

SOCIAL MEDIA CONTENT IDEAS FOR RESTAURANTS

Restaurant Menu

- Current menu
- Favorite menu items
- Gluten free menu options
- Allergy sensitive menu options
- Vegetarian menu options
- Vegan menu options
- Low-calorie menu options
- Low-fat menu options
- New menu items
- Poll: Ask for new menu suggestions
- Seasonal menu items
- Limited time menu items
- Favorite beverages
- Coffee drinks
- Specialty drinks
- Fun food photos
- Source local ingredients
- Source special ingredients
- Share recipes
- Unique food and drink pairings
- Nutritional information

Specials & Promotions

- Current specials
- Specials only available on social
- Promote loyalty programs
- Promotion for slow business hours

Contests

- Incentivize customer content sharing
- Contests with giveaway

Giving Back & Community

- Sustainable business practices
- Recycling and repurposing programs
- Community involvement
- Non-profits and charities supported
- Employees helping the community

Events

- Restaurant events
- Current events tie-in
- Local events tie-in
- Birthday specials
- Anniversary specials

Restaurant Features

- Patio dining
- Take out
- Catering
- Dining experience
- Features unique to your restaurant

Customers and Guests

- Happy customers dining
- User-generated content
- Customer reviews
- Video clips of happy customers
- Feature regular customers
- Dining areas full of customers

Social Love

- Subscribe to your email
- Give a review
- Promote social reviews
- Promote your blog
- Links back to your website
- Promote your app
- Link to other social platforms

Holidays

- Major holidays
- Unique holiday tie-ins
- Industry specific holidays

Staff

- Introduce your team
- Staff recommendations
- Employee of the month
- Staff group outings
- Employee advocacy
- Get to know us
- Employment opportunities

Operations

- Behind the scenes
- Video of restaurant operations
- Video of food prep
- Video of work fun

About Your Restaurant

- Restaurant history
- Did you know?
- Awards
- News

Miscellaneous

- Your favorite thing in one word
- Restaurant humor (non-offensive)
- Kid-friendly
- Pet-friendly
- Hashtag promotions
- Reservations
- Memes
- Inspiration and quotes
- Food tourism
- Food stats
- Foodie reviews
- FAQ
- Merchandise
- Deliveries and delivery vehicles