



# SOCIAL MEDIA TIPS

FEBRUARY 23 - MARCH 4



## BASICS

Follow the Inlander Restaurant Week accounts!

**Facebook:** facebook.com/InlanderRestaurantWeek

**Twitter:** @InlanderRW

**Instagram:** InlanderRW

Hashtag: #InlanderRW

Second Harvest Promotion: #IRWRaveReviews

## SOCIAL MEDIA COVER PHOTOS

We can provide you with Inlander Restaurant Week cover photos for Facebook, Instagram and Twitter, just ask!

## CONTENT IDEAS

- Link to your IRW menu on the IRW website
- Encourage diners to make reservations
- Post a "countdown" to the event – (*i.e. Only 5 more days until #InlanderRW!*)
- Promote the event in general – dates, how many restaurants are participating, how it's an awesome culinary event for the region - link to IRW website

## DURING EVENT

- Continue to link to IRW menu and encourage diners to make reservations
  - Post photos and video of specific dishes on your IRW menu
  - Talk about your drink local specials.

## RAVE REVIEWS BENEFITING SECOND HARVEST

Encourage diners to post photos and Rave Reviews with *#IRWRaveReviews* and Sysco will donate 5 meals to Second Harvest. Not only will this benefit a good cause, but it is great promotion for your IRW Menu!

## SHARING/RETWEETING/INTERACTING

To bump up your social media content, share, retweet and interact with other social media accounts talking about Inlander Restaurant Week!

## AFTER THE EVENT

- Thank diners for coming out to your restaurant and for making *#InlanderRW* a huge success!

In every single Twitter post, please use the hashtag: *#InlanderRW*.

Questions? Contact Camille Troxel at  
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