

## Partner Social Media Toolkit

### Resources

**Website:** [firstbitesbash.com](http://firstbitesbash.com)

**FBB logos:** [Dropbox folder](#)

**Dates:** January 19, 2023

**Hashtag:** #FirstBitesBash, #ChicagoRestaurantWeek

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

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

**Social Media Contact:** Joanie Faletto ([jfaletto@choosechicago.com](mailto:jfaletto@choosechicago.com))

---

### Sample Social Media Posting Calendar

Educate your social audience about your participation in First Bites Bash (FBB), the official kick-off event to Chicago Restaurant Week (CRW), to promote the event! Below is a sample social posting schedule that may help you get the word out. Use this as an idea-starter!

POST DATE	TIMELINE	SAMPLE SOCIAL POSTS
After 12/7	After FBB announcement	<p><b>Messaging:</b> Announce your participation in FBB, encouraging ticket sales at <a href="http://firstbitesbash.com">firstbitesbash.com</a></p> <p><b>Image:</b> FBB Social Graphic in Dropbox folder</p>
Week of 1/9	1-2 weeks before FBB	<p><b>Messaging:</b> Share details on what you'll offer at FBB and that you're excited for the big event</p> <p><b>Image:</b> Photo of dish/drink that will be available at FBB</p>
After 1/19	After the event	<p><b>Messaging:</b> Recap your participation in First Bites Bash! Encourage people to visit your restaurant during Chicago Restaurant, 1/20-2/5.</p> <p><b>Image:</b> Photo from the event</p>

---

## **Social Post Caption Checklist:**

- Tag @choosechicago - [Instagram](#) / [Facebook](#) / [Twitter](#) / [TikTok](#)
- Include #FirstBitesBash and #ChicagoRestaurantWeek
- Direct people to firstbitesbash.com for more info and tickets
- Include date and venue: 1/19, 6-9pm, at Field Museum
- Write your post in your own voice! Make your message authentic.

---

## **More ways to join the social conversation!**

- Engage with Choose Chicago on social media!
  - Make sure you're following Choose Chicago on Instagram, Facebook, Twitter, and TikTok and like, comment, and share our First Bites Bash posts.
  - We have a large and engaged audience that may discover your restaurant through your comment on one of our posts!
- Look out for posts using #FirstBitesBash on Instagram, Twitter, Facebook, and TikTok!
  - Engage with users and other restaurants by commenting on their FBB content! This type of interaction may help introduce new customers to your restaurant and help encourage reservations during Chicago Restaurant Week.