

## Unit 304: Contribute to the guest experience

### Handout 6: Social media

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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:

<b>S</b> hare	<b>Encourage customers to share their experiences, images and videos</b>
<b>E</b> ngage	<b>Incentivise and engage with customers through social media platforms such as Twitter and Facebook</b>
<b>L</b> ink	<b>Link advertising content across platforms, e.g. from website to Twitter to Facebook</b>
<b>F</b> ollow	<b>Follow social media trends, your competitors' and your customers' comments</b>
<b>I</b> nnovate	<b>Be different and creative in your approach</b>
<b>E</b> xperiential	<b>Upload images/videos that promote the experience within the restaurant; avoid boring still images, tell a story</b>