



Social Media for Chefs

A quick guide



Unilever
Food
Solutions

Support. Inspire. Progress.

THIS GUIDE PROVIDES
HINTS AND TIPS ON
HOW TO TURN YOUR
RESTAURANT INTO AN
ONLINE SUCCESS
STORY

Social media is the perfect way to boost reservations and promote your restaurant, all for little or no money.

LEARN ...



WHAT THE VARIOUS SOCIAL MEDIA PLATFORMS ARE



THE BEST WAY TO GET STARTED



HOW TO MAKE SURE YOUR POSTS MAKE AN IMPACT



THE BEST WAY TO PHOTOGRAPH YOUR FOOD



WHAT TO WRITE ABOUT ON SOCIAL MEDIA

SOME OF THE BENEFITS
OF SOCIAL MEDIA

Commercial

If you've got a table that's opened up, a special promotion or a new monthly menu, then make sure that your followers are the first to find out! And if you're looking for a new sous chef, then social media is the perfect place to start.

Marketing

How you build your online profile will shape the image of your restaurant. Food and cookery are a hot topic on social media, so your posts can help to inspire your customers and strengthen your brand.

Word-of-Mouth Advertising

If your customers leave you a good review, then it's there for all your followers to see! Word-of-mouth is still one of the best form of advertising.

Service and Engagement

You're moving your restaurant's services online, so you can share information like your opening hours or your menu. But you can also boost your customers' engagement by sharing the story behind the restaurant, for example, or giving them a glimpse of the kitchen.

INTRODUCTION

EACH FORM OF
SOCIAL MEDIA HAS
ITS OWN LANGUAGE,
TONE AND USE OF
TEXT AND IMAGES



FACEBOOK

Facebook gives you plenty of freedom and free rein for your creativity. Information about your restaurant can be as clear and comprehensive as you like. Create **posts with text, photos, videos or events**. You can communicate easily with customers and followers, both privately and publicly.



INSTAGRAM

Visual app, focusing on photos and film clips. **The perfect way to show off your food!** The accompanying text can be as long as you want. Easy to link to your accounts on Facebook and Twitter if you want to save time. Using #hashtags is also an easy way to find what you're looking for.



YOUTUBE

The video channel of choice. **Film clips about your restaurant, cuisine, or food** that you upload here can also be posted on your Facebook page. This lets you grow your viewing audience and the level of interaction with your followers.



SWARM FOURSQUARE

An **app** where people **use their location** to find the closest or best rated restaurant/bar/club etc. Visitors to your restaurant leave reviews and tips and give a score.



GOOGLE

The engine offers several services that you can use for you business . Register your restaurant so that it **is visible on Google Maps and you will appear in the search results** of potential guests who are looking for a nearby restaurant.



LINKEDIN

This is a platform where you share information about yourself, your business or other work-related subjects with your contacts. A handy medium for **getting in contact with colleagues or looking for new staff**.

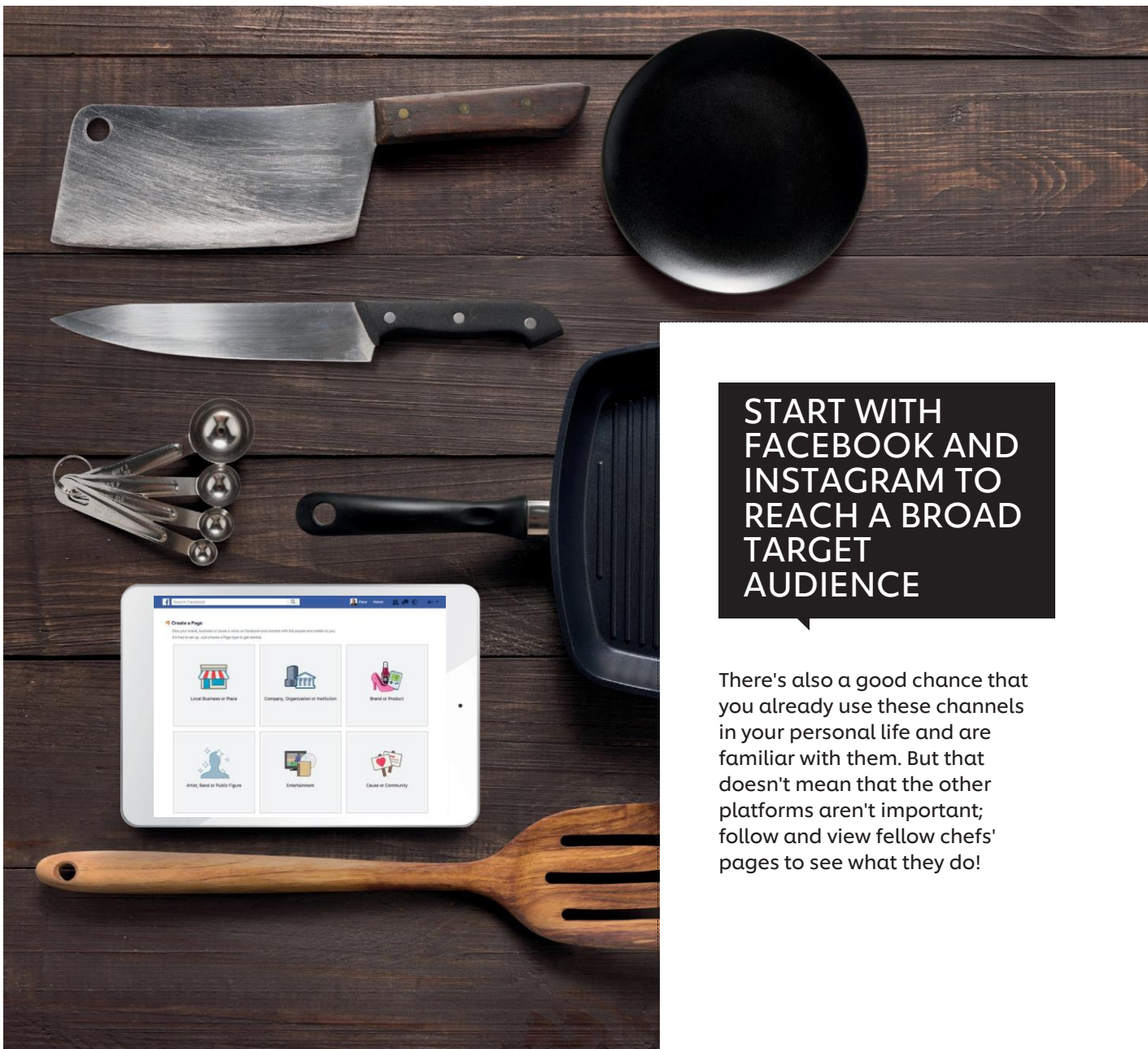


TWITTER

Craft your message in a "tweet" of 280 characters. For a **biography of your restaurant** you can use 160. Customers can follow you and like and share your tweets. Twitter is ideal for **announcing news and guiding followers to your website with a link**, but not the ideal platform for the hospitality sector.



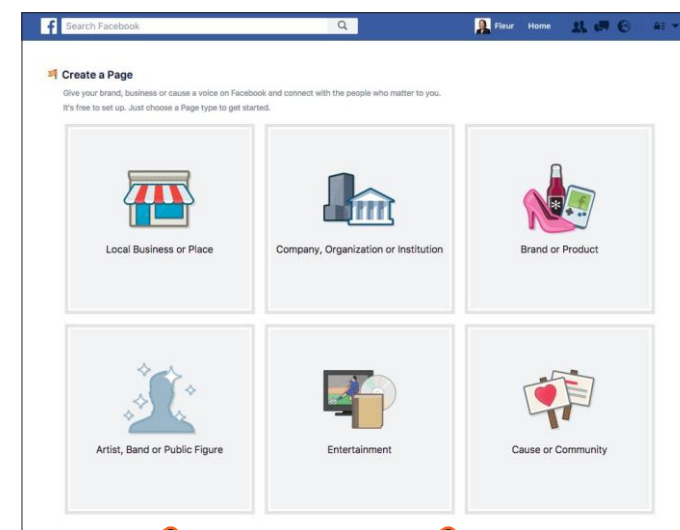
PLATFORMS



START WITH FACEBOOK AND INSTAGRAM TO REACH A BROAD TARGET AUDIENCE

There's also a good chance that you already use these channels in your personal life and are familiar with them. But that doesn't mean that the other platforms aren't important; follow and view fellow chefs' pages to see what they do!

» FACEBOOK



1.

Always choose a business page for your restaurant, never a **personal profile**.

2.

"**Local business or place**" is the right category for your business.



START

>>FACEBOOK

Set Up MyRestaurant4you

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search. Fields marked by asterisks (*) are required.

*Category (ex: Chinese restaurant, museum)

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

Is MyRestaurant4you a real establishment, business or venue? ☐ Yes ☐ No

Need Help? Skip Save Info

3.

The more complete your **business details**, the faster your customers can get in touch with you.

Set Up MyRestaurant4you

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Upload From Computer Import From Website

Next

4.

TIP

Use your restaurant's **logo** as a profile photo, or even a **photo of the outside of your building**, if it's clearly recognizable.



5.

Choose an attractive **photo** of one of your dishes, an atmospheric interior image or a photo of the team for your cover photo.

About MyRestaurant4you

Overview Page Info

Page Info

PAGE INFO

Category Restaurant/Cafe

Name MyRestaurant4you

Subcategories Italian Restaurant and Chinese Restaurant

Menu Show your menu on your Page

Address Persillestraat, Herent

Start Date Enter your start date

Hours Enter hours of operation

Short Description e.g. The restaurant used to be a old pub during 50 years. We serve French cuisine & seasonal dishes are variable each week. See you soon!

Impressum Input impressum for your Page

6.

Click "**About**", to go to "**Page information**" and add all the relevant information for your restaurant.

Add a Button to Your Page

Add a button to your Page that takes people directly to your website or app. Learn more.

Choose a Button

- Contact Us
- Book Now
- Call Now
- Contact Us
- Send Message
- Use App
- Play Game
- Shop Now
- Sign Up
- Watch Video
- Send Email
- Learn More

Website iPhone Android

Cancel Create

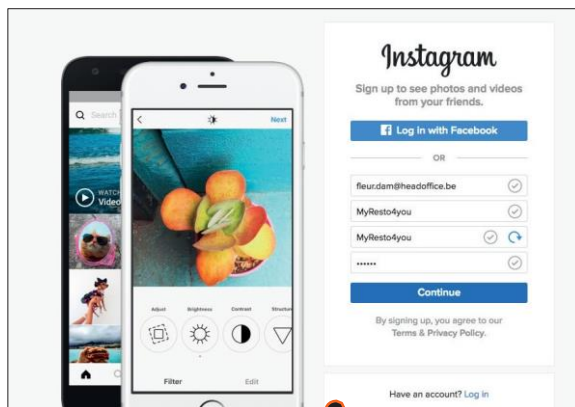
7.

Add a **button** so that it's easy for **followers to contact you**. Handy if they're looking for a last-minute table or have an urgent question about a reservation.



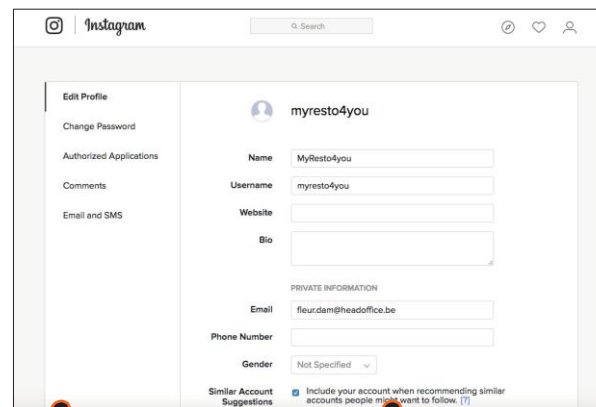
START

>>INSTAGRAM



1.

Use a **business profile** for your restaurant here as well.

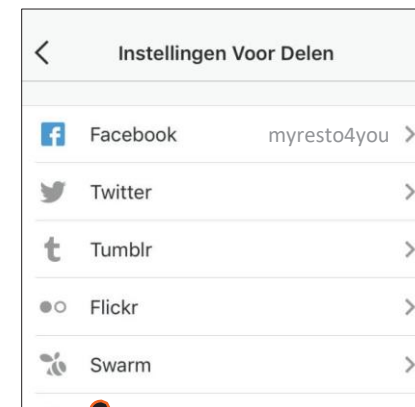


2.

Click "**About**", to go to "**Page information**" and add all the relevant information for your restaurant.

3.

If you use several forms of social media, make sure people recognize you by always using **the same profile photo**.



4.

Link your various **social media accounts to each other**. Then photos that you post on Instagram will also appear on your Facebook page.

TIP

If you already have a **personal Instagram profile**, then you can convert this to a professional profile for your restaurant.

- Go to your profile and tap on
- Tap on **Switch to Professional account**.
- The screen **Connect to Facebook** shows you all the Facebook pages that you have access to. Select the page that you want to link to your business profile on Instagram.
- Check the contact details for your business on the **Set up your Professional account** page, make any changes and tap on **Done**.

START



HAVING PROFILES ON SOCIAL MEDIA IS ONE THING. TELLING A GREAT STORY ABOUT YOUR RESTAURANT IS SOMETHING ELSE AGAIN.

It goes without saying that your ultimate goal is to welcome your followers to your restaurant. You can achieve this by being present in the right way and encouraging interaction.

- The basic rule is to remain authentic and don't try to be something that you're not.
- Be consistent in your posts and in how you communicate about your restaurant.
- Post regularly and update your content to maintain interest in your platforms.
- Give information but keep it short and powerful.
- Maintain a positive tone and enthuse people.
- Instead of avoiding negative responses, react positively and be receptive.

» FACEBOOK

- Make sure the text of your posts always contains links to your own website.
- Make sure your posts are varied so that your followers remain interested.
- Follow up on reactions to your posts and keep interacting with your followers.

EXTRA TIP

If you don't have time for regular new posts, then schedule your posts beforehand and Facebook will post them when you tell it to. Choose times when most customers are online: at lunchtime, in the evenings just after people leave work, at the weekend...

IDEAS

- an amusing film clip of your kitchen staff
- a photo of a celebrity in your restaurant
- a photo of the new weekly menu

» INSTAGRAM

- Post a photo at least once or twice a week.
- Choose attractive images that you are proud of as a chef.
- Make sure that it's easy for your customers to make contact/reservations from your profile information.

EXTRA TIP

Instagram also uses hashtags (#), so you can quickly find posts about the same topic. Make good use of hashtags (#) with your own restaurant name or the name of the dish on the photo, but also remember to make the most of the success of existing hashtags like #foodgasm, #foodporn, #healthy, #food, #breakfast, #dinner, #dessert... You never know what foodies that might entice to your table!

IDEAS

- new additions to the menu
- a delivery of fresh ingredients
- a satisfied customer at their table



TIPS

FIVE TIPS FOR A PERFECT PICTURE OF YOUR FOOD!

1. Don't use the flash

The flash on your camera will flatten the texture and color of your food. Use natural light by taking the photo near a window or outside, for example.

2. Pick your position

Experiment with camera positions: overhead is the easiest way to create a balanced composition, while angling the shot or taking it from the side creates more depth.

3. Don't zoom in

Zooming in reduces the quality and depth of your photo. Simply move in closer with your camera so the details are visible on the final image.

4. Think about the background

A messy or highly colorful background will distract attention from your food. Keep the focus on what's important. A neutral setting will make sure all eyes are on your food.

5. Use filters, but don't overdo them

Keep it realistic. The colors in the image have a huge effect on the feeling that the photo conveys. If you overdo the filters, it won't make your mouth water anymore.



PHOTOGRAPHY





Sit down well in advance and create a calendar for your social media activities. Put public holidays on it but also remember to include things like World Chocolate Day or the start of Ramadan as well.

This gives you a great overview of interesting moments to post something about food and cookery and you can fill quieter times with posts about your staff, for example. We've put together a few ideas for content about your business.

VEGETABLE OF THE MONTH

Pick a different seasonal vegetable every month. Use it in the dishes on your menu, tell your followers about where it comes from or share fun facts.

RECIPES

Every week, share a recipe with your followers. Encourage interaction and ask them to post photos of their finished dishes.

#WEEKEND or #TGIF (Thank God It's Friday)

Posts with these hashtags get the weekend off to a great start. Invite your followers, because this is the perfect time to book a table!

GO LIVE!

There's nothing more exciting than live interaction with your customers. If you can prepare a dish in ten minutes, why not demonstrate it? Facebook or Instagram Live means your followers can watch on their devices. No putting things together afterwards, no cutting and pasting. Customers are sure to appreciate you putting yourself out there.

#TBT or #THROWBACKTHURSDAY

Show your nostalgic side on Thursdays. Dip into the archives and post a dish or photo from a few months or even several years ago. What were things like in your restaurant back in the early days? Has the interior changed or were you in a different location? And if you're a day late, you can still take advantage of #FlashbackFriday!



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