

Franchisee Social Media Engagement Initiative

Dear [Franchisee Name],

We are excited to launch our new social media engagement initiative aimed at enhancing our brand presence and connecting with our customers more effectively. As a valued franchisee, your participation is crucial to our collective success.

We encourage you to actively engage with your local community through various social media platforms. Here are some steps to help you get started:

- Post regularly about local events and promotions.
- Share customer testimonials and success stories.
- Utilize hashtags specific to our brand and your location.
- Engage with followers by responding to comments and messages.
- Participate in monthly theme challenges encouraged by the corporate team.

To support you in this initiative, we will provide:

- Monthly social media content calendars.
- Training sessions on effective social media strategies.
- Access to branded graphics and promotional materials.

Together, we can harness the power of social media to promote our brand and increase customer engagement. Please confirm your participation by [insert date].

Thank you for your commitment to our brand!

Sincerely,
[Your Name]
[Your Title]
[Company Name]