Unit 304: Contribute to the guest experience

# Handout 6: Social media

Social media plays a large part in everyone’s lives and so food businesses need to embrace it.

Some key recommendations for a restaurant to adopt when using social media include:

**Encourage customers to share their experiences, images and videos**

**E**xperiential

**I**nnovate

**F**ollow

**L**ink

**E**ngage

**S**hare

**Link advertising content across platforms, e.g. from website to Twitter to Facebook**

**Follow social media trends, your competitors’ and your customers’ comments**

**Be different and creative in your approach**

**Upload images/videos that promote the experience within the restaurant; avoid boring still images, tell a story**

**Incentivise and engage with customers through social media platforms such as Twitter and Facebook**