THE AVERY

HOTEL + BRASSERIE

Content Pillars

THE BOISE EXPERIENCE

Boise's charm is part of ours. The local scenery, culture, and overall experience of this environment make for special experiences. We can show you some of ours, now just imagine what you could do with your own. The Avery is a superb location, anchoring you in the middle of the sights, tastes and sounds that will make your stay a memorable one.

POSTS

Downtown Boise, Little Pearl Oyster, Greenbelt, outdoor recreation, concerts, special events, marquees, iconic scenery, etc.

THE AVERY WAY

The Avery brand is a promise to its patrons, a promise that the details are already addressed. The unique services and the Avery-specific approach to service are glimpses into what that promise means to guests of the hotel, restaurant, and tavern. Every decision made in The Avery provides value to you. This is the place to see it.

POSTS

These posts are about deeds as much as materials. They focus on employees and the tasks they are performing.

DESIGN

Design is in the soul of everything The Avery does. Look around. There are a thousand different perspectives, each showing tiny aesthetic choices, all culminating in The Avery itself. The beautiful linens, the design of a hallway, the placement of something new next to something old, they all contribute. The Avery has a personality that demands attention.

POSTS

Rooms, tables, fireplaces, décor, focused pics of tiny objects and wide-angled views of lobbies. The posts will all have both a point of view showing off the design and provide a contextual insight into the choices behind it.

HERITAGE

Honoring what The Avery was is a part of what makes what The Avery is so special. It houses history that can be seen, felt, and used, connecting people with the past while they enjoy their present. Showcasing what has been left behind, rehabilitated, or restored is a beautiful way of celebrating buildings like The Avery, a foundational piece of our community, and keeping them alive.

POSTS

Restored items, architectural perspectives, old stories, former owners/users of the building.

FOOD + BEVERAGE

Our food and beverages present almost as good as they taste. Showcasing the plates, drinks and themes coming from two different kitchens and two different bars produces compelling reasons to dine or drink every day.

POSTS

Food and beverages in all kinds of combinations.

Brand Social Voice

The social voice should feel in line with the aesthetic of the hotel and restaurant itself.

Elegant yet informal

Cool, sophisticated, confident, and inviting

Avoid Gen Z media speak and trends

Less is more when it comes to captions

When in doubt, utilize talking points document

Brand Tone Examples

YES

Warning - if you book a stay in our soaking tub suite, you may never want to leave.

Functional, romantic, and stylish, perfect for staying in or for inspiring discoveries in downtown Boise and beyond. See you this fall.

The devil is in the details. Each piece of art hanging in The Avery has been hand-picked to honor the history of this historic building.
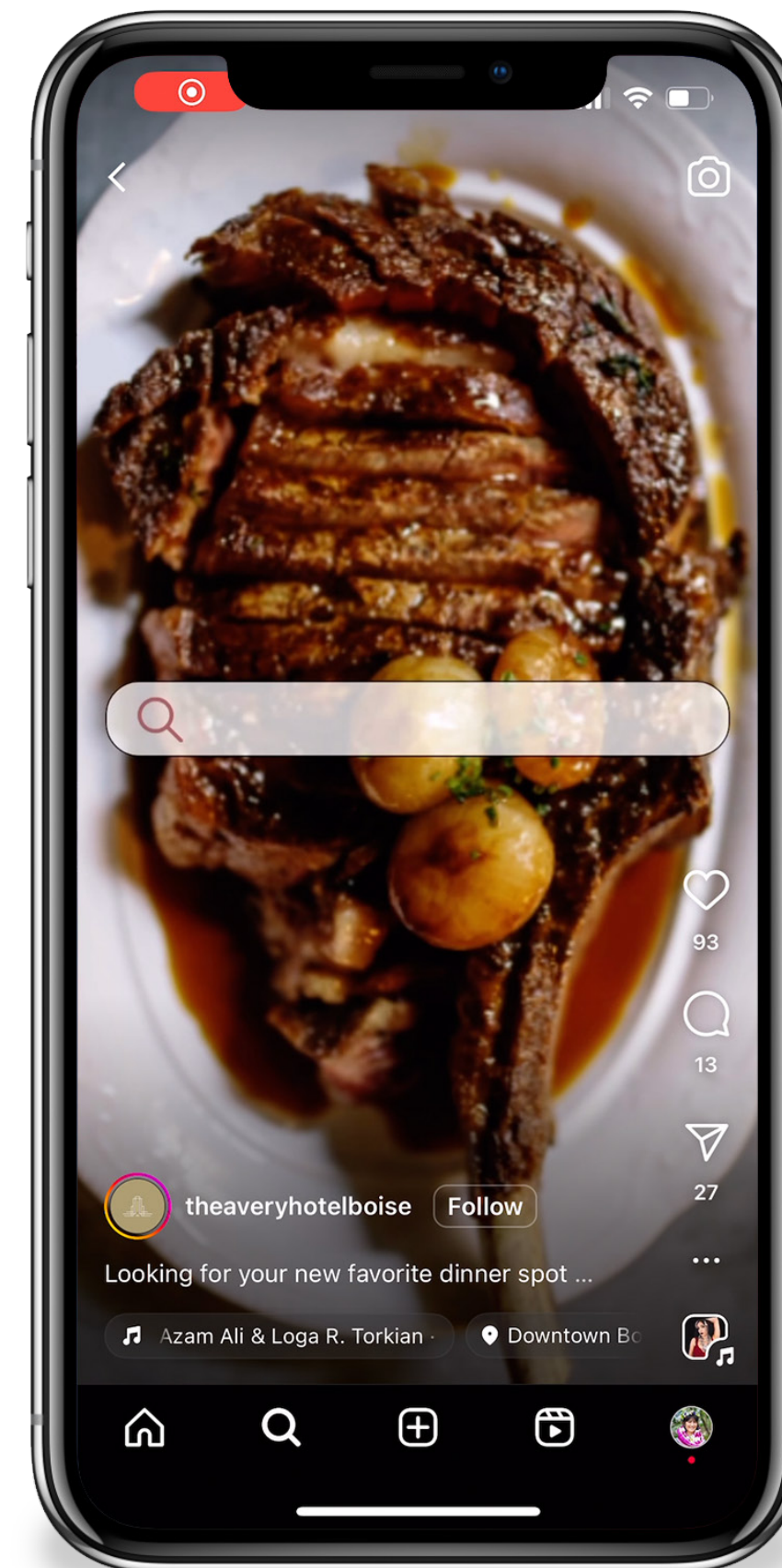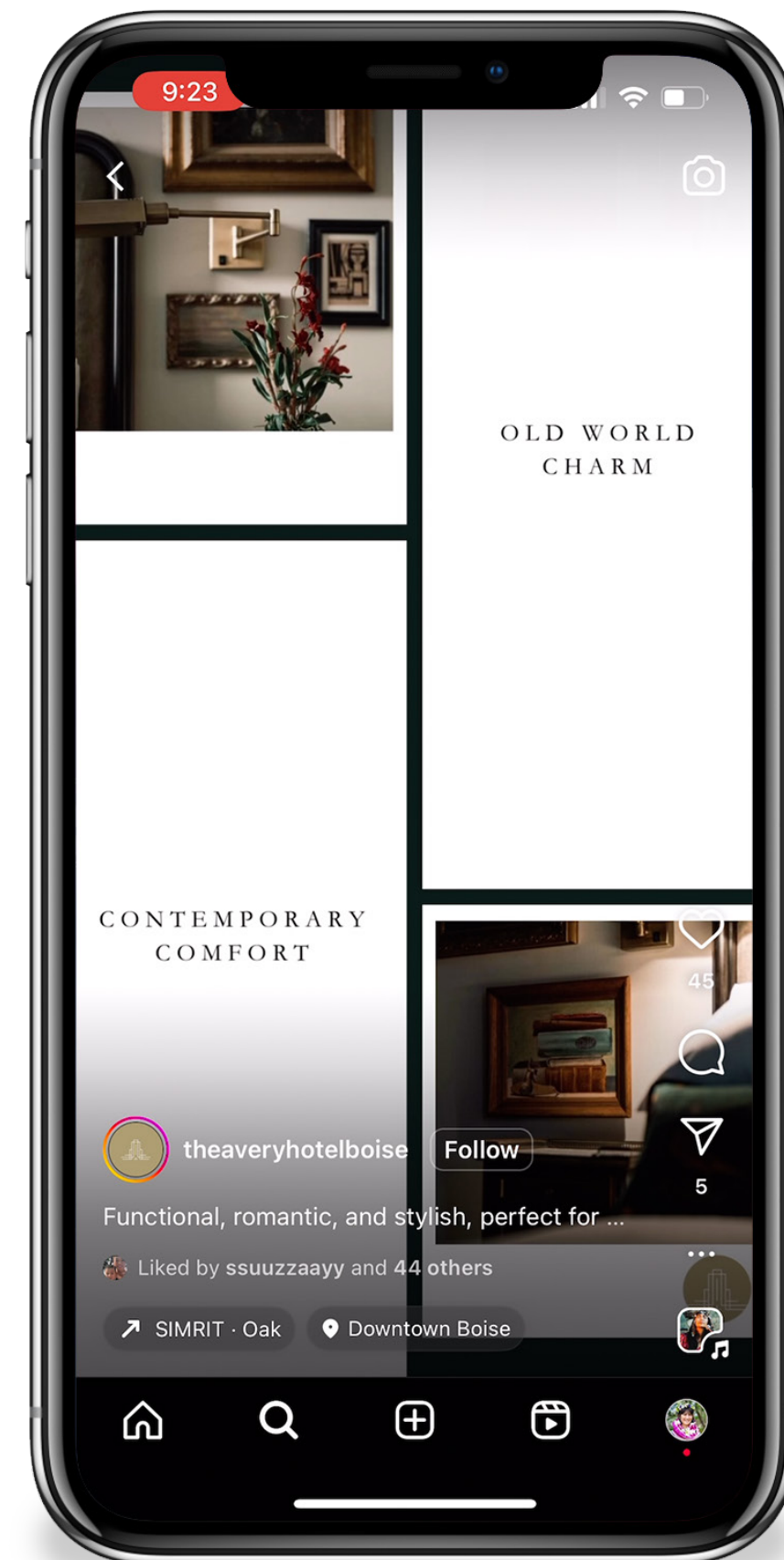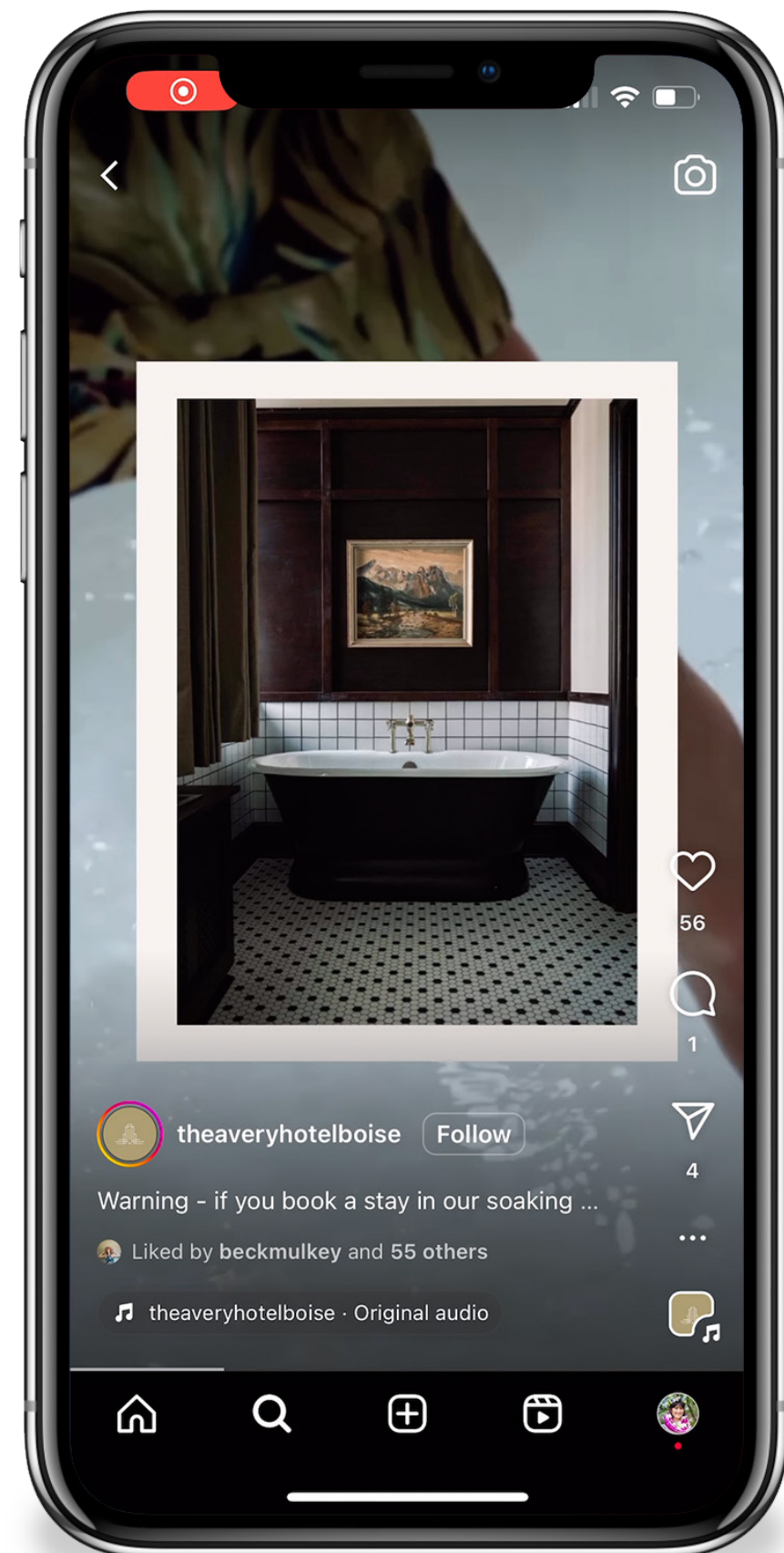
NO

Sliv and Slay in our soaking tub suites.

Ready for a besties trip? Boise is the perfect spot and we've got the coziest rooms. See you this fall.

The artwork in the hall lives rent free in our heads. Every piece was hand picked to honor the history of this historic building!

Content Types - Reels

WHAT ARE REELS?

Short from (15-30 sec) videos that often follow trends, use popular audios, and share quick-wins or entertainment for new audiences.

WHERE DO YOU WATCH REELS?

On the main feed or in the Reels explore page.

WHO SEES YOUR REELS?

Current followers and, importantly, potential new followers.
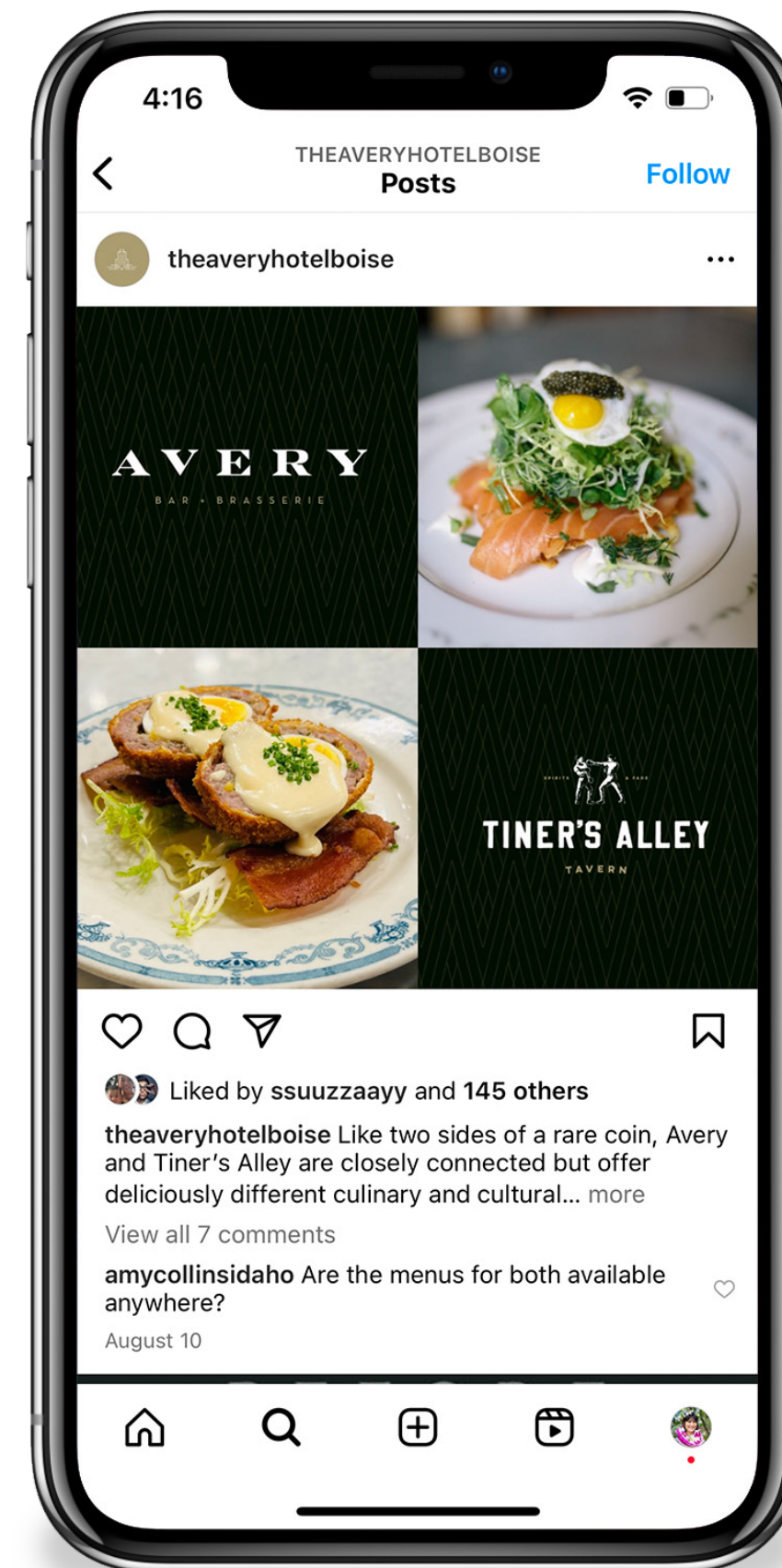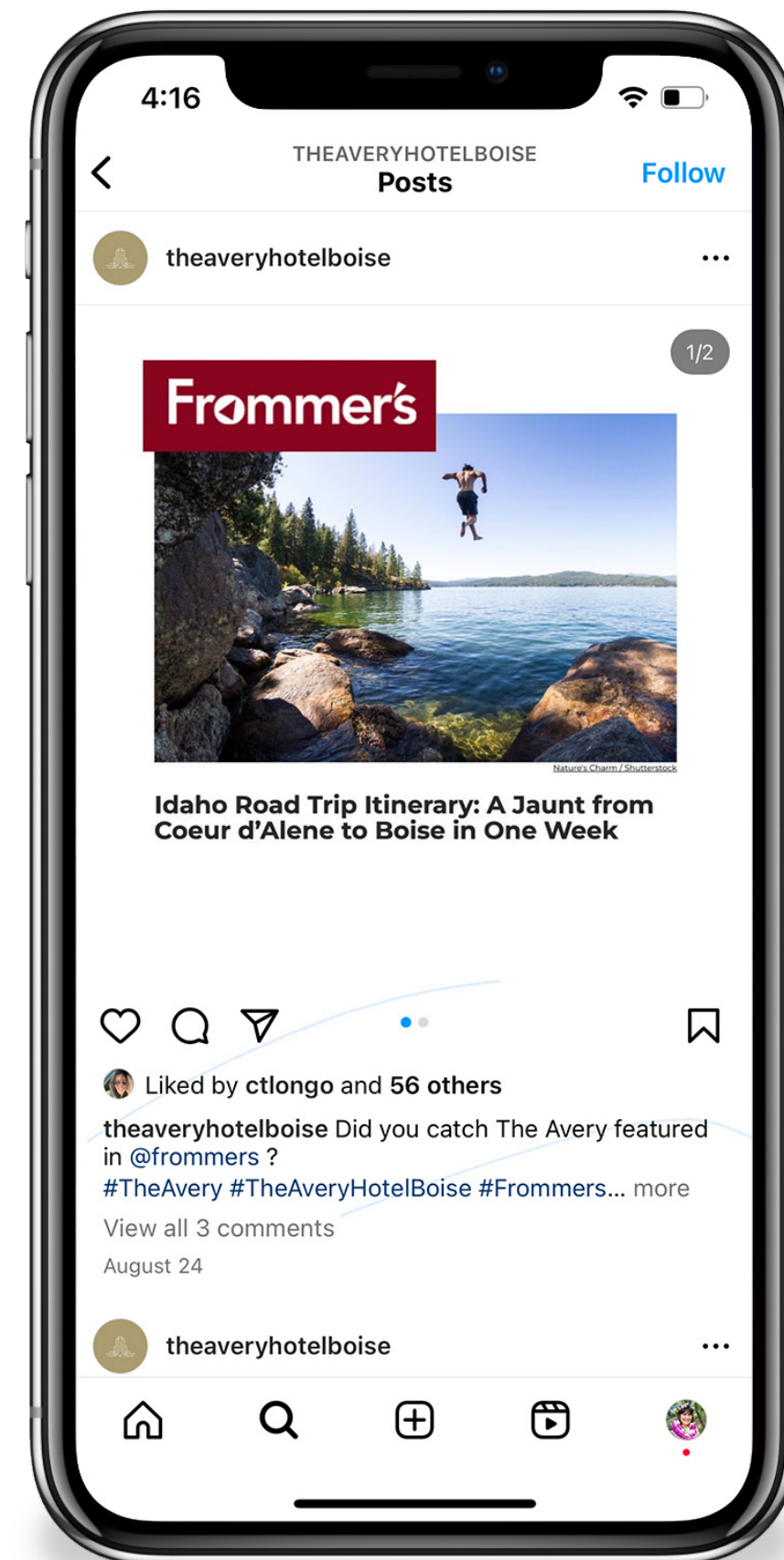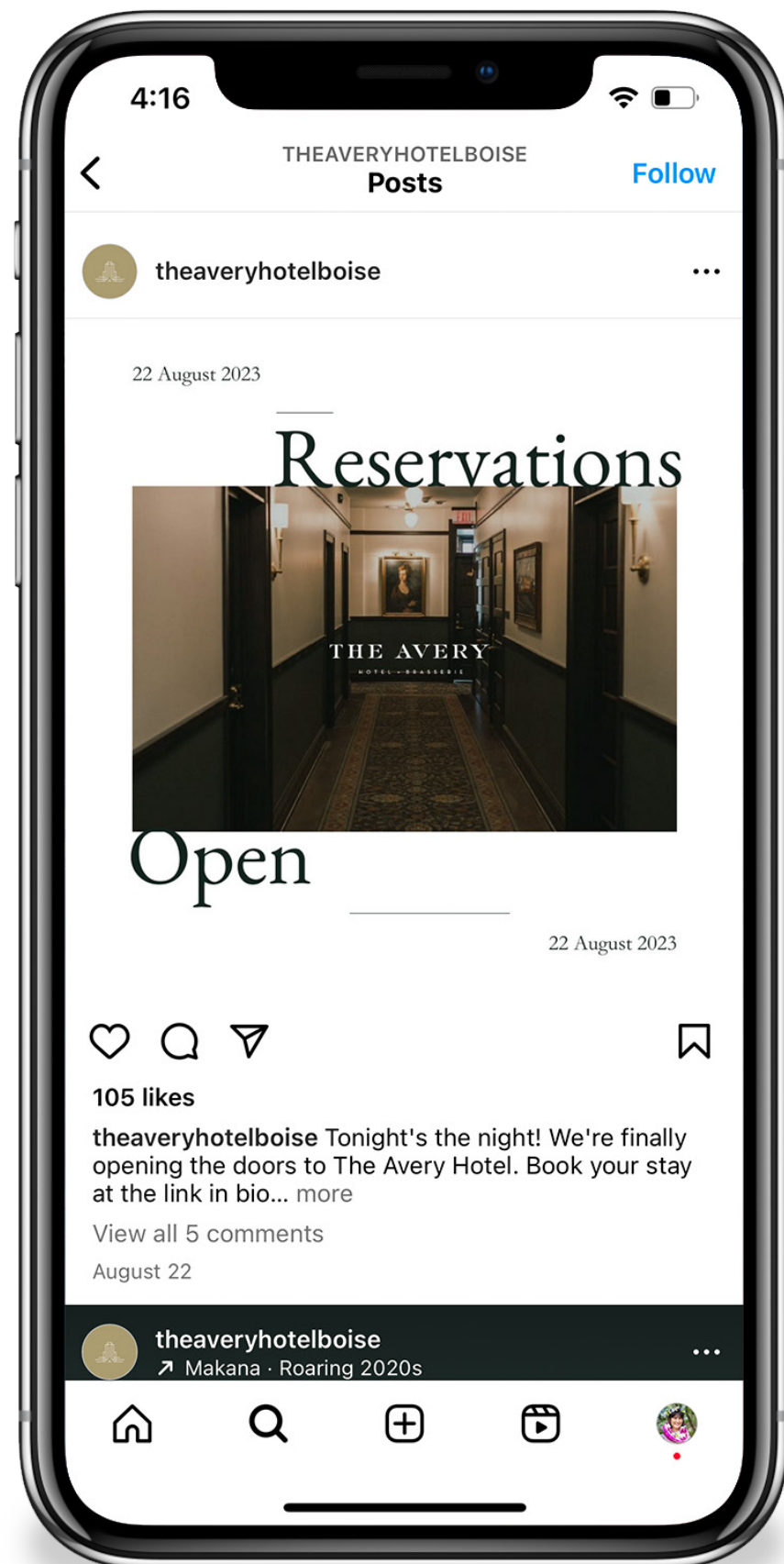
REEL BEST PRACTICES

Utilize hashtags for discovery

Use trending audio

Take short form video of day-to-day operations (i.e. making a cocktail, finishing a plate before serving, resetting a room)

Content Types - Feed Posts

WHAT ARE FEED POSTS?

The original form of content on Instagram; photos, videos, and carousels that appear in the main feed of accounts the user is following.

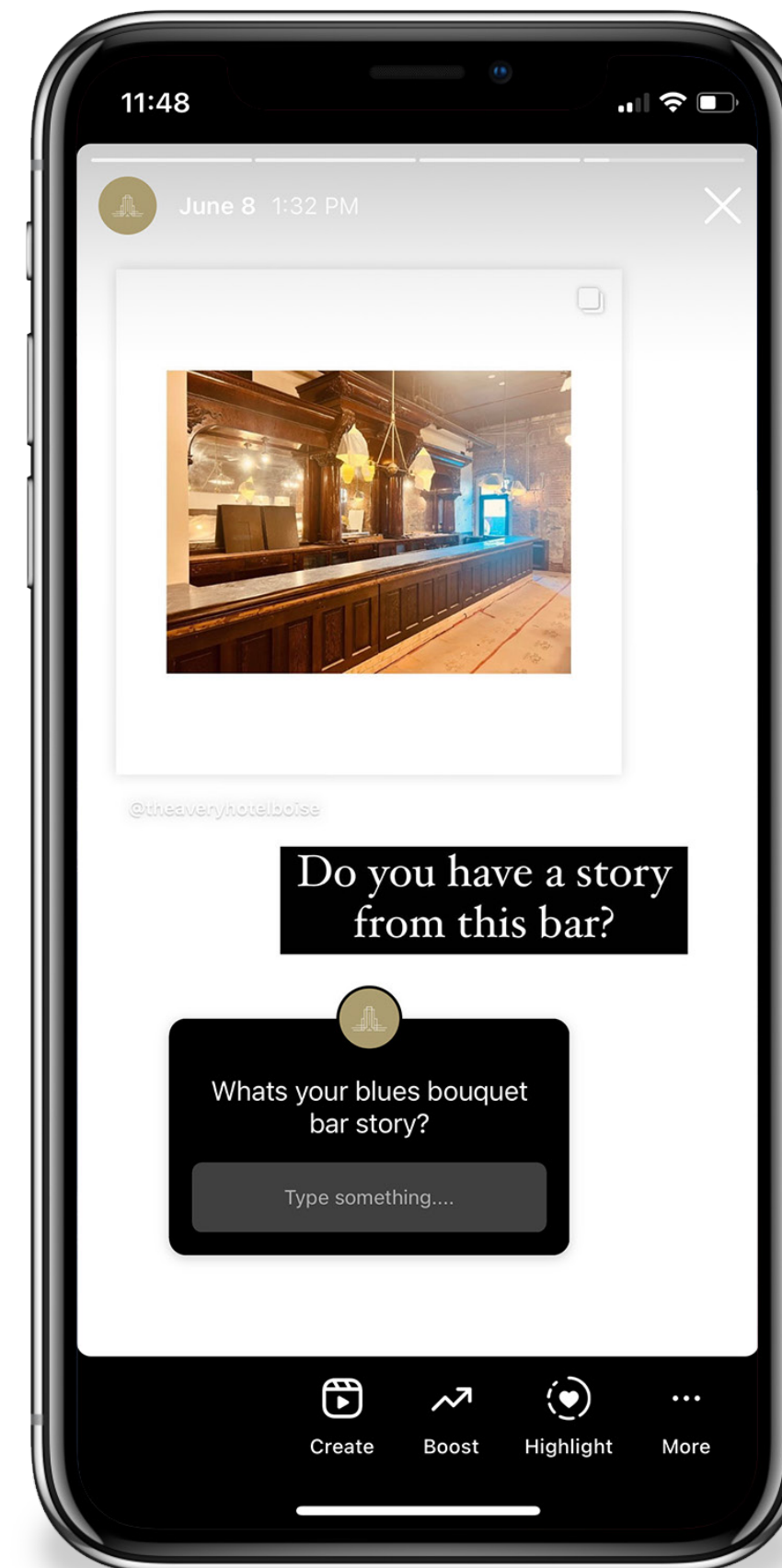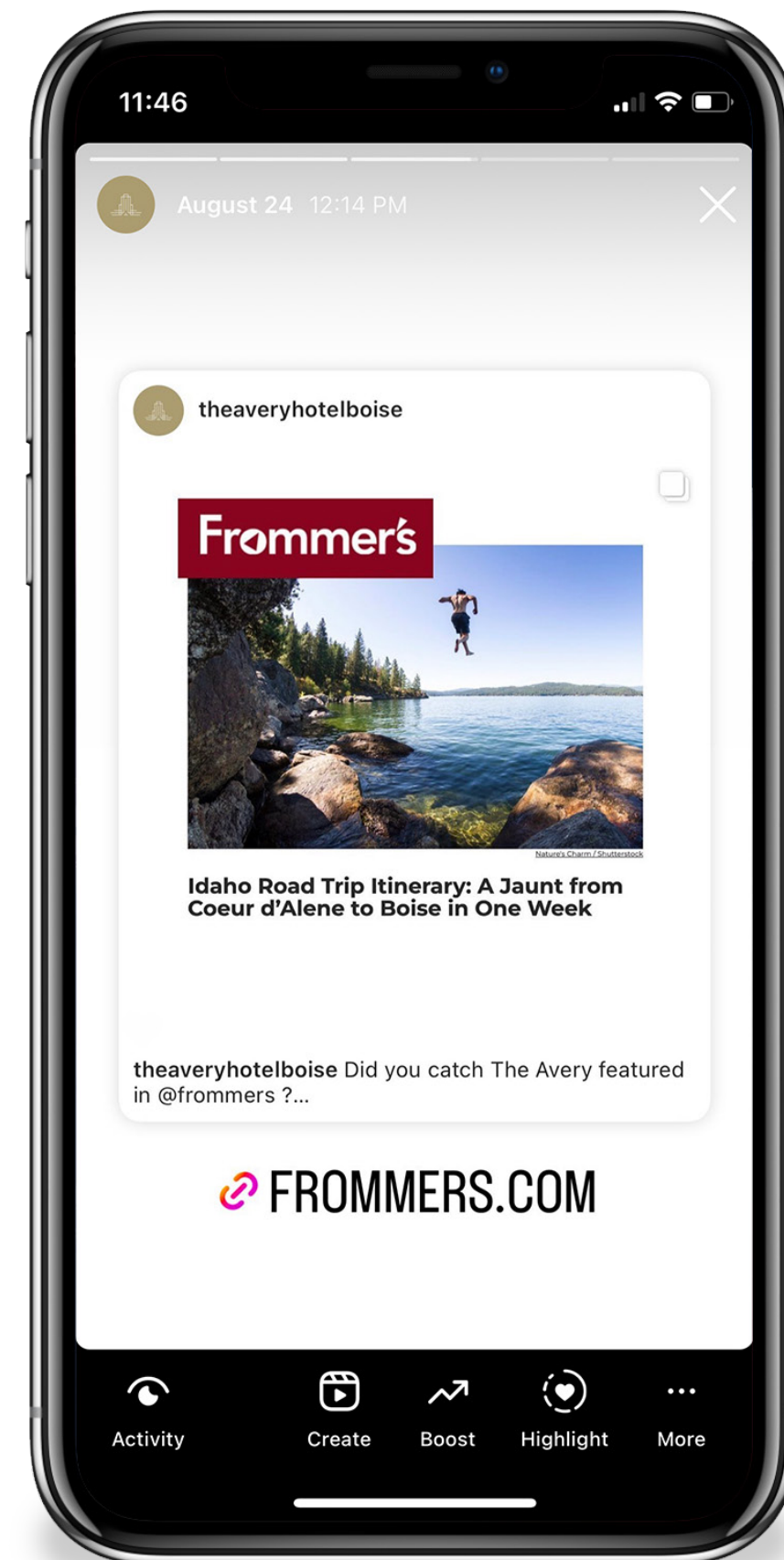## WHERE DO YOU VIEW FEED POSTS?

In the main home feed, on the explore page, in guides, and sometimes when they are shared to stories.

BEST PRACTICES

Utilize carousel posts to maintain engagement

Maintain a unified aesthetic and share photos that are not square cropped by dropping them into a white square frame

Feed content can be the most in-depth content shared

Feed captions cannot support clickable links

Content Types - Stories

WHAT ARE STORY POSTS?
Vertical photo and video content that are formatted in 5-15 second slides that users can tap through.

WHERE DO YOU VIEW STORIES?
In the stories feed at the top of the app, where it's available for 24 hours only unless you add it to a highlight on your profile where people can watch them back indefinitely.

BEST PRACTICES
Stories are the most popular content on the app

Anytime you share a feed post, re-share it to stories

Engage in conversation with your followers by reposting their stories that mention The Avery

Stories can include clickable links and other interactive elements such as polls and reaction stickers

Choosing Photos

PHOTO RIGHTS - ENSURE THIS ONE IS TRUE

You took the image yourself/created an original graphic and therefore own it

It has been properly licensed
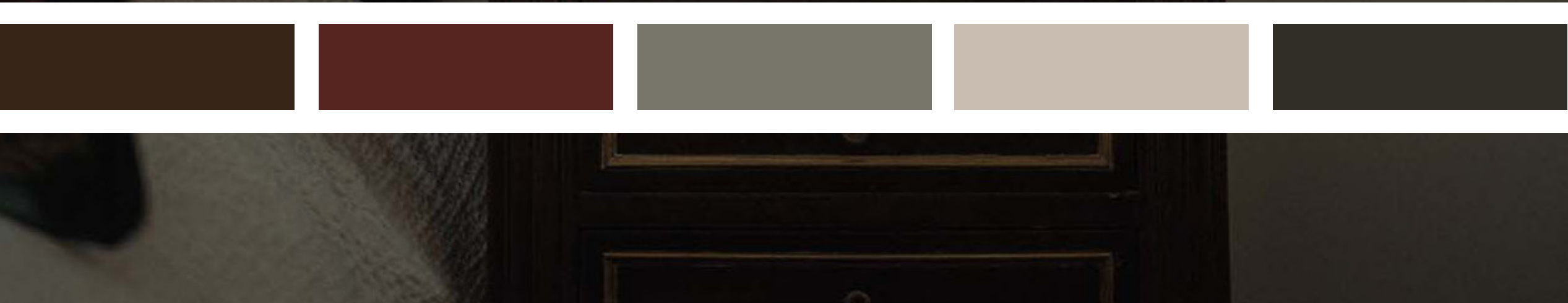
The image is public domain

QUALITIES OF GOOD PHOTOS

Correct aspect ratio

Highest quality possible - image is crisp, clear, and well cropped

Know what your audience will enjoy/responds to. Learn from posts that perform well and posts that do not perform as well - find the common thread. For example, The Avery followers enjoy beautiful details of the space and food and before/after photos referencing the history of the building.

Most audiences respond strongly to faces in images - don't be afraid to showcase your staff

Choosing Photos

COLOR PALETTE

Color palette and aesthetic is autumnal, earth toned, warm, cozy, elegant, historic

NO

YES

Choosing Photos

COMPOSITION & STORY

Choose photos that have a clear POV or story and are in focus and high resolution.
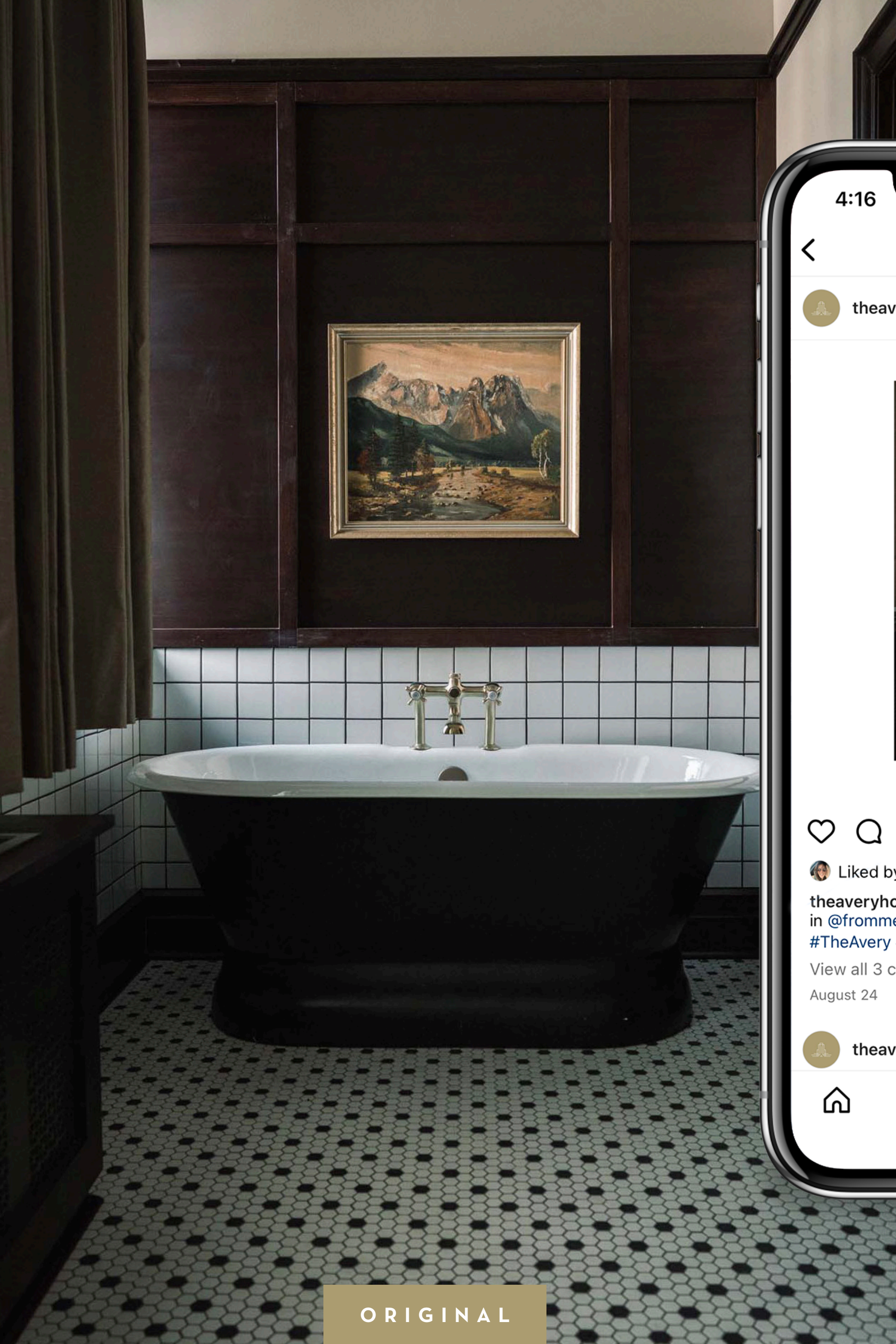
TOP PHOTO

Good for website, not for social

Not a clear enough story or context of what we are seeing
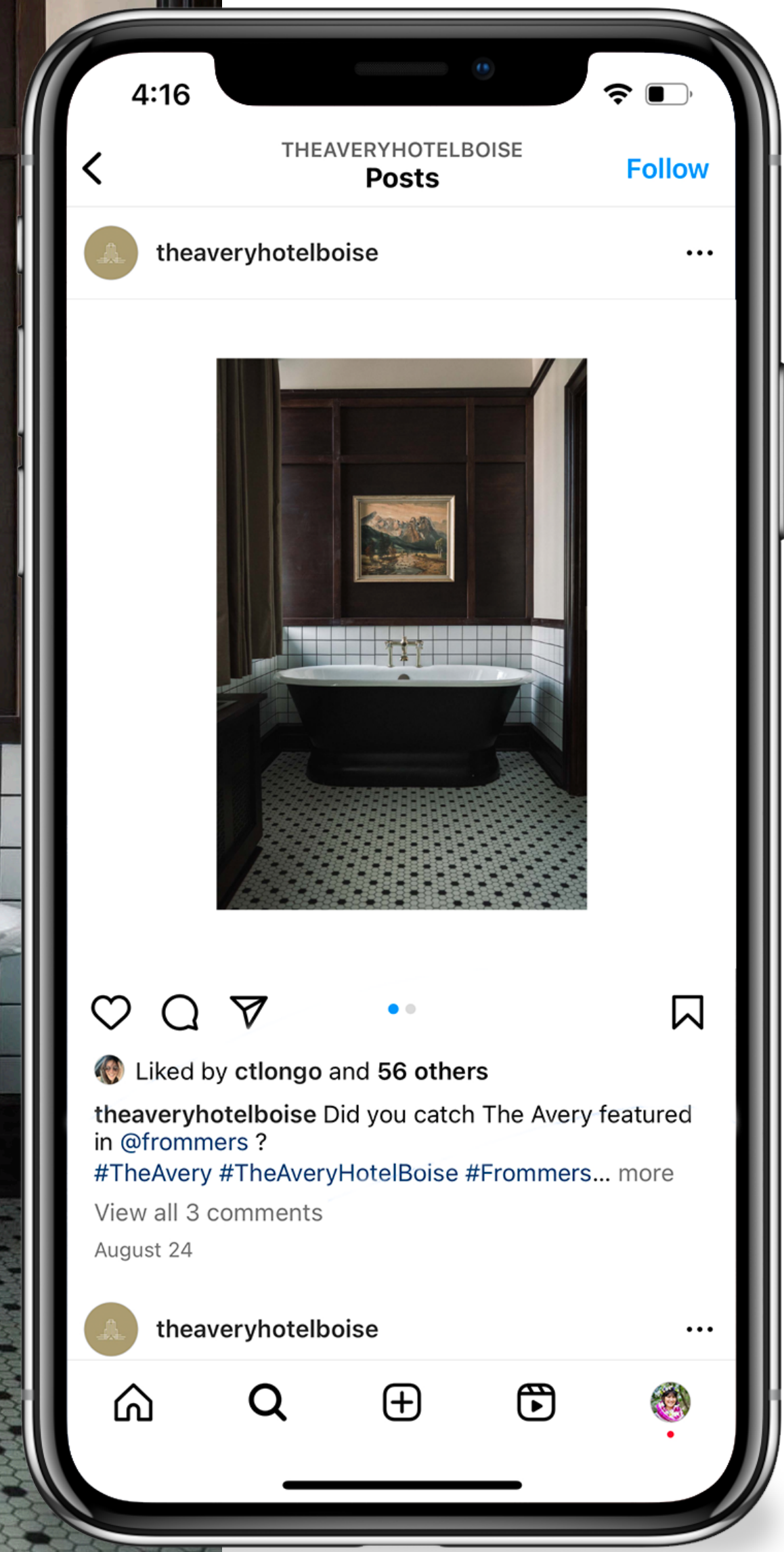
BOTTOM PHOTO

Appropriate for social

Good composition, clear story

ORIGINAL

CONTENT STRATEGY

Choosing Photos

EDITING

Inset in white square for social media

Writing Captions

Write like a human, not a robot

Make the most of your first sentence - it is all that will show on the feed until followers tap "more"

A good caption provides context for the photo, showcases brand personality, and inspires followers to engage

Utilize sensory language to tell a compelling story

Captions can be as long as 2,200 characters and can contain up to 30 hashtags. An ideal caption is 150-200 characters so your audience can keep scrolling. Ideal hashtag count is 3-5.

Hashtag Strategy

TYPES OF HASHTAGS

BRANDED HASHTAGS

This is specially created for a brand, and is used to increase brand awareness. It's usually the company name. (#TheAveryHotel)

COMMUNITY HASHTAGS

These connect like-minded users around a topic. (#BoiseDining)

INDUSTRY HASHTAGS

These are hashtags used within an industry about topics, events, and ideas related to that group. (#HotelRenovation)

CAMPAIGN OR PRODUCT-SPECIFIC HASHTAGS

Short-term hashtags to promote a particular campaign or product. (#AveryGrandOpening)

EVERGREEN HASHTAGS

#TheAveryHotel
#TheAvery
#TinersAlley
#HistoricHotel
#ChefCal
#DesignerAshleyEliott
#DowntownBoise
#BoiseDining
#VisitBoise
#BoiseEats
#Brasserie
#EnglishPub
#FineDining
#BoiseIdaho
#MichelinStar

Sizing Visual Assets

PHOTO AND VIDEO SIZING

SQUARE FORMAT
1080x1080 pixels (1:1)

LANDSCAPE FORMAT
1080x566 pixels (1.91:1)

VERTICAL FORMAT
1080x1350 pixels (4:5)

VIDEO - MAX LENGTH

REEL: 10 minutes

STORY: 60 seconds

LIVE: 60 minutes

ADVERT: 60 seconds

VIDEO - OTHER CONSIDERATIONS

MAX SIZE: 3.6 GB

MIN FPS: 30 FPS

FORMAT: .mp4

BEST PRACTICES

Posts on the feed will always show up as a 1:1 ratio

Maintain the feed aesthetic and share photos that are not square by dropping into a 1:1 white square frame

Reels share to the main feed as a 4:5 ratio, but will always appear on the grid as 1:1 ratio

PUBLISHING CHECKLIST

☐ Visual assets are sized correctly

☐ Visual assets use Avery branded fonts, colors, and logos

☐ Reels use trending audio if appropriate

☐ Caption is written in brand voice and in alignment with content pillars

☐ Add relevant hashtags and tag people or businesses who may be involved in the post

☐ Schedule post in Meta Business Suite during active times if available

☐ Schedule 2-3 grid posts/reels/week

☐ Add to stories daily if possible

Responding to Comments and Messages

- Respond to comments and DMs within 24 hours if possible

- If a comment does not require a response, "like" it

- Repost tagged posts and stories if appropriate

- Screenshot and send negative comments to supervisor

RESPONSE TEMPLATES

Use for general messages

"Thank you for reaching out! Please direct all inquiries to info@theaveryboise.com"

"Thank you for your message! You can book a table through Resy by visiting our website, www.theaveryboise.com"

Metrics to Watch

REACTIONS

The number of interactions with your posts via reaction. Reactions on FB include like, love, haha, wow, angry, and sad. This is a non-unique metric (includes multiple/ subsequent reactions).

COMMENTS

The number of comments and comment replies on your posts. This is a non-unique metric (includes comments left by the same users multiple times).

SHARES

Total number of shares of your posts. This is a non-unique metric (includes multiple/ subsequent actions left by the same users on the post and further comments).

REACH

The number of unique users who saw your page post in news feed or ticker, or on your page's timeline (this report includes only organic posts).

IMPRESSIONS

The number of times any organic content associated with your page was seen in news feed, ticker, or on visits to your page. (this report includes only organic posts).

ENGAGEMENT

The total number of likes, comments, shares, photo views, link clicks, and video views related to your page's posts.

AVERAGE ENGAGEMENT

Metric that measures how many users interacted with your post content.
The average of (engagement/reach x 100) for the selected time period.

TRACKING

Track metrics via the insights tab on Meta Business Suite.

Analyze insights monthly to determine what content is performing best.