



10-Minute Social Media Platform Check

When you're running a café, pub or restaurant, social media usually happens between deliveries, service, cleaning, and everything else that fills the day. If you're unsure where to focus your time when it comes to posting on social media, try this quick review.

1. List Your Platforms

Which ones does your venue currently use?

Instagram

Facebook

TikTok

Other

2. Check Your Activity

Look at your accounts.

Have you posted in the last week or two?

Are any platforms mostly inactive?

If they are, it may be worth simplifying.

3. Notice Where Guests Interact

Think about where customers engage most.

Where do people tag your venue?

Where do they send messages or comments?

That's usually where your audience spends time.

4. Choose Your Focus

Decide which one or two platforms deserve most of your effort.

Platform 1:

Platform 2:

5. Keep It Manageable

Plan to post regularly on those platforms and treat others as optional. Doing a couple of channels well is almost always more effective than trying to keep up with everything. Social media works best when it fits naturally into the rhythm of your business, so choosing the right platforms is a simple way to make that happen.

The Nationwide Caterers Association

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