



How do you BISCUIT?



September is National Biscuit Month

How to Promote Biscuit Month on Social Media

Make the most of National Biscuit Month by promoting your restaurant's celebration to your customers on social media. Here are some fun and effective ways to get the word out and increase your restaurant traffic:

Biscuit Specials

Post your Biscuit Month specials—whether monthly, weekly or daily. This is a great way to drive urgency and keep patrons coming back all month long.

Photo Contest

Launch a biscuit photo contest for your social media followers. Have them tag your restaurant and use an established hashtag when posting their photos. Award a weekly prize for the winner of your choice or based on the most “Likes”. This is a low-effort way to grow your restaurant's reach for next to nothing.


Facebook “Like” Promotion

Run a Biscuit Month “Like” promotion for the month of September. For every new “Like” your restaurant Facebook page receives, agree to donate \$1 to a local charity (up to a certain amount). Encourage others to share your posts. It's a feel good way to support the community while generating more followers.




Sample Posts

Specials

**Brian's Bistro**
2 mins · 🌐

September is National Biscuit Month and we're celebrating with weekly biscuit specials! Stop in this week for biscuit classics—Biscuits and Red Eye Gravy, Southwestern Biscuit Breakfast Sandwich and Sweet Potato Biscuits. One week only!




Boost Post



Like

Comment

Share




Write a comment...




Press Enter to post.

Facebook Like Promotion

**Brian's Bistro**
Just now · 🌐

Happy National Biscuit Month! Besides weekly biscuit specials, we're celebrating by donating \$1 for every page Like we get in the month of September to the local Salvation Army. Share our page and we'll share the love!




Boost Post



Like

Comment

Share



Write a comment...



Press Enter to post.

Photo Contest

**Stephanie Laraway Steidl** at **Brian's Bistro.**
Just now · Knightdale, NC · 🌐

Mmmmm there's nothing better than a hot, flaky, buttery biscuit sandwich. #NationalBiscuitMonth #BriansBiscuitPhotoContest



Like

Comment