

Start Strong: Social Media Basics for Your Beverage Business

This guide is for small beverage business owners in the Philippines who want to start using social media but feel unsure where or how to begin.

What you will learn

By the end of this guide, you will:

- Understand why social media is important for your beverage business.
- Know which social media platforms are best to focus on first.
- Learn basic social media terms in simple language.
- Decide where to start so you do not feel overwhelmed.

1. Why social media matters for your beverage brand

Today, many customers discover new drinks and food businesses online. They see posts on Facebook, Instagram, or TikTok, or they hear about a shop from a friend who shares a post or story.

If your business is not visible on social media, you may be missing out on customers who are already looking for beverages like yours.

Social media can help you:

- Reach more people in your area.
- Show your products using photos and videos.
- Answer questions quickly through comments and messages.
- Build trust by showing real feedback and behind-the-scenes moments.

Your Social Media Page: Your Online Branch

You can think of your social media page as your **online branch**:



Your page is your storefront.



Your posts are your menu and posters.



Your inbox and comments section are your customer service counter.

Even if your shop is small or home-based, social media allows you to look professional and reach people beyond your immediate neighborhood.

2. Basic social media terms (explained simply)

You do not need to be an expert, but it helps to know a few basic terms. These words usually appear in your page "Insights" or "Analytics."

Reach

The number of people who saw your post at least once.

If your post has a reach of 500, it means 500 different people saw it.

Engagement

The actions people take on your post, such as likes, reactions, comments, shares, saves, or link clicks.

Higher engagement usually means people are interested in your content.

Followers

People who chose to follow your page or account.

They are more likely to see your future posts.

Link clicks or message clicks

When someone taps "Send Message," "Order Now," or clicks a link in your post, story, or bio. These actions often show buying interest or curiosity about your product.

Impressions

The total number of times your post was shown on screens.

One person can contribute more than one impression if they see your post multiple times.

Simple idea to remember:

More reach + good engagement = more chances to turn viewers into customers.

3. Choosing the right platforms

You do not need to be active on every social media platform.

It is better to be consistent on one or two platforms than to create many accounts that rarely post.

Below is a simple guide to help you decide where to start.

Facebook for Beverage Businesses

Best for:

- Local communities and families
- Answering inquiries through Messenger
- Posting menus, promos, and updates

Facebook is a good choice if:

- Your customers include families, office workers, or nearby residents.
- You want to receive orders or questions via Messenger.
- You want a page that can serve as your main online presence.

Why Facebook is useful for beverage businesses:

- Many Filipinos are active on Facebook every day.
- Customers can easily search for "milk tea near me" or "coffee shop [city]."
- You can join local groups (for example: food delivery groups, community or barangay groups).

Instagram & TikTok for Beverage Businesses

Instagram

Best for:

- Aesthetic photos and videos of your drinks
- Younger audiences and visually driven customers
- Showing a consistent "look and feel" for your brand

Why Instagram is useful:

- It highlights visual content, which is perfect for colorful drinks, latte art, or unique packaging.
- You can use Stories and Reels to share quick updates or behind-the-scenes clips.
- A well-designed feed can make your brand look more premium and intentional.

Instagram is a good choice if:

- Your beverages are visually appealing.
- You want your brand to look curated and consistent.
- You are willing to invest a bit of time in good photos and simple editing.

TikTok

Best for:

- Fun, short videos
- Trends, challenges, and storytelling
- Showing your personality or the daily life of your business

Why TikTok is useful:

- Videos can spread quickly if people like them or relate to them.
- You can show the "human side" of your brand: how you prepare drinks, how busy your day is, or how you interact with customers.

TikTok is a good choice if:

- You or someone in your team is comfortable appearing on video.
- You enjoy experimenting with trends, sounds, and creative content.
- You want the chance to go viral with unique drinks, stories, or concepts.

4. Where should a small beverage business start?

If you are just starting and you feel overwhelmed, here is a simple recommendation:

1

Optional (when you have the confidence):

Add a TikTok account later.

2

Strong starting combination:

- Facebook Page
 - Instagram Business Account
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3

Minimum starting point:

Create and maintain a Facebook Page.

Try to focus first on building a consistent presence on your main platform. Once you are comfortable posting, replying, and updating your page, you can slowly expand to another platform.

5. Quick checklist

Use this checklist to reflect on where you are right now.

I understand how social media can help my beverage business.

I know the basic terms: reach, engagement, followers, impressions.

I have decided which platform or platforms to focus on first.

I have a basic idea of who my customers are and where they usually spend time online (Facebook, Instagram, or TikTok).