



Social Media Style Guide

INTRODUCTION AND PURPOSE



Ding Tea is a Boba Tea restaurant located in Orlando, Florida near the Mall at Millenia. They have only been in operation since 2021 and are locally owned and operated. Ding Tea is here to serve its customers the highest quality Boba Tea and Asian Street food to its customers.

Active social media:

Instagram: @dingteaorlando

Facebook: Ding Tea Orlando

Proposed:

TikTok: @dingteaorlando

Target Audience

The target audience for Ding Tea will be young adults aged 18-30. They will range from students to those trying to start a career, and like to treat themselves in a calm and relaxing environment.

Habits:

Adults ranging from 18-30 consume media through social media sites and streaming services. The social media sites this age range can be found on is TikTok and Instagram as the main two. Many of them are either college students or trying to make a break in the workforce. They like to find places they can stop by for a quick treat, or a place that can offer a relaxing hangout space. A place they can read, study, catch up with friends, and enjoy food and drink.

Attitudes:

Adults aged 18-30 are supporters of the idea of giving yourself small treats, and they view Boba tea as something easily enjoyable and is great on occasion as a way to "treat yourself." This is something that came along on social media as people continued to post their Boba drinks. Also, they like to experience cuisine from different cultures.

Motivation:

Our target audience is at an age where they learn about new brands on social media. They will see posts from Ding Tea on social media that peak their interests. This can range from seeing different drinks and food, or people having a good time whether alone or with friends. People will be drawn into our store to see what these posts are all about.



Brand Archetype

The Regular Guy

- Goal: to connect with others
- Traits: connects with others, friendly
- Drawback: could blend in to much
- Marketing Niche: sense of belonging, common touch

The Regular Guy archetype fits Ding Tea because they are trying to connect with many different tastes. Their menu is extensive with many different food and drink options.

Tom Hanks:

- Tom Hanks is a famous actor known for many things. Some of his most notable films are *Forrest Gump* and *The Green Mile*. His ability to successfully play many different roles makes him the ideal actor to represent our brand because Ding Tea offers many different options which helps them connect with many different customers.



Frequency

As a general rule we try to post multiple times a week on social media across multiple platforms. Our goal is to strive for an average of 2 main posts per platform per week. The platforms we have chosen have story options that we will utilize throughout the week to compliment our main posts.

Facebook:

- Main posts on Facebook will average at about 2 per week. We will utilize the story feature on Facebook and periodically post stories throughout the week. Ideally we will try to post a story once or twice each day.

Instagram:

- Main posts on Instagram will average at about twice per week. Similar to Facebook, we will utilize Instagram's story feature to compliment our main feed posts.

TikTok:

- Our goal for TikTok is slightly different than Facebook and Instagram. Our TikTok posting schedule will average around 4 times a week.

Voice

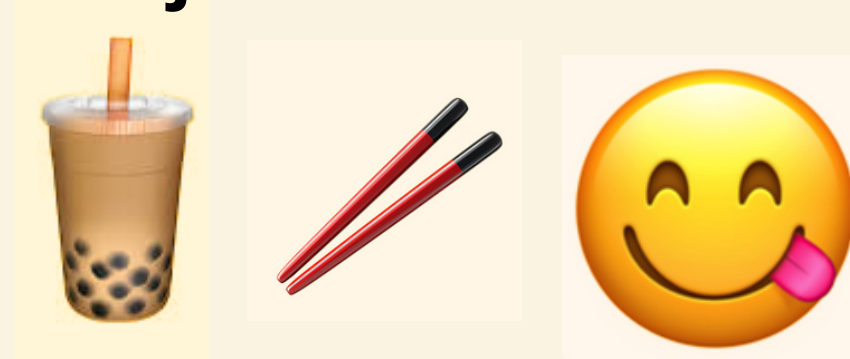
We are...

- Friendly, down to Earth, and approachable. As a brand we want to be able to reach people with many different tastes.

Frequently Used Hashtags

- #shakeforlife
- #teatime
- #bobatea

Emojis



Grammar

- We will practice proper grammar on our social media pages. Exceptions will be made for posts with a play on words such as "opporTUNAty" or "TOFUfill"

Visual Guidelines – Hub Themes

Inspiration + Photos + Food/Drink

#treatyourself

For the inspiration posts, we want to inspire people to come visit our store. The posts will have a specific product that we are spotlighting for the week and it will be followed by a witty caption based on the product we are spotlighting. Throughout these posts we want to share that we carry more than just Boba drinks in an attempt to bring in those that do not like Boba.



This week try our Monster Boba Latte after having a monster week. #treatyourself



This week try our BBQ Jackfruit Bao and make the week Bao down to you. #treatyourself



Let us play matchmaker for you. You and this drink = a matcha made in heaven #treatyourself

Visual Guidelines – Hub Themes

Connection + Photos + Different Poke Bowl Creations

#whatsinyourpokebowl

These posts will be created with customers sharing their creations. If there are no customer posts then we will have employees share their favorite Poke bowls. The posts will be made of two photos; the first one being an image of the poke bowl and the second one being the list of ingredients so people can try the creation. We will tag the user in the caption whose creation we are sharing.



MADE WITH:

- Rice
- Tuna
- Seaweed
- Avocado
- Jalapeños
- Scallions
- Cucumber
- Sesame Seeds
- Soy Sauce

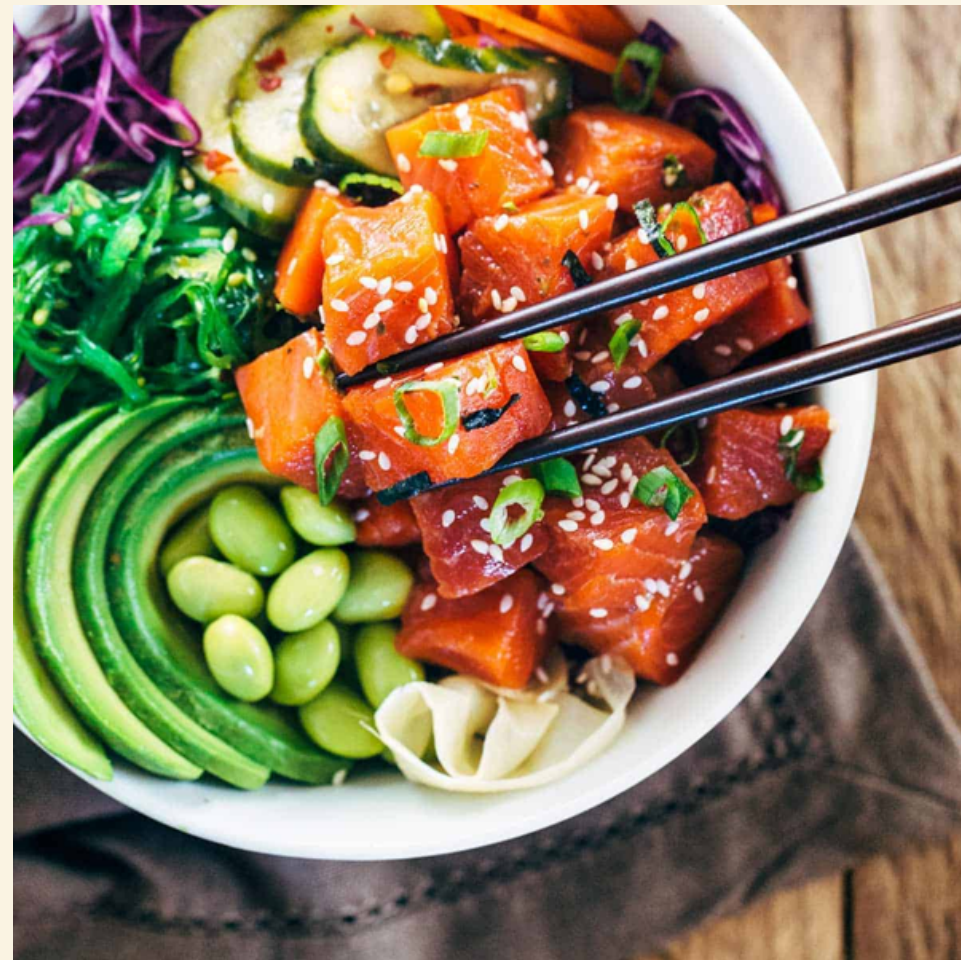


MADE WITH:

- Half spring mix/ Half Rice
- Tofu
- Avocado
- Edamame
- Sesame seeds
- Cucumbers
- Scallions
- Sweet soy sauce

This week @kaela_schultz has given us the opportunity to share her go to Poke Bowl. Swipe to learn what her go to is. Share yours with us using #whatsinyourpokebowl.

Poke bowls are great TOFU! fill your hunger. Thank you @johndoe for sharing your go to Poke Bowl. Swipe to learn what his go to combination is. Share yours with us using #whatsinyourpokebowl



MADE WITH:

- Half rice/ Half spring mix
- Salmon
- Seaweed
- Edamame
- Cucumber
- Avocado
- Scallions
- Sesame seeds
- Soy sauce

A little salmon can make your day go up stream. Thanks @janedoe for sharing your Poke bowl combination. Swipe to see her creation. Share yours using #whatsinyourpokebowl.

Visual Guidelines – Hub Themes

Promotion + UGC Photos + The calm environment offered by our restaurant and products

These posts will be submitted by users as well. They will be photos of customers enjoying our drinks while in the area, most likely after shopping at either the Mall at Millenia or Super Target. All posts will have the location tagged in them.



Need an after shopping pick me up?
Come visit us near the Mall at Millenia.
Enjoy this photo of @miaaisabellee
enjoying her pick me up drink with a
friend. Share your photos with us using
#nextstopDingTea.



Long day shopping? Stop by ding tea near
the Mall at Millenia for some refreshing
tea. We have something for all ages! Thank
you @joannamoorephoto for making us
part of your weekend outing.
#nextstopdingtea



Been out with friends all day and need a place to
relax and enjoy a refreshing drink? Ding tea has
what you need. @lisamarex3x made us part of her
weekend outing with friends and enjoyed quality
time and quality drinks. #nextstopdingtea

Hygiene Content – Cultural Holidays

Mother's Day

First Sunday of May

Connection + UGC Photos + Bringing people together

The mother's day posts will have a pink background because that is one of the holiday colors. A photo of a mom and daughter will be used within this post



To all you awesome moms out there! Thank you @joannamoorephoto for choosing us to be part of your special day. #loveyoumom

Asian American and Pacific Islander Heritage Month

Education + Photos + Sharing Culture
Entire month of May

The posts for this month will be sharing different facts about Asian culture that is popular in the US. Each image will have a fun fact and the background will be an image that relates to the fact being shared.



Happy first day of Asian American and Pacific Islander Heritage month. Join us twice a week for fun facts about Asian culture here in the US. #asianamericanheritage

National Beverage Day

Promotion + Photos + Sharing our favorite beverages from the menu
May 6th

This post will be used to highlight some of our favorite drinks and we will make sure to highlight the fact that they can be made dairy free or sugar free.



Happy National Beverage Day! Stop by and enjoy one of these four beverages or browse our extensive drink menu. All drinks can be made without dairy and sugar! #nationalbeverageday

Profile Pictures



Rules of Engagement

Negative Comments

As a small locally owned company we want to try our best to seem sympathetic towards our customers. It is important to build a reputation of putting your customers first which can be accomplished by handling negative comments with sympathy.

Engagement From Competitors

In Orlando Boba tea is popular and there are many different restaurants. Since one of our goals is to share Asian culture through our food and drink, we will not be hostile when responding to competitors. We will work to come up with funny and witty responses. Think of Wendys and McDonalds but nicer.

Giving Credit

We provide content credit to others by tagging them in the caption and in the post. If they do not have a social media account, we will make sure to mention them in the caption so our audience knows who created that specific content.



BOBA • POKE BOWL • STREET FOOD