

DINE OUT SOCIAL PLAYBOOK

SHAREABLES

BUILD AWARENESS.

ANNOUNCE YOU'RE IN BEFORE AUG. 1

Announce your participation early with a short video or post to build awareness and encourage diners to plan ahead.

POST YOUR MENU TRY THE TEMPLATES

We've created customizable templates for featured dishes and Dine Out menus. Just add your photos, menu items, and pricing. No design work required.

TAG & HASHTAG EVERY POST

Tag @VisitLauderdale and use #DineOutLauderdale on every post to boost visibility and increase resharing opportunities.

RECORD A VIDEO GO VERTICAL

Showcase your Dine Out menu with videos under 30 seconds featuring plating, pours, or signature dishes to capture attention and drive reservations.



DINEOUT
LAUDERDALE

AUG 01 – SEP 30 | #DINEOUTLAUDERDALE | TAG @VISITLAUDERDALE

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MAINS

SHOW OFF YOUR DISHES.

SHOW THE KITCHEN

Diners are curious how the dish gets made, not only how it looks on the plate.

KEEP THE MOMENTUM GOING

Dine Out spans two months. Refresh your content in September with a new post or angle to keep diners engaged.

REPOST YOUR GUESTS

Reshare guest photos and Stories to build authentic engagement.

MAKE RESERVATIONS EASY

Include a reservation link or clear call to action in every post.

DESSERT

THE FINAL TOUCHES BEFORE YOU POST.



TAG @VISITLAUDERDALE



POST REEL, TIKTOK, SHORT VIDEO



HASHTAG #DINEOUTLAUDERDALE



ADD DATES & PRICING TO CAPTION



TRY OUT THE SOCIAL TEMPLATES



REPLY TO EVERY COMMENT



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