

ANNU

PANCAKES

- UTRECHT -



**Social Media Planning
July 2020**

Hashtag Research

We recommend doing some hashtag research upfront and putting a couple of different categories together, so you can then easily copy and paste them to your post when you're publishing.

You can collect your hashtags here, and then put them, for example, in your hashtag collection in Later, or just in a regular note on your phone.

If you need some hashtag help, then feel free to reach out via Slack. Also, check our **monthly updated** hashtag resource page in the Tribe Area. Make sure to add in a good variation of low- and middle competition hashtags.

You could also add some emojis here, so you can easily copy & paste them to, for example, Later or Hootsuite.

WWW.TREMENTO.COM/TRIBE-HASHTAGS

Hashtag Group 1:

#utrechtcentraal #igersutrecht
#utrechtmijnstad #exploireutrecht
#utrechtfood #visitutrecht
#hotspotutrecht

Hashtag Group 2:

#lovepancakes #pancakesaturday
#pancakesfordinner #treatday
#brekkie #fluffypancakes
#breakfastfood #americanpancakes
#glutenfreepancakes #sweettreat

Hashtag Group 3:

#lemonaid #mindfulnessseating
#naturallygood #animalfree
#veganfoodblog #veganworld
#poweredbyplants #plantbasedvegan
#vegetarisch

Emojis:

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Tuesday 14-07-20

Guest Review

You must've heard it: the doors of ANNA Pancakes Lichte Gaard 2 opened last June. Sooooo many lovely words have come our way. We've had the opportunity to many different people so far and it's been such a pleasure.

This photo of ANNA Pancakes Lichte Gaard 2 was taken by the lovely @travellust_nl 📷



Friday 17-07-20

World Emoji Day

Today's World Emoji Day and we think Maya is clearly demonstrating the wink emoji here. What do you all think?

World Emoji Day. Yeah, I know, sounds irrelevant, right? But guys, let's be honest! We are all using emojis every single day. They've become so important!

My favourite ones are these! 🍌 🍌 🍌 🍌



Saturday 18-07-20

Trend Play

STOP SCROLLING! 📱

We got something new at ANNA Pancakes and it is... the El Mascarpone. Oh la la! Ready for that description? Here it comes: two slices of sourdough toast, with blueberries, raspberries, strawberries, home made vanilla mascarpone, and topped with almond rasp and vanilla sugar.

Want it? Come and get it, my friend. I'm waiting for you.



Tuesday 21-07-20

Sustainable Business

So you are a social drinker?

Then Lemonaid will sure be your jam. Their drinks are not just 100% organic; they're also Fairtrade-certified. That way, they're not only supporting organic farming, but also sustainable practices where everyone is paid a fair wage for their work. On top of that, 5 cent / pence for every bottle they sell goes to support the Lemonaid & ChariTea Foundation, which funds social projects in the regions where their ingredients are grown.

Pretty dang cool, right? Drop a lemon below to show @lemonaid_nl some love.



Thursday 23-07-20

Promote reservations

Imagine yourself and this Benny Twist tomorrow morning.

Sounds like a dream, right? I know. It's one of my proven strategies to have a successful day. But sweeties, I got good news: you can make this dream come true super duper easily.

Just drop by tomorrow morning, or make a reservation via the website if you want a specific spot (I mean... the window seats are popular) ☐



Saturday 25-07-20

Would you rather?

Let's fantasize for a second ☐

It's Saturday morning. You've had a rough week and you're feeling pretty tired, but hey, Summer is on and so are the sales. You get up, text your best friends and ask if they're available for a breakfast date. Within a second, you get a reply. Pancake breakfast date's on.

You start scrolling through our menu and Instagram. What should you order? You start feeling anxious with so many good options, but then, this one grabs your attention. Oh-my-Pancake-Goodness, is that smoked salmon?!

Uh yeah, you bet it is, honey, you bet it is.

Choice made ☐



Monday 27-07-20 (Unique) food & drink pairing

HA! I know what you are thinking.

"That must be a normal lemonade."

Well heck no, it's not. It's Fentimans Rose Lemonade, which is made with pure rose oil and natural botanical extracts for a "delicately aromatic and unique drink". No artificial sweeteners, flavourings or preservatives. And that's exactly why I wanted to have this one at ANNA Pancakes. It goes perfectly well with literally anything and any pancake on the menu.



Wednesday 29-07-20 Staff recommendation

Give a girl New York Cheesecake and she'll be yours forever.

(Or well, it's a good start)

Okay, so, New York Cheesecake! We got a new version. It's a little lighter, not too heavy on your tummy, and soooo good :)

Who should treat YOU to a slice of this treat?



Saturday 01-08-20 Gluten-free

Gluten-free? No problem for me.

ALL my pancakes can be prepared gluten-free. Want them vegan, or without milk (lactose-free)? Again: no problemo. I got your back, my friend. To be able to welcome and cater anyone has always been one of my focus points for ANNA Pancakes.

So, with which gluten- and lactose-free and also vegan please friend are you coming for lunch? 😊