

40 SOCIAL MEDIA CONTENT IDEAS FOR YOUR RESTAURANT

If you are ever stuck for ideas on what to post, this list of 50+ social media post content ideas will keep your social marketing strategy inspired for a long time!

- **Tell the Story of Your Restaurant**

Humanise your business and give your customers an interesting insight into your business by telling them how it got started. You can share interesting facts such as who founded the restaurant? Has the cuisine changed much over time? Why did you pick this area? Before it was used as a restaurant, did the building serve any other interesting purpose?

- **Give a Behind-the-Scenes Look at Your Restaurant**

Diners love to see how the food gets made. Choose one of your signature dishes and film your chef making it. It's that simple. Take guests on a tour of your wine cellar or you can simply do a how-to video on how you make the perfect espresso.

- **Highlight the People on Your Team**

Sharing photos of your staff behind the scenes gives a personal insight into the restaurant. It also shows that you care about your team. You can easily bring this into your social media content by dedicating one post a week to introducing a team member. To mix it up weekly you can share a picture of them working in the restaurant and include their favourite dish in the caption. Or ask each bar staff what their favourite drink is and post the montage as a story. You can introduce new team members. Video a member of bar staff crafting a cocktail or coffee and in general you can celebrate the achievement of your staff outside of work. For example, Is your long-time cook retiring? Has your dishwasher been accepted into her dream university? Share to show you care.



- **Show the Love to Your Vendors**

Highlighting your vendors and suppliers is a great way to showcase your ingredients, show you shop local and care about what goes on the plate. So, give a shout out to your local fishmonger, vegetable delivery service or the farm where you buy your cheese. Add a caption explaining why you chose their product and why guests love it. Ensure you tag them in the post and hopefully the vendor will reshare the post. This puts your restaurant in front of their audience as well and may lead to more guests in the future. You can also create an Instagram Story or an Instagram Live event of you going to the place (farm, butcher, etc.) and how you choose the finest ingredients.

- **Interact with Your Followers**

Involve your followers and guests by asking questions. Instagram has a poll function that's easy to use, and it's a great way to learn from your audience and cleverly highlights your products. For easy ideas you can poll asking if they like red or white wine. Or find out what upcoming event they would prefer - a quiz night or speed dating night? You can also use this feature when figuring out new menu options, hold a poll to see which are the most anticipated items.

- **Take Advantage of User-Generated Content (UGC)**

User-generated content is one of the easiest and effective content ideas to incorporate into your restaurant's social media marketing strategy. Be sure to go through all your channels everyday to spot any UGC and tags made by your guests that highlights your restaurant. Then, share that to your feed or your story. Remember to give them credit by @ them and include a short message with a thank you. Restaurants are a place to celebrate a wide variety of life moments including birthdays, engagements and much more, when you see these happening, why not ask if you can capture these special moments and share them on your page?



- **Use Instagram Stories and Instagram Live**

There's so much more to Instagram than photos. Use Instagram Live is to keep your restaurant's social media content fresh and engaging for your customers. For ideas you can in the kitchen to show customers what your restaurant has to offer, or go live during a special event to have viewers tune in.

- **Share New Menus and Promotions**

You should use social media for sharing engaging updates that give your customers new reasons to book a table. Share any limited time menu options you have available, new menu items, a promotion/offer, gift card offerings, and anything else that is new and exciting at your restaurant.

- **Encourage Guests to Share their Restaurant Experience With a Branded Hashtag**

Your restaurant can make a success on Instagram by encouraging your customers to use a specific hashtag when interacting with your restaurant and tag your profile in their photos. You can have use a generic one for everyday use and create a special one for giveaways too.

- **Show Off Your Best Customer Reviews**

Customer's love reading about other people's experiences. Create a nice, branded graphic in Canva to share at least one positive review each week.

- **Show Off Your Best Features**

Is your restaurant set in a beautiful building? Or area? Do you have some unique graphics/ furniture/ wall art/ decorations on display? Use your social media platforms to show your customers why your restaurant is worth a visit.



- **Give Notice of Any Current or Upcoming Promotions**

Do you run special promotions or deals for Easter, Valentine's Day or other big occasions? Let your followers know!

- **Promote Your Vegan or Allergy-Friendly Options**

Share posts highlighting your wheat-free, dairy-free or other dishes suitable for those with special dietary needs.

- **Share Some Memes and Quotes**

Show off your humour with a few light-hearted, funny quotes/jokes/memes that fit with your restaurant's theme and dishes.

- **Show Your Green Policies in Action**

Show you care about the environment. Show how you do your bit by referencing your recycling practices, your use of organic food, or similar policies of being a responsible conscientious business owner.

- **Show Your Support for Local Causes**

If you partner with any nearby charities, or sponsor the local football team, publish posts that encourage followers to take a look at their latest campaigns to spread awareness.

- **Hire New Employees**

If you have any vacancies, post a copy of your job ad to social media. It's cheaper than hiring a recruitment agency or posting on a job site. It may catch the attention of someone who already loves your restaurant, and they could be - or know - the perfect candidate.

- **Show Off Any Awards You've Received**

Awards are a great form of social proof, so don't hesitate to let your followers know when you receive any kind of formal recognition!



- **Encourage Followers to Sign Up to Your Email List**

Email Marketing is a must-have tool in your marketing arsenal. Entice followers to sign up by offering them discounts or invites to exclusive events. Use your Email newsletters to share coupons, birthday discounts, special events, and much more.

- **Showcase Furry Friends**

If your restaurant is pet-friendly, share regular post photos of customers' dogs. You can even team up with a local pet shop to offer a hamper for a 'dog of the month' giveaway. To enter, they must share a picture of their dog in your restaurant!

- **Sporting Events**

If there is a big sporting event going on such as the Olympics, Six Nations or the World Cup, latch onto any big sporting event and its hashtag to relate to your food offerings or generate a giveaway. For example, a free starter for the first person to comment a post with the winning football score. Or if there is a big fanfare on a Belgian winner, you can share your Belgium bun (or Beer!) offerings!

- **Advertise a Special Event**

Whether it's a grand opening, new menu launch or a fancy do you're hosting, create an event on Facebook and regularly share updates to entice people to join you.

- **Celebrate Your Birthday**

Celebrate your restaurant's birthday each year and make that week special by sharing giveaways and offers to really drum up excitement. This is a good opportunity to test a new 'food challenge' if you were thinking of launching one.

- **Ask Followers to Tag Your Truck!**

If you have a vehicle that's nicely branded with graphics, you can run a special that they get a free starter of money off bill if they upload a picture of your van when they see it on location. Encourage them to tag your account on social media to enter and use a unique branded hashtag you've created for it.



- **Get involved in a social media challenge. There's normally at least one taking place for charity. If it is particularly close to your heart you can do another post after on why that cause is important to you. You can of course create your own social media challenge!**
- **Task employees with serving the community for one day a month and share photos of their good deeds. As an example, you can send them out in branded jackets and get them to litter pick in the local area or show them donating your food made to a local food bank.**
- **Share photos of whenever you treat the staff to a day or night out**
- **Start a monthly 'our favourite customer' spot where you quickly interview someone on video and ask them to share what they love about your restaurant, what their favourite dish is etc.**
- **Do you offer business facilities? Use LinkedIn to target the business community and advertise your restaurant as a space to work and network**
- **Promote your online booking page on your website to encourage more direct bookings. Utilise the Book Now functions on your Facebook and Instagram profiles.**
- **Encourage people to leave reviews by linking directly to your presence on TripAdvisor/ Google My Business and any other review site you are on.**
- **Check all your online presence daily - that includes sites such as TripAdvisor and Google my Business - and respond to any and all feedback. Good and bad, in an honest and genuine way. By addressing negative reviews and showing appreciation for positive ones you will create a transparent and friendly persona online.**



- **Newsjack Trending Topics**

Jumping on topics that are already trending on social media is a great way to increase exposure for your posts, especially if you have a unique/funny/clever take on the topic. Remember only jump onto the trends that are relevant to you and not just do it for the sake of it.

- **Host Social Media Contests**

Everybody loves free stuff! This is a really quick, easy and relatively cheap way of building your fan base. You can try anything from a caption this picture - funniest comment wins, to a tag a friend who deserves a treat. Every time you do this, you are building rapport with guests and encouraging engagement.

- **Invite a Food Blogger/ Critic with a Good Social Media Presence to Your Restaurant**

Compile a list of food bloggers / local press who you can invite for a meal in exchange for them taking photos of your restaurant, sharing your best menu items and their overall experience. Share behind-the-scenes photos of your special guest at your restaurant and remember to share or retweet the posts from the person's page to your page once they posted.

- **Highlight Unique Days of the Year**

Many restaurants offer specials to select customers on national holidays, but have you thought of offering special promotions on the lesser-known holidays? Head over to www.daysoftheyear.com when you are planning your content for the month and there will always be some unique day you can take part in. For example, tomorrow, February 20th is National Cherry Pie Day which if you have that on your specials, is a good chance to add a % off it for the day. Or you can go with something like 'National Fortune Cookie Day' on September 13th and have guests take a cookie out after that meal that can contain anything from a joke, greeting, fortune to money off their next meal.



- **Host a GIF drop**

A really easy way to generate engagement is to ask your audience to share a GIF in the comments. Simply pose a question such as: "How's your Monday? Share by posting a GIF in the comments!" or "Who deserves free Bottle of Wine" Post a GIF below!"

- **Create Videos**

Video content is huge on all the social media platforms and something you need to capitalize on. Facebook, Twitter and Instagram all have the capability to produce live videos. Get a team member who is confident on camera to talk about things such as what beers you have on tap today, a special event coming up, a chef preparing the soup of the day, or answer your most common FAQs etc. Experiment with content topics to see what resonates best with your audience.

- **Third Party Delivery**

Have you hopped on the delivery bandwagon? Are there alternative ways to enjoy your restaurant other than dining in? If you're one of these restaurants, promote this service on your social media. Similarly, share with your audience if you are you serving your food at a local festival or another off-site location that day.

- **News From Your Local Area**

As a local restaurant, you are essentially a hub for bringing the local community together and offering a place for families, friends and business contacts to come together and have a good time. Show you care by sharing posts from local businesses in the area and what they are up to. Have your local junior football team just won their league? Share it. Did the Queen visit your local hotel? Share to show you care!

Restaurants are all about community. Why should that stop when your customers walk out of your door? By utilizing social media as marketing channel, you can interact with your customers in fun, engaging ways to keep them coming back time and time again! (and get them recommending you to others too!)

