

THE SOCIAL MEDIA

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"Keeping up with Social Media is a Piece of cake."

-No One Ever

Regardless of how well acquainted you might be with the ongoing list of social networking sites, there is one single thread that unites each one of them to the other. That thread holds the key to unlocking a simple strategy, which will allow you to keep up with and alleviate the headache attached to "the game" of social media. Any idea what that might be?

"CONTENT IS KING."
-BILL GATES

Content is the single thread that permeates every social media network. The problem is not simply the ability to keep up with social media, it's the ability to produce enough content. When you learn how to maximize the production of content— using only your cell phone— you alleviate the number one reason for not being able to keep up in the first place. Properly using each network then becomes substantially easier because you'll have the fuel required to play that "game" in the first place.

Types of Content

Photos, Videos, Timelapse's and Boomerangs/Giffs

Style of Content

90% - Story pieces, behind the scenes
10% - Money Shots, the finished dish

Story Content

The behind the scenes footage, intentionally raw/non-perfect, intended to build the full story of the final dish.

Money Shots

The final 'beauty' shot of your dish completed capturing the dish in all of it's glory.

LET'S REVIEW A MARGHERITA PIZZA

By the end of this article you'll have a clear content creation strategy that will show you how to capture 1 month of content from 1 single dish, sound good?



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1 MONTH - 1 DISH



Use this sheet to list your main dish and it's key ingredients + Notes on content ideas. (Print and check off as you capture the content.)

Margherita Pizza

DISH NAME

INGREDIENTS:

- Dough _____
- EVOO _____
- Sauce _____
- Cheese _____
- Basil _____
- Oven _____
- Completed Pizza _____

Photo

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○ ○ ○ ○ ○
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Video

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○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○

Timelapse, Giff, Boomerang

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○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○
○ ○ ○

Final Shot Angle:

- LAYFLAT | OVER HEAD
- 47 - 75 DEGREE
- 90 DEGREE | STRAIGHT ON

Final Shot Orientation:

- VERTICAL
- HORIZONTAL
- SQUARE

NOTES: (Use this section to brainstorm ideas of the content you can capture)

1 minute video ideas:

- How the dough and sauce is made
- What ingredients go in each of them
- Why I like these ingredients to others
- How to know when the dough/sauce is ready
- FAQ's or SAQ's - Should ask questions
- How to cut basil
- Which cheese we use + Why
 - If we make our own then include that too
- Talking about the heat of the brick-oven
- Talking about my specific cooking process

Photo + Timelapse Opportunities

- kneading the dough
- spinning the dough in air
- Ingredients alone, on board and with other ingredients around/near one another
- Saucing the dough
- Topping the dough
- Pizza in the oven
- Cutting the pizza to serve
- various completed "money shots" including full and taken apart images of the pizza

1 MONTH - 1 DISH

List the title of your Dish and it's key ingredients that can be included.



DISH NAME

INGREDIENTS:

Photo

Video

Timelapse, Giff,
Boomerang

 _____ _____ _____ _____ _____ _____ _____

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CONTENT CAPTURED - EXAMPLE

This is an example then of the content that was captured using the shotlist

DOUGH PROCESS

- 5 - 1 minute videos
- 2 Timelapses
- 3 - Photos



SAUCE PROCESS

- 3 - 1 minute videos
- 1 Timelapse
- 2 - Photos

INGREDIENTS, OVEN + MONEY SHOTS

- 4 - 1 minute videos
- 5 - Timelapses
- 8 - Stills



Every ingredient in Every Dish has a very specific reason for being there. Put yourself in the frame of mind of a 5 year old and ply the why game to create short, 1 minute - 90 second videos about your ingredients. The key is to not get hung up on capturing the perfect images and to stay focused on telling Your Story of the ingredients.



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1 MONTH - 1 DISH

Produce 1 Month of Content from 1 Single Dish



Caprese Salad

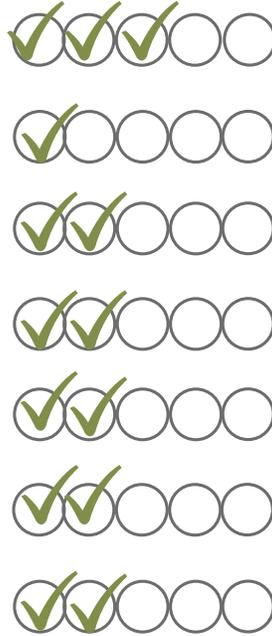
37 Total Pieces of Content

DISH NAME

INGREDIENTS:

- Dough
- EVOO
- Sauce
- Cheese
- Basil
- Oven
- Completed Pizza

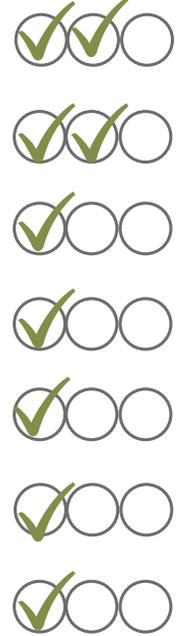
Photo



Video



Timelapse, Giff, Boomerang



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Cut, Copy & Repeat

Time for you to practice + Tag Us!

As you can see, the dough's story alone could cover half of our month's need for social media content, with 8-12 opportunities to capture unique photos, videos and timelapses.

YOU NOW HAVE A REPEATABLE PROCESS THAT COMPLIMENTS YOUR KITCHEN PREP ROUTINE, ADDS NO MORE THAN 15-30 MINUTES PER INGREDIENT, YIELDS AT LEAST 1 MONTH OF CONTENT FROM 1 SINGLE DISH AND THE BEST PART IS, YOU CAN AND SHOULD BE CAPTURING ALL OF THESE VISUAL STORIES USING NOTHING MORE THAN YOUR CELL PHONE.

For centuries, storytelling has been a tool to connect us with others, allowing us to enter into their world, better understand it's inner-workings and most importantly paving the way for us to learn how we can serve one another.

At its core, social media is nothing more than your tool to invite your audience into your world, teaching them what goes on behind the scenes, forging a connection with them and last but not least paving the way for you to serve one another.

WHEN YOU SHIFT YOUR GOAL FROM KEEPING UP TO BUILDING A CONNECTION, THEN SOCIAL MEDIA DOES IN FACT BECOME A PIECE OF CAKE AND CONTENT CREATION IS THE SECRET SAUCE THAT WILL GET YOUR AUDIENCE OFF OF SOCIAL MEDIA AND INTO YOUR RESTAURANT.

JOIN OUR COMMUNITY



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THANK YOU.



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Leigh Loftus 12 year F&B Photographer
Founder of **The Chef Shots.**

The Chef Shots is a digital curriculum to teach chefs and culinary professionals how to build their brand & conquer social media using nothing more than their cell phone!



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