



Content Ideas for Social Media

1. Current menu – *Online or downloadable*
2. Favorite menu items
3. Gluten-free menu options
4. Allergy-sensitive menu options
5. Vegetarian menu options
6. Vegan menu options
7. Low-calorie menu options
8. Low-fat menu options
9. New menu items
10. Poll: Ask for new menu item suggestions
11. Seasonal menu items
12. Limited time menu items
13. Favorite beverages
14. Coffee drinks
15. Specialty drinks
16. Fun food photos – *Get creative!*
17. Source local ingredients – *Show local community support*
18. Source special ingredients
19. Share recipes – *But not grandma's secret recipe!*
20. Unique food and drink pairings
21. Nutritional information
22. Restaurant events
23. Current events tie-in – *Stay away from sensitive topics*
24. Local events tie-in
25. Birthday specials – *What do you do for birthday guests?*
26. Anniversary specials
27. Happy customers enjoying your food
28. User-generated content – *People LOVE this!*

29. Customer reviews
30. Video clips of happy customers
31. Feature regular customers
32. Dining areas full of customers
33. Subscribe to your email – *Email is still a great marketing tool*
34. Give a review
35. Promote specific platform reviews from Yelp, Trip Advisor, Zomato, and others.
36. Link back to your website's full menu, location, and other relevant pages
37. App – *Promote your app if applicable (see what I did there?)*
38. Link to other social platforms
39. Introduce your team
40. Staff recommendations – *They know your menu better than anyone*
41. Employee of the month
42. Staff group outings
43. Employee advocacy – *Your team members are your best brand ambassadors!*
44. Get to know us
45. Employment opportunities
46. Behind the scenes – *People love this stuff!*
47. Video of restaurant operations
48. Video of food prep
49. Video of work fun – *Everyone loves to have fun*
50. Restaurant history
51. Did you know? – *What would you like people to know?*
52. Awards
53. Reservations
54. Memes
55. Inspiration and quotes – *Relevant to your restaurant*
56. Food tourism
57. Food stats
58. Foodie reviews
59. FAQ (answer common questions)
60. Merchandise for sale
61. Delivery vehicles – *And deliveries in progress*
62. Would you rather: Give them two options to choose from
63. Ask questions
64. Monitor and share media mentions.

If you need help or have a question about social media, let's chat. Sign up here

<https://bit.ly/15minutesbruce>