

# Restaurant Social Media Content Calendar Template

## Weekly Content Structure

### Monday - "Kitchen Stories" 📺👁️

- **Morning Post:** Behind-the-scenes prep work
  - Kitchen team preparing for the week
  - Fresh ingredients delivery
  - Prep processes
- **Story:** Daily specials preview
- **Evening:** Staff spotlight/team moment

### Tuesday - "Taste Teasers" 🍴👁️

- **Morning Post:** Signature dish feature
  - Close-up food photography
  - Recipe snippet or key ingredient spotlight
  - Cooking process video
- **Story:** Lunch rush atmosphere
- **Evening:** Customer testimonial share

### Wednesday - "Community Connection" 🌱🔄

- **Morning Post:** Local supplier spotlight
  - Farmer/vendor feature
  - Fresh ingredients showcase
  - Partnership highlights
- **Story:** Today's fresh catches/special ingredients
- **Evening:** Local event or community news

### Thursday - "Behind the Menu" 🍷👁️

- **Morning Post:** New menu item preview
  - Recipe development
  - Chef's inspiration
  - Ingredient spotlight
- **Story:** Weekend booking reminder
- **Evening:** Cocktail/wine feature

### Friday - "Weekend Vibes" 🎉👁️

- **Morning Post:** Weekend specials announcement
  - Feature dish photography
  - Special event previews
  - Limited time offers
- **Story:** Live kitchen action
- **Evening:** Restaurant atmosphere

### Saturday - "Guest Experience" 🍷

- **Morning Post:** Table presentation
  - Decor details
  - Special touches
  - Ambiance shots
- **Story:** Live service moments
- **Evening:** Happy customer moments

### Sunday - "Week in Review" 📸

- **Morning Post:** Best moments compilation
  - Weekly highlights
  - Customer photos
  - Team celebrations
- **Story:** Prep for the week ahead
- **Evening:** Thank you message to customers

## Content Type Distribution

- Food Photos: 40%
- Behind-the-Scenes: 20%
- Customer Content: 20%
- Team/Community: 20%

## Monthly Special Content Ideas

### Week 1: Menu Deep Dive

- Signature dish stories
- Recipe teasers
- Chef interviews
- Cooking techniques

### Week 2: Team Spotlight

- Staff interviews
- Kitchen team features
- Service stories
- Training moments

### **Week 3: Customer Appreciation**

- Regular customer features
- Review highlights
- Customer photo collections
- Guest experiences

### **Week 4: Local Connection**

- Local vendor features
- Community events
- Neighborhood news
- Collaboration announcements

## **Seasonal Content Themes**

### **Spring**

- Fresh ingredients
- Light dishes
- Outdoor dining
- Easter/Mother's Day specials

### **Summer**

- Cooling dishes
- Outdoor events
- Summer cocktails
- Holiday celebrations

### **Fall**

- Comfort food
- Seasonal ingredients
- Special events
- Halloween/Thanksgiving

### **Winter**

- Warm dishes
- Holiday specialties
- New Year preparation
- Valentine's features

## Content Creation Checklist

- High-quality photos taken in natural light
- Engaging captions written
- Relevant hashtags selected (mix of local and trending)
- Location tags added
- Call-to-action included
- Tagged relevant accounts
- Scheduled at optimal posting times

## Best Posting Times

- Breakfast Spots: 7-8 AM
- Lunch Venues: 11 AM-12 PM
- Dinner Restaurants: 5-6 PM
- Bars/Late Night: 8-9 PM

## Emergency Content Bank

Keep these ready for slow days:

- Signature dish highlights
- Customer testimonials
- Team photos
- Behind-the-scenes shots
- Recipe tips
- Historical restaurant photos
- Local area features

## Hashtag Groups

### Local Tags

- #[CityName]Eats
- #[CityName]Foodie

- #[CityName]Restaurants
- #Local[CityName]

### **Restaurant-Specific**

- #[RestaurantName]
- #[Cuisine]Type
- #[Neighborhood]Dining
- #[RestaurantName]Specials

### **General Food**

- #FoodieLife
- #RestaurantLife
- #ChefLife
- #FoodPhotography

## **Monthly Review Metrics**

Track these metrics at month end:

- Post engagement rates
- Story completion rates
- Profile visits
- Website clicks
- Saved posts
- Reach and impressions
- Popular posting times
- Top-performing content types

## **Content Ideas for Slow Periods**

1. Kitchen tips and tricks
2. Recipe snippets
3. Staff favorites
4. Customer success stories
5. Local area highlights
6. Cooking tutorials
7. Ingredient spotlights
8. Restaurant history