

Partner Social Media Toolkit

Resources

Website: eatitupchicago.com

CRW logos: [Dropbox folder](#)

Dates: March 25 - April 10, 2022

Hashtag: #ChicagoRestaurantWeek

Host: Choose Chicago (@choosechicago on [Facebook](#) / [Twitter](#) / [Instagram](#))

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

Social Media Contact: Joanie Faletto (jfaletto@choosechicago.com)

Sample Social Media Posting Calendar

Educate your social audience about your participation in Chicago Restaurant Week (CRW) to get them excited to make a reservation and dine with you! Below is a sample social posting schedule that may help you get the word out before and during CRW. Use this as an idea-starter!

POST DATE	TIMELINE	SAMPLE SOCIAL POSTS
2/23 after 10am	Date and time of CRW announcement	Messaging: Announce your participation in CRW, sharing dates of the promotion and eatitupchicago.com for reservation Image: Photo of a menu item with CRW logo overlay
Week of 2/28	3 weeks before CRW	Messaging: Share details of your CRW offer Image: Photo of menu items
Week of 3/7	2 weeks before CRW	Messaging: Share a quote from the chef/owner about why they are excited to be participating in CRW Image: Photo of chef/owner inside restaurant
Week of 3/14	Week before CRW	Messaging: Remind audience that CRW begins next week and that you're excited to welcome new and familiar faces to dine with you Image: Photo of interior or exterior of the restaurant
3/25	Start date of CRW!	Messaging: Announce that CRW has officially kicked off! Remind audiences of your CRW offer

		Image: Photo of menu items
Week of 3/28	First full week of CRW	Messaging: Share feedback you've gotten from diners about your CRW offer and/or menu items Image: Photo of diners enjoying a meal in your restaurant
Week of 4/4	Last week of CRW	Messaging: Thank the diners that have dined with you so far and remind your audience that it's not too late to enjoy your CRW offer! Image: Photo of menu items

Social Post Caption Checklist:

- Tag @choosechicago - [Facebook](#) / [Twitter](#) / [Instagram](#)
 - Include #ChicagoRestaurantWeek
 - Direct people to eatitupchicago.com for reservations
 - If prior to promotion, include CRW dates: 3/25 - 4/10
 - Write your post in your own voice! Make your message authentic.
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More ways to join the social conversation!

- Engage with Choose Chicago on social media!
 - Make sure you're following Choose Chicago on Instagram, Twitter, and Facebook and like, comment, and share our Chicago Restaurant Week posts.
 - We have a large and engaged audience that may discover your restaurant through your comment on one of our posts!
- Share the official Chicago Restaurant Week Facebook event by Choose Chicago:
 - March Facebook event: <https://fb.me/e/2k1bpuAHp>
 - April Facebook event: <https://fb.me/e/2lwxXuAlg>
- Look out for posts using #ChicagoRestaurantWeek on Instagram, Twitter, Facebook, and TikTok!
 - If you see using the hashtag to ask for recommendations, chime in to let them know about your restaurant's offer.
 - Engage with other restaurants by commenting on their CRW content! This type of interaction may help introduce new customers to your restaurant.