



Simple Content Plan: 10 Posts in 10 Minutes

Stuck for social media posts? Use this quick checklist for 10 posts in 10 minutes.

1. Highlight One Dish

Pick a single menu item and show it properly. It might be your most popular dish or simply something that looks particularly good that day.

2. Share a Staff Favourite

Ask someone on the team what they would recommend. Guests enjoy hearing what the people working there actually choose themselves.

3. Show Something Being Prepared

Preparation is interesting, whether it's coffee being poured, ingredients being chopped, or desserts being finished. These small behind-the-scenes moments often perform very well.

4. Capture the Atmosphere

Take a simple photo of the space. A sunny window table, a cosy corner, or the bar ready for service. People like to see what the place feels like.

5. Highlight a Customer Favourite

There are always dishes or drinks that people regularly come back for and a quick reminder of these can prompt someone to visit.

6. Share a Midweek Reminder

Guests sometimes forget what's available during the week. Lunch service, quieter afternoons, takeaway options - these are useful things to mention.

7. Show a Seasonal Ingredient

If something fresh or seasonal is on the menu, it's worth highlighting as it gives people a sense that the menu is changing and current.

8. Mention an Upcoming Event

Quiz nights, live music, special menus or tasting events all make good reminders. Even a short post can help fill tables.

9. Feature a Drink or Dessert

These often photograph well and can quickly catch someone's attention while they're scrolling.

10. Simply Say Hello

Sometimes the post can be as straightforward as reminding people you're open. A photo of the venue and a short message welcoming guests for the day is often enough.

10-Minute Content Planning Check

Try these quick exercises to generate more ideas for social media content.

Minute 1–3: Look Around the Venue

Write down three things you could photograph right now.

A dish or drink

Something being prepared

A part of the space that looks inviting

Minute 4–6: Think About What People Enjoy

Add three more ideas:

One customer favourite

One staff recommendation

One reminder about something people forget (lunch, takeaway, bookings)

Minute 7–8: Add Something Upcoming

An event, special menu or seasonal item

Minute 9–10: Review Your List

You should now have around ten post ideas ready to go.

Keep the list somewhere easy to access and work through it over the next week or two.