

Social Media Content

30 ideas to help you get started.



dineplan

- Highlight your staff and employees.
- Feature regular guests, what they order and their story.
- Share recipes and ingredients in the dishes.
- A day-in-the life of your chefs, bar tender, sommelier, manager or waitstaff.
- An employee takeover on stories and posts.
- International and national food and drink days. (eg. Taco Day)
- Post positive reviews.
- Spotlight your suppliers.
- Run an “ask me anything”.
- Post specials that are only available via social media.
- Show off unique elements of your restaurant. (eg. unique cocktail glasses)
- Share staff dinners and family meals.
- The story and history of the restaurant.
- Celebrate milestones and awards.
- World events. (eg. The Oscars, Rugby World Cup)
- Blur images and run a “guess that dish”.
- Do a trivia section about your restaurant and cuisine.
- Bring back an old menu item... for a limited time.
- Ask followers to create a new dish from an existing menu item.
- Partner and collaborate with other brands.
- Encourage direct reservations through links on social media.
- Behind-the-scenes of service.
- Share special moments from guests in your restaurant.
- Run giveaways.
- Use influencer marketing in your area.
- Post about special menus.
- Create polls and get users to engage in a “this and that”.
- Offer a one-day-only chef's special.
- Social media trends.
- Share cooking tips.