

SOCIAL MEDIA GUIDE



Simple Steps to Grow Your Bubble Tea Shop

1. CHOOSE THE RIGHT PLATFORMS



Instagram

Show off your drinks and attract new customers



Facebook

Share updates, promotions and event info



TikTok

Create fun videos and follow trending content



Google Business

Get discovered locally and collect reviews

2. CONTENT IDEAS



New Drinks



Customer Photos



Promotions & Offers



Behind the Scenes



Customer Reviews



Seasonal Specials

3. POSTING FREQUENCY



Instagram

3–5 posts / week



Facebook

2–4 posts / week



TikTok

2–3 videos / week



Stories

Every day

4. QUICK TIPS



Use bright photos and short videos



Engage with your audience and reply to comments



Use relevant hashtags to reach more people



Track your performance and improve your content

5. TRACK YOUR RESULTS



Reach



Engagement



Followers



Website Clicks



Reviews