



**CHICAGO
RESTAURANT
WEEK 2020**

SOCIAL MEDIA TOOLKIT

Host: Choose Chicago (@choosechicago on Facebook, Twitter & Instagram)

Hashtag: #ChicagoRestaurantWeek

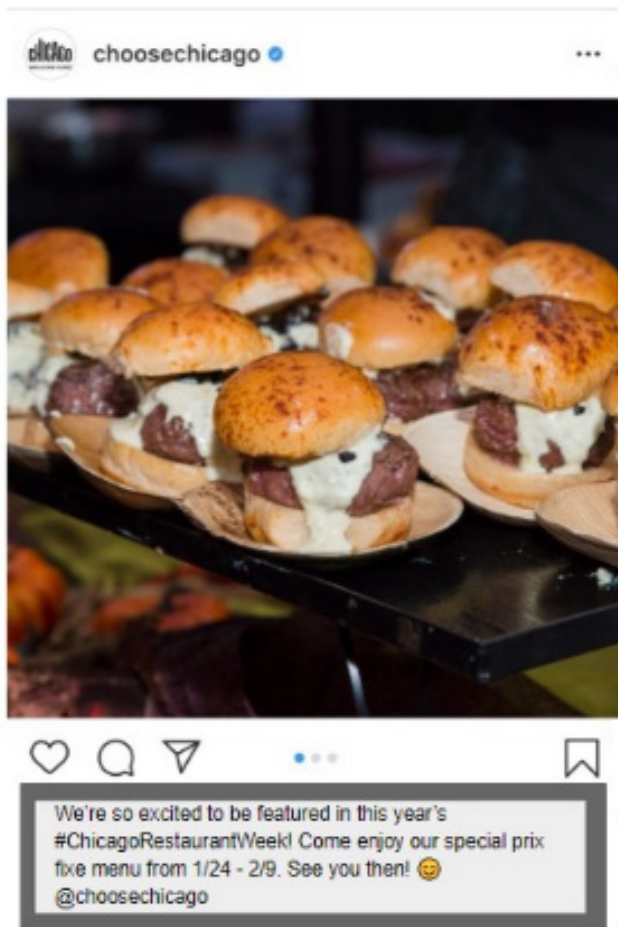
Social Media Contact: Betsy Kash (bkash@choosechicago.com)

Website: eatitupchicago.com

Please note: Choose Chicago is the official organizer of #ChicagoRestaurantWeek. Beware of information from any other source.

Create Your Own Social Content

In 5 easy steps!



1. Post on all your social channels - Facebook, Twitter, and Instagram.
2. Post appealing food photography of your prix fixe menu items.
3. Announce your participation in CRW and post reminders before and during the two weeks.
4. Use #ChicagoRestaurantWeek and tag @choosechicago in all post copy to gain impressions.
5. Use your own brand voice and be specific to the menu you are offering to entice your fans!

Join in the Social Conversation

- Use enticing photos of your menu items when posting on your social channels. You can also leverage Choose Chicago's digital assets and social graphic templates to let your customers know you are participating.
- Share @choosechicago content on your social channels
 - Share the Facebook event once Choose Chicago posts the official event (*mid-December*)
 - *Please share the official Facebook Event. Choose Chicago advises not to create individual events for your individual restaurant.*
- Look out for posts using #ChicagoRestaurantWeek on Facebook/Twitter/Instagram and Instagram Stories!
 - If you see anyone post about looking for recommendations, chime in to let them know what you are offering for Chicago Restaurant Week this year.
 - Engage with other restaurants, too! People like to see businesses promoting, chatting, and joking with others!

Social Media Copy Suggestions (Facebook, Instagram, or Twitter)

Announce & Entice!

We're so excited to be featured in this year's #ChicagoRestaurantWeek! Come enjoy our special prix fixe menu from 1/24 - 2/9. Book your table at eatitupchicago.com See you then! 😊 @choosechicago

Get out of the cold! Our [MENU ITEM] will warm up your spirits ❄️ @choosechicago #ChicagoRestaurantWeek is 1/24 - 2/9! eatitupchicago.com

Who needs to warm up? 🧡🧡 Come by for this year's #ChicagoRestaurantWeek - we're bringing the 🔥 with our prix fixe menu from 1/24 - 2/9 @choosechicago eatitupchicago.com

Don't miss out - #ChicagoRestaurantWeek is back and we've got an amazing deal for you! Stop in for a nice warm meal and a special menu from 1/24 - 2/9 @choosechicago eatitupchicago.com

Brunch Copy Examples

Brunch so hard this year at #ChicagoRestaurantWeek! We've got a lineup you're not going to want to miss from 1/24 - 2/9. @choosechicago eatitupchicago.com

Warm up with our 🔥 brunch during this year's #ChicagoRestaurantWeek! Make your reservations from 1/24 - 2/9 and come taste our special pre fixe menu 🍷🍳🍷 @choosechicago eatitupchicago.com

You know what's better than a cozy weekend at home? A cozy weekend with brunch! We've got [MENU ITEMS] for only \$24 for this @choosechicago's #ChicagoRestaurantWeek - don't miss out! eatitupchicago.com

Lunch Copy Examples

Take a break from the work day! We're offering a special prix fixe menu for @choosechicago's #ChicagoRestaurantWeek! eatitupchicago.com

Gather your coworkers and come on over for a specially priced lunch! 🍷 We're offering a limited-time deal for @choosechicago's #ChicagoRestaurantWeek! eatitupchicago.com

Upgrade your business day! 🍷 Join us for lunch this week, we're offering a great special for @choosechicago's #ChicagoRestaurantWeek! eatitupchicago.com

Dinner Copy Examples

Cheers 🍷 to warming up with great food! It's time again for @choosechicago's #ChicagoRestaurantWeek and we'd love for you to try our (MENU ITEM)! eatitupchicago.com

Three courses for (\$36/\$48)?! That's right! Come in, warm up, and enjoy our special menu for this year's #ChicagoRestaurantWeek! @choosechicago eatitupchicago.com

Don't let the work week get you down! @choosechicago is back with #ChicagoRestaurantWeek - come on over, grab a glass of wine, and enjoy our curated prix fixe menu! 🍷 😊 eatitupchicago.com