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MojoBistro's Social Media Maître D': Leveraging LinkedIn to Promote your Restaurant

Posted by Kate Seiferth | 4/5/2013 | Category: Social Media

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So far in the MojoBistro Social Media Maître D' Blog Series, we have discussed how to use Twitter, Facebook, and Pinterest to promote your restaurant. These are all prominent, efficient, and free social media platforms that restaurants can use to elevate their brands online by engaging with customers. We have another not so obvious platform that you can use to build your online presence with social media. Have you added your restaurant's profile to LinkedIn yet?

If you are not using LinkedIn, you are missing a prime opportunity to not only recruit talented individuals to work in your restaurant but a perfect way to showcase your catering products and event spaces to the business and corporate world.

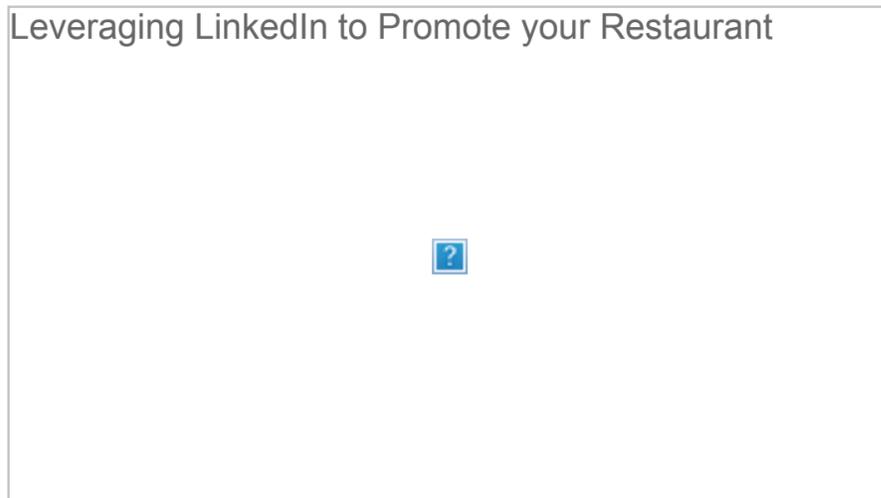
Attract Talent with LinkedIn

Create a LinkedIn profile of your restaurant that showcases not only your current job openings but also your company culture. You can do this by adding a header photo that shows photos of your staff, food, and physical restaurant space. Or, you can also customize pages with videos about your restaurant and the staff. Highlighting what is unique about your organization with custom photos and videos is a great way to attract new talent to consider your restaurant for their next job. Highlight excellent employees and your history in the "Our Story" section and spread the news of your accomplishments with an "In the News" section.

Promote Corporate Catering and Business Event Space with LinkedIn

LinkedIn offers services and products pages within your profile so that you can highlight your offerings. This is the perfect place to highlight catering options as well as event spaces. Companies are always looking for new places to cater food in for big meetings to wow new clients or for sales meetings. They may even be looking for the next place to hold a sales meeting or a company outing. Having your information handy on your LinkedIn profile could just score your restaurant a huge corporate order! The Southern and Lou Malnati's restaurants in Chicago do a fabulous job of highlighting products and services on LinkedIn. You can even get recommendations for services on LinkedIn. Take a look at Skuddlebutts profile page for an example of a product with a recommendation.

Leveraging LinkedIn to Promote your Restaurant



Research your Competition on LinkedIn

There are several benefits to scoping out your competition on social media platforms and the

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same holds true for LinkedIn. First, you should check out what others are doing with their pages to see what options you have and want to implement on your page such as custom videos. Next, you should check out the “Insights” section of your competition’s profile page to see statistics like who is employed you may know, employed with titles, where people come from, and most recommended. It is in the last section, most recommended, that you could scope out your competitions talent by viewing the “most recommended” staff on your competitor’s page.

Whether you need to currently recruit new talent or not, you can still gain value from LinkedIn by simply updating your restaurant's profile page with your products and services. So get social with LinkedIn, and update your profile page today!

Find more social media tips visit our [Social Media Maitre D' Blog Series!](#)

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