



**ATOMIC**  
Design & Consulting

[WWW.ATOMICDC.COM](http://WWW.ATOMICDC.COM)

# 83 Social Media Ideas for RESTAURANTS



ATOMIC  
DIGITAL  
MARKETING  
AGENCY

972-668-3867  
550 S. Watters  
Rd. Suite 190  
Allen TX, 75013

## Restaurant Menu

- CURRENT MENU
- FAVORITE MENU ITEMS
- GLUTEN FREE ITEMS
- ALLERGY-SENSITIVE OPTIONS
- VEGATARIAN OPTIONS
- VEGAN OPTIONS
- LOW-CALORIE OPTIONS
- LOW-FAT OPTIONS
- SEASONAL OFFERINGS
- NEW MENU ITEMS
- POLL: ASK FOR NEW MENU SUGGESTIONS
- LIMITED TIME MENU OFFERINGS
- FAVORITE BEVERAGES
- SPECIALTY DRINKS
- AESTHETIC IMAGES OF FOOD/DRINK
- WHERE INGREDIENTS ARE SOURCED
- SHARE RECIPES THAT GO WELL WITH MENU ITEMS
- UNIQUE FOOD AND DRINK PAIRINGS
- NUTRITIONAL INFORMATION

## Staff

- INTRODUCE YOUR TEAM
- SHOW STAFF RECOMMENDATIONS
- EMPLOYEE OF THE MONTH
- STAFF GROUP OUTINGS
- EMPLOYEE ADVOCACY
- GET TO KNOW US
- EMPLOYMENT OPPORTUNITIES
- VOLUNTEER/SERVICE EVENTS

## Holidays

- MAJOR / RELEVANT HOLIDAYS
- UNIQUE HOLIDAY TIE-INS
- INDUSTRY-SPECIFIC HOLIDAYS

## About Restaurant

- RESTURANT HISTORY
- DID YOU KNOW?
- AWARDS
- NEWS / PRESS

## Restaurant Features

- PATIO DINING
- TAKE OUT
- CATERING
- DINING EXPERIENCE
- FEATURES UNIQUE TO YOUR RESTAURANT
- RESERVATIONS
- DELIVERIES / DELIVERY VEHICLES

## Specials & Promotions

- CURRENT SPECIALS
- DISCOUNTS FOR TEACHERS, MILITARY, ETC
- SPECIALS ONLY AVAILABLE ON SOCIAL
- LOYALTY PROGRAMS
- BIRTHDAY SPECIALS
- ANNIVERSARY SPECIALS
- PROMOTIONS FOR SLOW BUSINESS HOURS

## Customers & Guests

- IMAGES & VIDEOS OF CUSTOMERS DINING
- USER-GENERATED CONTENT
- CUSTOMER REVIEWS
- FEATURE REGULAR CUSTOMERS
- DINING AREAS FULL OF CUSTOMERS

## Operations

- BEHIND THE SCENES
- IMAGES/VIDEOS OF RESTAURANT OPS
- IMAGES/VIDEOS OF FOOD PREP
- IMAGES/VIDEOS OF FUN AT WORK

## Events & Contests

- RESTAURANT EVENTS
- LOCAL EVENTS TIE-IN
- NATIONAL EVENTS TIE-IN
- INCENTIVIZE CUSTOMERS TO SHARE CONTENT
- CONTESTS WITH GIVEAWAYS

## Giving Back & Community

- SUSTAINABLE BUSINESS PRACTICES
- RECYCLING/REPURPOSING PROGRAMS
- COMMUNITY INVOLVEMENT
- NON-PROFITS/CHARITIES SUPPORTED
- EMPLOYEES HELPING THE COMMUNITY

## Social Love

- SUBSCRIBE TO EMAILS
- GIVE A REVIEW
- PROMOTE SOCIAL REVIEWS
- PROMOTE BLOG
- PROMOTE MOBILE ORDERS / APP
- LINK TO OTHER SOCIAL PLATFORMS

## Miscellaneous

- FAVORITE THING ABOUT RESTAURANT
- RESTAURANT JOKES (NON-OFFENSIVE)
- KID-FRIENDLY OFFERINGS
- PET-FRIENDLY OFFERINGS
- MEMES (NON-OFFENSIVE)
- INSPIRATION AND QUOTES
- FOOD STATS
- FOODIE REVIEWS
- FAQs
- MERCHANDISING

