#### SOCIAL MEDIA FOR RESTAURANTS STATISTICS



#### Out of all industries,

consumers are extremely interested in restaurant reviews

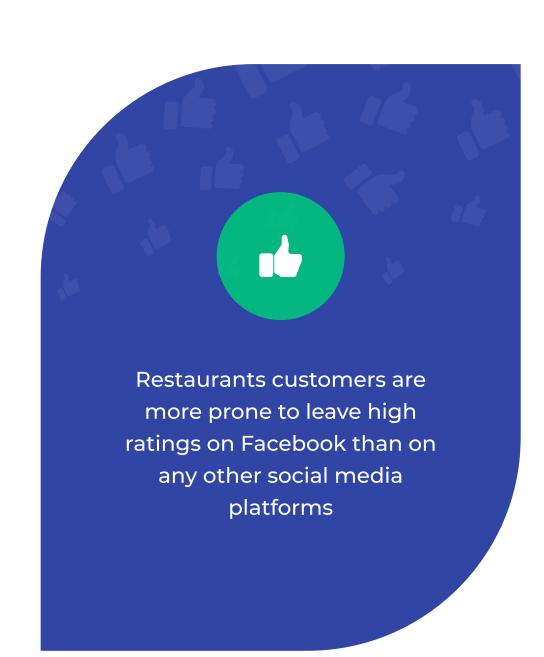
#### Including images

to your restaurant tweets can help you get 18% more clicks, 89% more favorites & 150% more retweets





3 in 4 customers take a look at Facebook comments & images to make informed decisions on retail or restaurants





### Younger generations

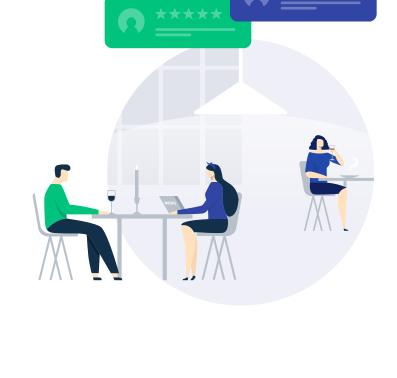
choose a restaurant based on social media & online reviews, as opposed to the older generations (Gen X & Baby Boomers)

(Gen Z & Millennials) are 99% more likely to

## restaurant owners think online reviews bring

56% of franchise

more store traffic than traditional advertising



on social media typically saw those clients spending up to 40% more

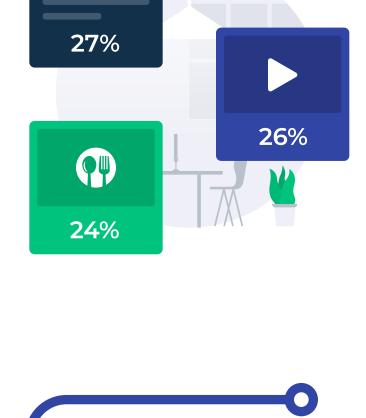
who engage with their customers

Restaurant brands

restaurant that quickly responds to their inquiries on social media

More than 71% of customers affirm that

they are more likely to recommend a



# Restaurants customers find written articles (27%), videos (26%) & images (24%) to be the most engaging types of content

Restaurants customers

restaurant (or bar) to post on Instagram is at 9 AM, between 12 and 1 PM and at 8 PM. Those are the times when people are eating & checking out pictures on their phone.

The best times for a



are pizza, sushi, steak, & burger

Instagrammed foods

The most