

# Social Media Ideas for Slow Days

## 10-Minute Slow-Day Social Media Check

Short on time? Use this quick checklist to make sure your social media is helping rather than staying silent when trade is quieter.

### Minute 1–2: Look at Your Feed

Have you posted in the last few days?

Does your latest post still reflect what guests would experience today?

### Minute 3–4: Capture One Real Moment

Take a photo of something happening today (food, drinks, space, preparation, atmosphere)

### Minute 5–6: Add Context

Write a simple caption that answers:

What's happening today?

Why might someone visit now?

### Minute 7–8: Make It Easy to Act

Before posting, check:

Opening hours are clear

Location is obvious or tagged

Booking or visit information is easy to find

### Minute 9–10: Stay Active

After posting, check:

Share it to Stories as well

Reply to any comments or messages