



## *Social Media* **THOUGHT STARTERS**

Make the most of your Facebook page, Instagram account or Twitter feed by letting your patrons know how your operation is celebrating National Pancake Month.

- **MONTHLY SPECIALS:** Post your pancake month specials. Be sure to communicate fun new flavors and topping combinations during the month to keep customers coming back for more.
- **PHOTO CONTEST:** Create a photo contest on social media. Encourage patrons to use a specific hashtag to post their favorite pancake pictures and tag your account or location. Optional: Award a weekly prize of a gift card to participants.
- **NAMING CONTEST:** Create a pancake special for February with a signature flavor. Post a picture of the pancake along with a description and have your patrons submit their favorite names. Choose a name and offer the winner a fun prize like an all-you-can-eat pancake breakfast for two.
- **SHARE A PANCAKE:** Post a picture of one of your pancakes on social media and encourage your patrons to share it. Mention that you'll donate a dollar per share (up to a certain amount) to a specific cause in your community.
- **SEND US YOUR PANCAKES:** Encourage patrons to post pictures of their own homemade pancake creations in celebration of National Pancake Month. Instruct them to use a hashtag and to tag your restaurant, then choose the best submission (or submissions!) and recreate them on your own menu.





# Social Media THOUGHT STARTERS

## SAMPLE SOCIAL MEDIA POSTS FOR #NATIONALPANGAKEMONTH

Create custom pancake posts on your social media platforms. Here are a few examples to get you started.

### INCREASE YOUR PROFITS AND DONATE TO A LOCAL CAUSE



**BriansBistro** @BriansBistro • Feb 13

Happy [#NationalPancakeMonth](#)! We're spreading love and pancakes all month, and you can help us do it! For every RT of this delectable stack 'o jacks we'll donate \$1 (up to \$250) to [@NorthHighSchoolDrama](#) for new stage lights.



### INCREASE PUBLICITY & OFFER A GIVEAWAY



briansbistro



tonjas\_table likes this

**briansbistro** It's [#NationalPancakeMonth](#)! We're serving up equal amounts of love and pancakes this February. Order a sweet stack 'o jacks, snap a photo of it, tag us and use the hashtag [#PancakeMonthAtTheBistro](#) and you'll be entered to win a \$20 gift certificate!

Add a comment...



### HOLD A PANCAKE SPECIAL NAMING CONTEST



**Brian's Bistro**

29 mins · 🌐



Calling all sweethearts, lovebirds, friends, families and pancake fanatics. February is [#NationalPancakeMonth](#) and we're spreading the love with a weekly pancake special. BUT we need your help! Comment creative names for this week's special (pictured) the winning name will be featured on our menu and receive a \$20 gift certificate.



1 Comment



Like



Comment



Share