

## Partner Social Media Toolkit - Chicago Restaurant Week

### Resources

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

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

**Dates:** January 19 - February 4, 2024

**Hashtag:** #ChicagoRestaurantWeek

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

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

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

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### 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 will help you get the word out before and during CRW. Use this as an idea-starter!

POST DATE	TIMELINE	SAMPLE SOCIAL POSTS
After 12/13	Week of CRW announcement	<p><b>Messaging:</b> Announce your participation in CRW, sharing dates of the promotion and <a href="http://eatitupchicago.com">eatitupchicago.com</a> for reservation</p> <p><b>Image:</b> CRW Social Graphic in Dropbox folder</p>
Week of 1/1	3 weeks before CRW	<p><b>Messaging:</b> Share details of your CRW offer</p> <p><b>Image:</b> Photo of menu items</p>
Week of 1/8	2 weeks before CRW	<p><b>Messaging:</b> Share a quote from the chef/owner about why they are excited to be participating in CRW</p> <p><b>Image:</b> Photo of chef/owner inside restaurant</p>
Week of 1/15	Week of CRW	<p><b>Messaging:</b> Remind audience that CRW begins on Friday and that you're excited to welcome new and familiar faces to dine with you</p> <p><b>Image:</b> Photo of interior or exterior of the restaurant</p>
1/19	Start date of CRW!	<p><b>Messaging:</b> Announce that CRW has officially kicked off! Remind audiences of your CRW offer</p> <p><b>Image:</b> Photo of menu items</p>

Week of 1/22	First full week of CRW	<p><b>Messaging:</b> Share feedback you've gotten from diners about your CRW offer and/or menu items</p> <p><b>Image:</b> Photo of diners enjoying a meal in your restaurant</p>
Week of 1/29	Last week of CRW	<p><b>Messaging:</b> 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!</p> <p><b>Image:</b> Photo of menu items</p>

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### **Social Post Caption Checklist:**

- ☐ Tag @choosechicago - [Instagram](#) / [Facebook](#) / [Twitter](#) / [TikTok](#)
  - ☐ Include #ChicagoRestaurantWeek
  - ☐ Direct people to [eatitupchicago.com](https://eatitupchicago.com) for reservations
  - ☐ Include CRW dates: 1/19 - 2/4
  - ☐ 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, Facebook, Twitter, and TikTok 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!
- Look out for posts using #ChicagoRestaurantWeek on Instagram, Twitter, Facebook, and TikTok!
  - If you see a post 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.