Content Plan

We’ve created a template, using the example of the type of content a restaurant might deliver.  The template itself can be used for any business type and tailored around content that your customers would want, expect and will engage with.

When you get to the detail – think about different ways of delivering the content (appropriate to the platforms). This can be with videos; competitions; recipes; stories; questionnaires. Add specifics in the boxes and allow for at least 4 posts – 1 per week.

The important thing is to be consistent with your delivery, stick to a logical theme across the year and make it engaging.

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| Description | December | January | February | March | April | May | June | July | August | September | October | November |
| Regular communication | For example: Special offers; Special Events; Restaurant News; Reviews; Awards | | | | | | | | | | | |
| Seasonal Communication | Winter produce Seasonal Recipes Producer Stories | | | Spring produce Seasonal Recipes Producer Stories | | | Summer produce Seasonal Recipes Producer Stories | | | Autumn produce Seasonal recipes Producer Stories | | |
| Monthly Topics (food and restaurant stories and special events or evenings around these holidays) | Christmas | New Year | Valentines | Lent | Easter | May Day | Summer Solstice | World Chocolate Day | Rice Pudding Day | National Cheese Pizza Day | Halloween | Guy Fawkes |
| Facebook – stories, events and polls including |  |  |  |  |  |  |  |  |  |  |  |  |
| Instagram – recipes, including |  |  |  |  |  |  |  |  |  |  |  |  |
| Tik Tok – fun videos including |  |  |  |  |  |  |  |  |  |  |  |  |
| LinkedIn – news and updates |  |  |  |  |  |  |  |  |  |  |  |  |

