



# Best Practices for Promoting Experiences

In the digital kit, you'll find a variety of images\* sized for the main social media channels (Facebook, Instagram, and Twitter) with text highlighting broad categories of experiences, giving you an easy way to let diners know that you're offering something special for the holidays without having to take photos.

Here are a few tips to set yourself up for success when sharing these images to your social media accounts.

## Instagram Feed

**Give diners an easy way to book.** Create a direct route to reservations by linking directly to your OpenTable profile in your bio. If you use a service for multiple links (such as Tap.bio, Lnk.Bio, LinkTree, or something similar) make sure that they are up-to-date with links to your special Experience or OpenTable profile. Make sure to call out the link in bio in your captions so diners know where to turn.

**Include lots of details.** Make sure your caption includes details about the special Experience you're offering or explains why you're promoting an award or Experience.

*Example: Join us for a special four course Christmas Eve dinner, featuring our take on classic holiday dishes. Tickets are \$130 per person, with the option to add wine pairings for another \$50 per person. Click the link in our bio to reserve your table.*

**Call to action.** Include a call to action, or CTA in your copy that encourages guests to book a table. Use whatever direction feels natural for your restaurant – it could be something like “*Come celebrate with us!*” or simply “*Book today at the link in bio!*”

**Include hashtags.** Hashtags will help your posts circulate around the social media ecosystem. We recommend a mix of holiday-specific and common hashtags and specific to your city (example: #ChicagoFoodie, or #NYEReservations):

- #[HOLIDAY]Reservations #[HOLIDAY]Dinner #[HOLIDAY]Experiences
- #[YOURCITYNAME]foodie #[YOURCITYNAME]restaurants
- #[YOURCITYNAME]dining
- #opentable #dinnerreservations

## Instagram Stories

**Encourage people to book.** Add a link to your story to take diners directly to your experiences reservation page.

**Add pictures beyond what we’ve provided.** Announce the experience using the image provided in your stories, and then add additional images of your own to the story to paint a full picture for the guest. Pro tip: stories give you the chance to let diners feel like they’re getting a peek behind the scenes.

*Example: A picture of the experience menu, a video walk through of your restaurant, pictures of the cooks working on the dishes for the menu.*

## Facebook

**Encourage people to book.** Each post should link directly to your restaurant page or Experiences page.

**Include lots of details.** Make sure your caption includes details about the special Experience you're offering, such as price, seating times, booking restrictions, etc.

*Example: Join us for a special four course Christmas Eve dinner, featuring our take on classic holiday dishes. Tickets are \$130 per person, with the option to add wine pairings for another \$50 per person. Click here to reserve your table. [LINK TO BOOKING PROFILE.](#)*

## Twitter

**Encourage people to book.** Each post should link directly to your restaurant page or Experiences page.

**Include as many details as you can fit in the character limit.** Make sure your caption includes details about the special Experience you're offering, or explains why you're promoting an award. It's okay to shorten words in order to fit into the character limit.

*Experiences Example: Spend #NYE with us! For \$130/pp, you'll get a four course meal, champagne toast, plus live music and dancing. Spots are booking up quickly, make your reservations today: [LINK TO BOOKING PROFILE.](#)*

**Use hashtags for discoverability.** Hashtags will help your posts circulate around the social media ecosystem. Add hashtags to specific words in your caption that will lead to more views.

*Example: #NYE, #XMasEve, #ChristmasDinner*

## LinkedIn

**Tailor your message:** LinkedIn is different from Facebook/Twitter in that people are using it for conversations and news about the industry. Consider changing your message to fit the content people expect here, ask people to engage with you where it makes sense, or use it as a way to advertise to future employees.

*Experiences Example: After so much time apart, we want to give diners an epic holiday experience this year – see how we’re using special menus to give people one more reason to book this winter: [LINK TO EXPERIENCES PAGE](#)*