



# **Social Media Online Ordering Templates**



**TouchBistro**

# Introduction

Based on recent TouchBistro data, we've seen that one of the markers of success right now is directly connected to how active a restaurant is on social media.

## WHY?

Guests are more likely to order from you when they still feel "in the know" and a part of your journey. And social media helps you do just that.

That's why we've put together these templates that walk you through exactly what you need to use social media to increase sales – including a social media calendar, sample posts, what types of photos to post, and templates to follow for captions. We'll even walk you through the samples with examples from our sample restaurant, Talladega Restaurant, so you can see exactly how the copy suggestions can come to life for a real restaurant on Facebook, Instagram, or Instagram stories.

Pull up the free social calendar template (included at the end of this guide), so you can fill it in as you go through the sections. It'll make it even easier as you create captions for your own social media vision!

Let's dive in.















## Posting Your Current Menu

Most restaurants don't offer their full menus for takeout – the magic of your signature bruschetta may be lost if it doesn't travel well and ends up soggy at home. Sharing what items are available from your normal menu or part of a special menu – like frozen dinners, DIY recipe kits, cocktails to-go, or raw ingredients – ensures that diners have the most up-to-date information for ordering.

You can even create a sense of urgency by posting daily or weekly specials with limited numbers, or a limited-time promotion – this works super well for an Instagram story!



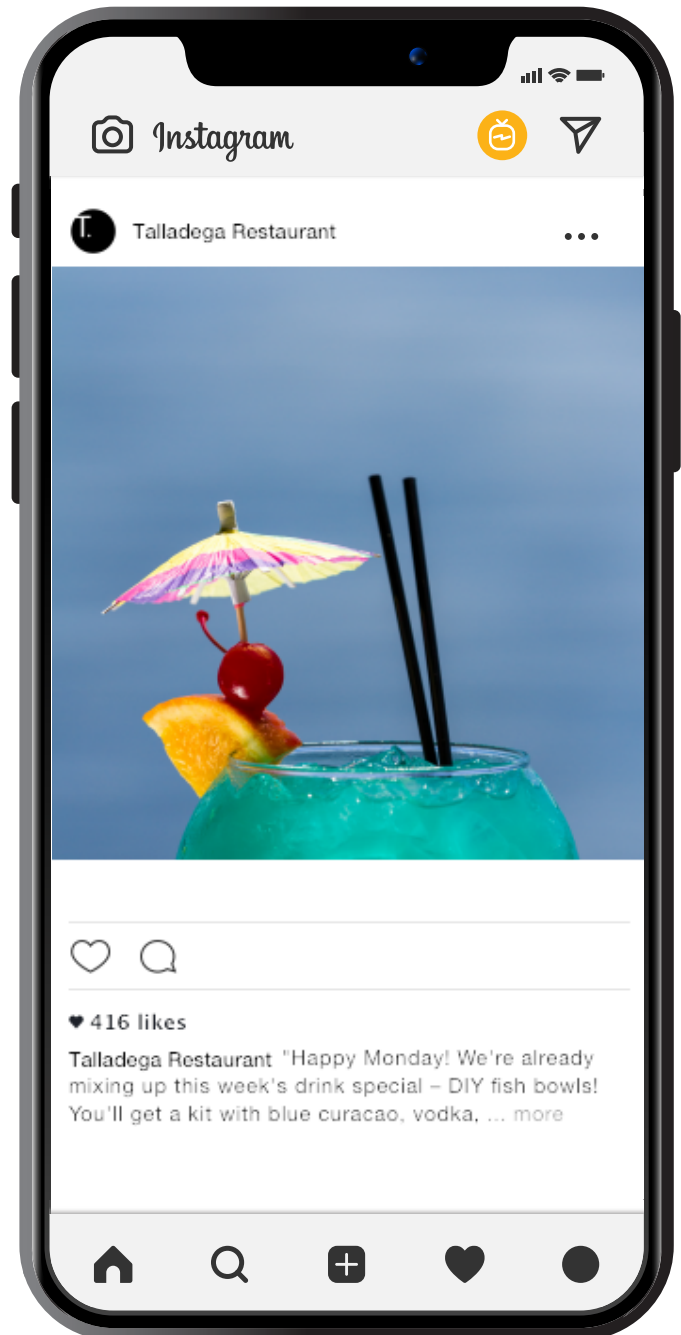
# HOW TO POST YOUR CURRENT MENU

## FACEBOOK POST

We're mixing up this week's drink special – [insert dish here]! Made with [insert 2-3 standout ingredients], it'll make you feel like you're with us at [restaurant name] even from the safety of home. Available for curbside pickup, takeout, and delivery at the link now [insert link to your online ordering page]

## INSTAGRAM FEED POST

We're mixing up this week's drink special – [insert dish here]! Made with [insert 2 to 3 standout ingredients], it'll make you feel like you're with us at [restaurant name] even from the safety of home. Available for curbside pickup, takeout, and delivery at the link in bio [insert 3 to 4 hashtags that fit your restaurant concept]







**POSTING CADENCE**  
**2-3 TIMES A WEEK**

## INSTAGRAM STORY

This Week's Special: [Insert Dish Here]  
[Insert standout ingredients on three separate bullet points] Ready for you to enjoy at home! Order at the link in bio

**Pro tip:** You'll want to keep the link to your ordering page in your bio at all times. You want it to be easy for guests to find and never worry about forgetting if it's there!





# Posting to Encourage Ordering Direct

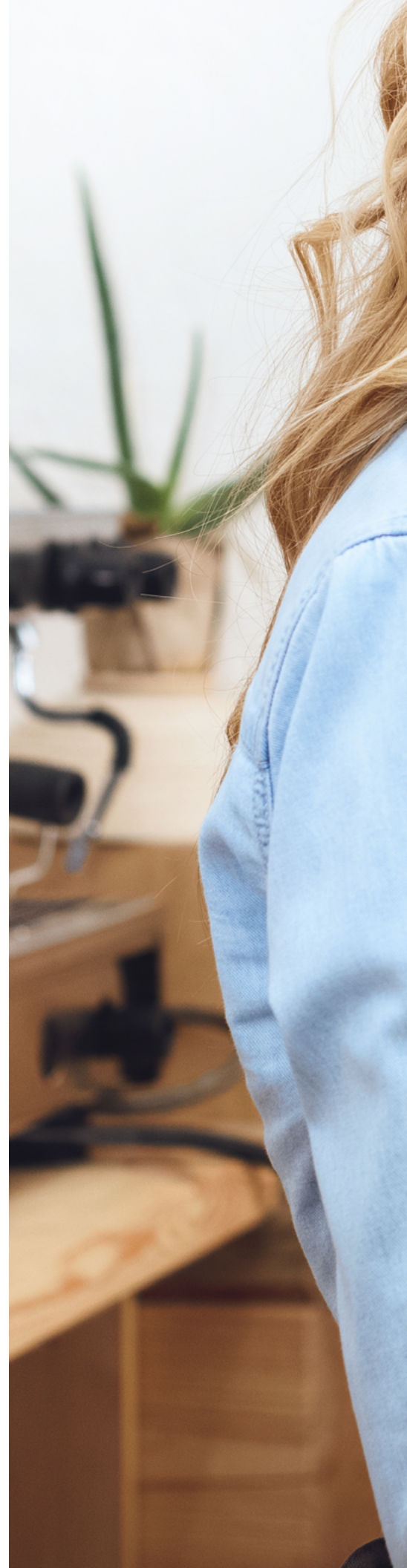
You might touch on ordering directly in your other posts, but you should also have specific content that shares more details on *how* to order direct and *why*.

For one post, you can share the different ways that diners can order from you – from third-party apps like Uber Eats, over the phone, or through your website. Make sure to also share why direct is better for business.

For another, focus on education. Believe it or not, a lot of people may not realize that third-party apps take a cut out of the profit from each order, so you can use another post to explain what the apps charge restaurants. The third-party apps are great for exposure and new customers finding you, but not so much your bottom line.

Finally, you can throw in some promotions to get the online orders really rolling in. Try sharing pictures on your feed of a running promo code that gives your diners 10% off when they order through your website or post an Instagram story that for 24 hours, any orders will come with a free appetizer.

It also doesn't always have to be an offer if you're worried about the costs of this adding up. You can post a story simply telling people they can place an order whenever they want through the link in your bio or reminders of takeout initiatives as a Facebook post (like the Great American Takeout challenges across the country).









# HOW TO ENCOURAGE DIRECT ORDERING

## How-To Posts

### FACEBOOK POST

Not in the mood to cook? We've got you covered – order dinner from us on our website, by phone, or right on Uber Eats!

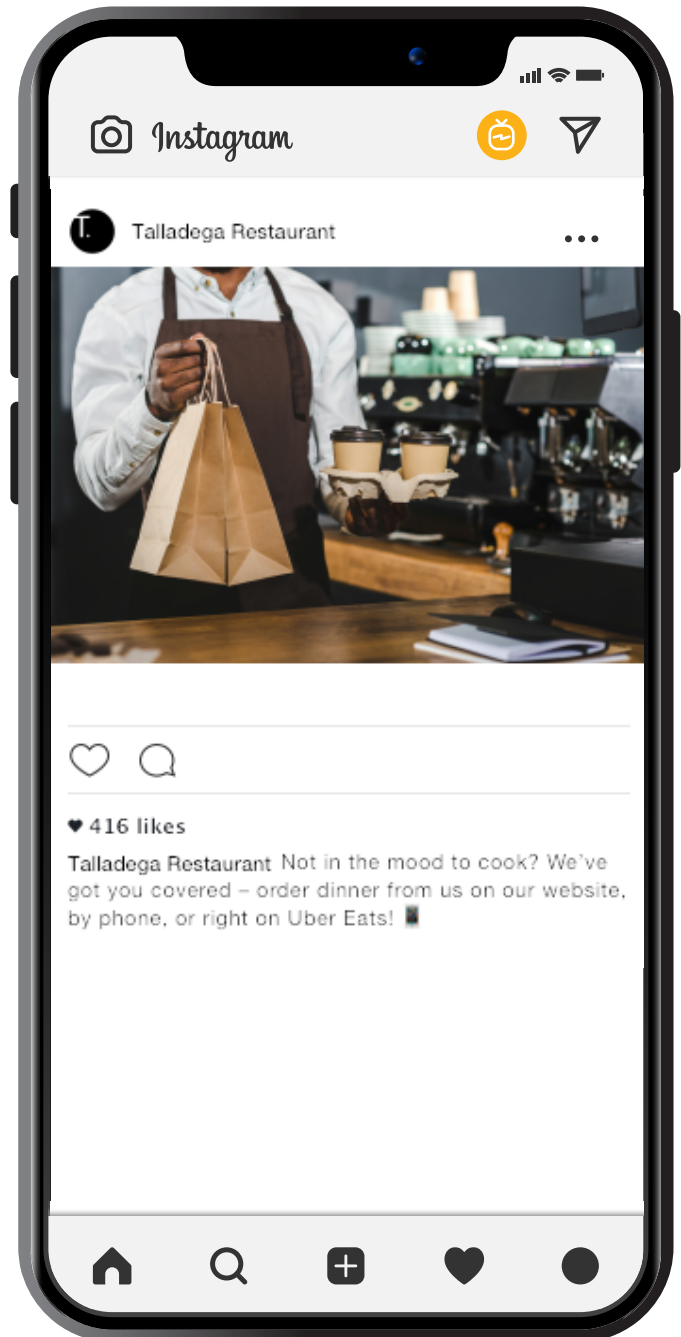
Order now at the link [\[insert link\]](#)

### INSTAGRAM FEED POST

Not in the mood to cook? We've got you covered – order dinner from us on our website, by phone, or right on Uber Eats! Order now at the link in bio

#supportlocal #linkinbio 🙌

#nashvillerestaurants

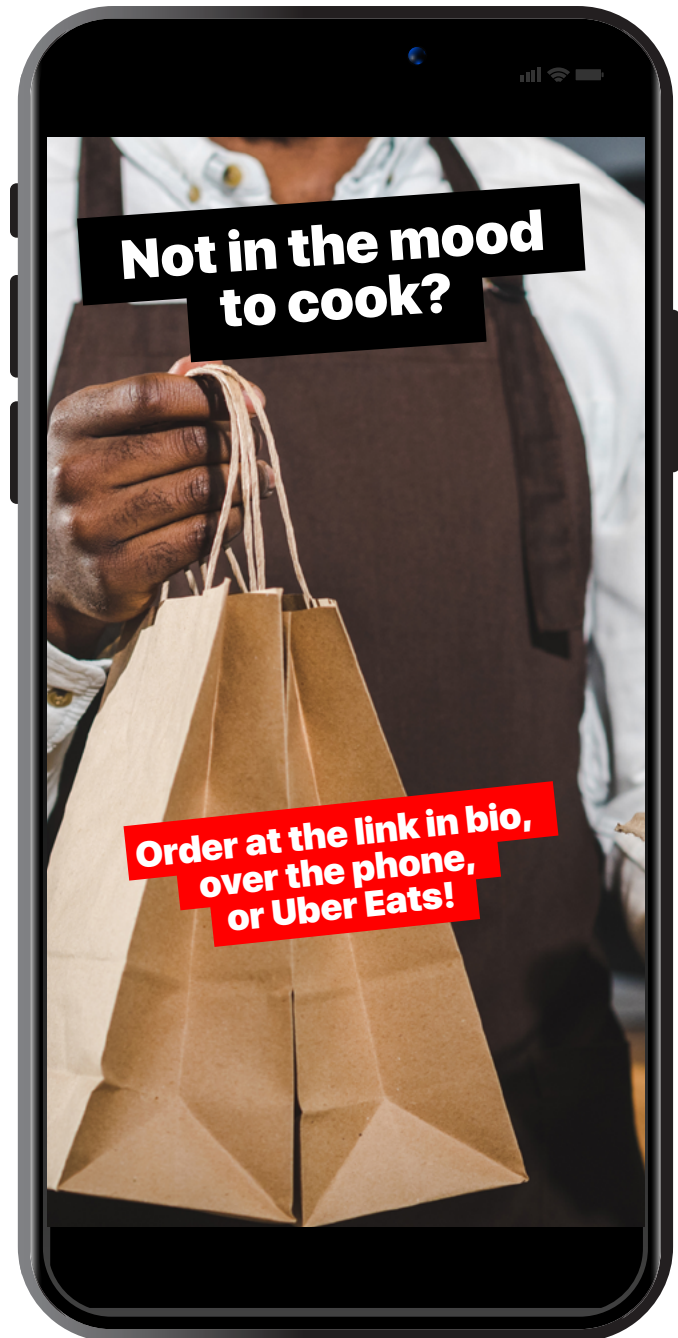




**POSTING CADENCE**  
**2-3 TIMES A WEEK**

## **INSTAGRAM STORY**

Not in the mood to cook?  
Order at the link in bio, over  
the phone, or Uber Eats!





# HOW TO ENCOURAGE DIRECT ORDERING

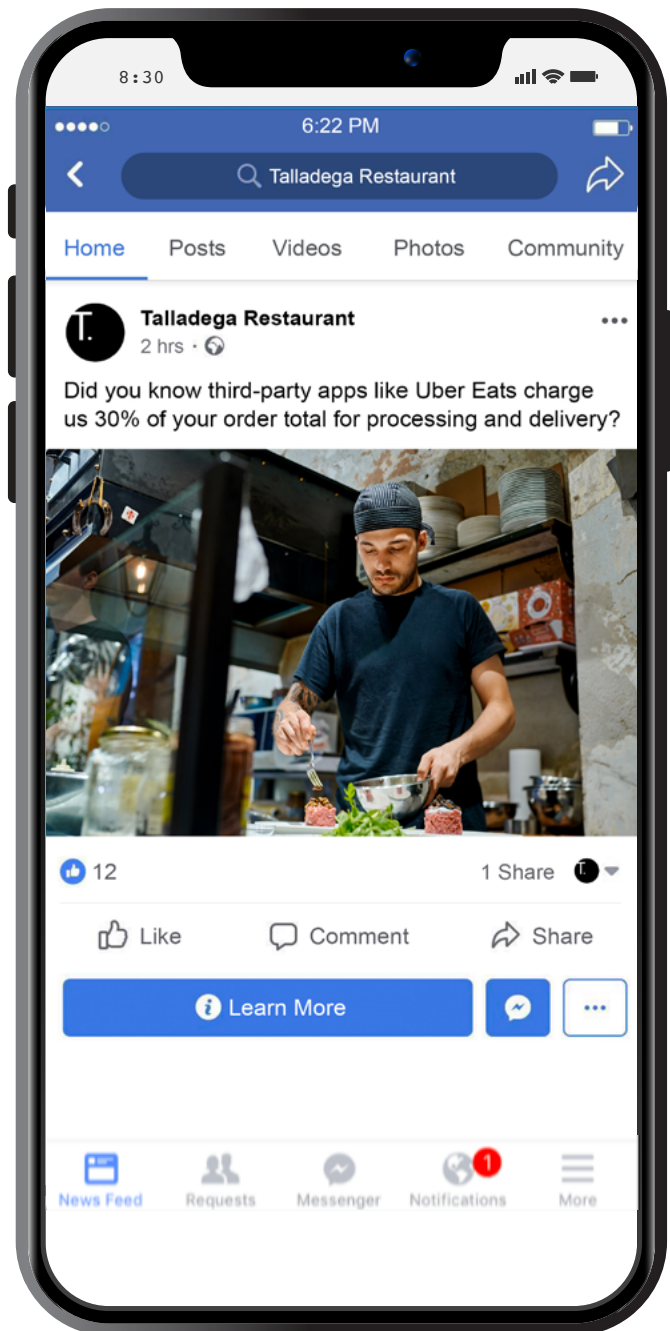
## Educational Posts

### FACEBOOK POST

Did you know third-party apps like Uber Eats charge us 30% of your order total for processing and delivery? That's a huge chunk for us – especially right now. If you call us or order through our website, we get to keep a lot more of the sale. And that'll help us keep our doors open. If you can, please order direct. We so appreciate it! ❤️

### INSTAGRAM FEED POST

Did you know third-party apps like Uber Eats charge us 30% of your order total for processing and delivery? That's a huge chunk for us – especially right now. If you call us or order through our website at the link in bio, we get to keep a lot more of the sale. And that'll help us keep our doors open. If you can, please order direct. We so appreciate it! ❤️  
#supportlocal #linkinbio

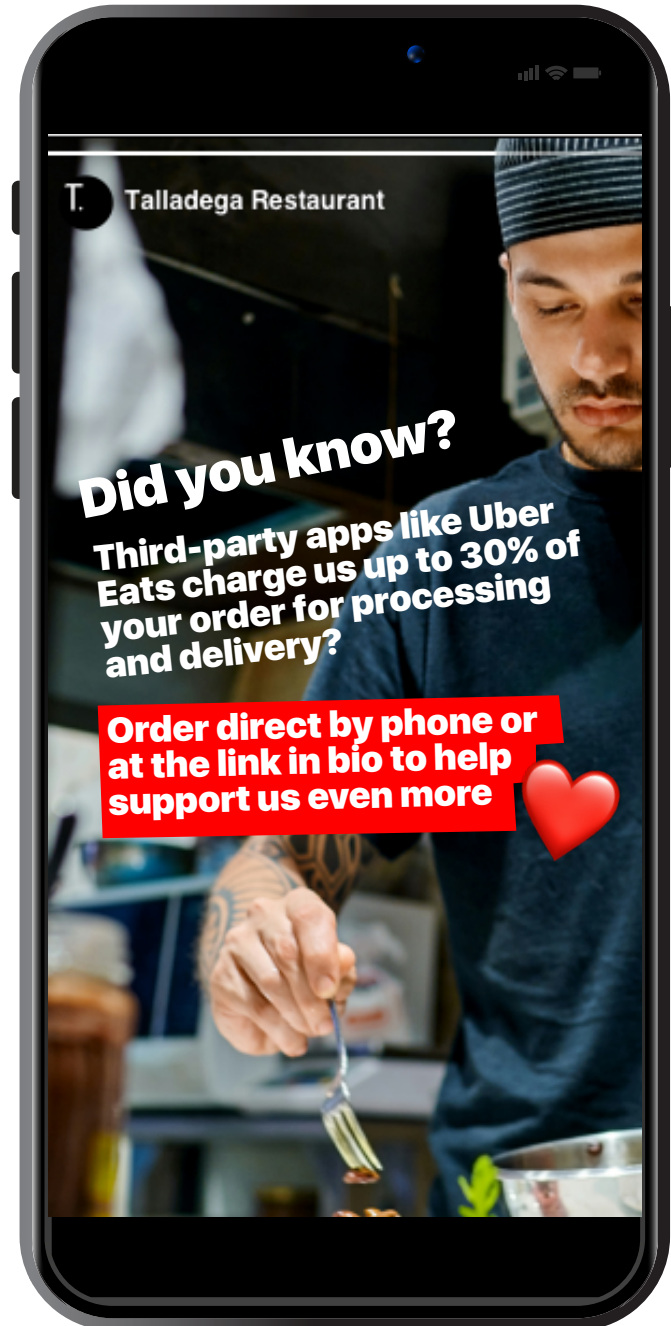




**POSTING CADENCE**  
**2-3 TIMES A WEEK**

## **INSTAGRAM STORY**

Did you know?  
Third-party apps like Uber Eats charge us up to 30% of your order for processing and delivery?  
Order direct by phone or at the link in bio to help support us even more ❤️





# HOW TO ENCOURAGE DIRECT ORDERING

## Promotional Posts

### FACEBOOK POST

Ordering directly through us has its perks 🍷

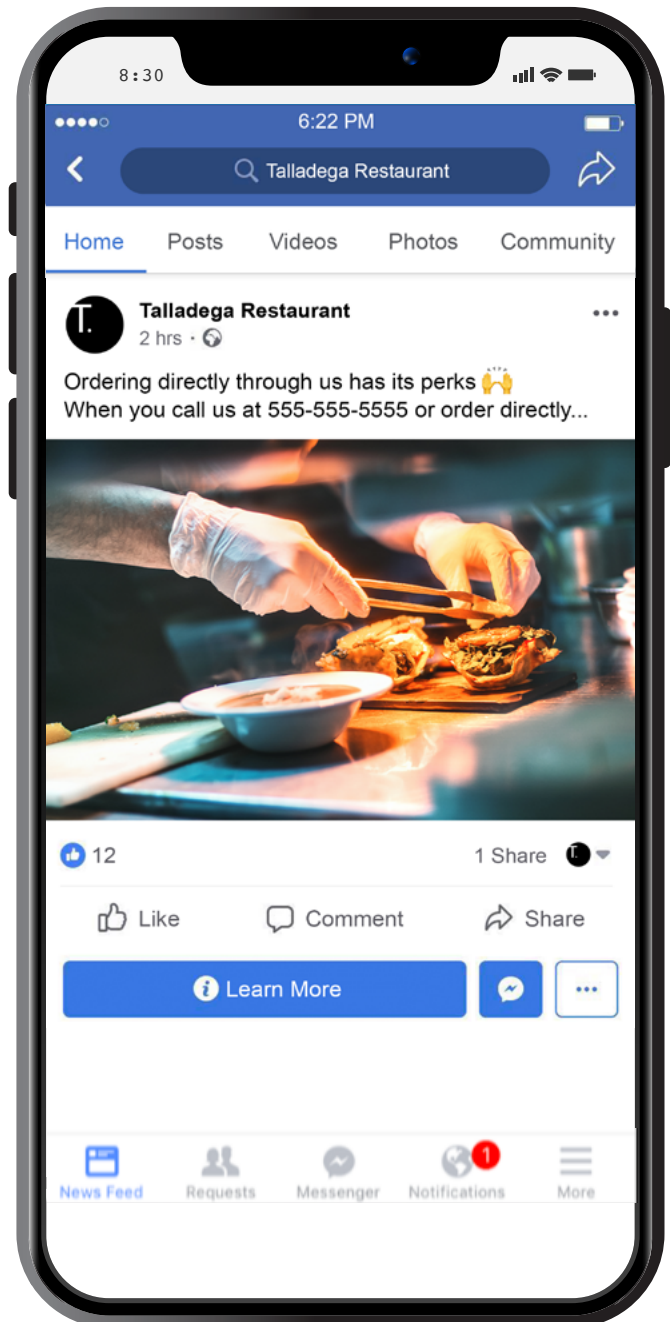
When you call us at [insert phone number] or order directly on [online ordering link], you'll save 10% off your order! Just our way of saying thank you for making the extra efforts to support us ❤️

### INSTAGRAM FEED POST

Ordering directly through us has its perks 🍷

When you call us at [insert phone number] or order directly from the link in our bio, you'll save 10% off your order! Just our way of saying thank you for making the extra efforts to support us ❤️

[insert 3 to 4 hashtags that fit your restaurant concept]





## POSTING CADENCE 2-3 TIMES A WEEK

### INSTAGRAM STORY

#### TAKEOUT SPECIAL!

For the next 24 hours, get a free appetizer when you order directly through us. You can order by 📞 or our 🖥️. Order from the link in bio now!

**Pro tip:** Unlike Facebook or Instagram posts, your Instagram stories only last for 24 hours. If you want to run a more short-term promotion (like the free appetizers we mentioned above), using your Instagram stories is key! Because it expires in 24 hours, people will feel the pinch and order to get the promotion. Plus, you won't have to worry about people seeing the promotion on your feed a week later, only for them to find it's expired when they try to order.











## Sharing Your Business' Human Side

The people who work with you are such a huge part of your restaurant – take the time to brag about them on social media! Not only will this make your staff feel appreciated, but it humanizes your restaurant in a way that helps customers relate and connect.

There's a lot of great content you can share to create this connection, even through a screen. Share why you started your restaurant, staff spotlights, or your team's favorite menu items.

You can even tie this into your online ordering. Tell followers why ordering directly is so important right now – it keeps more money within the restaurant, which helps keep the doors open and people employed. Customers are often looking for ways to support local businesses, so let them know this is a small way to make a big difference!

# SHOW THE HUMAN SIDE OF YOUR BUSINESS ON SOCIAL

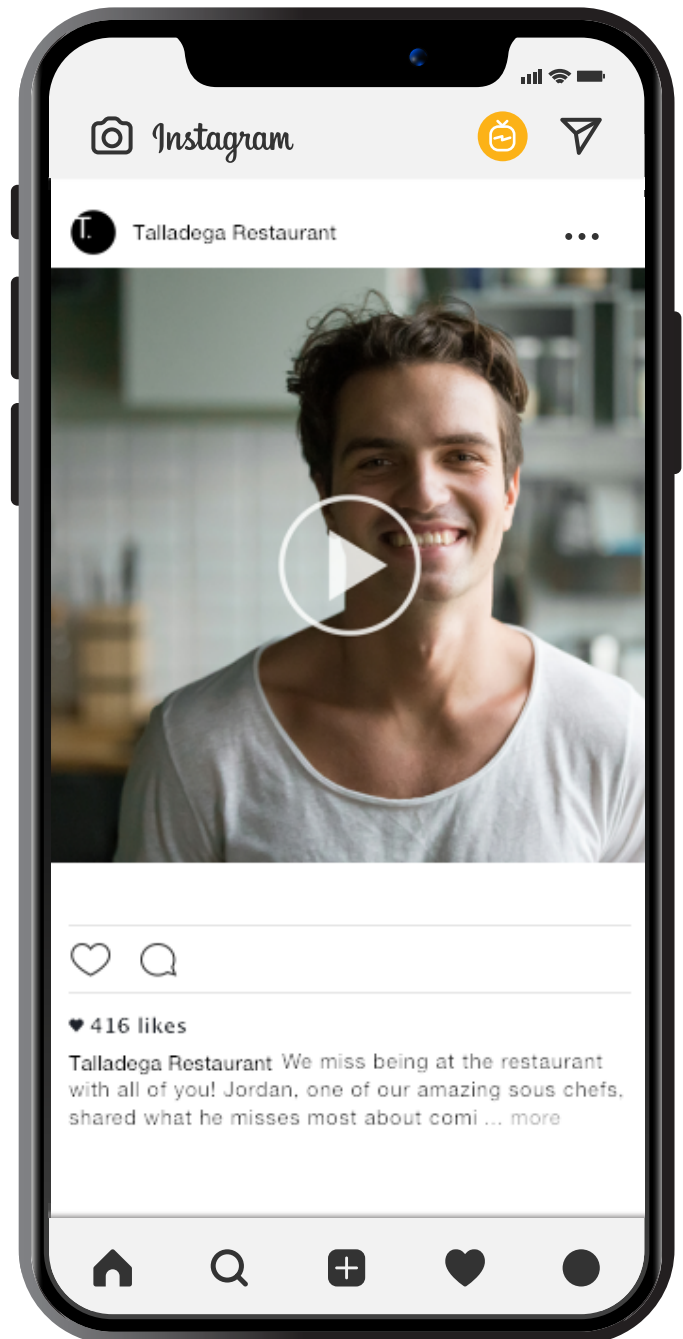
## FACEBOOK POST

We miss being at the restaurant with all of you! [Insert staff member name], our [insert their role], shared what they miss most about coming in everyday. See what they had to say: [insert your staff members quote]

## INSTAGRAM FEED POST

We miss being at the restaurant with all of you! [Insert staff member name], our [insert their role], shared what they miss most about coming in everyday. See what they had to say [insert your staff members quote] 🌟

[insert 3 to 4 hashtags that fit your restaurant concept]







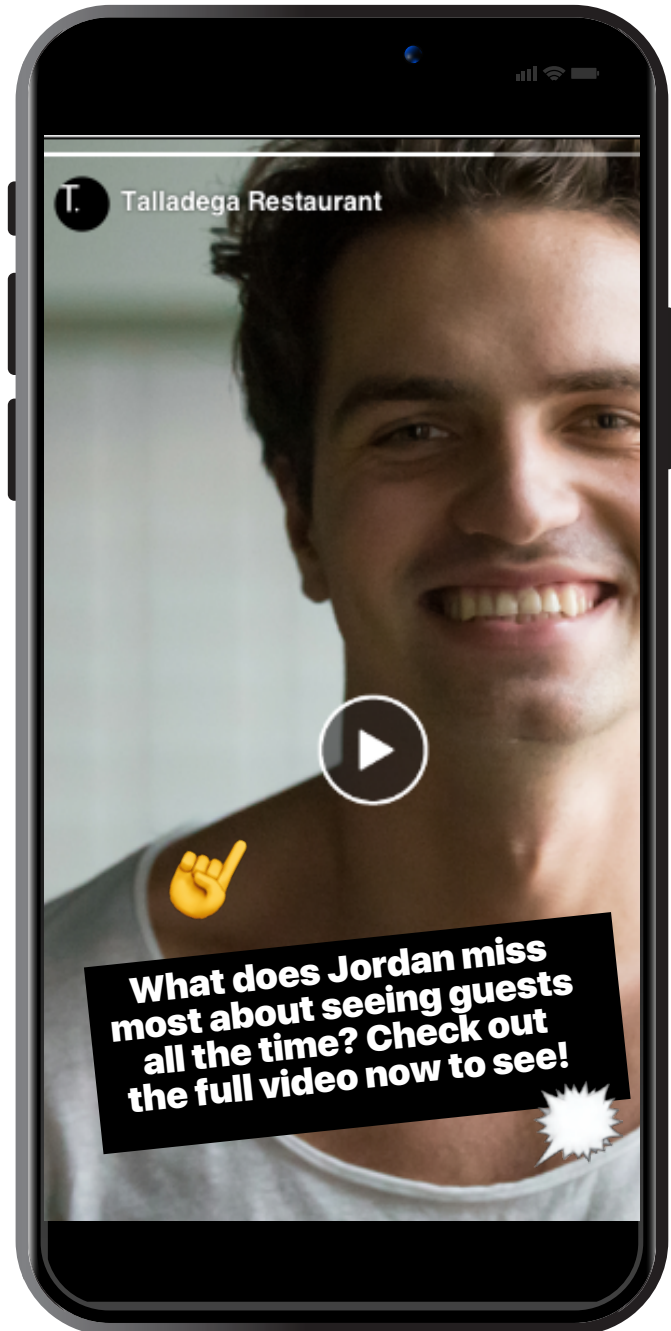
## POSTING CADENCE ONCE A WEEK

### INSTAGRAM STORY

What does [insert staff member name] miss most about seeing guests all the time?

[insert shortened quote here]

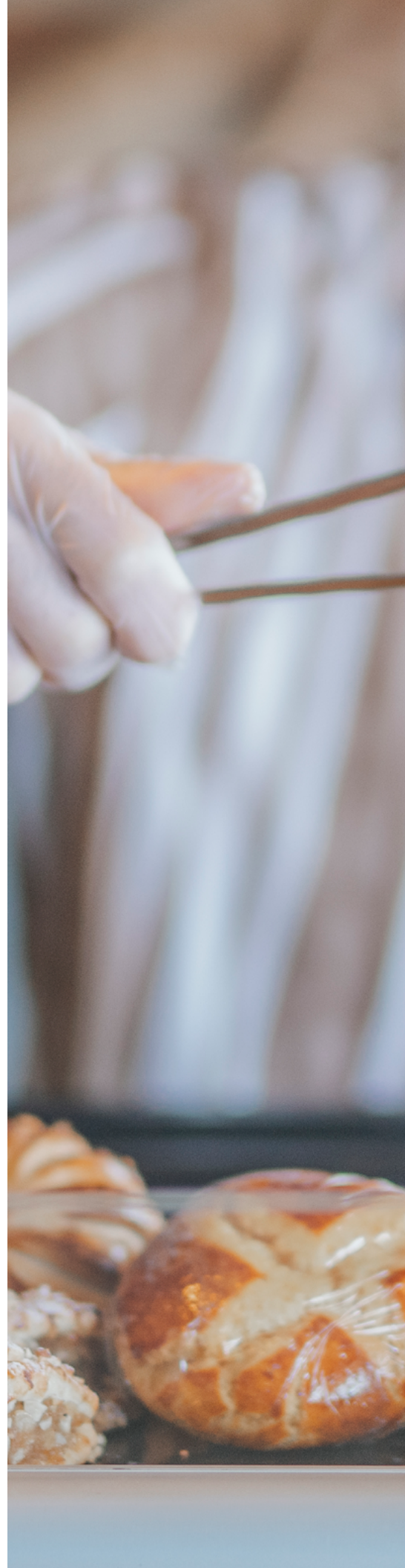
**Pro tip:** If you want to add an extra human element here, ask a team member to film themselves explaining what they miss about being at the restaurant, instead of an image and a quote. A video feels even more human than a photo, and that same video can be used across platforms (but you may have to crop a little!). Plus, posting is super simple – it's the same process as sharing a photo.



# Posting Your New Food Safety Measures

Food safety has always been important. But now more than ever, people need to know that their favorite dishes are being prepared with the utmost care. Sharing what you're doing to keep your team and diners safe right now on social media will make sure everybody ordering from your restaurant feels safe.

You can do this by sharing pictures of a new setup to facilitate contactless pickup for diners or longer posts about your experiences implementing the changes. As the regulations on restaurants change, keep sharing updates on social so your diners have the most up-to-date information.









# HOW TO SHARE FOOD SAFETY ON SOCIAL

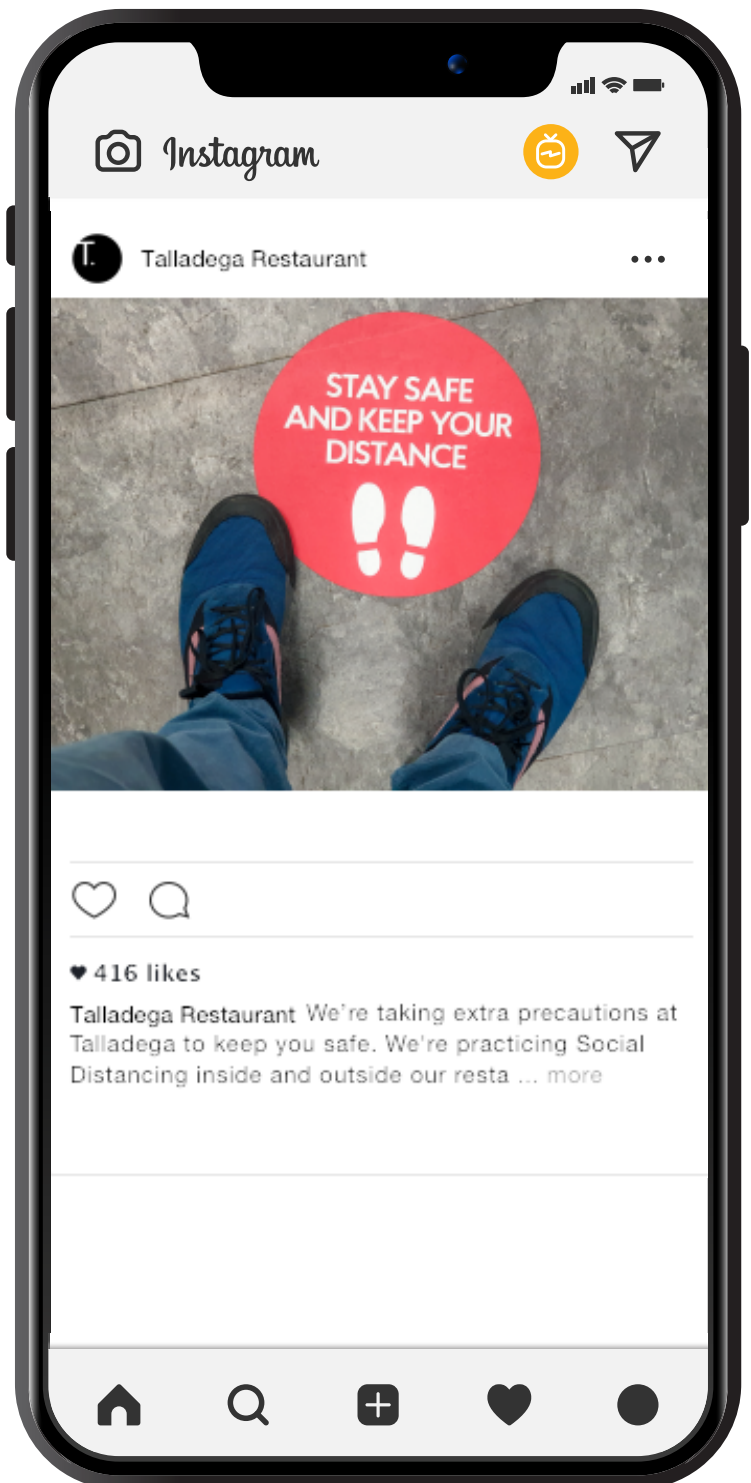
## FACEBOOK POST

We're taking extra precautions at [restaurant name] to keep you safe. We've [insert your new safety measures here]. While things may look a little different for now, we're still making you the same delicious food. Thanks for helping us keep everybody healthy ❤️

## INSTAGRAM FEED POST

We're taking extra precautions at [restaurant name] to keep you safe. We've [insert your new safety measures here]. While things may look a little different for now, we're still making you the same delicious food. Thanks for helping us keep everybody healthy ❤️

[insert 3 to 4 hashtags that fit your restaurant concept]





## POSTING CADENCE ONCE A WEEK

### INSTAGRAM STORY

What We're Doing to Keep  
Everybody Safe:  
[list three different safety measures  
on separate bullet points]

**Pro tip:** You'll want to keep the link to your ordering page in your bio at all times. You want it to be easy for guests to find and never worry about forgetting if it's there!









## Sharing User-Generated Content

User-generated content is a powerful marketing tool – and a huge compliment! When you see diners posting about your restaurant and tagging you in those posts, it means they like you enough to let their whole social network know about you. Those posts become great word-of-mouth marketing that you’re essentially getting for free.

Why not repost? Sharing these shoutouts on your restaurant’s social media gives you additional content to stay active and can make customers feel extra special for getting noticed.

You can reshare user-generated content by posting the image to your story or “reposting” a diner’s post to your Instagram feed. Make sure you’re closely monitoring your accounts so you don’t miss anything!

If you want to share this user content but are struggling to find the words, here are a few suggestions of copy you can use.



# SHARING USER-GENERATED CONTENT

## REPOSTING AN IMAGE ON YOUR OWN STORY:

Reposting an image on your own story:  
Thanks for your order!

Thanks for sharing the love! ❤️

That's our favorite dish too!

We love seeing you enjoy our food!

Looks amazing! Order your own  
[\[insert dish\]](#) at the link in bio 🙌

These are just a starting point.  
Make sure to change up the language  
and emojis to match the personality  
of your restaurant.





## POSTING CADENCE AS IT COMES UP

**Pro tip:** You don't have to reshare every post from diners, but you should always engage somehow – whether it's a positive or negative post. For example, you wouldn't reshare posts with a bad review or anything that could reflect poorly on your brand. But you would want to respond to any questions or concerns from customers that tag you in their posts.

Take the time to respond to all user content with a like or comment back – small actions that keep you connected to (and help grow) your community!

Not sure what to say? Try one of the lines below.

### REPLYING TO A INSTAGRAM STORY OR COMMENTING ON AN INSTAGRAM POST:

Thanks for the support, [tag the account]! ❤️

Looks delicious, [tag their account!] 😊

Thanks for ordering with us! Can't wait to serve you again 🍽️

Sorry that dish didn't meet your expectations! DM us and we'll make it up to you!


Order directly from us next time and we'll [insert offer]



# SOCIAL MEDIA CALENDAR SAMPLE

## TALLADEGA RESTAURANT SOCIAL MEDIA PLANNING


### ORGANIC POSTS

| SOCIAL NETWORK   | DATE & TIME OF POST       | CATEGORY             | COPY   | PHOTO   |
|--|---------------------------|----------------------|--|---|
| WEEK ONE: JULY 12 - JULY 18, 2020  |                           |                      |  |   |
| <br><b>POST</b> | July 13, 2020<br>2:00 PM  | Current Menu         | Happy Monday! We're already mixing up this week's drink special – DIY fish bowls! You'll get a kit with blue curacao, vodka, and sprite, and Swedish fish candy to mix at home. It'll make you feel like you're drinking with us at Talladega, no matter where you are. Available for curbside pickup, takeout, and delivery at the link now 📍 <a href="https://talladegarestaurant.com">talladegarestaurant.com</a> | image of the fish bowl drinks   |
|  | July 14, 2020<br>4:00 PM  | Ordering How-To      | Not in the mood to cook? We've got you covered – order dinner from us on our website, by phone, or right on Uber Eats! 📱   | Photo of our restaurant's takeout bags                                    |
|  | July 15, 2020<br>11:00 AM | Human Content        | We miss being at the restaurant with all of you! Jordan, one of our amazing sous chefs, shared what he misses most about coming in everyday. See what he had to say in this short video 📺  | Facebook video thumbnail of the staff member about to speak               |
|  | July 16, 2020<br>3:00 PM  | Food Safety Measures | We're taking extra precautions at Talladega to keep you safe. We've set up markers on the floor to help people stand the appropriate distance apart and a divider between our kitchen and storefront. While things may look a little different, we're still making the same delicious food. Thanks for helping us keep everybody healthy ❤️  | a photo showing the different set up/markers/the safety measures in place |
|  | July 18, 2020<br>3:00 PM  | Ordering How-To      | Ordering directly through us has its perks 🙌<br>When you call us at 555-555-5555 or order directly at <a href="https://talladegarestaurant.com/order">talladegarestaurant.com/order</a> , you'll save 10% off your order! Just our way of saying thank you for making the extra efforts to support us ❤️   | A photo of a delicious dish available online or somebody on the website   |

# SOCIAL MEDIA CALENDAR SAMPLE

## TALLADEGA RESTAURANT SOCIAL MEDIA PLANNING

### ORGANIC POSTS

| SOCIAL NETWORK   | DATE & TIME OF POST       | CATEGORY             | COPY   | PHOTO   |
|--|---------------------------|----------------------|--|---|
| WEEK ONE: JULY 12 - JULY 18, 2020  |                           |                      |  |   |
| <br><b>GRID</b> | July 13, 2020<br>2:00 PM  | Current Menu         | Happy Monday! We're already mixing up this week's drink special – DIY fish bowls! You'll get a kit with blue curacao, vodka, and sprite, and Swedish fish candy to mix at home. It'll make you feel like you're drinking with us at Talladega, no matter where you are. Available for curbside pickup, takeout, and delivery at the link in bio 🍷<br>#takeoutdrinks #openforbusiness #nashvillebar | image of the fish bowl drinks   |
|  | July 14, 2020<br>4:00 PM  | Ordering How-To      | Not in the mood to cook? We've got you covered – order dinner from us on our website, by phone, or right on Uber Eats! 🍷 #linkinbio 🍷  |   |
|  | July 15, 2020<br>11:00 AM | Human Content        | We miss being at the restaurant with all of you! Jordan, one of our amazing sous chefs, shared what he misses most about coming in everyday. See what he had to say now 🍷<br>#nashvillebar #ourteam #openforbusiness   | Instagram video thumbnail of the staff member about to speak              |
|  | July 16, 2020<br>3:00 PM  | Food Safety Measures | We're taking extra precautions at Talladega to keep you safe. We've set up markers on the floor to help people stand the appropriate distance apart and a divider between our kitchen and storefront. While things may look a little different, we're still making the same delicious food. Thanks for helping us keep everybody healthy ❤️<br>#nashvillebar #safetakeout #safety #bettertogether  | a photo showing the different set up/markers/the safety measures in place |
|  | July 18, 2020<br>3:00 PM  | Ordering How-To      | Ordering directly through us has its perks 🍷<br>When you call us at 555-555-5555 or order directly from the link in our bio, you'll save 10% off your order! Just our way of saying thank you for making the extra efforts to support us ❤️<br>#nashvillerestaurants #supportlocal #takeout  | A photo of a delicious dish available online or somebody on the website   |




# SOCIAL MEDIA CALENDAR SAMPLE

## TALLADEGA RESTAURANT SOCIAL MEDIA PLANNING

### ORGANIC POSTS


| SOCIAL NETWORK  | DATE & TIME OF POST      | CATEGORY             | COPY   | PHOTO   |
|---|--------------------------|----------------------|--|---|
| WEEK ONE: JULY 12 - JULY 18, 2020   |                          |                      |  |   |
| <br><b>STORY</b> | July 13, 2020<br>7:00 PM | Current Menu         | This Week's Drink Special: DIY Fish Bowls!<br>- blue curacao<br>- sprite<br>- vodka<br>- swedish fish candy<br>Mix at home and enjoy! Available at the link in bio 🐟   | text on the Instagram story slide + a fun gif/emoji   |
|   | July 14, 2020<br>4:30 PM | Ordering How-To      | Ways you can order from us:<br>- Phone<br>- Our website (link in bio!)<br>- Uber Eats  | text on the Instagram story slide + a fun gif/emoji   |
|   | July 15, 2020<br>2:30 AM | Human Content        | What does Jordan miss most about seeing guests all the time? Check out the full video now to see!  | Share the video from Instagram feed to the story  |
|   | July 16, 2020<br>9:00 PM | Food Safety Measures | Here's what we're doing to keep everybody safe:<br>- installed dividers between kitchen and storefront<br>- hand sanitizer at the door<br>- markers on the floor to help people waiting for orders stay spaced apart<br>Thank you for understanding and helping us keep everybody safe! ❤️ | a photo showing the different set up/markers/the safety measures in place                             |
|   | July 18, 2020<br>4:30 PM | Ordering How-To      | TAKEOUT SPECIAL! For the next 24 hours, get a free appetizer when you order directly through us by 📞 or our 🖥️ at the link in bio.<br>Place your orders now!!  | text on the Instagram story slide + a gif/emoji "act faszt/order now", the phone/computer in the copy |

# SOCIAL MEDIA CALENDAR TEMPLATE


| ORGANIC POSTS   |                     |          |      |       |
|---|---------------------|----------|------|-------|
| SOCIAL NETWORK  | DATE & TIME OF POST | CATEGORY | COPY | PHOTO |
| WEEK ONE:   |                     |          |      |       |
| <br>POST |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |



# SOCIAL MEDIA CALENDAR TEMPLATE

| ORGANIC POSTS   |                     |          |      |       |
|---|---------------------|----------|------|-------|
| SOCIAL NETWORK  | DATE & TIME OF POST | CATEGORY | COPY | PHOTO |
| WEEK ONE:   |                     |          |      |       |
| <br>GRID |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |
|   |                     |          |      |       |

# SOCIAL MEDIA CALENDAR TEMPLATE

| ORGANIC POSTS  |                     |          |      |       |
|--|---------------------|----------|------|-------|
| SOCIAL NETWORK   | DATE & TIME OF POST | CATEGORY | COPY | PHOTO |
| WEEK ONE:  |                     |          |      |       |
| <br>STORY |                     |          |      |       |
|  |                     |          |      |       |
|  |                     |          |      |       |
|  |                     |          |      |       |
|  |                     |          |      |       |