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 #NationalPancakeMonth

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

Increase Publicity & Offer a Giveaway

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!

Hold a Pancake Special Naming Contest

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.