



GREATER
palm springs
RESTAURANT
WEEK
JUNE 2-11
DINEGPS.COM

SOCIAL MEDIA TOOLKIT




We are thrilled to have your restaurant participating in Greater Palm Springs Restaurant Week, and we are happy to share our tips on how to use social media to get diners excited about your restaurant. Social media is influencing where people eat every day, and it's one of the most effective platforms to get the word out that your restaurant is involved in Restaurant Week.



"Seventy-five percent of those diners who browse food photos say they have chosen a place to eat based on social media." (Zagat, 2016)

CONNECT WITH US

Connect to Greater Palm Springs Restaurant Week Social Channels

-  Like us on Facebook at DineGPS
-  Follow us on Twitter at DineGPS
-  Follow us on Instagram at DineGPS

PRESENTED BY:



For more information, contact Marissa Willman | 760.969.1348 | mwillman@gpscvsb.com





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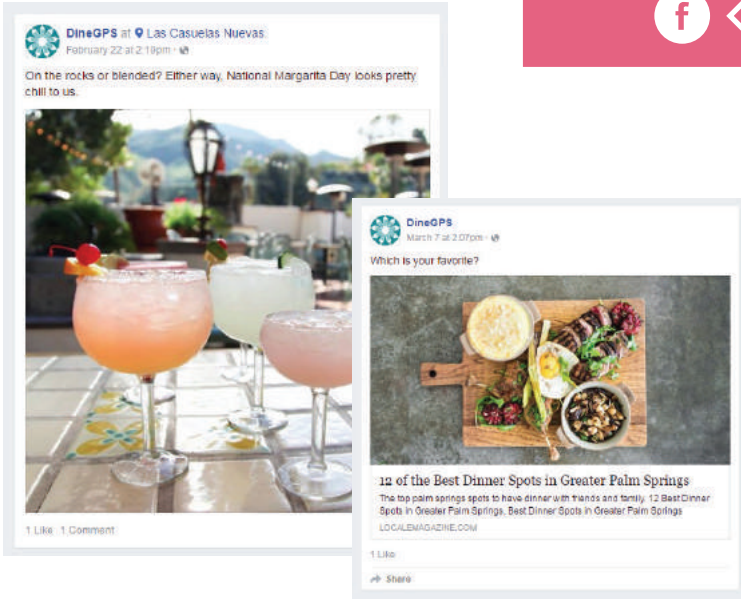
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FACEBOOK



"90 percent of American foodies use Facebook" (Adweek, 2015)



Create a voice for your restaurant that will be the voice you use on Facebook. Remember that Facebook (and social media in general) works best when your tone is more conversational and less salesy.

Post a link to your Restaurant Week Menu on Facebook.

Share photos of your featured dishes and the unique ambiance of your restaurant. Remember, Restaurant Week is about more than just your delicious food, it's about the full dining experience.

Use Facebook Live and videos to share behind-the-scenes content featuring your chef, dish preparation, recipes, etc.

Share links to articles that your restaurant is featured in.

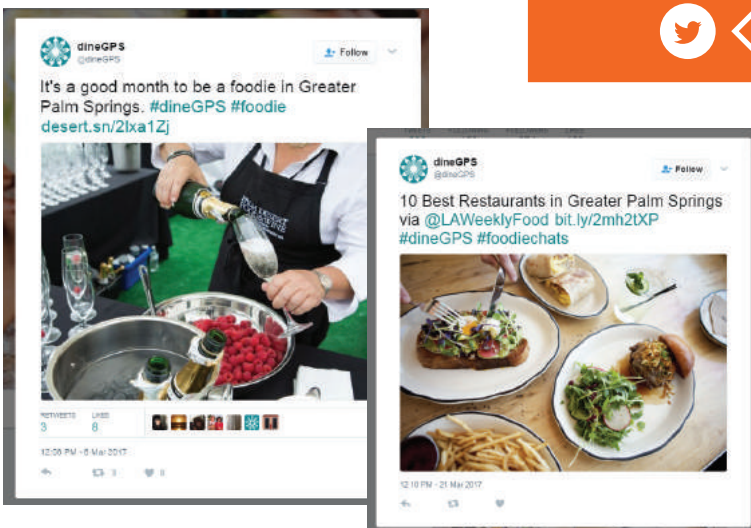
Consider setting aside a small portion of your monthly marketing budget for boosting posts on Facebook. Boosting a post for just \$5 can increase the number of people you reach by hundreds of users.



TWITTER



"Twitter has over 317 million monthly active users." (Twitter)



Share the excitement about what's happening now in preparation for Restaurant Week as a newsfeed. Twitter is the ideal place to build a sense of urgency around booking a reservation or making a dining decision.

Share a link to your Restaurant Week menu – we like to use bitly.com to shorten post links.

Tag your posts with @DineGPS or #DineGPS for an opportunity to be retweeted by the @dineGPS account.

Share special events, menus and photos leading up to Restaurant Week.

Use hashtags to help your content get found. In addition to #dineGPS, you can use #visitGPS to connect with the CVB. Also try experimenting with popular hashtags like #mondaymotivation, #foodiefriday, #foodiechats and more.



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INSTAGRAM



"If you're not marketing on Instagram, you're missing out." (Fast Company, 2016)

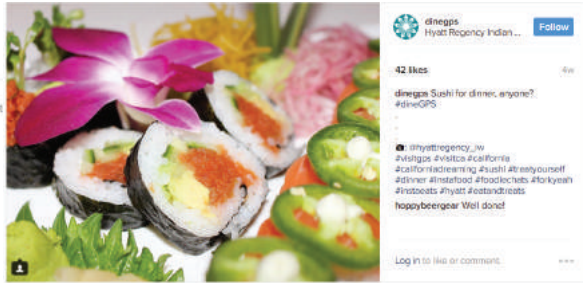


Update your Instagram profile to include key information about your restaurant: address, hours of operation, and link to your Restaurant Week menu.

Share great food photos of your Restaurant Week dishes leading up to and during the event.

Use Instagram Stories to bring your photos to life with exclusive content. Don't forget you can tag @dineGPS in your Stories, too

Use the #dineGPS hashtag in your posts for a chance to be regrammed by the CVB. Add other hashtags to help consumers find your posts.



SOCIAL MEDIA PRO TIPS



Create a consistent voice

for your restaurant. Be conversational and creative in your copy. Remember that social media works best with a conversational tone rather than hard sales pitches. If possible, assign a team member to manage your social media accounts.

Tag all your social posts #DineGPS and @DineGPS to get on our radar and reach people outside your current circle of followers.

Engage, engage, engage! Interact with your followers by re-posting, re-tweeting, and responding to comments.

Collaborate with influencers to share their dining experience at your restaurant with their followers.

Make all social handles easily accessible in your restaurant and on menus, so diners can easily share their experience. Include the #dineGPS hashtag, as well.

Stay active on social media before & during the event, and keep posting beautiful shots of your Restaurant Week dishes and drinks.

Post regularly on a schedule that both keeps you top-of-mind with your audience and is reasonable to achieve for you and your team.