



8 Hooks For Social Media

Struggling with creating new social content for your **restaurant**?

Try these 8 hooks to help you go viral on **Instagram and TikTok.**



Collective

PROMPT 1

“Hey chef can you make me something with this?”

Let your chefs vibe and dishes shine, offering a sneak peek into the magic of food creation from a diner's point of view.

Example



PROMPT 2

“You’ll never eat (insert food) the same again.”

A great way to flaunt your menu items! Get creative and don’t be afraid to show your personality.

Example

REAL

We guarantee a minimum of 5000 followers in 90 days or your money back



PROMPT 3

“What do you do for a living?”

Choose a team member or owner to star in a video that highlights their business and daily routines. Have fun with it!

Example



PROMPT 4

“Today we are trying _____ and rating them one through ten...”

A great way to flaunt your menu items! Get creative and don't be afraid to show your personality.

Example



REAL

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PROMPT 5

“(insert name) has never tried _____ before, so let's make them one!”

Captures viewers attention by revealing that one person is yet to taste a popular food that everyone else enjoys.

Example



PROMPT 6

“Here is a secret hack when ordering at _____”

Everyone enjoys a food hack. Create one for your restaurant and measure your social media marketing effectiveness.

Example



REAL

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PROMPT 7

“I will show you how to make the best (insert dish) of your life.”



The “best” is a strong claim and will stop people from scrolling.

Example

PROMPT 8

“What are your favourite food spots in (insert location).”

Share your top food spots in the city, including your own, to subtly promote your restaurant and give recognition to others.

Example



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