

RESTAURANT SUPERPOWER:
HOW TO MAKE THE MOST OF SOCIAL MEDIA PLATFORMS

Your Restaurant's Social Media Checklist

Participant Information

Name:

Restaurant's Name:

Website:

Social Media Links:

Your Restaurant's Social Media Checklist

This checklist is designed to help you evaluate your current social media presence. By going through it, you'll identify areas that may need more attention and see where you stand right now. This will give you a solid starting point to improve your social media and take your restaurant's online presence to the next level.

Social Media Presence	
	You have active social media accounts for your restaurant.
	You are using different platforms such as Instagram, Facebook, TikTok, X, YouTube, or others.
	Your usernames are consistent across all platforms.
	Your restaurant's branding (logo, colors, and style) is reflected in your social media profiles.
	Your profile photos and banners align with your restaurant's identity.
	Your contact information is up to date on all social media profiles.
	Your profiles include a link to your website or menu.
	You have added pinned posts with essential information.
	Your profiles clearly communicate what makes your restaurant unique.
	Your social media profiles are easy to find when someone searches for your restaurant.
Posting Frequency	
	You post regularly on your active platforms.
	You have created a content plan or posting schedule.
	You vary the times of day when you post to maximize reach.
	You avoid long gaps between your posts.
	You have a strategy for posting during peak dining seasons or holidays.
	You are consistent in your posting frequency across all platforms.
	You have experimented with recurring content themes, such as "The Restaurant's Story" or "Behind-the-Scenes Friday."
	You avoid overposting or overwhelming your audience.
	You share timely updates, such as changes in hours, events, or special offers.
	You have analyzed which posting frequency works best for your audience.

Content Creation	
	You create high-quality photos of your dishes.
	You use professional photography or editing tools to enhance your content.
	You create video content for your social media platforms.
	You share behind-the-scenes content to engage your audience.
	You feature top management (the owner, chef, general manager) in your posts.
	You highlight your staff to personalize your brand.
	You create posts that build a sense of community around your restaurant.
	You showcase your restaurant's atmosphere in your content.
	You share guest experiences or reviews in your posts.
	You regularly use hooks (engaging headlines) to capture attention in your posts.
	Your captions are engaging, informative, and relevant to your audience.
Content Variety	
	You post about daily specials or limited-time offers.
	You share stories about your restaurant's history, mission, or values.
	You highlight seasonal menu changes or special items.
	Your posts are visually diverse, mixing photos, videos, and graphics.
	You use humor or relatable topics to connect with your audience.
	You create posts celebrating local events, culture, or holidays.
	You share interactive content, such as polls or quizzes.
	You create excitement by showcasing upcoming dishes or promotions on social media.
	You use Stories to share quick updates or showcase daily activities.

Audience Engagement	
	You respond to comments on your posts.
	You reply promptly to direct messages.
	You thank customers for positive reviews.
	You address negative feedback constructively on social media.
	You ask your audience questions to encourage conversation.
	You build relationships with repeat commenters or followers.
Target Audience Understanding	
	You know who your target audience is (for example, their interests, dining habits, and social media preferences).
	You have identified common consumption situations at your restaurant (for example, grabbing a takeaway coffee before work, having a quick lunch, or meeting friends).
	You tailor your content to reflect your audience's interests and preferences.
	You know what your audience values most about your restaurant.
	You are aware of when your audience is most active on social media.
	You analyze your competitors' activity on social media.
	You have identified influencers who align with your target audience.
	You are creating content that resonates with your specific community.
Metrics and Performance	
	You monitor key performance metrics (for example, reach, impressions, clicks).
	You are tracking engagement metrics (for example, likes, shares, comments).
	You have set measurable goals for your social media strategy.
	You know which type of content generates the most traffic for your restaurant.
	You are tracking conversions from social media (for example, reservations or delivery orders).
	You have tested different types of content to optimize engagement.
	You understand which platforms drive the most traffic to your restaurant.

Paid Advertising *	
	You have used paid ads on social media.
	You target your ads to a specific audience.
	You have experimented with different ad formats (for example, video, carousel).
	You monitor the performance of your ads.
	You have run ads for special offers or events.
	You are testing ads with different headlines or visuals.
	You know your cost-per-click or return on investment (ROI) for your ads.
	Your ads are aligned with your overall social media goals.
	You retarget users who previously interacted with your account or website.
Collaboration and Networking	
	You collaborate with local influencers or bloggers.
	You have partnered with local businesses (such as shops or travel agencies).
	You are part of online restaurant or hospitality groups.
	You have invited influencers to your restaurant for reviews.
General Practices	
	You have created a unique hashtag for your restaurant.
	You train staff to encourage social media interactions with guests.
	Your social media goals are aligned with your restaurant's overall objectives.
	You stay updated on social media trends.
	You have your social media links on menus and promotional materials in your restaurant.
	You back up your social media accounts and content.

* While paid promotions can be a powerful tool for reaching a larger audience, they are optional. This section is designed to help you assess the effectiveness of your paid ads and identify areas for improvement. If you're not yet using paid ads, this part can help you determine whether adding them could complement your current strategy, based on your restaurant's goals and budget.