

FIRST BITES BASH

SOCIAL MEDIA TOOLKIT

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

Hashtag: #FirstBitesBash

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

Website: firstbitesbash.com

Please note: Choose Chicago is the official organizer of First Bites Bash. Beware of information from any other source.

Post on your social channels and join in on the conversation!

- Use enticing photos of the menu items you will be serving at First Bites Bash!
 - You can also use Choose Chicago's event photos from last year and the First Bites Bash logo to let your customers know you are participating.
- Share @choosechicago content on your social channels in advance of the event and during the event.
 - Share the First Bites Bash official Facebook event once Choose Chicago posts it (early December).
 - Pro Tip: Choose Chicago advises not to create individual events for your restaurant to avoid any confusion, so please only share the official one.
 - Encourage your followers to purchase tickets for the event.
- Look out for posts using #FirstBitesBash on Facebook/Twitter/Instagram and Instagram Stories!
 - If you see anyone post about the event, chime in to let them know that you are participating at First Bites Bash 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 your participation and explain the event:

Did you know? @choosechicago's #FirstBitesBash is coming up on 1/23 at the @fieldmuseum! 🦋 We'll be there - will you? 😊 firstbitesbash.com

You deserve a night out! 🍷🍷 Come have a great time with us at @choosechicago's #FirstBitesBash on 1/23 and sample our [MENU ITEM(S)], along with tasty food and drinks from more than 60 of Chicago's restaurants! firstbitesbash.com

Anyone like food and drinks? We thought so. Come out to @choosechicago's #FirstBitesBash at the @fieldmuseum 🦋🦋 on 1/23 - we're going to be offering some tasty bites! 😊 firstbitesbash.com

Encourage your followers to purchase tickets before they sell out:

🔴 Stop what you're doing and get your tickets for @choosechicago's #FirstBitesBash! We can't wait to show off our [MENU ITEM(S)] this year 😊 Get your tickets now: firstbitesbash.com

We can't wait to show you what we're serving up at this year's #FirstBitesBash! Tickets are on sale now at firstbitesbash.com - get yours while they last! 🦋 @choosechicago

We're so pumped to be a part of @choosechicago's #FirstBitesBash this year! Come sample bites from us and other great Chicago restaurants at the @fieldmuseum on 1/23. Tickets are limited, get yours here ➡ firstbitesbash.com

Explain the charitable component of the event:

Our food is even better when it's for a good cause! We're participating in @choosechicago's #FirstBitesBash on 1/23 - a portion of event proceeds benefit @beardfoundation! 😊 firstbitesbash.com

Have a good night and do some good for our community! Come join us at @choosechicago's #FirstBitesBash and support the @beardfoundation's scholarship fund in support of a Chicagoland student who is interested in the culinary arts firstbitesbash.com

We're honored to be a part of @choosechicago's #FirstBitesBash 🦋 A portion of ticket proceeds will be donated to a @beardfoundation scholarship fund benefiting a local student who wishes to pursue a career in the culinary arts! firstbitesbash.com