



# Chick-fil-A®

📍 KAPOLEI

Hiring, Mobile App, Social  
Media, and Events  
Strategies



# Event Team Strategy



# RESEARCH

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Events Team



# EVENTS



Find a restaurant

Menu Stories About Careers

Sign In

Order now



## Start your journey as a Chick-fil-A Team Member today!

96762



Search open positions

Filter Results

Displaying U.S. open positions

Sort by Distance

Pay Frequency



Third party terms & conditions apply

Language



Back of House Team Member

Apply Now

Job Type



Full Time, Part Time

Team Member

Job Category



## Application time: 1-2 minutes



# EVENTS

## Demographics

	3 Miles	5 Miles
Population	93,215	162,533
Ave HH Income	\$112,896	\$114,586
Median Age	31.9	33.1





# EVENTS

## End of an era: After 26 years, this Kaimuki restaurant is set to close its doors



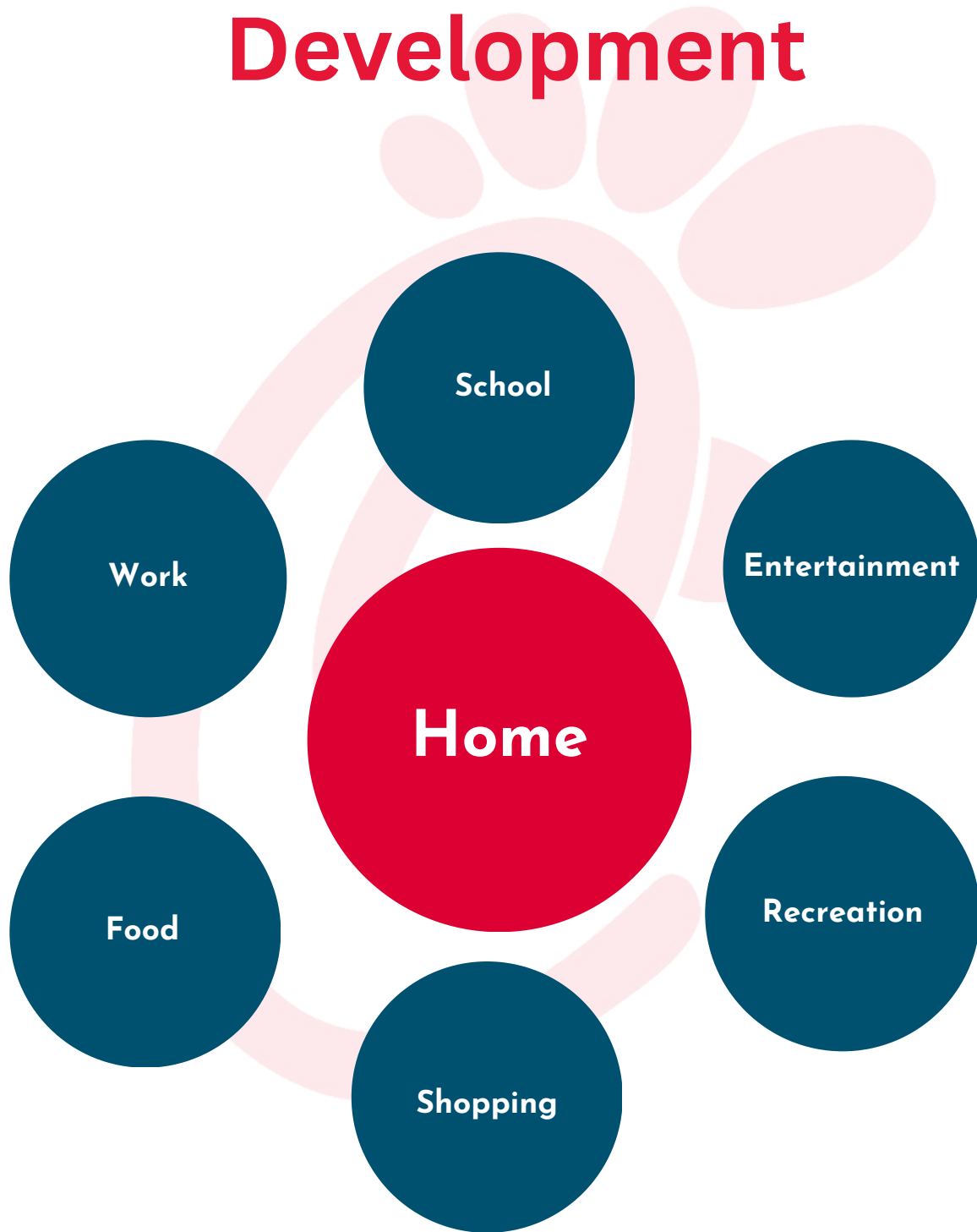
It's the end of an era for a Kaimuki landmark. Annalisa Burgos stopped by Big City Diner, which closes tonight after 26 years.

## Challenges in Industry

- Fewer Customers
- Minimum wage increase (\$14)
- Inflation
- Cost of Goods (Supply Chain)
- No marketing budget to get new customers
- Employee Shortage



## Transit-Oriented Development





## EVENTS

### Pals Sudden Service

Turnover Rate: 1.4% or 15.4 employees or 1 employee per location

120 Hours of Training

60-point psychometric survey

18 second service time for drive thru window

Error Rate 1 per 3,600 orders

Number of Store Locations: 31

Number of Employees: 1,100

**\*\*Malcolm Bridge National Quality Award\*\***

### Chick-fil-A

Turnover Rate: 35% or 49,000 employees or 16 employees per location

Chick-fil-A: 325 seconds at drive thru window.

Number of Store Locations: 3,059

Number of Employees: 140,000



# EVENTS

- Competitive Pay
- Promotion Opportunities
- Group Health Insurance Plans
- Dental Insurance
- Vision Insurance
- Life Insurance
- Simple IRA with Employee Matching
- Maternity Leave
- Paid Vacations
- Deeply Discounted Employee Meals
- Free Drinks
- Flexible Hours
- Goal Based Bonuses
- Referral Bonuses
- Employee Recognition Programs
- Positive Work Environment
- Uniforms Provided
- Short Term Disability

- **Competitive Pay**
- **Promotion Opportunities**
- **Deeply Discounted Employee Meals**
- **Free Drinks**
- **Flexible Hours**
- **Employee Recognition Programs**
- **Positive Work Environment**
- **Uniforms Provided**

- A fun work environment where you can positively influence others
- Flexible scheduling (and closed on Sundays)
- Learning first-hand from an experienced Operator and Restaurant Leaders
- Intentional growth and development to help you reach your professional goals
- Competitive pay
- Shift meals
- Uniform provided
- Dedicated training
- Scholarships for college



# EVENTS

## Benchmarking - Unique Benefits



### Compensation and Benefits:

- Competitive pay
- **Eligible for quarterly bonus incentives**
- Flexible hours
- Free employee meals
- **Additional 25% employee discount at Hawaii Pizza Hut and Taco Bell locations**
- Medical benefits
- Paid vacation
- 401(k) retirement plan
- Opportunities for educational assistance & scholarships
- Management shirt provided
- Advancement opportunities



### Compensation and Benefits:

- Advancement opportunities
- Flexible schedules
- Employee meal discounts
- Medical insurance for full-Time Employees after 1 year of employment
- Uniforms provided



### Compensation and Benefits:

- **401 (k) Match**
- Job growth opportunities
- Employee Discounts
- Meal Privileges

### May be entitled to the following:

- Health Benefits
- Paid Leaves
- Paid Life Insurance
- And other employee perks



## More information from Research

### Reasons Employees Quit

- Flexible work from home options
- Better advancement opportunities
- Better benefits
- Higher pay

### Top 5 Benefits Employees Want

1. Employer-covered healthcare
2. Life Insurance
3. Pension & Retirement Plans
4. Mandatory paid time-off
5. Mental health insurance

### Social Media = More Applicants

- 7 in 10 Hiring Managers use social media to screen candidates
- 79% of job seekers use social media to job search
- 73% of job seekers between the ages of 18-34 found their job through social media



# STRATEGY

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Events Team



## Acquisition & Retention

**Referral Program**

**Local Partnership  
Discounts**

**Annual Company  
Retreat**

**Employee Parties**

**Paid Personal Days**

**Employee Shift  
Switch**

**Fundraiser  
Opportunities**

## Business Insider

More and more people are finding jobs through social media

Allow employees to film during shift hours

Attract candidates who like the work culture they are seeing.



# RETENTION/ INCENTIVES

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Events Team



# EVENTS

## Annual Company Retreat

### Cost

- \$50 per employee
- \$80 per managers

### For

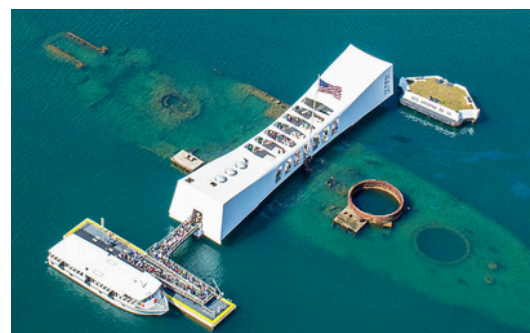
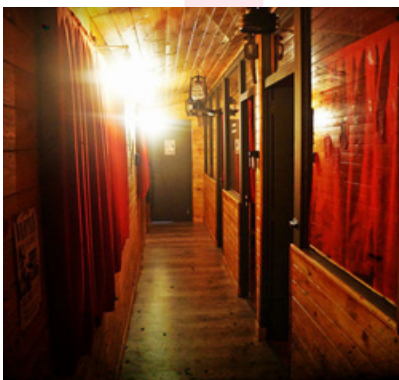
- Breakfast & Lunch
- Planned Activities

### Time

- 8am~3pm

### Ideas

- Mini Golf
- Community Service
- Maze Room
- Dave & Busters
- Pearl Harbor +Service
- Game/Activity of choice





# EVENTS

## Local Partnership discounts



### Skydive Hawaii

- \$245 regular price
- \$196 with discount



### Get Nutz Wear

- \$5-\$65 items



### Ko Olina Resort

- \$641 - \$841
- Golfing options
- \$20 - \$95
- Kama'aina



### Wet'n'Wild Hawaii

- \$50 Kama'aina



# EVENTS

## Local Partnership discounts



### Mayjah League

- \$5 - \$90 products
- \$30 tees



### QuadFathers SPL

- Car speakers
- \$75-\$1000+



### Climb Works

- \$170-\$200
- Kama'aina 25% off



# KROC CENTER

## HAWAII

### The Salvation Army Kroc Center

- \$20-\$25 from youth to adults



### 24 Hour Fitness

- \$19 to join
- \$25/m for 3 months
- Ask for more student discount



### Corepower Yoga

- \$99 first month
- \$199 from 2nd month



# EVENTS



If you invite your friends to join our team



Aloha Team,

To create a great working atmosphere, we let you choose your coworkers. Invite your classmates or friends to apply to Chick-fil-A, you will be rewarded if they join our team, and you will get more and more rewards if you invite more people to join.

- You'll get **discounts** for inviting friends to visit Chick-fil-A.
- You will get **cash rewards** for inviting friends to join the team.
- You will get a **better team**, let's build Chick fil A together.



## Why do employees stay?

- Relationships
- Money

## How do people know? (why do people care?)

- Mentioned in the meetings
- Activities made specifically to help you
- Great rewards

## How to act?

- Encourage employees to invite friends to visit
- Invite employees to help out for a fee when the employee's school is doing an event

## Employee Party

### Requirement:

- Inviters and invitees work for more than three months.
- Inviter and invitee work excellence.

### Incentive:

- Gift cards
- cash
- Or any reward

### Note:

- We might also consider hosting a similar party when working longer than six months.
- May also consider hosting parties for full-time employees.

### Value:

- Could use for Instagram stories, Facebook video sharing, posters, and flyers
- Improve team cohesion
- Turn employees into loyal customers



# EVENTS

## Monthly Parties

- **Birthday Party**
- **Employee of This Month**
- **Exit Party**

## Why do people stay?

- **Interpersonal Relationships**
- **Fun Parties**
- **Pleasant working atmosphere**

**Cost:** **\$200**

- **Cake** **\$10-\$30**
- **Rewards** **\$100-\$150**
- **Party Ingredients** **\$50-\$100**

**Value:**

- **Could use for Instagram stories, Facebook video sharing, posters, and flyers**
- **Improve team cohesion**
- **Turn employees into loyal customers**





# HIRING

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Events Team



## Plan 1 - Sports Day

**Title:** Chick-fil-A @ Kapolei Football Game

**Event Description:** Gift card giveaways during the football game and a half-time show featuring the Chick-fil-A cow mascot.

**Purpose of Event:** The purpose of the event is

- Increase awareness of Chick-fil-A in Kapolei
- Inform students of potential summer or part-time jobs
- Leverage high participation due to football influencers

**Date & Time:** October 11th, 2024

**Location:** Kapolei Football Field





# EVENTS

## Plan 1 - Sports Day

### Ideas:

- Schedule Sports Day during a Kahuku vs Kapolei football game
- Set up a booth so students can come to visit

**Expected Number of Attendees:** 300 – 800

**Expected Number of Applications:** 50

**Budget:** \$114–\$490

- 10 Chick-fil-A \$10 gift cards (50% redemption rate) \$50–\$100
- Marketing and advertising: \$0
- Mascot dance talent fee: \$100–\$300
- MC/Photographer: \$0–\$20
- Booth attendant: \$14–\$70





## Plan 1 - Sports Day

**Income Generating Opportunities:** Sell Chick-fil-A at the game

- **Menu:** Chick-fil-A sandwiches with sauces
- **Plan:** Prepare the sandwiches before the game and sell the pre-made sandwiches during the game.
- **Storage:** Rent or purchase insulated bags or portable warming equipment to maintain the temperature of the sandwiches until they are sold.

**School Benefit:** The school receives 20% of all sales made at the football game





## Plan 1 - Sports Day

### Goal:

Sell 200 burgers for \$10 = \$2000

Profit margin = 50%

School receives 20% = \$400

Chick-fil-A = 30 % = \$600

**Two Booths:** Vendor Booth and Hiring Booth

**Location:** Both booths are located outside the football stadium. Both are labeled differently.





# EVENTS

## Plan 2 - Career Fair

**Title:** Join our flock: Chick-fil-A Hiring Extravaganza

### Event Description:

Booth 1: Hiring info + mini games + social media challenge

Booth 2: Generate income by selling Chick-fil-A

### Purpose of Event:

- Chick-fil-A will potentially have at least 35 applications
- Promote the hiring event by selling Chick-fil-A and 10% of the profit will go to Kapolei High School

**Date & Time:** Aug 16th (Friday) 10am-2pm

**Location:** Kapolei high school

### CHICK-FIL-A RESUME EXAMPLE

BY RESUME GENIUS

#### CAREER OBJECTIVE

Passionate and customer-oriented restaurant worker with 4+ years of experience performing food service jobs to deliver outstanding guest experiences. Talented at preparing quality food, preserving facility's welcoming atmosphere, greeting visitors, and handling sales transactions. Adept at addressing and resolving customer complaints and carrying out all assigned duties. Equipped with organizational, interpersonal, multi-tasking, and relationship-building skills to meet first-class food standards at Chick-fil-A.

#### PROFESSIONAL EXPERIENCE

##### Cashier

Chick-fil-A, Atlanta, GA | December 2020-Present

- Serve 45+ guests on a daily basis at the front register and drive-thru, displaying hospitality to further Chick-fil-A's values
- Offer food service support and report pressing issues to managers while promoting brand, culture, and standard of excellence
- Earned recognition for maintaining 100% on-time attendance record
- Fulfill special requests, assist with food assembly, and maintain clean work area
- Provide training to 5+ new employees each month

##### Team Member

Chick-fil-A, Chamblee, GA | March 2018-November 2020

- Organized tables and chairs, and escorted customers who needed assistance to dining area
- Reported and responded to guests' concerns and complaints in a warm and courteous way
- Completed all food orders within 2-3 minutes
- Trained 10 colleagues on food-preparation techniques, maintaining a well-stock work area, and managing cash/credit transactions
- Prioritized all tasks systematically, such as cooking food, operating equipment, and setting delivery schedules to enhance productivity for myself and all staff members

#### CONTACT

Phone  
(404) 256-1414  
Email  
your.name@gmail.com  
LinkedIn  
linkedin.com/in/yourname/

#### EDUCATION

Chamblee High School,  
Chamblee, GA  
May 2017

High School Diploma

Chick-fil-A Leadership  
Development Program  
June 2022

American National  
Standards Institute (ANSI)  
January 2022

ServSafe Food Handler  
Certification

#### RELEVANT SKILLS

Microsoft Office Suite  
Scheduling  
Point of sale (POS)  
Fluent in Spanish





## Plan 2 - Career Fair

**Expected Number of Attendees:** 80-100

**Number of workers:** 5

- Event coordinator/Photographer (1)
- Recruiters (2)
- Food vendor (2)

**Budget:** \$350

- Marketing/promotion: \$0 (Use school resources and social media)
- Speaker & entertainment (prizes & gifts): \$150
- Decorations (Printing & Displays): \$100
- Miscellaneous Expenses: \$100 (Refreshment for workers and contingency fund)





## Plan 3 - Good Grade Reward

**Title:** Chick-fil-A Munch and Mingle

**Event Description:** Selected Students with a GPA  $\geq 3.5$  from last year's report card are invited to Chick-fil-A for an exclusive behind-the-scenes tour, free sample tasting and ice cream as a reward for their academic efforts.

**Purpose of Event:**

- Reward students for maintaining their GPA
- Target high quality prospect employees
- Introduce working benefits and development opportunities

**Date & Time & Location:**

**In person:** July 9 (Tue), 7-8pm, Chick-fil-A Kapolei



**Social Media  
Reel/Story**



## Plan 3 - Good Grade Reward

**Expected Number of Attendees:** 10–20

**Expected Number of Applications:** 5–10

**Budget:** \$35–\$82.5

- Ice Cream Cone (based on menu price): \$25–\$62.5
- Marketing and advertising: \$0 (electronic flyer, social media & email)
- Sample products+mini cups (chicken nuggets, new flavor milkshake, fries, etc.): \$10–20

**Cost per application:** \$7–\$8

**Number of workers:** 3

- Managers (2): Lead small groups of 5 for tour and share working benefits and applications during munch and mingle.
- Employee (1): Share working experiences at Chick-fil-A and help organize food samples.





VIDEO



# Social Media Team Strategy



**SOCIAL**

# **HIRING**

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Social Media Team



# SOCIAL

## POST

# WE ARE HIRING



Apply Online | Link in Bio

Only 1.4 Miles from Kapolei High School



**Caption:** Join the Chick-fil-A Family! We're seeking enthusiastic team members who are ready to grow with us. Enjoy competitive pay, flexible hours, a positive work environment, free meals, provided uniforms, dedicated training, and future career opportunities. Apply today!

**Hashtags:** #ChickfilAOhana #JoinOurTeam #CFACareerGrowth



**SOCIAL**

**POST**

**Join Our Team at**



**Kapolei**

**APPLY ONLINE**

 **in bio**

**Caption:**

Aloha Hawaii! our Chick-fil-A ohana is growing and we're looking for passionate team members to join us! Are you ready to serve up smiles with a side of our famous chicken? Apply today and become part of a team that feels like family.

**Hashtags:** #Hiring #CFAHawaii #EatMorChickin #ChickfilAHawaii #JoinOurOhana



# SOCIAL

## CAROUSEL

### How to Apply to Your Dream Job

(4 Easy Steps)  
>>>>



# 1

#### Click the Link in Our Bio

Begin your journey by clicking the link in our bio. Fill out the online application to get started.

#### Fill Out the Application

Provide your personal details and work experience. Ensure all information is accurate and complete.

# 2

# 3

#### Stand Out in Your Interview

Prepare for common interview questions and dress professionally. Show your enthusiasm for joining the Chick-fil-A Kapolei team.

#### Join the Crew

After a successful interview, welcome aboard! Become part of the Chick-fil-A Kapolei family and start your rewarding journey with us.

# 4

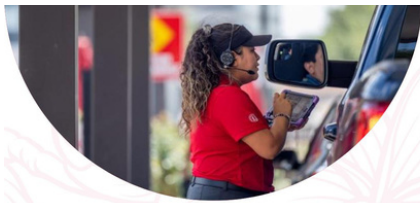
**Caption:** Start your Chick-fil-A journey today! It's as easy as 1, 2, 3, 4! Apply online, breeze through interviews, ace training, and enjoy the perks: free food, flexible scheduling, and competitive pay!

**Hashtags:** #CFAJobs #ApplyNow #WorkPerks



# SOCIAL

## CAROUSEL



**APPLY NOW**

CHICK-FIL-A KAPOLEI NOW HIRING

LINK IN BIO



**1**

FREE MEAL EVERY  
SHIFT



**2**

CLOSED ON SUNDAY



**3**

FLEXIBLE  
SCHEDULE



**4**

PROFFESIONAL  
DEVELOPPMENT



**Caption:** Slide into a sweeter career at Chick-fil-A Kapolei! Swipe through to see why joining our team is more than just a job—it's a lifestyle!

**Hashtags:** #CFAKapolei #CFAHiring #CFAHawaii #WeAreHiring #JoinOurOhana



# SOCIAL

## STORIES

### NOW HIRING

**Join Chick-Fil-A's  
Island Crew,  
Dreams Come True!**



### GREAT BENEFITS

- ★ Flexible Hours
- ★ Positive Environment
- ★ Competitive Pay
- ★ Free Meals
- ★ Uniform Provided
- ★ Dedicated Training
- ★ Future Career
- ★ New Friends

### LINK IN BIO



**Apply Online | Link in Bio**

We're purpose driven.  
We're here to serve.  
We're better together.  
We pursue what's next.



# SOCIAL

## STORIES

This is your reminder to apply



Why?

- 1 Flexible Hours
- 2 Competitive Pay
- 3 Sundays Off
- 4 Scholarships
- 5 Free Shift Meal



Find out more detail in our website



Link in bio



# SOCIAL

## REEL



**Caption:** There's nothing like the excitement of your first bite – or your first job! Apply to Chick-fil-A today and start your journey with us.

**Hashtags:** #ChickfilA #FirstJobCFA #JoinOurTeam #ApplyNow



# SOCIAL

## REEL



Chick-fil-A helps you  
learn as you earn.

**Caption:** Discover the perks of being part of our ohana! Chick-fil-A Kapolei wants to help you succeed and all it takes is 1-2 minutes to fill out the application linked in our bio!

**Hashtags:** #ChickfilAHawaii #JoinUs #CFAKapolei #CFAHawaii #WeAreHiring



# SOCIAL

## REEL



**Caption:** Catch the wave to a better career at Chick-fil-A Kapolei! Competitive pay, get paid on your birthday off, and ride the tide with a flexible schedule. Plus, grow with us professionally. Dive into your next opportunity—apply today!

**Hashtags:** #CFAHawaii #CFAHiring #ChickfilAHawaii #CFAKapolei #EatMorChickin



**PRINT**

**FLYER**



**CALLING ALL**

**Chicken Lovers!**

**You are needed!**



**NOW HIRING!**

**Apply Today and Enjoy Tomorrow!**

- ✓ Free Shift Meal
- ✓ Scholarship Opportunities
- ✓ Flexible schedule
- ✓ **SUNDAYS OFF!**





**PRINT**

**FLYER**



**WE ARE HIRING!**



**SCAN THE QR CODE FOR MORE INFORMATION**

91-5480 KAPOLEI PKWY BLDG. 3 KAPOLEI, HI 96707



PRINT

FLYER



# JOIN OUR TEAM

## Qualifications

- At least 16 years of age
- Can work and serve customers under pressure
- Able to work in a team and individually

## Benefits

- Competitive Wages
- College Scholarships
- Employee Shift Meals
- Sundays Off



**APPLY NOW!**

Scan here to know more about job offerings and opportunities



**PRINT**

**FLYER**



**WE NEED YOU!**

**OPEN POSITIONS:**

- Cashier
- Dining Host
- Order Taker
- Bagger
- Food Expediter

**BENEFITS:**

- Fun work environment
- Flexible scheduling (Sunday off)
- Intentional growth and development to help you reach your professional goals



**APPLY NOW!**

Scan here to know more about job offerings and opportunities



SOCIAL

# MOBILE APP

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Social Media Team



# SOCIAL

## POST



**Satisfying your hunger  
shouldn't have to wait**



**DOWNLOAD THE APP &  
PLACE A MOBILE DRIVE THRU ORDER NOW**

**Caption:** 🚗📱 Skip the Line! Order with the Chick-fil-A App and enjoy fresh, hot meals on-the-go! Click the link in our bio to download the app!

**Hashtags:** #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime  
#FastFood #EatMoreChicken #EatMorChikin #MobileOrder  
#FreshandFast #MealTimeMadeEasy



**SOCIAL**

**POST**

# **Skip the Line, Savor the Flavor**



**Download the Chick-fil-A App  
now to order ahead!**

**Caption: 🍔➡️📱 Hungry? Order now with the Chick-fil-A App for fast, fresh, and convenient pickup!**

**Hashtags: #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime  
#FastFood #EatMoreChicken #EatMorChikin #MobileOrder  
#FreshandFast #MealTimeMadeEasy**



**SOCIAL**

**STORIES**

**Need to beat the  
early morning rush?**



**Order ahead with the  
Chick-fil-A mobile app**



**Caption: Start your morning off right! Come visit Chick-fil-A today!!!**

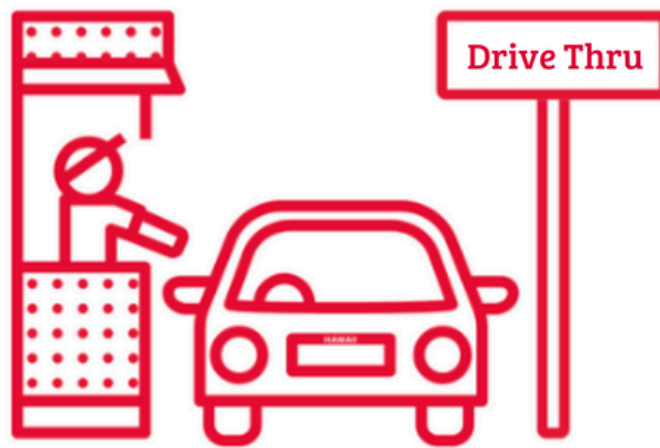
**Hashtags: #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime #FastFo  
#EatMoreChicken #EatMorChikin #MobileOrder #FreshandFast  
#MealTimeMadeEasy**



**SOCIAL**

**STORIES**

# Save Time Earn Points



Mobile Drive Thru Ordering  
in the **Chick-fil-A** App



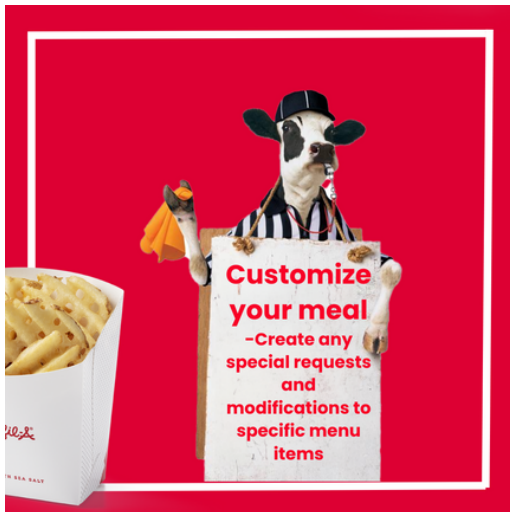
**Caption:** 🚶 🥤 Your favorites, faster! Use the Chick-fil-A App for convenient Mobile Drive Thru Ordering.

**Hashtags:** #Chick-fil-A #SkipTheLine #MobileOrdering  
#SaveTime #FastFood #EatMoreChicken #EatMorChikin  
#MobileOrder #FreshandFast #MealTimeMadeEasy



# SOCIAL

## CAROUSEL



**Caption: This is your sign to Eat More Chicken!!! 🍗**

**Hashtags: #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime #FastFood #EatMoreChicken #EatMorChikin #MobileOrder #FreshandFast #MealTimeMadeEasy**



# SOCIAL

## CAROUSEL

HOW TO USE THE



MOBILE APP

DOWNLOAD THE APP



#1

CHOOSE  
"PICKUP AT RESTAURANT"



Pickup at restaurant



Deliver to me

#2

ORDER YOUR MEAL



#3

PICK UP YOUR MEAL



#4

EAT MOR CHIKIN!



#5

**Caption: Here are some steps to get your chicken faster!  
Check out our Mobile App today! 🍔➡️📱**

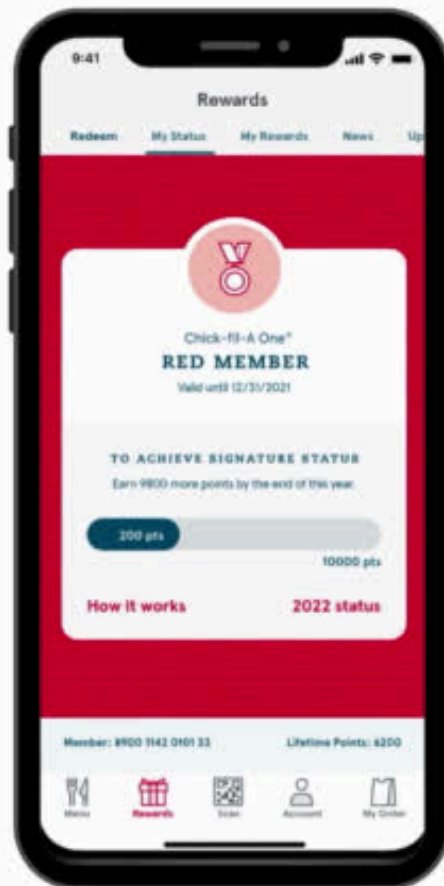
**Hashtags: #Chick-fil-A #SkipTheLine #MobileOrdering  
#SaveTime #FastFood #EatMoreChicken #EatMorChikin  
#MobileOrder #FreshandFast #MealTimeMadeEasy**



# SOCIAL

## REEL

**Download The  
Chick-fil-A App**



**Caption:** 🕒 ✨ Save time with the Chick-fil-A App—order ahead and enjoy delicious meals without the wait!

**Hashtags:** #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime #FastFood #EatMoreChicken #EatMorChikin #MobileOrder #FreshandFast #MealTimeMadeEasy



# SOCIAL

## REEL

**Skip the line!**

Introducing Mobile Drive  
Thru Ordering to Chick-fil-a  
Kapolei

Heres how to save time and  
earn points through the  
Chick-fil-A app



**Caption:** 🌟➡️📱 Chick-fil-A at Your Fingertips! Order Ahead with the Mobile App for Quick and easy pickup.

**Hashtags:** #Chick-fil-A #SkipTheLine #MobileOrdering #SaveTime  
#FastFood #EatMoreChicken #EatMorChikin #MobileOrder  
#FreshandFast #MealTimeMadeEasy



**SOCIAL**

**FLYER**

# In a rush?

No more waiting in a long line  
at Chick-fil-A Kapolei



**Scan the QR Code to order food  
on our mobile app**

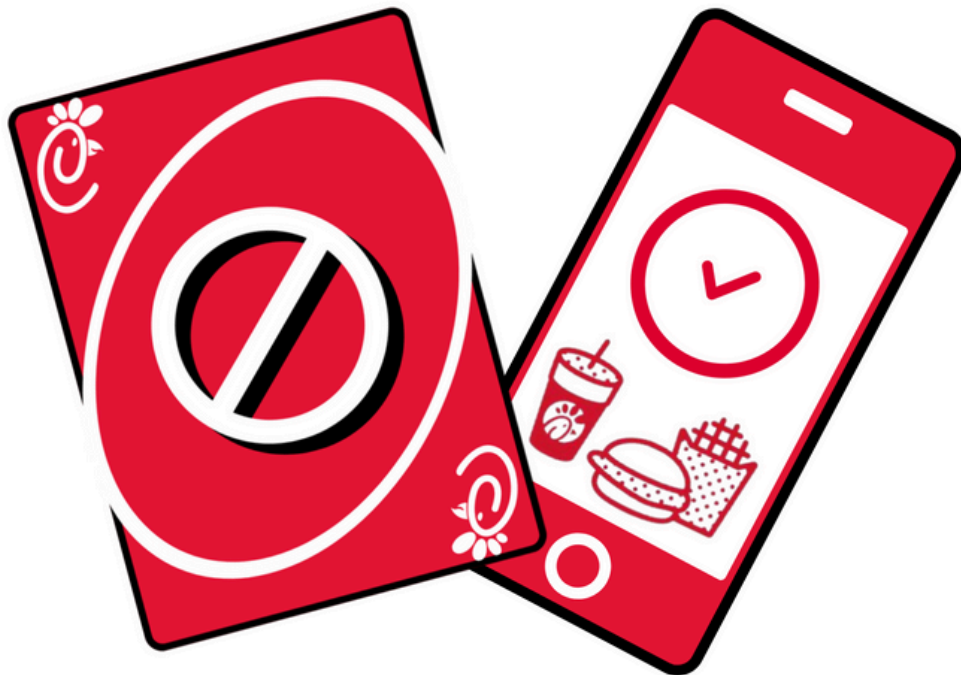




**SOCIAL**

**FLYER**

# **“SKIP” THE LINE**



**ORDER ON THE  
MOBILE APP**





**SOCIAL**

**FLYER**



**How did the chicken jump  
the line?**



**He used the mobile app to  
order ahead!**

**NOW YOU CAN TOO!**

Scan the code and download  
the Chick-fil-A App





**SOCIAL**

**FLYER**



**Satisfying your hunger  
shouldn't have to wait**



Download our mobile app  
for a faster experience

# FOMO FRIDAY

Did you miss out today's giveaway?

**FREE  
FRIES**

Exclusive in the Chick-fil-A app



# FOMO FRIDAY

Did you miss out today's giveaway?

**FREE  
FRIES**

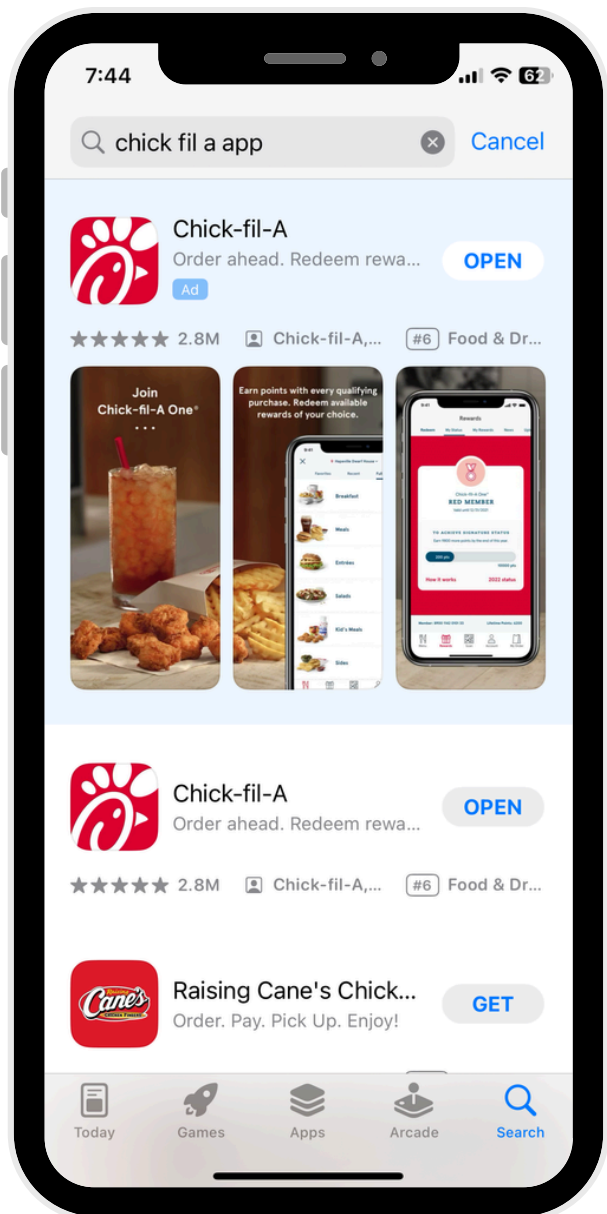
Exclusive in the Chick-fil-A app





# SOCIAL - FLYER

## ARE YOU GETTING THE MOST OUT OF THE APP?



**ALLOW LOCATION**



**TURN ON NOTIFICATIONS**



**SIGN UP FOR EMAILS**

# START NOW! EARN REWARDS!



**SOCIAL**

**POST/CAROUSEL PART 1**

**LET ME LET YOU IN  
ON A LITTLE SECRET...**



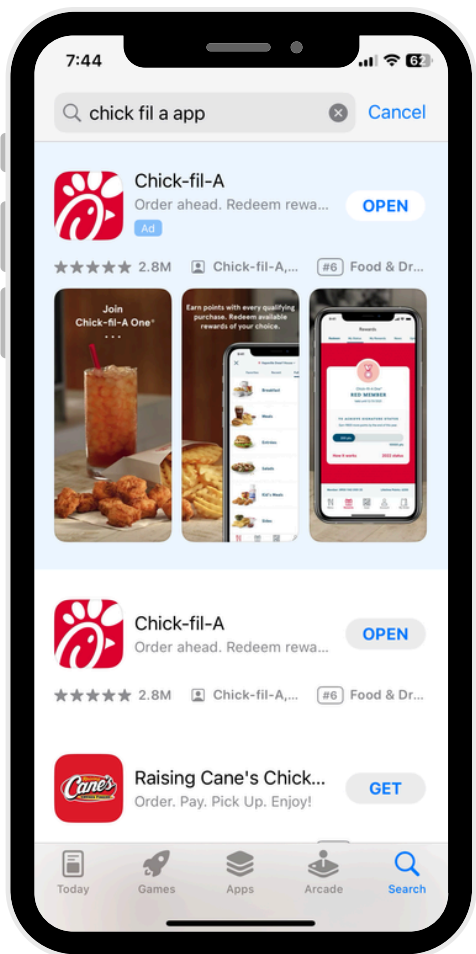
**SLIDE #1**



# SOCIAL

## POST/CAROUSEL PART 2

### ARE YOU GETTING THE MOST OUT OF THE APP?



**ALLOW LOCATION**



**TURN ON NOTIFICATIONS**



**SIGN UP FOR EMAILS**

## START NOW! EARN REWARDS!

### SLIDE #2

CAPTION: LET ME LET YOU IN ON A LITTLE SECRET: 🍗🌟 GET THE MOST OUT OF THE CHICK-FIL-A APP IN KAPOLEI! ➕📱 FOLLOW THESE 3 TIPS TO EARN REWARDS FASTER:

1. ALLOW YOUR LOCATION 📍
2. TURN ON NOTIFICATIONS 🔔
3. SIGN UP FOR EMAILS ✉️

#CHICKFILA #KAPOLEI #FOODIETIPS #REWARDS #FASTFOODHACKS  
#APPPERKS #YUM #CHICKENLOVER #EATMORCHIKIN  
#FOODREWARDS



# RECOMMENDATIONS





## Business Insider



## Social Media = More Applicants

More and more people are finding jobs through social media

Allow employees to film during shift hours

Attract candidates who like the work culture they are seeing.

- 7 in 10 Hiring Managers use social media to screen candidates
- 79% of job seekers use social media to job search
- 73% of job seekers between the ages of 18-34 found their job through social media

- Day in the life videos (takeovers from employees)
- TikTok account creation to save username from being used by someone else





## GROWTH

3:47 📶 🔋

< **Insights** Create ad

📅 Last month May 1 - May 31, 2024

**Overview** Results Content Audience

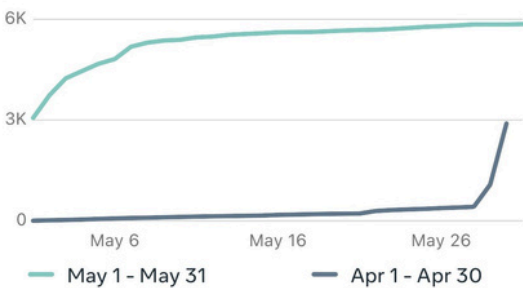
### Reach

Facebook

Compare your cumulative reach from the selected date range to the previous one.

Facebook reach ⓘ

**5.9K** ↑ 102%



### Ways to grow your reach

Reach more people with ads

Facebook reach ⓘ



vs 30 days prior

5,506

3:47 📶 🔋

< **Insights** Create ad

📅 Last month May 1 - May 31, 2024

**Overview** Results Content Audience

### Reach

Instagram

Compare your cumulative reach from the selected date range to the previous one.

Instagram reach ⓘ

**1.7K** ↑ 51.2%



### Ways to grow your reach

Reach more people with ads

Instagram reach ⓘ



vs 30 days prior

1,700



## GROWTH

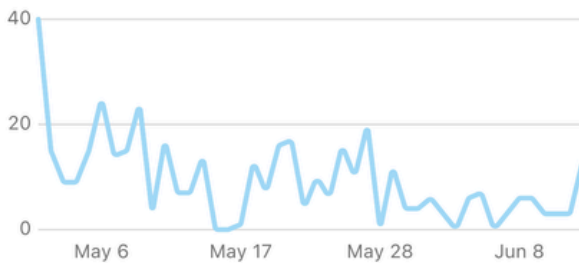
### Facebook Page visits

Yesterday    Last 7 days    Last 28 days

Facebook Page visits

**413**

↑ 11.6% over last 44 days



Your Facebook Page visits from May 1, 2024 - Jun 13, 2024 are **11.6% higher** than they were from Mar 18, 2024 - Apr 30, 2024.

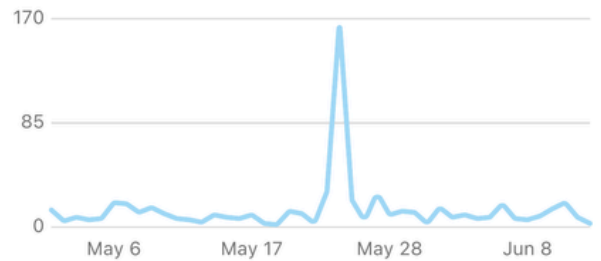
### Instagram profile visits

Yesterday    Last 7 days    Last 28 days

Instagram profile visits

**628**

↑ 43.1% over last 44 days



Your Instagram profile visits from May 1, 2024 - Jun 13, 2024 are **43.1% higher** than they were from Mar 18, 2024 - Apr 30, 2024.

### Facebook reach

Yesterday    Last 7 days    Last 28 days

Facebook reach

**6.0K**

↑ 97.4% over last 44 days



Your Facebook reach from May 1, 2024 - Jun 13, 2024 is **97.4% higher** than it was from Mar 18, 2024 - Apr 30, 2024.

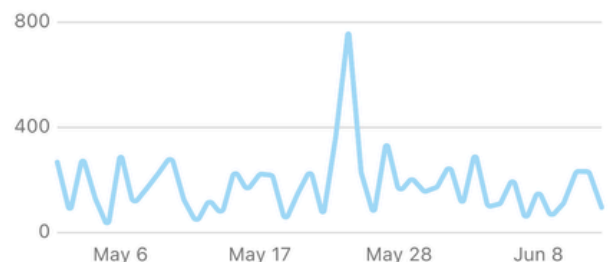
### Instagram reach

Yesterday    Last 7 days    Last 28 days

Instagram reach

**1.9K**

↑ 67.5% over last 44 days



Your Instagram reach from May 1, 2024 - Jun 13, 2024 is **67.5% higher** than it was from Mar 18, 2024 - Apr 30, 2024.