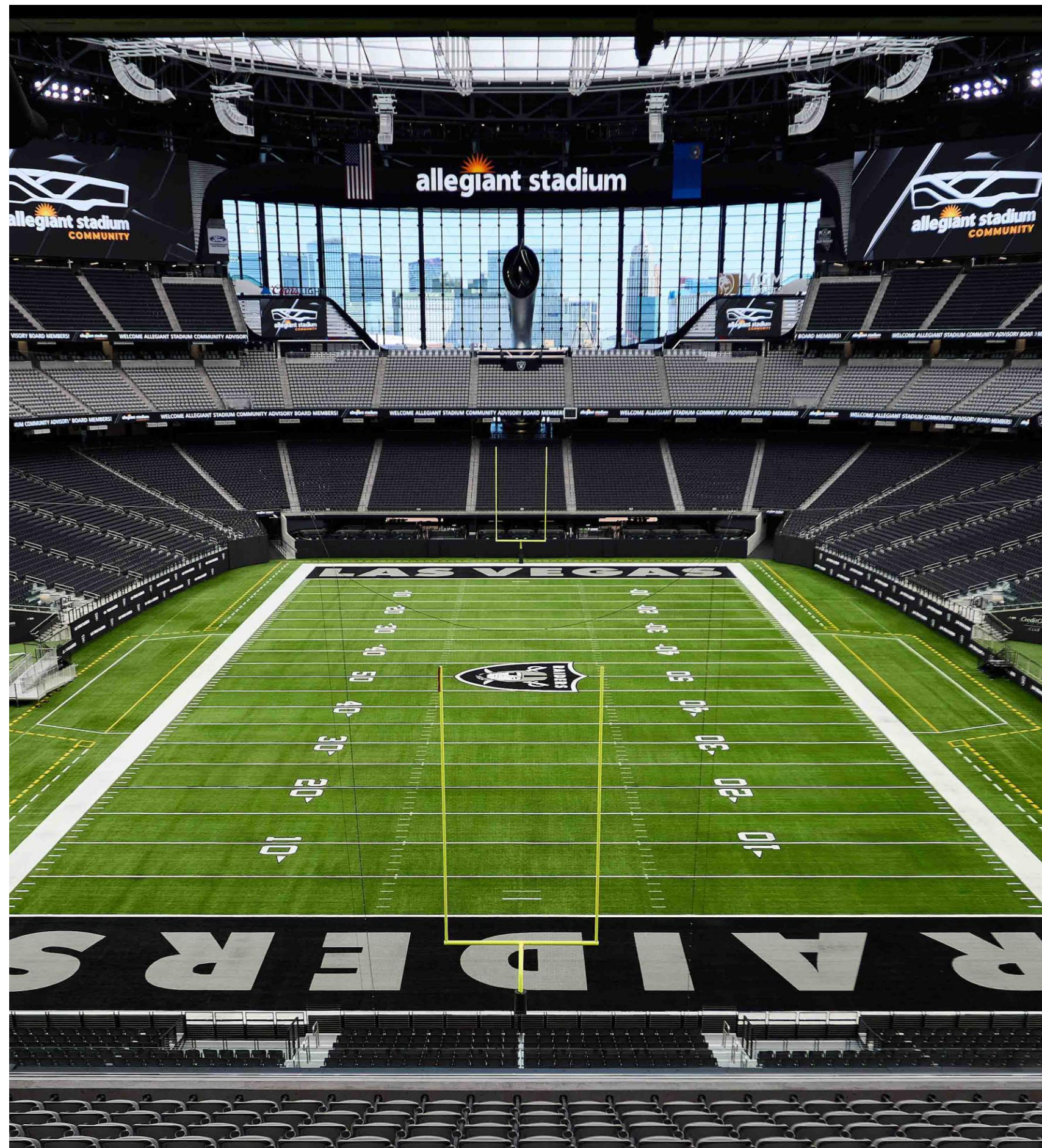
MOTHERS DAY
COCKTAIL



TEQUILA, STRAWBERRY, AND
SWEET AND SOUR

LEVY AT ALLEGIANT STADIUM

SILVER & BLACK
LAS VEGAS HOSPITALITY EST. 2020



Step 1: Identify location storyteller with division leadership

Step 2: Complete Certified Storyteller course

Step 3: Review social media channel strategy

Step 4: Select channel and establish objectives and content pillars

Step 5: Launch account



silverandblackhospitality

Message

Follow



100 posts

1.5K followers

100 following

Silver and Black

All the best eats in Las Vegas @AllegiantStadium

Powered by @levy.restaurants

allegiantstadium.com



Eats



Spotlight



Super Bowl



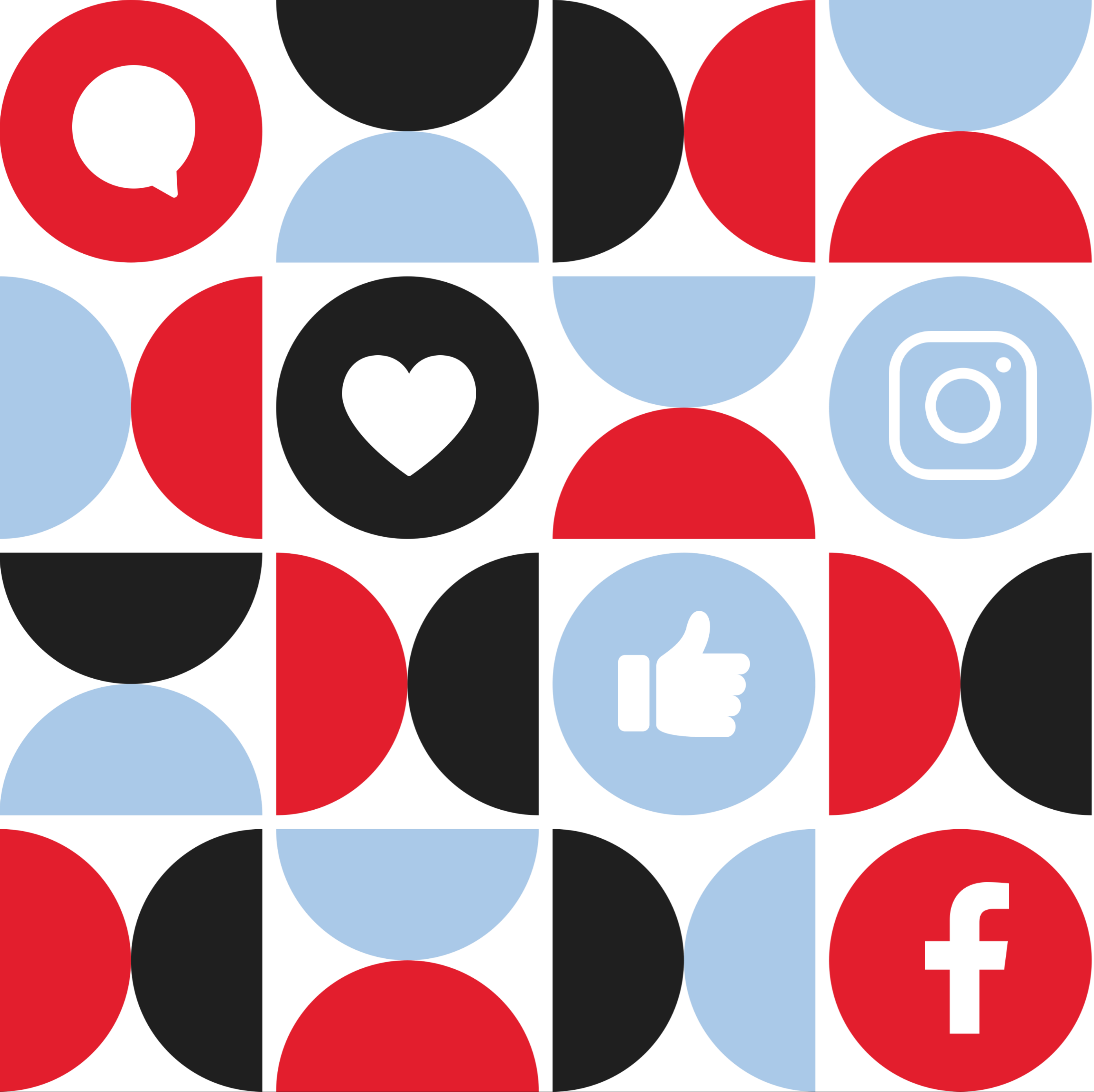
Partners



Chef Special



Playoffs



**Thank
You!**

Levy

Lanham Trademark Act (Lanham Act)

- Regulates unregistered trademark infringement
 - Infringement of unregistered trade dress and trade names
 - False advertising
 - False endorsement
 - False designation of origin



Alcohol Advertisements

Alcohol Tobacco Tax and Trade Bureau (TTB)

- Industry member fan pages are advertisements
- Mandatory statements required (§§ 4.62, 5.63, and 7.52)
 - (1) conspicuous and readily legible;
 - (2) clearly a part of the advertisement; and
 - (3) Readily apparent to the persons viewing the advertisement
- Ex. “Must be 21+”



Prohibited Practices – Alcohol Ads

- General
 - Statements that are misleading, false, or untrue
 - Guarantees that are misleading, excluding money-back guarantees
 - Claims that wine or malt beverages contain distilled spirits
- FTC (Federal Trade Commission) Act Section 5



Copyright

- **U.S. Code: Title 17** Protecting original work of intellectual property
- **Instagram:** Use original content or music from their library



Levy Policy - Media

- **Levy Policy**
- Use of employee photos/videos
- Agree to terms upon accepting position
- No consent needed

