



Prepared By

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Social Media Style Guide & Posting Schedule

I. Brand Voice & Tone

- **Playful & Cheeky:** Lean into pizza puns and humorous captions. Example: *"Dough you even lift?"*
- **Authentic & Approachable:** Show behind-the-scenes staff moments, dough prep bloopers, and casual kitchen chatter.
- **Warm & Community-Oriented:** Highlight local collaborations, events, and customer spotlights.
- **Energetic & Visual:** Posts should make viewers *want a slice right now*-bright, mouthwatering visuals, fast cuts in videos.

Do's:

- Use bold captions, emojis sparingly for fun, witty hashtags.
- Highlight the process: dough, sauce, cheese, pizza tossing.
- Engage: polls, questions, "choose your topping" votes.

Don'ts:

- Don't overcomplicate messaging-keep it light.
- Avoid overly corporate or generic copy; this is a personality-driven brand.
- Don't neglect responding to comments/DMs - engagement is key.

II. Visual Style Guide

- **Colors:** Reds, yellows, warm neutrals, retro teal or deep purple accents.
- **Fonts:** Bold, sans-serif headings; playful script accents sparingly.
- **Imagery:**
 - Close-ups of pizza (cheese pulls, toppings).
 - Staff interacting, throwing dough, laughing.
 - Outdoor courtyard shots for ambiance.
 - Seasonal props (pumpkins, Christmas lights, Seattle skyline).
- **Video Style:**

- 15–60 seconds max for TikTok/Reels.
- Fast cuts, upbeat background music, text overlays highlighting key moments (“Fresh out the oven!”).
- Include behind-the-scenes humor & personality.

III. Content Categories / Pillars

Pillar	Purpose	Content Ideas	Frequency
Grand Opening / Launch	Drive foot traffic & hype	Countdown reels, sneak-peek videos, staff intros, giveaways	2–3 posts/week (4 weeks before)
Menu Highlights	Showcase product quality	Pie of the week, seasonal specials, “behind the cheese”	2–3 posts/week
Behind-the-Scenes	Humanize brand	Dough prep, pizza toss fails, staff stories	1–2 posts/week
Community & Collabs	Show local engagement	Brewery collabs, charity pizza nights, food festivals	1–2 posts/week
Education / Fun Facts	Build authority + engagement	How to reheat pizza, history of Neapolitan pizza, dough tips	1 post/week
User-Generated Content	Encourage engagement	Repost tagged photos, #SliceSociety highlights	1 post/week

IV. Posting Times & Schedule

Instagram / TikTok / Facebook:

Day	Time (PST)	Notes
Monday	11:30 AM & 6:00 PM	Highlight weekly special or behind-the-scenes prep
Tuesday	12:00 PM	Community story or UGC repost
Wednesday	5:30 PM	“Slice of the Day” reel or TikTok trend
Thursday	11:30 AM & 7:00 PM	Educational post (dough tip, ingredient spotlight)
Friday	11:30 AM, 5:30 PM, 8:00 PM	Weekend hype: “Find the Truck” or event teaser
Saturday	12:00 PM & 6:00 PM	Grand opening / pop-up highlights or staff fun
Sunday	1:00 PM	Casual post: “lazy Sunday slice” vibes

Stories / Reels / Shorts:

- Post **daily stories** (behind-the-scenes, polls, countdowns).
- **3–5 Reels/TikToks per week**; reuse content across platforms.
- Highlight UGC once per week.

Tips for Scheduling:

- Use **planning tools** like Later, Buffer, or Meta Business Suite for consistent posting.
- Schedule posts for **peak engagement** windows: lunch (11–1 PM) & dinner (5–8 PM).
- Always monitor performance weekly; adjust times based on when followers are most active.

V. Hashtags & Engagement

- **Branded Hashtags:**
 - #InPizzaWeCrust
 - #CrustClub
 - #SliceSociety
- **Trending/Local Hashtags:**

- #SeattleEats #SeattleFoodies #FoodTruckLove #PizzaLovers #WestSeattleEats

- **Engagement Tactics:**

- Polls: “Pineapple on pizza-yes or no?”
- Reposting fan content.
- Challenges: dough toss, “best bite” videos.
- Respond to comments within 24 hours to boost algorithm visibility.

VI. Metrics to Track

- Follower growth (IG/TikTok/FB).
- Engagement rate per post (likes, comments, shares).
- UGC volume (number of tagged posts).
- Story views & swipe-ups.
- Website click-through from social.
- Event attendance & coupon redemptions tied to social campaigns.

VII. In Pizza We Crust – Social Media Content Calendar (Sample Week)

Goal for the week: Build excitement for the grand opening, showcase menu teasers, and invite Seattle locals to join the “Crust Club.”

Monday

- **Platform:** Instagram (feed) & Facebook
- **Time:** 11:30 AM
- **Post Type:** Photo carousel
- **Content:** Close-up shots of a bubbling Margherita pizza and the team shaping dough.
- **Caption:**
- “Mondays aren’t so bad when you’ve got THIS waiting 🍕🧀
Say hello to our Margherita - fresh mozz, bright basil, and a crust you’ll dream about.
Tag a friend who owes you a slice! #InPizzaWeCrust #SeattleEats #CrustClub”
- **CTA:** “Tag a pizza buddy!”

Tuesday

- **Platform:** Stories (IG/FB)
- **Time:** All day (3–4 frames)
- **Post Type:** Poll & BTS video
- **Content:** Staff tossing dough + a poll: “Team Thin or Thick Crust?”
- **Tone:** Playful, casual.
- **CTA:** Encourage votes; reshare results.

Wednesday

- **Platform:** TikTok & IG Reels
- **Time:** 5:30 PM

- **Post Type:** Video (30 sec)
- **Content:** POV: pizza sliding out of the oven → cheese pull slow motion → staff high-fives.
- **Audio:** Upbeat trending sound.
- **Caption:**
- “Is this the most satisfying thing you’ve seen all week? 🍕🔥
Opening day is almost here - who’s ready for a slice (or three)? 🍕 #SeattleFoodies #PizzaTok #InPizzaWeCrust”

Thursday

- **Platform:** Instagram feed + LinkedIn (business audience)
- **Time:** 11:30 AM (IG) / 2:00 PM (LinkedIn)
- **Post Type:** Graphic + text
- **Content:** Announce catering options for offices, parties, & events.
- **Caption (IG):**
- “Meet the slice that brings the party 🍕🎉
Whether it’s an office lunch or backyard bash, we’ve got pies big enough for the whole crew.
Hit our bio to start planning!”
- **Caption (LinkedIn):**
- “Seattle offices, say hello to your new lunch hero: In Pizza We Crust. Catering available for grand openings, team lunches, and everything in between.”

Friday

- **Platform:** TikTok, IG Reels, Stories
- **Time:** 11:30 AM & 5:30 PM
- **Post Type:** Video teaser
- **Content:** Timelapse of staff prepping for grand opening + overlay text: “Tomorrow’s the Day!”
- **CTA:** “Comment your fave topping and we might feature it on opening day!”

Saturday (Grand Opening!)

- **Platform:** Instagram, TikTok, Facebook (feed + stories)
- **Time:** 12:00 PM, 4:00 PM, 7:00 PM
- **Post Type:** Live video & carousel
- **Content:**
 - 12:00 PM: Live ribbon-cutting stream.
 - 4:00 PM: Carousel of happy guests enjoying slices.
 - 7:00 PM: Golden Slice contest announcement.
- **Tone:** High energy, celebratory.
- **CTA:** “Come grab a slice before the day’s out!”

Sunday

- **Platform:** Instagram & Facebook
- **Time:** 1:00 PM
- **Post Type:** Casual lifestyle photo
- **Content:** A cozy shot of someone with pizza + coffee on a rainy Seattle afternoon.

- **Caption:**
- “Rainy Sundays call for carbs & cozy vibes 🌂🍕
Swing by for a laid-back slice and say hi to the crew. #SundaySlice #SeattleEats”

Engagement Checklist

- Reply to comments & DMs within 24 hrs.
- Reshare any customer stories tagged during the grand opening.
- End the week with a thank-you post for attendees & staff.

PRO TIP: Save the best-performing posts to “Highlights” on IG (e.g., *Menu*, *Events*, *Behind the Dough*).

VII. Closing Thoughts

Consistency, personality, and timing are key. By sticking to this style and posting schedule, IPWC can maximize grand opening buzz and build an engaged, loyal following that keeps coming back for slices-and stories-long after launch.