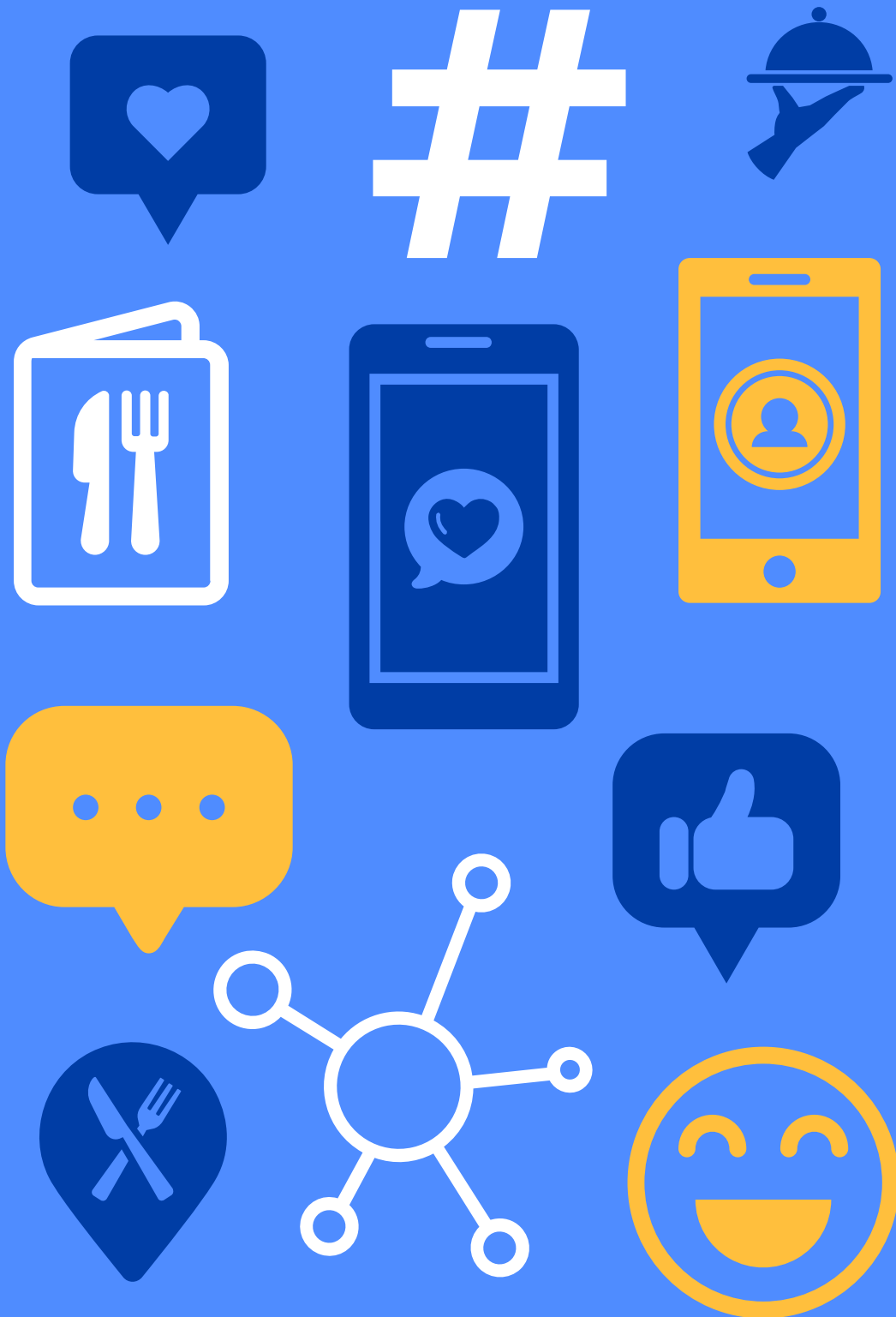




YOUR SOCIAL MEDIA *Playbook*

WK Kellogg Co





Harnessing social media

Keeping patrons **engaged with your operation** means catching them where they spend the most time - more often than not, via social media. **Here are some tips to ensure your social media platforms work hard to drive traffic and loyalty.**

Crafting *your* message

Your menu has a lot to say, and your customers want to hear it! But where do you start?

Consider creating a content strategy around these themes:



Keep them *informed*

Awareness posts are a great way to tell patrons about all of the things that are happening in your operation.

Use these posts to communicate important announcements or key dates and events.



Highlight promotions & *perks*

Share time-sensitive savings or loyalty coupons to drive immediate traffic.



Start a *conversation*

Your customers want to stay involved with your operation – so keep them engaged with posts that encourage interaction. Ask a question, take a poll, or request an emoji response.

Keep it fun!



Facebook is ideal for building community – share engaging stories, respond to comments, and post consistently to stay connected with your audience.



B&I



Healthcare



Lodging

Who's there

18-29
Years

55%

30-39
Years

75%

40-49
Years

78%

50-64
Years

73%

Statista 2025

Character Limits

63,206

Keep posts close to 80 characters - otherwise followers will have to click "See more" to continue reading.

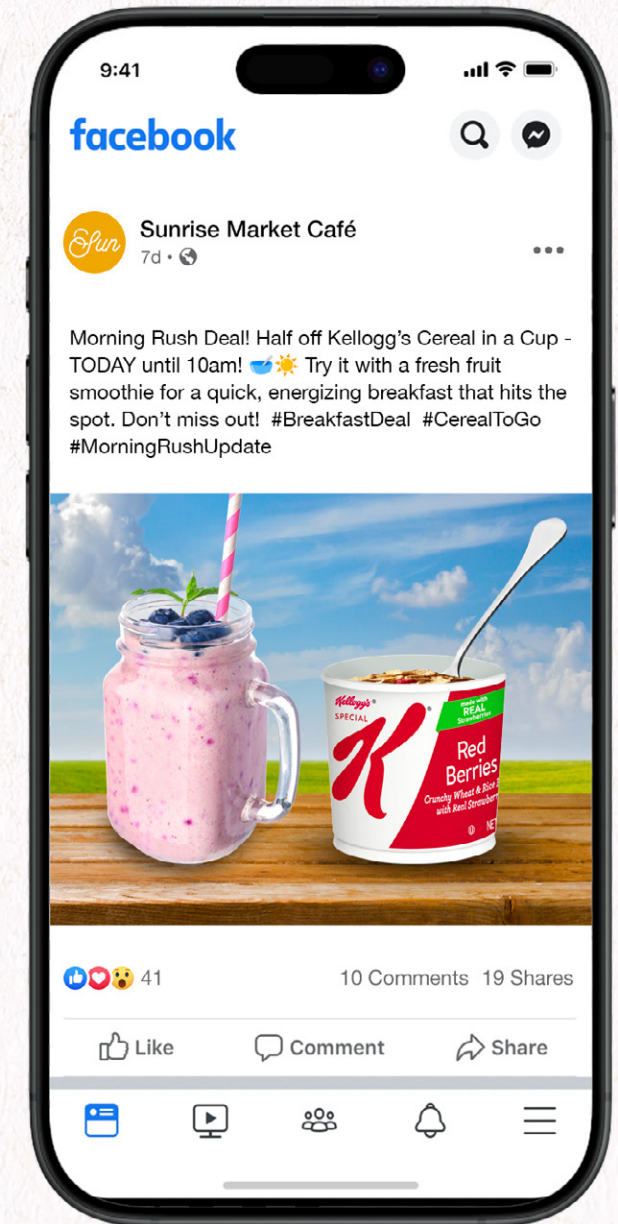
Image Sizes

1080 x 1350

Pixel images for best results

Best Practices

- Challenge yourself to tell a story briefly. This will ensure more people will read it!
- Video or image posts consistently outperform text-only posts.
- Post between 1 to 2 times per day.



Promotional



Instagram is all about the photos - keep them clear, colorful and appetizing.



C&U



B&I



Healthcare



Lodging

Who's there

**18-29
Years**

66%

**30-39
Years**

57%

**40-49
Years**

48%

**50-64
Years**

33%

Statista 2025

Character Limits

2,200

This is the maximum are allowed, but try to keep captions to under 125 characters for greatest impact.

Image Sizes

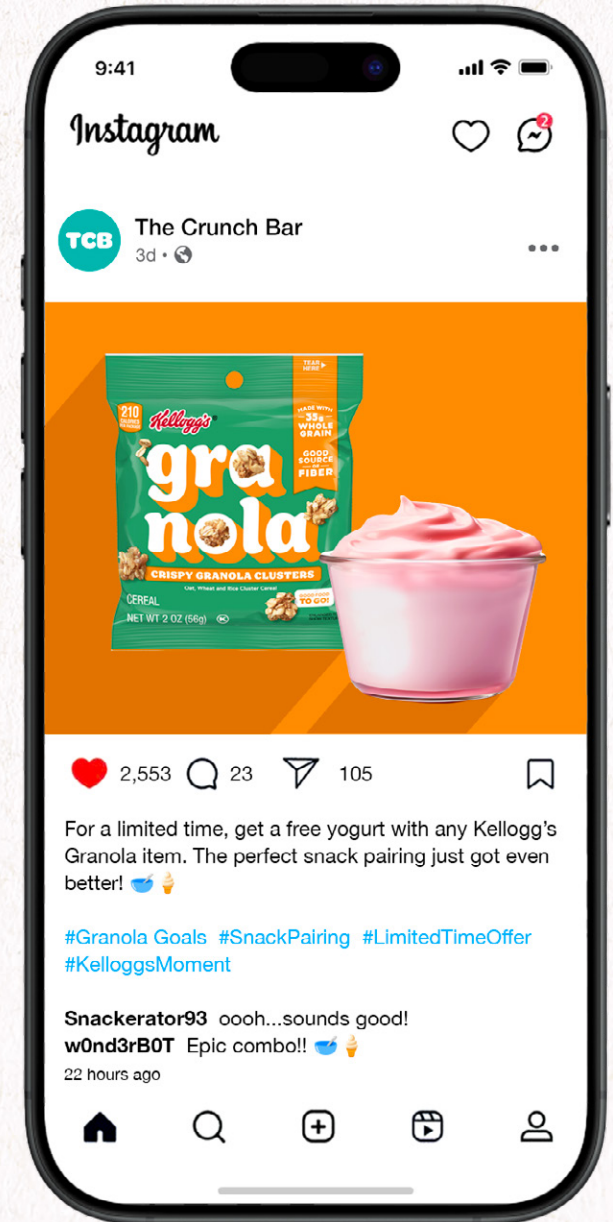
**1080 x 1080
or 1080 x 1350**

Pixel images for best results

Best Practices

- Challenge yourself to tell a story with your photos and the caption.
- Consider how the photo will look in the newsfeed AND next to the last 8 photos that you posted. Your last nine photos should illustrate your story.
- Post between 3 and 5 times per week. Post Instagram Stories 2 times per day.

Awareness





TikTok is best-used for quick, lighthearted content that effectively captures attention, stopping them from scrolling to watch the entire video.



C&U



Lodging

Who's there

18-29
Years

59%

30-39
Years

46%

40-49
Years

38%

50-64
Years

23%

Statista 2025

Sprout Social, Inc. 2025

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Video Length Limit

10 minutes

Video posts will be capped at this, but the ideal post length is 21-34 seconds.

Image Sizes

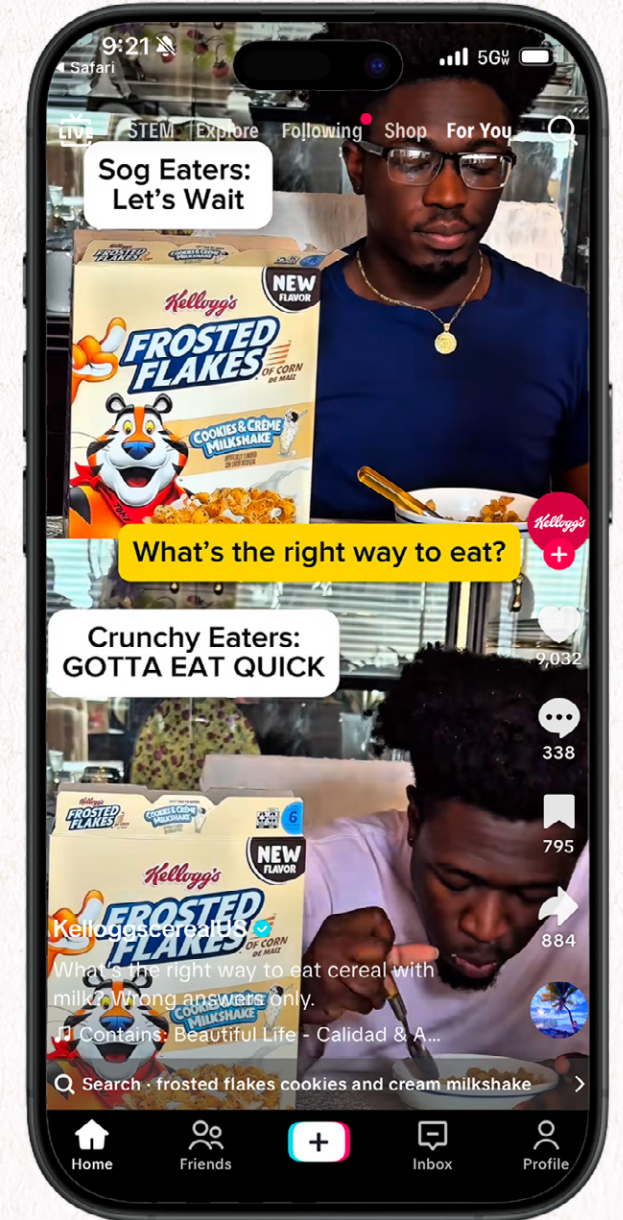
1080 x 1920

Video Resolution

Best Practices

- Keep your videos short and sweet.
- Jump on popular TikTok trends.
- Post between 3 and 5 times per week.

Engagement



#WhatsUpWithHashtagsAnyway

Hashtags are a quick way to link to other content about a subject and engage in larger conversations.



Keep hashtags short, unique and ownable

For example, #cereal is too generic. However adding a brand name (i.e. #FrostedFlakes) or another unique identifier will allow you to find which posts came from your followers.



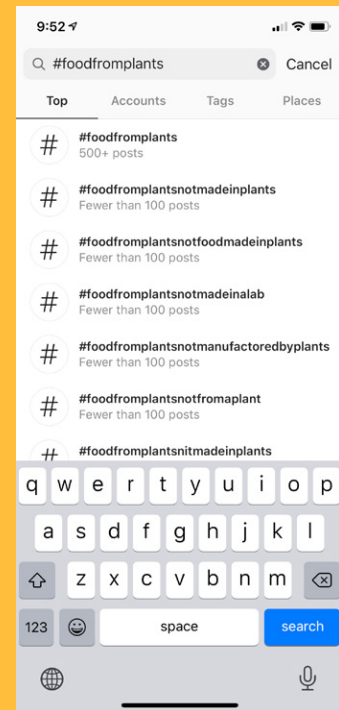
Match the tone of your brand

Hashtags are often used to convey sarcasm and capitalize on trends. Be sure to choose ones that fit your operation's message and communication style.



Check for popularity and appropriateness

Want to ensure your hashtags are communicating exactly what you intend? Do a quick check! Type your hashtag in the search bar of each of your social platforms – from there, you can see how many other posts feature it AND how it's being used in those posts.



BONUS TIP:

Hashtags can also improve your content's visibility in search results. When people search specific keywords, posts that include those hashtags are more likely to appear, helping boost your reach through SEO.

Count on our *powerhouse* brands

With trusted names and great taste, our products make it easy to **create engaging content** that connects with your customers and **keeps them coming back.**



2ND Largest Brand

in the WK Kellogg portfolio

Ranks in the TOP TEN in dollar sales within both the Lodging and College & University (C&U) segments¹

Appeals to **health-focused consumers** with ingredients like **real fruit and whole grains**



Over-indexes with multicultural households¹

Appeals to all ages; equally consumed by both kids and adults

Ranks as the #1 SELLING BRAND in the Lodging segment¹



Ranks in the TOP FIVE in bulk cereal dollar sales within both the Lodging and College & University (C&U) segments¹

Ranks as the #1 FASTEST TURNING BRAND in velocity in C&U bulk cereal¹

Over-indexes with U.S. Hispanic, Black, and Millennial consumers¹



61% & 73% of Gen Z & Millennials **love granola**²

71% of granola consumers eat granola as a snack³

Granola has emerged as a **GO-TO CHOICE** for those seeking **NUTRITIOUS YET DELICIOUS OPTIONS²**



Shows **DOUBLE-DIGIT GROWTH** in the K-12 and Foodservice segments¹

Ranks in the TOP FIVE in bulk cereal dollar sales within the College & University (C&U) segment¹

Among households with kids, **48%** of consumption comes from the kids¹

Kashi

Ranks as the #1 BRAND in unaided awareness over 2x any other natural and organic brand¹

Ranks as the #1 BRAND in household penetration in natural and organic cereal¹

31% & 47% of Gen Z & Millennials consume organic products weekly or more often⁴

For more information, contact your WK Sales Representative or visit WKKelloggAwayFromHome.com

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1. Circana Supply Track L12M Ending Dec. 2024. 2. Datassential, Granola Consumer Preferences, 2025. 3. Granola CDH Study, 2022. 4. The Hartman Group Organic & Natural Report, 2022 and Hartman Group Organic & Beyond 2021 Final Report. © 2025 WK Kellogg Co