



Multi-location social media:

The ultimate playbook



TABLE OF CONTENTS

Introduction

 02

CHAPTER 1

 03

Understanding the landscape of multi-location social media marketing

- The critical role of building a social presence for each location
- Common approaches to structuring social media efforts

CHAPTER 2

 08

The challenges of multi-location social media marketing

- Maintaining a unified brand voice
- Content creation and management
- Engagement across multiple locations
- Streamlining workflows and collaboration
- Reporting on social across locations

CHAPTER 3

 11

Streamline your social media efforts

- Centralized social media management
- Strategic, localized content creation
- Efficient content & asset organization
- Robust multi-location review & approval
- Actionable social media insights

BONUS CHAPTER

 20

Integrating social media with overall online reputation

- The power of online reviews
- The bigger picture

Birdeye: The only social media tool designed for multi-location businesses

Master multi-location social media with Birdeye



We've all been there — endlessly scrolling through social media when suddenly, you stumble on a spelling error from a major brand.

Or a local shop's heavily filtered, low-quality photo that doesn't match their typical aesthetic.

Or a franchise location going rogue with an offensive political hot take.

You cringe and do a double-take, maybe even forward the post to a friend. The damage has been done; your perception of the brand has shifted in a matter of seconds.

For multi-location businesses, the decentralized nature of social media across all your profiles and pages makes slip-ups and inconsistencies almost inevitable. Without proper oversight and control, your carefully crafted brand identity can become distorted. Between keeping tabs on dozens of pages, maintaining branding consistency, generating hyperlocal content, monitoring engagement, reporting on performance, and more — it's enough to make your head spin.

Luckily, there's a solution.

This guide is your roadmap through the evolving terrain of multi-location social media marketing. From navigating the varied structure of social media management across different locations to mastering the art of content creation and enhancing your local SEO efforts and online presence, we'll cover it all.

Understanding the landscape of multi-location social media marketing



The critical role of building a social presence for each location

In a world where digital interactions are as significant as physical ones, having a robust social media presence for each of your business locations is essential. Let's explore why this localized approach is crucial for your business's success.

1. Local engagement and relevance

Connecting with the community

Each location exists in a unique community with its own culture, preferences, and needs. By having a separate social media presence for each location, you can tailor your content to reflect local events, celebrations, or even dialects, making your brand more relatable and engaging to the local audience.

2. Brand Consistency with a local twist

Unified brand message

While it's important to localize your social media presence, maintaining a consistent brand voice and identity across all locations strengthens your brand's overall image and credibility.

Adapting branding to local markets

A localized social media presence allows you to adapt your branding to fit the local market while maintaining the core values and aesthetics of your brand. This adaptation can include localizing campaigns, offers, and even product recommendations.

3. Customer insights and feedback

Understanding local customer preferences

Each social media account can serve as a listening tool, providing insights into the preferences and feedback of local customers. This information is invaluable for tailoring your products, services, and marketing strategies to meet local needs more effectively.

Direct communication channel

Localized social media accounts offer customers a direct channel to communicate with your business, making them feel heard and valued. This direct interaction can lead to improved customer service and a better overall customer experience.

4. Enhanced SEO and online visibility

Boosting local search rankings

A strong local social media presence can positively impact your local search engine rankings, making your business more visible to potential customers searching for related products or services in the area.

Leveraging geo-tagging and local hashtags

Utilizing geo-tagging features and local hashtags on social media can increase your visibility in local searches and within the local social media community, attracting more foot traffic to your physical locations.

5. Competitive advantage

Standing out in the market

By effectively managing each location's social media presence, your business can stand out in a crowded market. This local presence shows that you're not just another faceless brand but one that truly understands and values its local customers.

Adaptable marketing strategies

Local social media accounts allow for more agile and adaptable marketing strategies. You can quickly respond to local trends, events, or changes in the market, keeping your business one step ahead of competitors who may adopt a more generalized approach.

Common approaches to structuring social media efforts

As consumers increasingly expect hyperlocal brand interactions on social media, the stakes are high for multi-location businesses to deliver. But spreading resources and attention across multiple profiles gets tricky, and deciding how to structure your efforts and use your resources requires careful consideration.

Different processes will work differently for different brands, companies, and teams. However, there are a few common scenarios:

1. Local social presence managed at the corporate level
2. Local social presence managed at the location level
3. Managing social media for a single brand account

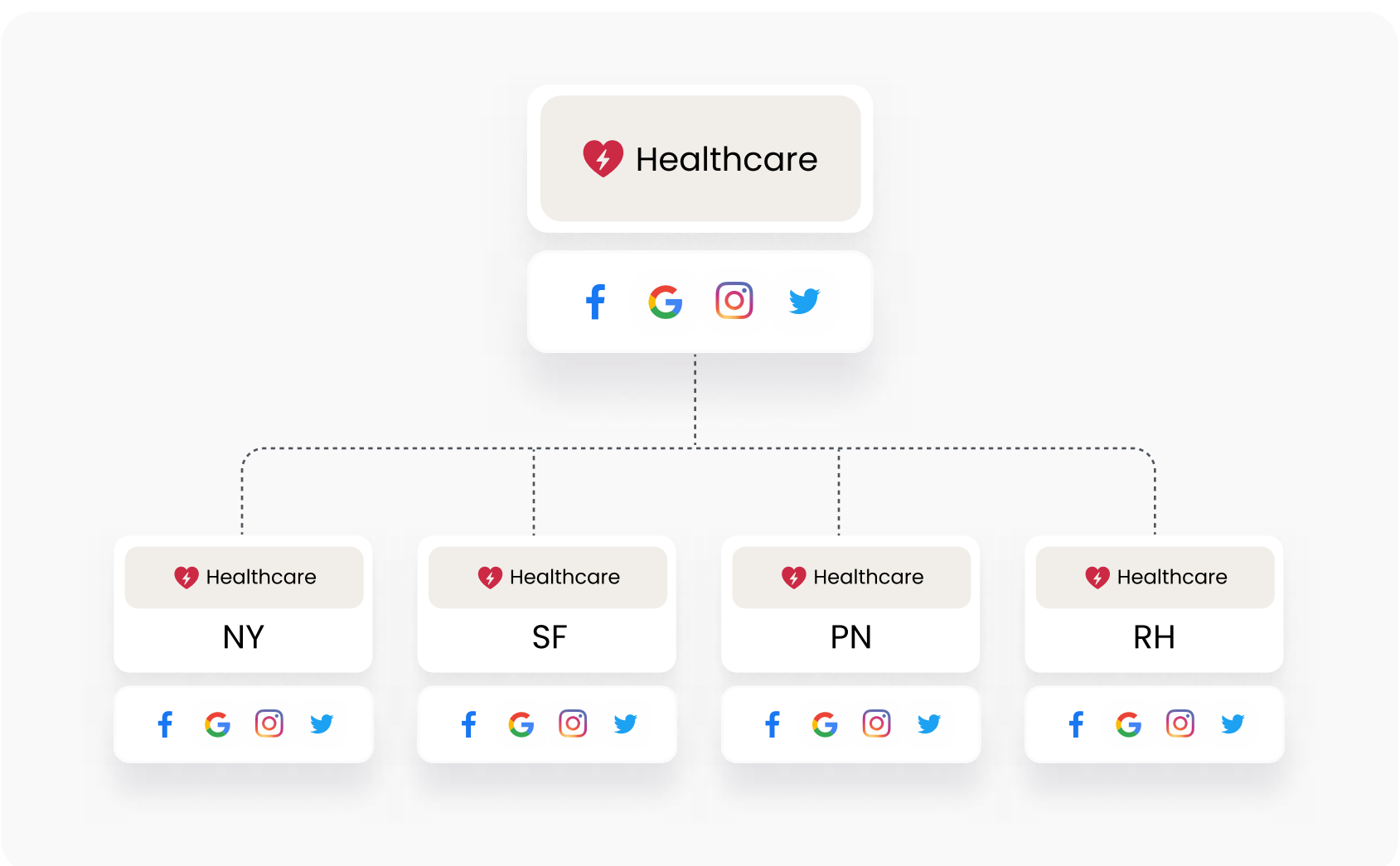
Scenario 1: Local social presence managed at the corporate level

In this scenario, the business has a separate social media profile for each location. For example, a company with 25 locations active on Facebook, Instagram, and Google would have 75 profiles – one per location per platform.

Additionally, all social profiles, posts, monitoring, and engagement are managed by one centralized corporate team. This approach is very common. In fact, our data indicates that **51% of companies manage social media activities at a corporate level.**

One advantage of this centralized approach is that you don't need to hire local resources to manage social. Plus, everything being done at the corporate level ensures brand consistency across locations and creates efficiencies in content generation, monitoring, and reporting.

The difficulty in this scenario is that most corporate teams still need to connect with someone at the local level for insights into the market. They typically also work with tools that were not designed for multi-location needs, which makes it challenging to support multiple locations, resulting in inconsistent, ineffective content and missed messages.



Scenario 2: Local social presence managed at the local level

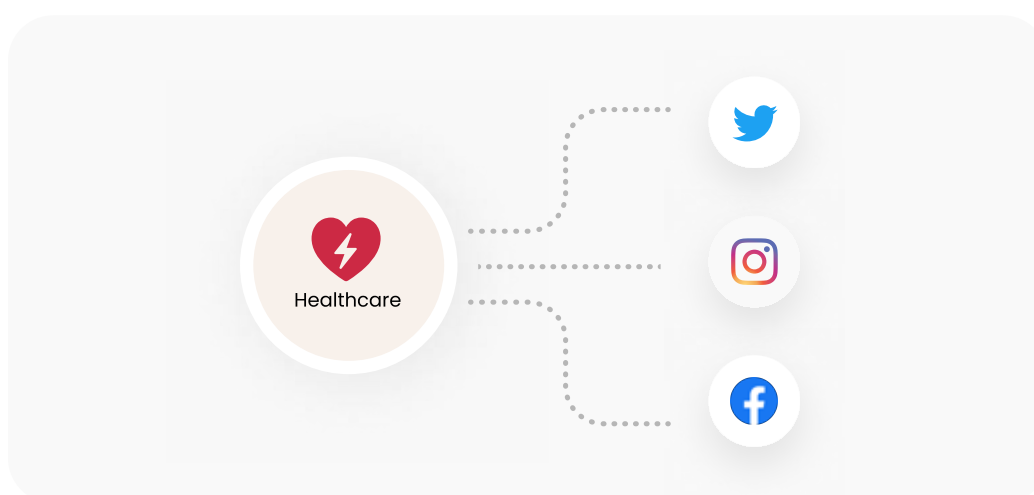
In this scenario, companies also have distinct social profiles for each location, but those accounts are managed by location-based teams – a manager, receptionist, or in-house specialist. The benefit is that the people creating and publishing content have firsthand knowledge of local events, customer preferences, and community lifestyles. This makes it easier to create highly relevant and engaging content that resonates with the local audience.

However, the pain points in this scenario include potential inconsistencies in brand messaging across different locations, as each team may have varying levels of expertise and understanding of the overall brand strategy. There's also the challenge of coordinating efforts and maintaining a unified brand voice while allowing for local customization.

Scenario 3: Corporate-only social presence

The final scenario is one in which brands don't have any location-based social profiles. Instead, they have one profile on each relevant platform (Facebook, Instagram, TikTok, etc.) and show up as one entity rather than a corporation with multiple locations.

While this kind of social media management is straightforward, it is typically the option of last resort because it lacks all of the benefits of having a local presence. And since grumpy customers often turn to social media to escalate issues, brands must closely monitor comments and direct messages to resolve problems quickly.



The bottom line is that whether you're dealing with 25 or 500 locations, managing multi-channel, multi-profile social media requires a streamlined, systematic approach.

The challenges of multi-location social media marketing



Managing social media across multiple locations comes with a unique set of hurdles. Below, we'll explore some of the key difficulties brands face when decentralizing their social media efforts.

Maintaining a unified brand voice

In a world where digital interactions are as significant as physical ones, having a robust social media presence for each of your business locations is essential. Let's explore why this localized approach is crucial for your business's success.

Balancing brand identity and local nuance:

Maintaining a consistent brand image while also adapting content to the nuances of each location is easier said than done. In order to strike the right balance, you need a deep understanding of diverse local markets and the skill to harmonize these variations with the overarching brand narrative.

It's so important for each of our practices to share their own personalities so they can keep that authentic local presence. Birdeye Social allows us to post across locations while still connecting with our communities.

— Meghan S. Bingham, Senior Operations Manager, Valley Veterinary Care

Content creation and management

Scaling ideas:

Generating content ideas that can be scaled and adapted across various locations is a significant challenge. It involves understanding both the global brand perspective and the local audience's interests.

Creating and distributing content:

Creating posts and images that are suitable for different social networks and varying location requirements often results in a complex web of content distribution.

Media file organization:

Inefficient organization of media files often leads to delays in content creation and posting – not to mention a whole lot of frustration as you try to track down the content you need.

Inconsistency in visual quality:

Ensuring consistent visual quality across all locations is difficult, especially if locations create their own content. This inconsistency can negatively impact the way people perceive your brand.

Engagement across multiple locations

Visibility into direct messages and comments:

The lack of visibility into DMs and comments across different locations leads to inconsistent customer engagement, which can hurt customer retention and satisfaction rates.

Timeliness and quality of responses:

Delayed or inadequate responses to customer comments and messages can lead to missed opportunities and customer dissatisfaction, adversely affecting customer experience and brand reputation.

Customized responses:

Crafting unique and thoughtful responses that are appropriate for each location's audience while maintaining the right tone is a complex task often met with uncertainty.

Streamlining workflows and collaboration

Collaboration challenges:

Inefficient collaboration among different teams, especially between corporate and location-specific teams, can lead to a disjointed social media strategy.

Manual review processes:

Relying on manual processes for reviewing and approving posts can allow low-quality posts to slip through.

Quality inconsistency:

Ensuring a consistent quality of social media posts across all locations is a significant challenge, particularly when local teams have varying levels of expertise and resources.

Reporting on social across locations

Unified analytics platform:

Relying on various reporting platforms results in inconsistent data and makes it challenging to get an understanding of what's working.

Comparative performance analysis:

A post may garner great results for one location but mediocre results for another location. You need a cohesive, comparative view of content performance across different locations.

Report generation and distribution:

Without a streamlined process for creating and sharing comprehensive reports at the location, group, and corporate level, it's difficult to get key stakeholders on the same page.

Streamline your social media efforts



Centralized social media management

Birdeye Social has revolutionized the way multi-location businesses approach social media marketing by creating a centralized, easy-to-use platform. With Birdeye social, you can manage all of your social media profiles, posting, engagement, and reporting in one place. This consolidated view and control brings several key advantages:

→ Get organized

A centralized platform imposes order on the chaos of dispersed social media accounts. You gain visibility of all profiles and social posts from one dashboard. Features like media libraries enable easy access to approved logos, images, and templates, ensuring brand consistency.

→ Save time & improve efficiency

With all activity streams centralized, you avoid wasting time toggling between different tools — you can respond to comments, messages, and posts without ever leaving the platform. Automation like scheduled posting frees up time for high-value tasks. At scale, the time savings is immense.

→ Improve quality

With AI-generated captions, content ideas, and automated approval workflows, you ensure social posts match brand quality standards before going live. Location managers can pull from professionally designed imagery with a click – no need to hunt through scattered folders. Corporate teams will sleep easier knowing every location's social presence aligns with branding guidelines.

→ Reduce risk

Centralizing your social media efforts mitigates the risk of disparate messaging and off-brand content, which can lead to customer confusion or damage your brand's reputation. It also helps you avoid potential legal issues and ensure compliance with HIPAA regulations, SEC guidelines, and more.

Below, we'll dive into everything you need to know to centralize and streamline your social media efforts.

Strategic, localized content creation

Creating social media content that resonates both locally and adheres to wider brand standards is an art and a science. Now, we'll dive into some tips and best practices that will help you strike that delicate balance.

Tip #1: Post frequently for every location

As a general rule of thumb, aim to post at least two pieces of content per week on each network. And make sure you're consistent for every location, as this will keep you top of mind in all of the communities you serve.

Tip #2: Tailor your content specifically for local audiences

While maintaining a consistent brand voice across locations is important, your content should connect directly with your local customer base. Create content that:

- Highlights neighborhood events.
- Promotes regionally significant causes.
- Uses local colloquialisms, references local landmarks, and weaves in local stories.

This hyper-localized approach makes customers feel seen and understood — like they're part of an exclusive club. Global fast food or retail chains allow local franchise managers to tweak nationally broadcast campaigns with community-relevant imagery and captions.

Tip #3: Create network-specific content

Due to visibility algorithm penalties for duplicate content as well as differing audience consumption patterns, you need to customize messaging across networks. But, creating unique content tailored to each social media platform can be a tedious and time-consuming task.

With Birdeye's AI-driven tools, you can effortlessly tailor your content for each network, ensuring it aligns with the specific nuances and preferences of each platform. Moreover, Birdeye's intuitive interface allows you to view and manage all variations of a single post for different platforms in one consolidated location. This can be a game changer and save a lot of your valuable time.

Tip #4: Plan your multi-location content in advance

Start by building a social media content calendar that maps out upcoming local events, national holidays, and major promotions or launches. Use an advanced content scheduling and publishing solution to pre-plan posts weeks or months in advance, allowing local ops teams to focus on day-to-day community interactions rather than daily ideation.

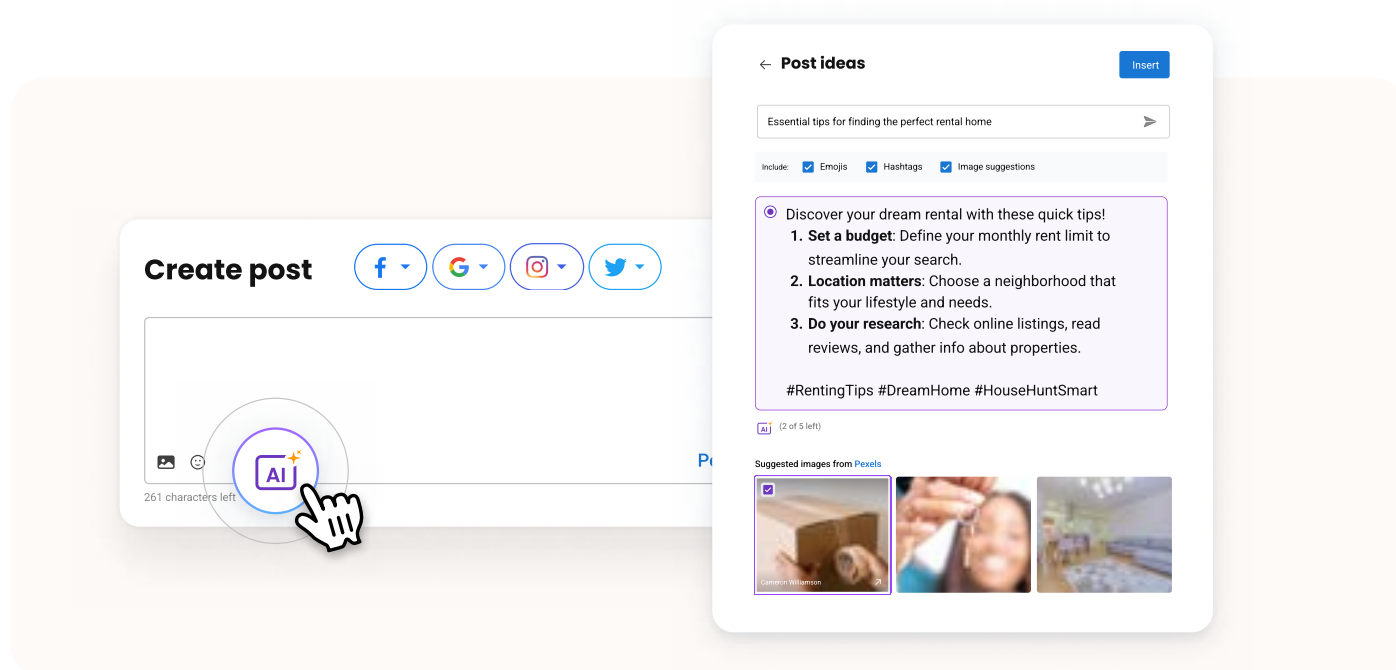
We totally depend on Birdeye's social media calendar. It saves us a ton of time, creates consistency and it's super convenient to log into one dashboard and see everything that's scheduled across different platforms.

— Meghan Bingham, Senior Operations Manager at Valley Vet Care

Tip #5: Leverage AI to save time

Birdeye's AI-powered social media tool helps you quickly and conveniently create localized content at scale. You can:

- Explore personalized AI recommendations by industry- or holiday-specific posts.
- Enter custom prompts and let AI draft content for you.
- Use AI to rephrase captions and strike the right tone.
- Tell AI to optimize posts for each social channel — think: make this shorter for Twitter or add images and hashtags for Instagram.



Efficient content & asset organization

Visual assets like logos, product shots, lifestyle imagery, and graphics are crucial building blocks for engaging social content. However, decentralized management across scores of profiles and tools leads to disorganization and makes it all too easy for someone to post off-brand, unapproved images that can harm brand perception.

Tip #1: Centralize your media storage

Decentralized management of images, graphics, and videos across scores of local profiles leads to disorganization, version control issues, and wasted time digging for the right files.

The solution is to centralize all your logos, product shots, lifestyle imagery, graphics, and more into a single digital asset library that users across all locations can access on demand. Store all files intended for social content creation, from location photos to branded graphics, in one searchable repository.

Tip #2: Tag and sort your images

Few things are more frustrating than clearly seeing an asset in your head but not being able to track that asset down. To help you avoid this, Birdeye allows you to tag your images and give them descriptive names. Then, simply use sorting features to drill down until you've found what you're looking for.

Tip #3: Prune outdated images

Be ruthless about deleting old, irrelevant, or low-quality images to ensure brand consistency over time. The last thing you want is employees unintentionally pulling amateur visuals or outdated location photos from 5 years ago!

Tip #4: Fill gaps with stock photos

Even the most diligent organization won't have imagery covering every potential social post need across a multitude of locations. Luckily, Birdeye has a simple solution for this.

Our media library gives you on-demand access to free, royalty-free, high-resolution photographs and gifs covering just about every business category and use case you can think of. In other words, you can pull fabulous, on-brand supporting visuals at a moment's notice without having to open a separate tab to conduct your search or wait on another team or colleague to pull your desired photo.

Robust multi-location review & approval

For brands with many locations publishing social content, maintaining quality and consistency demands stringent oversight – but getting everyone on the same page is more easily said than done. Inefficient processes can lead to major bottlenecks.



Tip #1: Create an approval workflow

In many cases, posts will require multi-layered review and approval from different stakeholders – both internal and external – before going live. Implementing an approval workflow mitigates the risk of miscommunication or publishing errors, as it allows for thorough vetting of content at every stage.

For example, local community managers could approve event highlights or local store promotion posts. More broadly targeted co-branded campaign posts might require review from both a regional marketing director and national Brand Marketing VP. Patient testimonials may need legal and compliance screening.

By building structured sign-off protocols, you not only streamline the approval process but also ensure that each stakeholder understands their specific role in this framework.

Tip #2: Empower external contributors

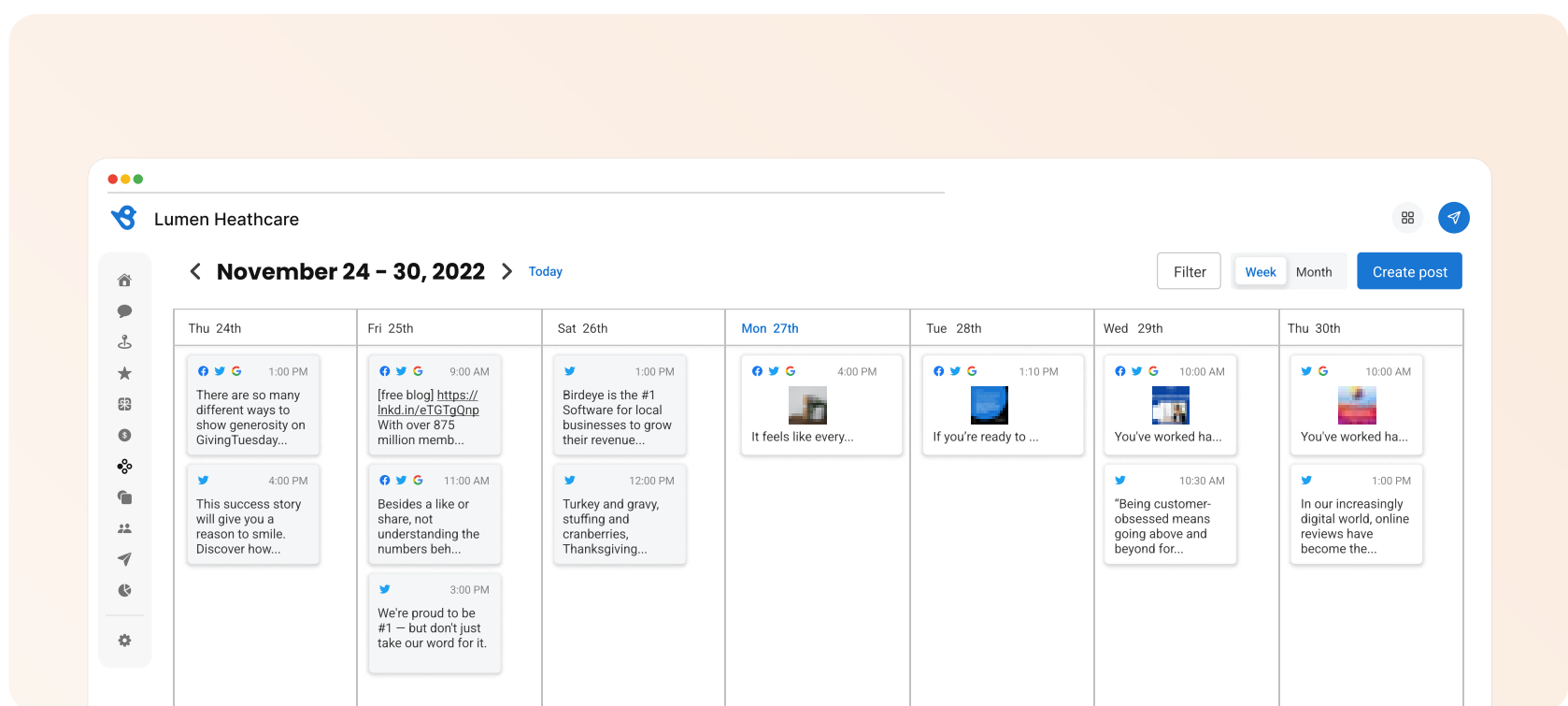
Partners, external agencies, and out-of-office employees often provide valuable input into content creation. But requiring them to log in to social platforms to participate in approvals creates friction and can discourage involvement.

With Birdeye, you can enable contributors outside your organization to seamlessly submit posts or provide feedback via email. This way, their questions or suggested edits automatically get added to review trails — they won't have to worry about remembering login information or learning to use a new platform.

Tip #3: Enable post status tracking

Tracking the status of dozens of posts for dozens of locations can feel like trying to put together a 1000-piece puzzle. Each piece fits into a larger picture, but keeping those pieces organized and figuring out exactly where they fit takes a lot of mental energy.

With Birdeye's social calendar, you can sort posts by status like pending approval, rejected, approved, etc. So, at a glance, you can determine how many drafts still need review, which posts need to be reworked, and what's ready to go live — no digging required. This convenient bird's eye view helps you stay organized, save time, and identify any bottlenecks in the approval process.



Actionable social media insights

Data-driven decisions can transform your social efforts in the best way possible. **Birdeye gives you tailored data about local audience preferences and behaviors.** By analyzing these insights, you can identify location-specific trends and demands, allowing for more targeted and relevant content that resonates with each unique community.

Here are a few rules to live by.

Tip #1: Identify top performing content

Custom analytics reporting surfaces your best-performing post types, campaigns, and content formats on each network for further optimization. Comparing this performance data on a location-specific basis allows you to pinpoint what resonates best with the audience in each area.

You might find that certain post types or topics resonate with one audience but don't get any engagement with another. Or, maybe you'll identify other content types that get great engagement. Use this information to fuel future content planning conversations.

Tip #2: Benchmark growth

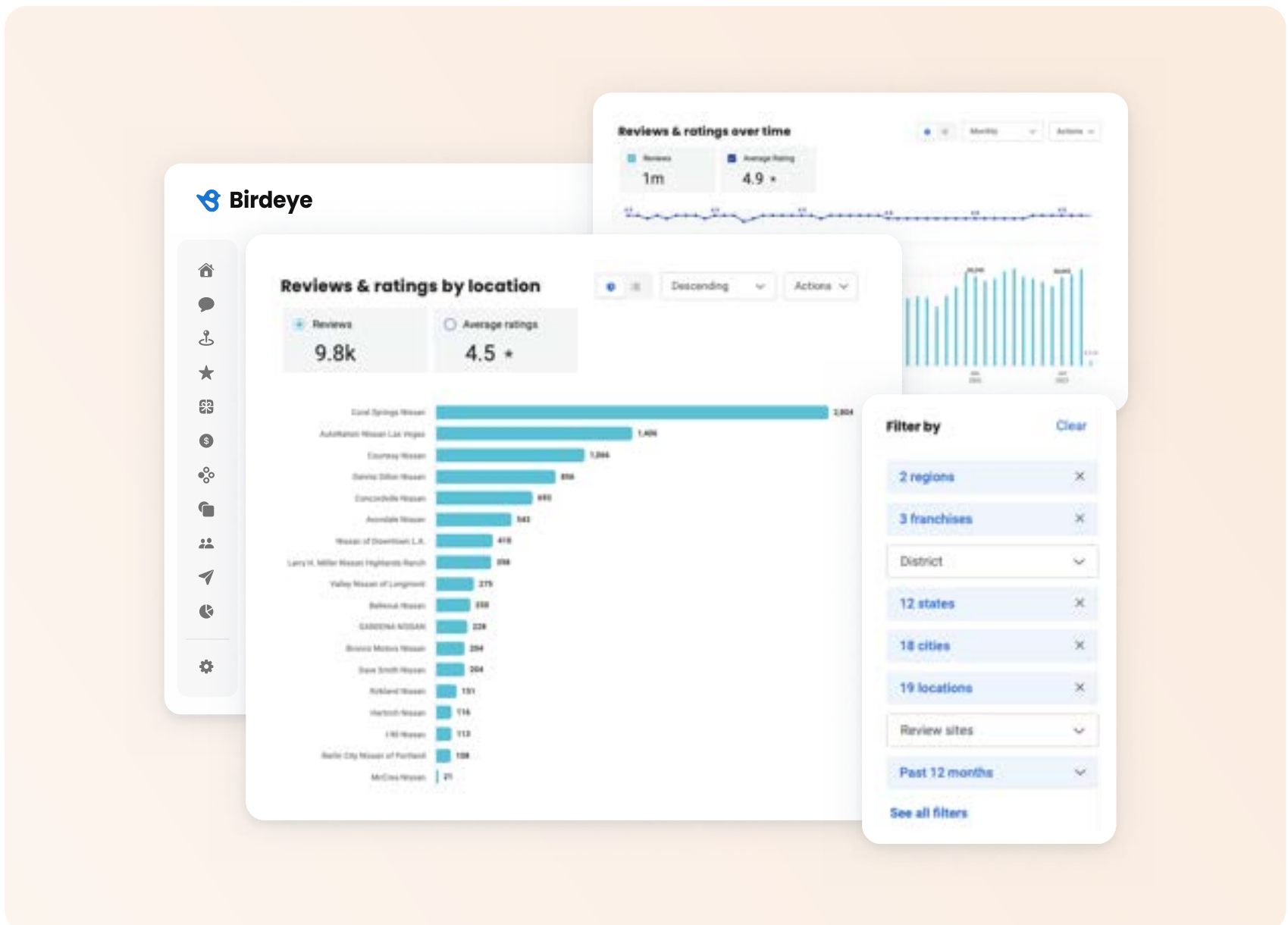
Configure key metrics like follower growth, engagement rates, shares, and click traffic for ongoing comparison across locations and channels. Are followers in one city growing faster than another? Does one location's content generate more link clicks than another? Surfacing standout locations and identifying underperformers will help you strengthen your overall brand presence.

Tip #3: Build custom dashboards

Chances are, your goals and key performance indicators (KPIs) vary greatly across different locations. With Birdeye, you can create at-a-glance data views highlighting essential KPIs for different locations and channels. By tailoring

analytics to each level of your organization, you ensure that every team, from regional directors to local managers, has the precise insights they need to drive success in their unique contexts.

Remember: **Harnessing and analyzing localized data gives you a huge competitive edge – and staying organized is the key to doing that effectively.**



Tip #4: Schedule regular reports

One of the main obstacles that prevents people from diving deep into the data is that it can be timely. Who has time for manual reporting?

With Birdeye, you can schedule reports to deploy regular reports so executives, stakeholders, and individual locations are informed of social media performance trends without having to manually compile updates.

Integrating social media with overall online reputation



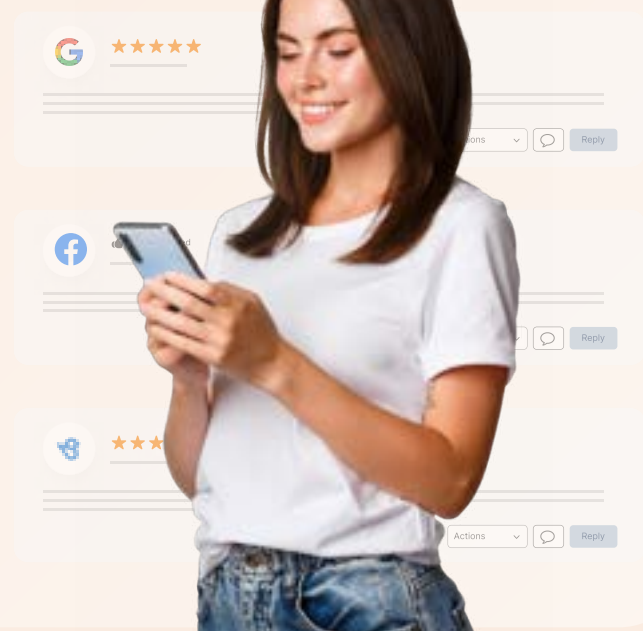
While a strong social media presence is invaluable, it's only one piece of your bigger online reputation puzzle. To set yourself apart from the competition, you must ensure that all of the moving pieces work together to paint a cohesive and positive picture.

The power of online reviews

According to our research,

92% of consumers read online reviews before visiting or purchasing from a local business.

And over half state reviews directly impact their buying decisions.



The message is clear: **Positive experiences shared by real customers serve as social proof, and peer endorsements are more persuasive than any marketing claim.** As such, managing your review presence across platforms like Google, Facebook, and industry-specific sites is just as essential to your reputation and revenue as social media.

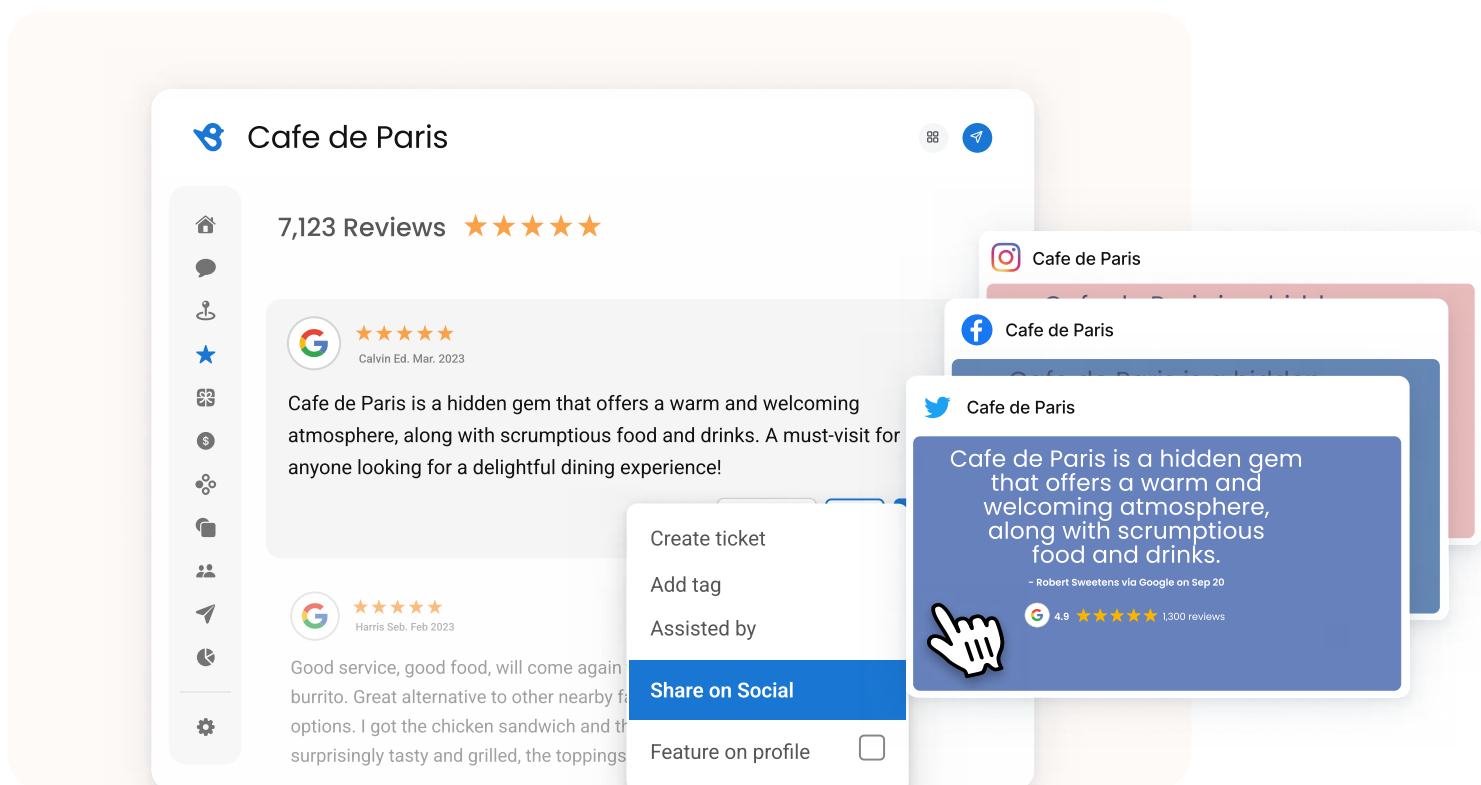
Tip #1: Seamlessly turn reviews into social content

Reviews act as valuable social proof — so why not show them off every chance you get?

That's right: **You can — and should — repurpose glowing reviews into content for different channels.**

Sharing your latest 5-star praise on social media will help you build a better picture of your brand and influence your followers' purchasing decisions. But constantly compiling positive excerpts and turning them into tailored, channel-specific posts is labor intensive.

With Birdeye, you can automatically identify and reformat your newest and best reviews into on-brand social posts using beautiful pre-built templates. This "set and forget" automation ensures you consistently tout authentic third-party validation without adding work to your plate.



Birdeye has definitely been an excellent source of the user generated social content to our Fri-yay testimonials, which are super cute. They are created and branded by Birdeye with just a few clicks.

—Meghan Bingham Senior Operations Manager at Valley Vet Care

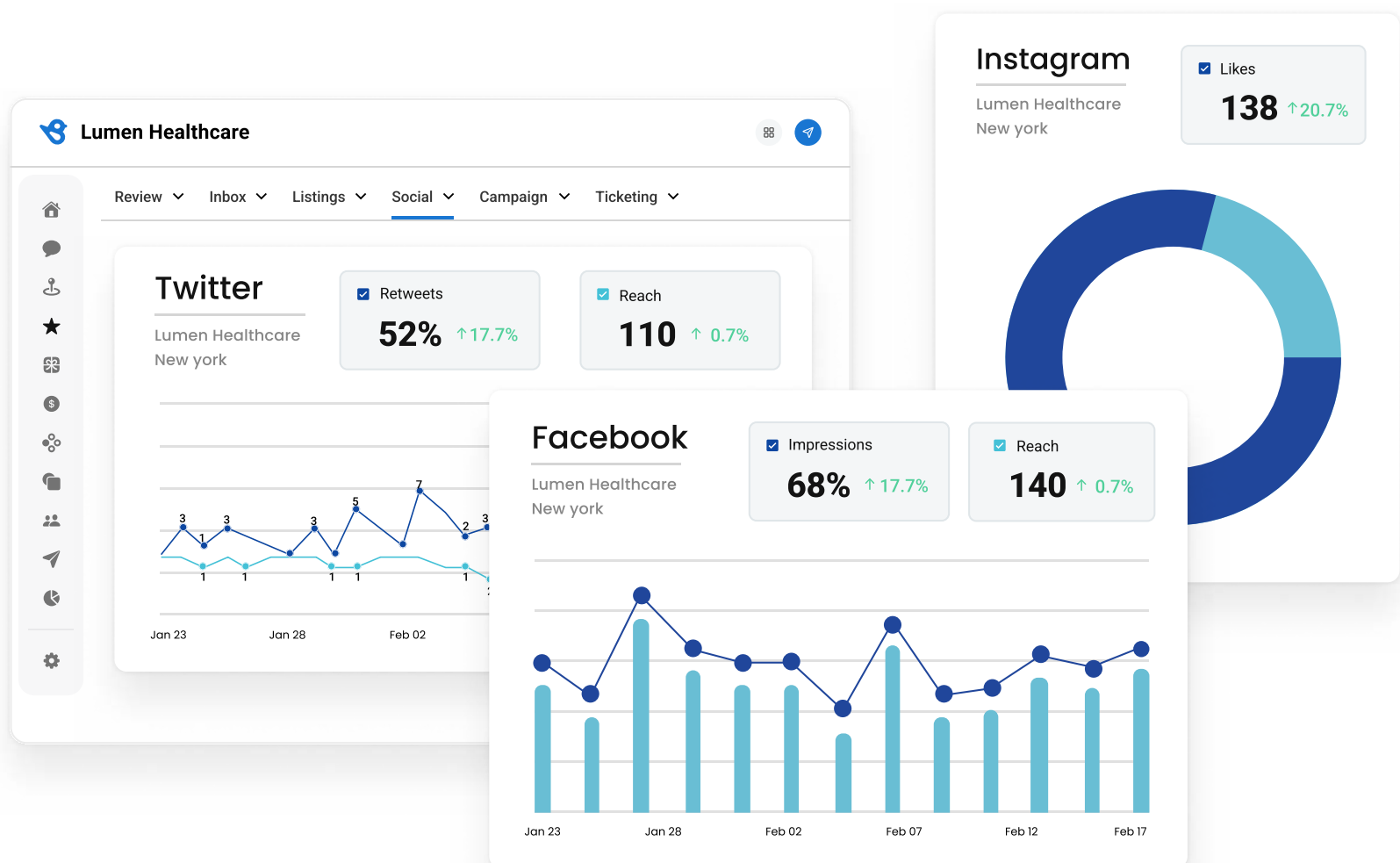
Tip #2: Unified insights drive improvement

Monitoring real-time review sentiment indicators like star ratings and location-specific feedback aids in identifying recurring service gaps or location inconsistencies for process improvement. However, manually sorting and analyzing reviews for common themes and feedback can take up time you don't have to spare.

Instead, let AI do the heavy lifting for you. With Birdeye, you can easily dial in the metrics that matter most and keep tabs on hundreds of leading review sites from a single dashboard. You can:

- Track your reviews and monitor customer sentiment across locations.
- Rank reviews against each other to see which locations are doing well and which locations have room for improvement.
- Share relevant insights with location managers and drive stellar experiences.
- Quickly see how your reviews today stack up against the previous week and quarters.

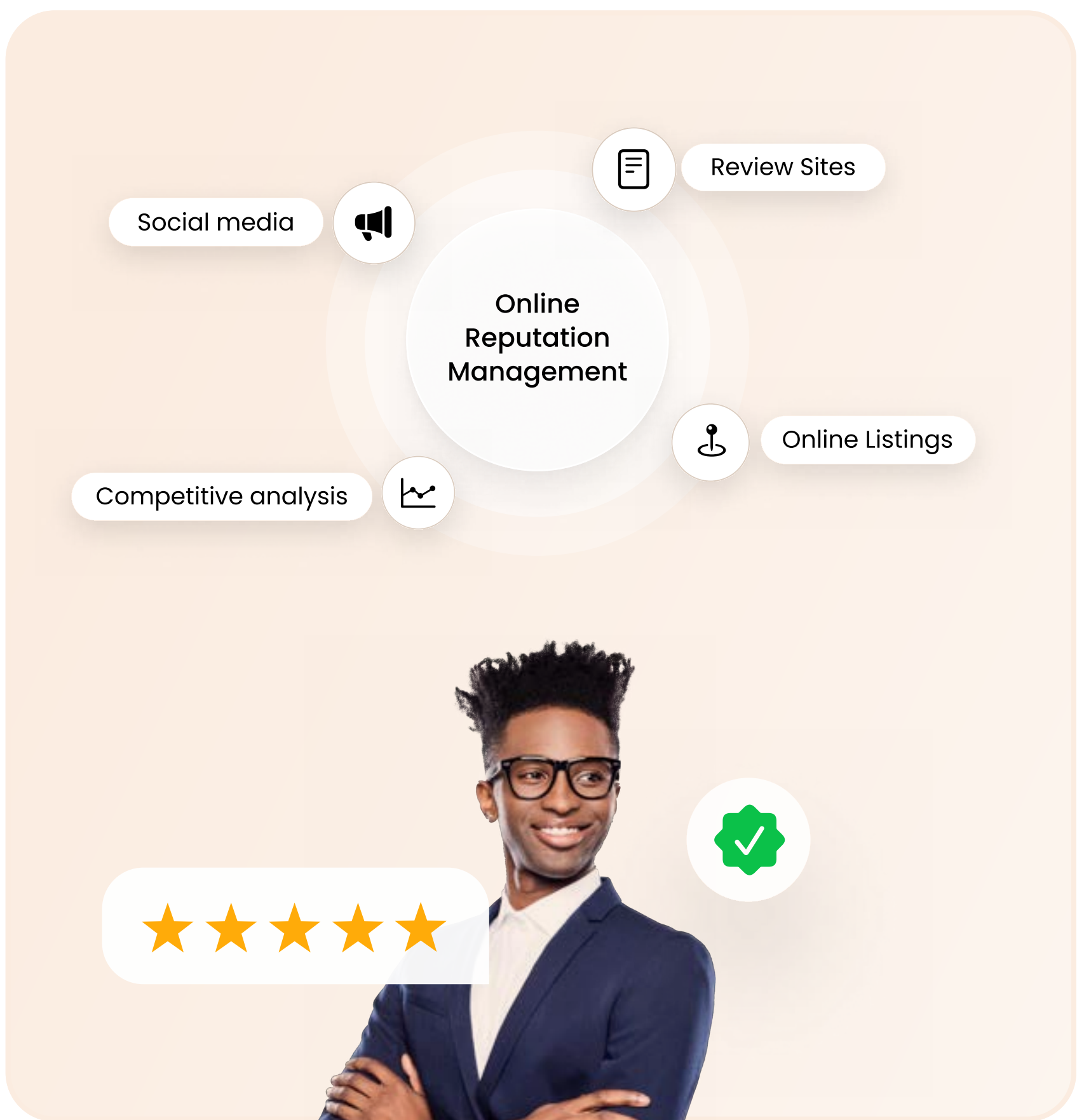
And so much more.



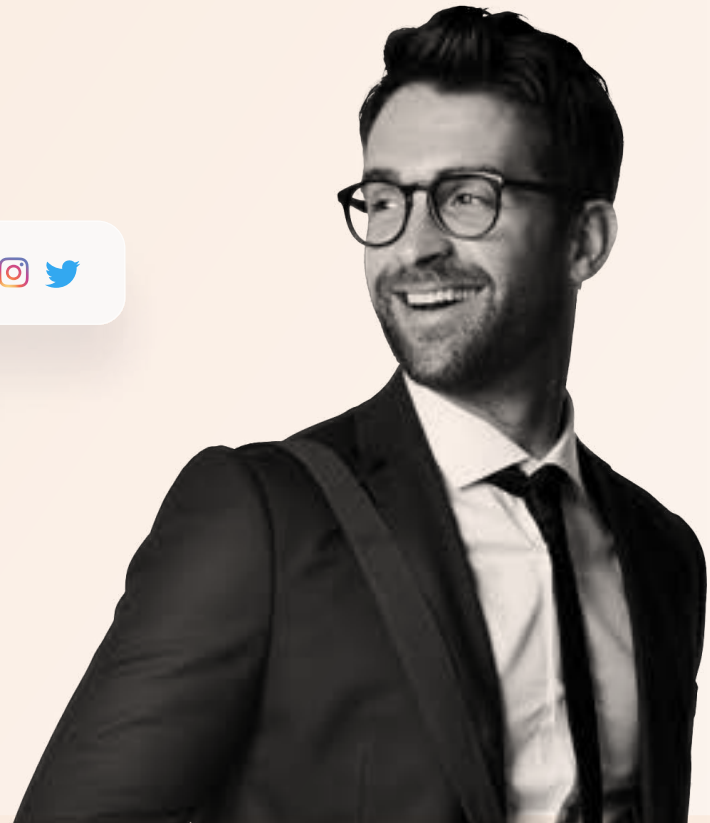
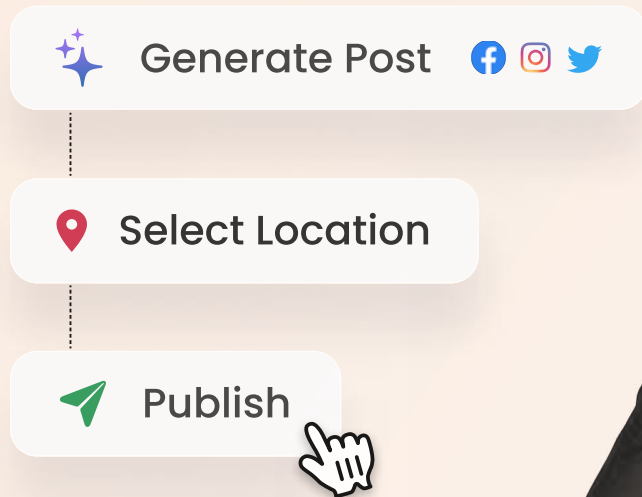
The bigger picture

For multi-location businesses, holistic digital presence management is key. Birdeye's suite of tools not only handles social media interaction and review site credibility but also centralizes publishing, engagement, listening, and analytics. This integration makes it easy to maintain a consistent brand image across dozens of locations.

Does your current platform offer this level of comprehensive insight and automation? If not, you're wasting time and throwing potential revenue down the drain. There's a better solution that was built for businesses like yours.



Birdeye: The only social media tool designed for multi-location businesses



Throughout this guide, we've explored the unique challenges and best practices involved in managing social media for multi-location businesses. From scattered workflows to inconsistent branding and difficulty tracking performance, it's clear that this landscape requires specialized solutions.

Most social media management tools simply aren't equipped to address the needs of dispersed, hyperlocal social presences. You need a tool that was built with your business' needs in mind.

Birdeye provides the **only** all-in-one social media and reputation management suite designed specifically for multi-location businesses. With Birdeye, you can take advantage of:

- Robust approval workflows
- Powerful analytics and reporting
- Integrations with review sites
- Location-specific, AI-powered content recommendations
- Asset management and stock photo libraries

And so much more. Stop wasting time toggling between siloed tools. Bring all your far-flung social media efforts under one roof with Birdeye.



AI



Master multi-location social media with Birdeye



Struggling to wrangle scattered social media workflows, inconsistent branding, and poor performance tracking across your locations?

With Birdeye, you can finally centralize and optimize your multi-location social media efforts:

- Manage all profiles and engage with customers from a unified dashboard
- Create and schedule hyperlocal content tailored for each audience
- Maintain brand consistency with robust approval workflows
- Track performance and benchmark growth through custom analytics reports
- Leverage AI to save time creating strategic, localized content

Ready to see what all the hype is about? Getting started is easy.

[WATCH DEMO](#)

[SEE PRICING](#)

VISIT US AT
birdeye.com

GIVE US A CALL AT
1-800-561-3357

SEND US AN EMAIL AT
sales@birdeye.com