

20

SUGGESTIONS

*to help restaurant owners
create better content*



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HERE ARE 20 SUGGESTIONS TO HELP RESTAURANT OWNERS CREATE BETTER CONTENT, GRAB THEIR FOLLOWERS' ATTENTION, AND ENCOURAGE THEM TO VISIT THEIR RESTAURANT:

- SHOW OFF YOUR BEST DISHES – POST MOUTH-WATERING CLOSE-UPS OF YOUR SIGNATURE DISHES TO TEMPT FOLLOWERS.
- POST BEHIND-THE-SCENES PREP – SHARE KITCHEN ACTION TO GIVE A PERSONAL, AUTHENTIC LOOK AT WHAT GOES INTO EACH MEAL.
- USE INSTAGRAM REELS FOR RECIPE TEASERS – SHOWCASE SHORT, ENGAGING RECIPE VIDEOS THAT HINT AT WHAT'S ON YOUR MENU.
- FEATURE CUSTOMER TESTIMONIALS – HIGHLIGHT HAPPY CUSTOMERS AND THEIR FAVORITE MEALS TO BUILD TRUST.
- OFFER LIMITED-TIME SPECIALS – CREATE URGENCY WITH SPECIAL DEALS OR DISCOUNTS FOR YOUR SOCIAL MEDIA FOLLOWERS.
- CELEBRATE FOOD HOLIDAYS – POST ABOUT NATIONAL TACO DAY, MARGARITA DAY, ETC., AND OFFER SPECIAL MENU ITEMS.
- HOST A GIVEAWAY – OFFER A FREE MEAL FOR FOLLOWERS WHO ENGAGE BY TAGGING FRIENDS OR SHARING YOUR POST.
- SHOWCASE USER-GENERATED CONTENT – REPOST CUSTOMER PHOTOS TO BUILD COMMUNITY AND APPRECIATION.
- CREATE POLLS OR QUIZZES – ENGAGE YOUR FOLLOWERS BY ASKING THEM FUN QUESTIONS ABOUT THEIR FAVORITE DISHES OR DINING EXPERIENCES.
- RUN “BEHIND THE CHEF” STORIES – SPOTLIGHT YOUR CHEF’S STORY OR THEIR FAVORITE DISHES TO ADD A PERSONAL TOUCH.
- POST INSTAGRAM STORIES WITH LIVE COOKING – ENGAGE FOLLOWERS WITH LIVE COOKING DEMOS TO HIGHLIGHT YOUR DISHES.
- HIGHLIGHT YOUR AMBIANCE – SHARE PHOTOS OR VIDEOS OF YOUR RESTAURANT’S INTERIOR, ESPECIALLY IF YOU HAVE UNIQUE DECOR OR A COZY VIBE.



- **POST DAILY SPECIALS – REGULARLY UPDATE YOUR FOLLOWERS ON NEW MENU ITEMS OR LUNCH SPECIALS.**
- **CREATE FUN ‘FOOD HACKS’ – SHOW HOW TO ENJOY YOUR DISHES IN UNIQUE WAYS, LIKE FUN TWISTS ON EATING NACHOS OR TACOS.**
- **USE TEMPTING CALLS TO ACTION – END POSTS WITH PHRASES LIKE “WHO’S HUNGRY?” OR “TAG SOMEONE WHO NEEDS TO TRY THIS!”**
- **FEATURE YOUR STAFF – INTRODUCE YOUR TEAM TO YOUR FOLLOWERS AND SHOW THE FRIENDLY FACES BEHIND THE SCENES.**
- **TELL THE STORY OF YOUR RESTAURANT – SHARE YOUR RESTAURANT’S BACKSTORY AND WHAT MAKES IT SPECIAL.**
- **SHOWCASE LOCAL INGREDIENTS – HIGHLIGHT FRESH, LOCAL INGREDIENTS TO CONNECT WITH THE COMMUNITY AND PROMOTE QUALITY.**
- **PROMOTE UPCOMING EVENTS – SHARE EVENT FLYERS OR SPECIAL ANNOUNCEMENTS FOR LIVE MUSIC NIGHTS, WINE TASTINGS, OR THEMED DINNERS.**
- **HIGHLIGHT CUSTOMER FAVORITES – USE REVIEWS AND FEEDBACK TO CREATE A “FAN FAVORITE” POST, SHOWCASING THE MOST LOVED DISHES.**

THESE IDEAS WILL HELP YOU BUILD STRONGER CONNECTIONS WITH YOUR AUDIENCE AND ENTICE FOLLOWERS TO VISIT YOUR ESTABLISHMENT!

