



SUSTAINABLE PITTSBURGH SHOP

SOCIAL MEDIA GUIDE

In this guide, Sustainable Pittsburgh offers suggested social media posts to celebrate when you are first designated and additional posts to keep your sustainability leadership at the forefront over time. These are just ideas to get you started. Feel free to tweak or rewrite the posts to fit the voice and tone you use in your social media channels. At the end of this document, we've included some best practices as a primer for those just getting started with social media.

Sample Social Posts About Designation

We've earned the Gold level of designation as a Sustainable Pittsburgh Shop! We are proud to be doing our part to build vibrant communities and support environmentally responsible practices.

Image for this post: Facebook Image 1 (the same image is available on the download page for Instagram and Twitter)

When you visit our Shop, you are helping build vibrant communities and supporting environmentally responsible practices. Visit SustainablePittsburgh.org/Shops to learn more.

Image for this post: Facebook Image 2 (the same image is available on the download page for Instagram and Twitter)

Ideas for ongoing social media posts

- Talk about the Sustainable Pittsburgh Shop standards of sustainability and what they mean to your shop. Some ideas of these types of posts below:
 - We take measures to reduce waste, maximize reuse & recycling, and limit the amount of garbage going to our landfills. Visit SustainablePittsburgh.org/Shops to learn more.
 - We are committed to conserving water in our operations. Visit SustainablePittsburgh.org/Shops to learn more.
 - We make an effort to reduce energy usage by installing energy-efficient equipment, using efficient lighting, and implementing other green measures aimed at energy conservation. Visit SustainablePittsburgh.org/Shops to learn more.
 - We are committed to paying a living wage to our employees and volunteering in our local communities. Visit SustainablePittsburgh.org/Shops to learn more.
 - Our shop uses local suppliers where possible and supports fair trade items. Visit SustainablePittsburgh.org/Shops to learn more.
- Tell stories or share photos of sustainability in action at your shop
 - Example: Example: Share a photo of locally sourced goods; tag that local vendor if applicable.

- Share and post information from trusted sustainability-focused content outlets
- Tag Sustainable Pittsburgh's accounts in posts on sustainability to amplify the pick-up of your posts.
 - Twitter: @SustainablePGH
 - Facebook: @sustainablepittsburgh
 - Instagram: @sustainablepgh412
- Commonly Used Hashtags (we recommend using no more than 1 or 2 per post, any more gets cluttered):
 - #ShopSustainably
 - #Sustainability
 - #ShopPittsburgh
 - #WaterConservation
 - #ConserveEnergy
 - #BuyLocal
 - #Pittsburgh
 - # (neighborhood of your Shop)
 - #Recycle
 - #ReduceReuseRecycle
 - #LocalBusiness

Social Media Best Practices

When you participate in Social Media on behalf of your restaurant, be aware that you are representing the restaurant in the same way as you would in any other public forum.

Therefore, it is important to remember the following guiding principles:

- 1. Transparency** – When responding to a post identify yourself, write in the first person, and don't be afraid to show your personality.
- 2. Honesty** – Do not make false or misleading comments/statements. If you have made a mistake, take responsibility for it.
- 3. Respectfulness** – Exercise discretion and confidentiality when referring to your colleagues and customers. Do not post proprietary information and/or content unless you have permission to do so.
- 4. Add Value** – Stick to what you know, post meaningful comments, and aim for quality not quantity.
- 5. Be Diligent** – Check your sources, separate opinions from facts and identify all copyrighted or borrowed material with citations and links.
- 6. Stay Engaged** - Stay informed, post regularly, and respond to comments in a timely manner.
- 7. Protect your Privacy** – Never disclose your personal information or that of another staff member or customer without explicit permission.
- 8. Be Polite** - Don't pick fights and avoid personal attacks.
- 9. Use Common Sense** – Once it's posted it's there for good. Be sure to review your posts thoroughly and use spell check.
- 10. Use ALL CAPS Appropriately** – Typing an entire post in all caps is equivalent to shouting at someone. Use capitalization if you are trying to emphasize a particular section of your post.