

# Your Social Media Tasting Menu



## A DAY BY DAY GUIDE TO CONTENT IDEAS




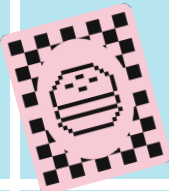
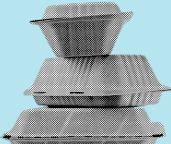
Too busy to post? We hear you! To help you turn likes into sales, we're sharing our easy-to-follow posting calendar. If your goal is to connect with diners and boost your order volume, social media is one of the best ways to start. Sharing content doesn't need to be another daily task—but it is important to be consistent week-to-week.

Use these ideas to inform, offer a deal, or celebrate what makes your food special, and don't forget to:

- Add your location and relevant hashtags for local reach
- Tag your favorite food bloggers or small business partners for engagement
- Add your website link to your Facebook and Instagram channels, so your customers can access easily.

For more social media tips and tricks, [check out this blog post](#).

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M 	T Interview your chef or staff	W	T Showcase a delicious food photo	F
M 	T Share a diner review	W 	T Remind diners of your preferred online ordering platform	F
M	T Promote your rewards program	W Reshare a post or tag	T Highlight your favorite or most popular menu item	F 
M	T Show off your restaurant's space	W 	T Post and IG "Add Yours"	F

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# Content Ideas for Your Social Media

A GUIDE TO POSTING CREATIVELY

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## Interview your staff or chef

-  Film the interview—or simply post a fun portrait!
-  Tell their story and share a quote directly from them.



*Meet Greg, our chef. He has been cooking for over 17 years. His favorite dish on our menu to make is shrimp scampi. Order tonight to try it out for yourself!*

UP FOR A CHALLENGE?

Create graphics in Canva with their answers written out. It's a fun creative way to share content. And easy to do, for free!



## Showcase a menu item



-  The dish you're featuring—either plated or being prepared. Use natural light and a closeup for best results!
-  Describe the flavors and ingredients. Is it a bestseller or limited item? Let your diners know.

UP FOR A CHALLENGE?

Film a how-to or a sneak peek of the food as it's prepared and create a poll to see who's tried it so far. Remember to share the results to keep diners engaged!



## Share a diner review

-  A screenshot of the kind words!
-  Thank and tag the diner, and encourage others to share their feedback too!

*On Instagram stories, repost and add an emoji. Caption it, "Love to see it!!" On an Instagram post, say, "Be like Sarah—order your [menu item] tonight."*

UP FOR A CHALLENGE?



Create an Instagram Story with a Questions sticker, asking followers to share their favorite memory or meal at your restaurant. Reshare their answers with a personalized thank-you.

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## Remind diners of your preferred online ordering platform

-  Your ChowNow direct website or branded app.
-  Share why supporting local businesses matters for you, and how zero commissions helps both your restaurant and your diners. Let people know where to order—like through your direct website and make sure the link is in your bio!

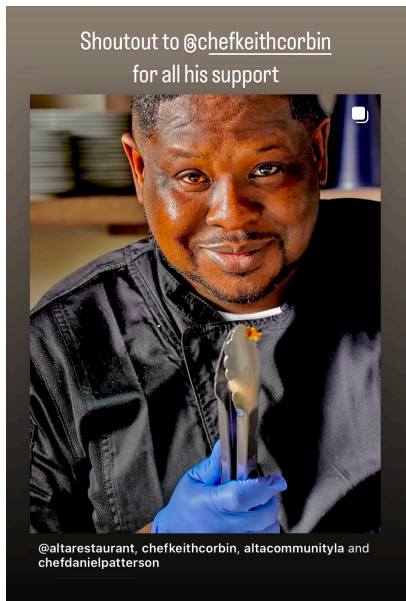
*When you order from our site or mobile app, you skip the "hidden fees" which means we can keep our prices low for you.*





## Let your diners know you have a rewards program

-  Take a photo of the inside of your restaurant or use one of our ready-to-post social media assets and copy templates.
-  Share how many stickers a diner needs to earn in order to earn a reward off their next qualifying order.

Check out our [social media asset library](#) to help inspire you!



## Reshare a post

-  Look through the photos that people have tagged your restaurant, neighborhood, or city in, and pick an interesting one to reshare!
-  Connect with your community by sharing the love! Is there an event happening near you, or another small business that could use a boost? Be the one to give it to them.

*Instagram Story 1: Reshare a photo of a local event happening down the street from you on Saturday. Say, "Got weekend plans? Now you do!"*

*Instagram Story 2: Ever been to this local gem? Stop by [local business] and grab a bite with us afterwards!*



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## Explain a popular dish or your favorite menu item

-  A photo of the menu item being prepared or plated.
-  Tell the story behind your dish and why diners will love it.

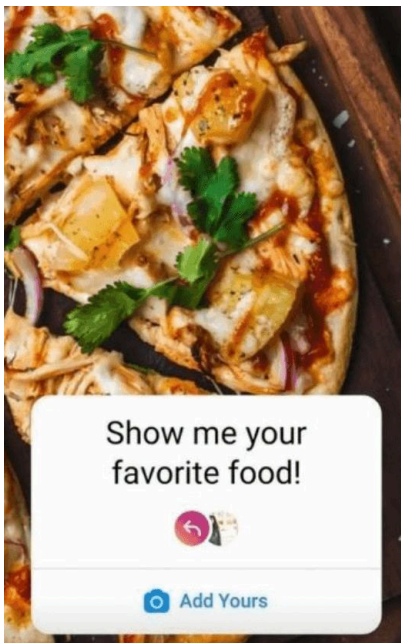
*"Try Chef Joe's favorite dish, the carbonara pasta for yourself! It's his grandmother's recipe and he loved making it with her growing up. Click the link in bio to place your online order today and try it for yourself."*




## Share your space

-  Go classic with a shot of your restaurant from the street—or pick out details like memorable wallpaper or the cozy corner nook.
-  Highlight your operating hours or a perk of your unique space!

*"Grab a seat at our bar, or a sandwich to go! We're open all day."*



## Use an "Add Yours" Instagram Story sticker

-  Jump on an existing one if you see it, or create a new one for your city or neighborhood. Keep it localized and simple, like "Add your shot of 3rd Street" or "Best pizza in Austin."

Check out [this blog](#) for more Instagram best practices that will keep your social media presence fresh.

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