

DODGING THE PITFALLS OF SOCIAL MEDIA

WOOING THE HIVE MIND

BY ECOLAB

Good things
come from

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We are social creatures. NOW, WE'RE DIGITALLY SOCIAL.

93% of Americans use social media¹



2 in 3
use Facebook



1 in 3
use Instagram



1 in 4
use Snapchat & Twitter²

Armed with our smartphones...
EVERYONE'S A DINING CRITIC.
AND EVERYONE'S A HEALTH INSPECTOR.

26,380
Yelp reviews every minute³



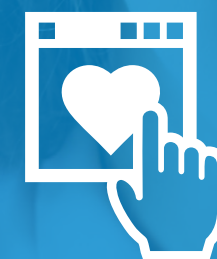
WE TRUST THE HIVE MIND.



9 in 10
of Americans
TRUST ONLINE REVIEWS
as much as personal
recommendations⁴



3 in 5
diners
**READ SOCIAL MEDIA
RESTAURANT REVIEWS**
before choosing
a restaurant⁵



1 in 3
base restaurant choice
**SOLELY ON
ONLINE REVIEWS**⁶

A FEW BAD APPLES...



1 BAD REVIEW
costs you
1 in 5
potential customers



3 BAD REVIEWS
costs you
2 in 3
potential customers



4+ BAD REVIEWS
costs you
7 in 10
potential customers⁷

...RUIN THE WHOLE ORCHARD

The Good News



2/3
of Yelp reviews are
4 or 5
STARS⁸



Consumers
SPEND
31% MORE
at businesses with excellent reviews⁹

“ONE STAR AWAY FROM PROFITABILITY”



**1-star Yelp increase =
9% revenue boost¹⁰**

WHAT DO CUSTOMERS COMPLAIN ABOUT?

Consumer Reports' Top Restaurant Customer Complaints:



1) Dirty utensils/table



2) Dirty restrooms



3) Bad service



4) Poor staff hygiene



5) Food/beverages served at incorrect temperature

CLEANLINESS!!!

TOP 4 CLEANING COMPLAINTS



1.
Dirty, greasy floors



2.
**Restrooms: odor, appearance,
no toilet paper/paper towel**



3.
**Using the same
mops/rags everywhere**



4.
Dirty kitchen

3 QUICK TIPS TO

**DODGE PITFALLS &
WOO THE HIVE MIND**

1. BE PART OF THE CONVERSATION.

Businesses with active social media pages have more positive reviews.

1 in 3 customers will
REMOVE A NEGATIVE REVIEW
if a business directly responds



2. MITIGATE THE RISK.

Prioritize proactive **CLEAN**.
If you can **see a problem**,
a customer **can see a problem**.



Refocus on FOOD SAFETY.

75% of people won't visit a restaurant
implicated in a food safety incident.¹²



3. CREATE SHAREABLE EXPERIENCES.



“Instagrammable” Plates

Shining wares,
artful plating.



“Instagrammable” Places

Wow factor from
design to details.



**INVEST IN YOUR BRAND—
DRIVE YOUR SUCCESS.**

“WIN”

THE SOCIAL MEDIA GAME.

SEE HOW KEYSTONE CAN HELP.

CLEANWITHKEYSTONE.COM

CALL 800-35-CLEAN

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