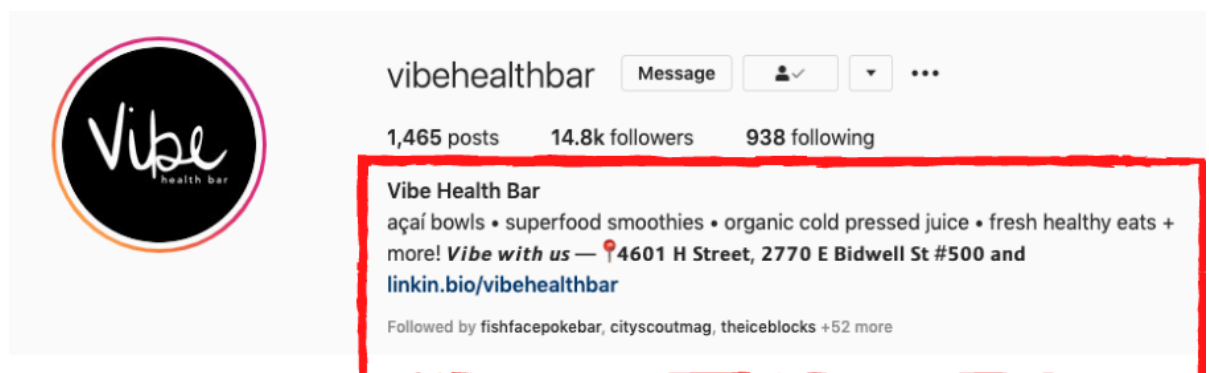
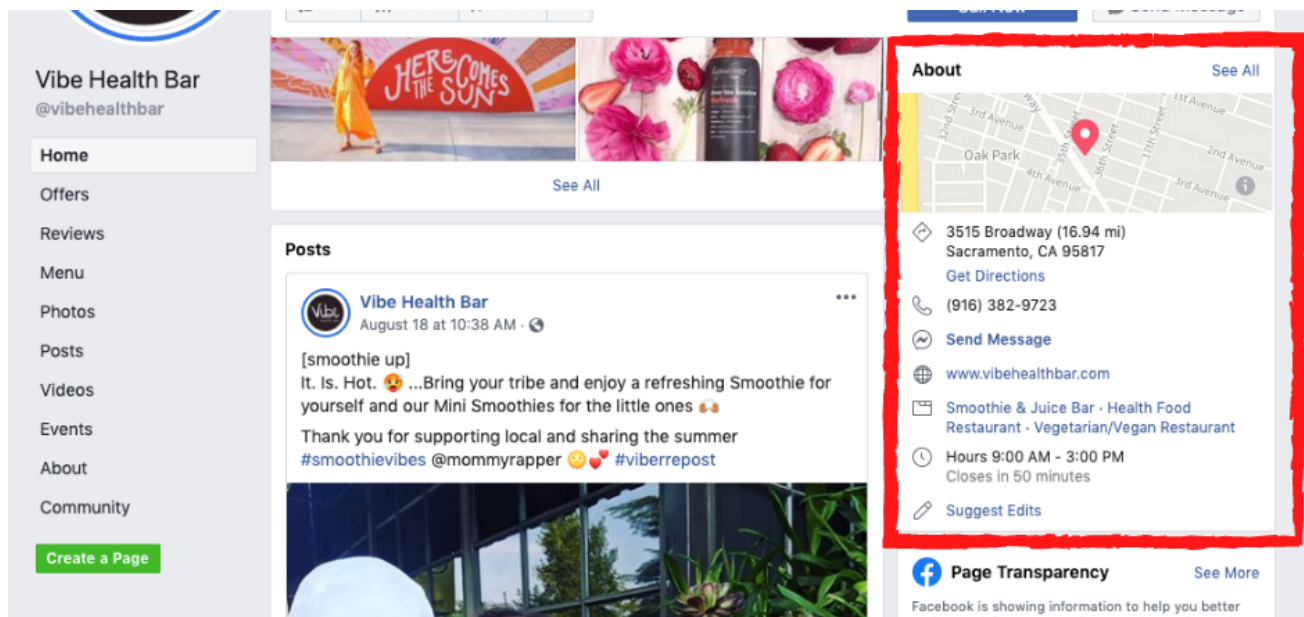


Social Media for Restaurants

If you're not visibly active on social media, then you're missing out on a large customer base.

Complete Profiles With Your Info

- Make sure relevant information like your hours and contact information can be easily accessed on your profile. The less clicks it takes to find out about your business, the better.
- Facebook offers an easy way to input your information, while Instagram and Twitter include a bio where you can enter information you think is most relevant.



Creating Content

- Collaborations – Begin by picking a restaurant or bar that you would enjoy working with.
- Feature an influencer – offering exclusive meals or curated experiences and include profile takeovers.
- Promotional vs. Engaging Content
 - Most promotional posts talk about discounts or a specific product. It's the equivalent of the party guest who only talks about himself or herself. But if that person began conversations with questions, listened to other guests and made new connections, then you wouldn't mind a bit of boasting every now and then.



Finding Your Audience

Growing your following may take a while. While posting consistently will help, buying ads can speed up the process.

- Location-based advertising allows you to control when people see your ads, oftentimes within a certain radius. On Facebook, you have the ability to target from your business location. When a customer walks by a location and happens to be browsing Facebook, they'll be served up a Facebook Ad.

Locations

☐ Country, Region or City ⓘ
 ☒ Business Locations ⓘ

Select Business Locations
 Choose which of your business locations you want people to visit.

Analytics

Most social media platforms provide analytics for your page. Use these to find out what is working and where you can improve.

- To get you started, here are some statistics you can track:
 - Branded hashtag use
 - Facebook check-ins
 - Geo-tagged photos or posts

