



Social Media Content Organizer

We've created a simple template to help you organize your social media content ideas! Check it out on the next page.

If you're a restaurant, for example, it might look like this:

<h2>Restaurant Example</h2>	
<p>Stories: Jennifer, the General Manager, met with a new wine rep this week and tasted a pinot noir that will pair nicely with a new dish the chef introduced. Antonio, the Chef, has created a new tasting menu. Document the process and what you are doing today.</p>	<p>Photos and Videos: Banquet areas, dining room, chef in the kitchen, new dishes, catered events, employees, happy customers, and awards</p>
<p>Press or Awards: Award, press release, critic reviews and other press mentions</p>	<p>Events: Wine tastings, holiday brunches, special entertainment and social events, food festival announcements</p>
<p>Links to Outside Content: Seasonal food choices, magazine articles about food pairing recipes, food preparation tips, event catering news, industry articles</p>	<p>Questions & Polls: What would you like to see on the Fall menu? Do you like our new signature dish? What is your favorite food to order at a restaurant?</p>
<p>Great Offers: Facebook, Twitter, email-only discounts on lunch/dinners, dinner club or VIP offers</p>	<p>Blog: Perspectives from the restaurant owner and chef, gastronomic adventures, culinary delights</p>

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