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MojoBistro's Social Media Maître D': Six Essential Pinterest Boards for Restaurants

Posted by Kate Seiferth | 2/22/2013 | Category: Social Media

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Pinterest continues to dominate the social media scene and should definitely be a part of your restaurant marketing plan for 2013. The trendy social media platform just recently raised an additional \$200 million in funding, which will most likely bring even more Pinterest buzz and new functions in the coming year.

For this session of MojoBistro's Social Media Maître D' blog, we recommend the six essential Pinterest Boards that every restaurant

should create. If you only have an hour or so to dedicate to social media a month, definitely take some time to explore promotion options with Pinterest. Pinterest is a social media platform in which users "Pin" photos and videos to curated virtual boards, usually based on a central theme. **Restaurants can use Pinterest to tell the story of their business sharing everything from pictures of menu specials to action shots of staff members.**

Pinning photos and videos on Pinterest---instead of just broadcasting words with platforms like Twitter---allows for a more emotional connection with your potential diners. Plus, the built in links from "Pins" to the original content on your website increase your restaurant's online presence. You can create a virtual atmosphere with photos of your food, staff, and more. Also, give folks a glimpse behind the scenes with a photographic tour of the kitchen or even pin a video from your YouTube page.

Here are six basic boards every restaurant should create, at a minimum, on Pinterest:

1. **Daily Specials:** Add daily or weekly photos of special menu items to entice lapsed diners to stop in on a weeknight or inspire new ones to dine with you every night!

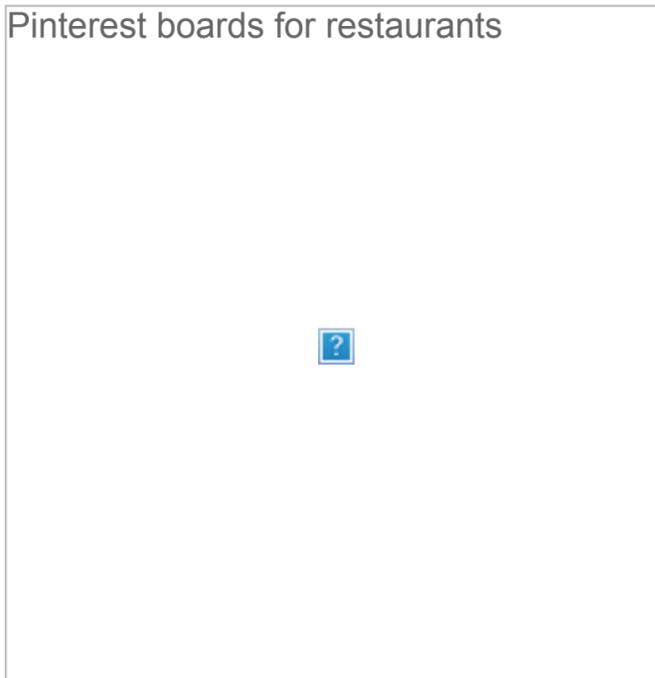
2. **Everyday Menu Items:** Feature a photo board of everyday favorites from your menu.

3. **Cocktails:** Have a new stunning cocktail on your menu? Share photos to get mouths watering for happy hour.

4. **Event Space:** Promote special events like weddings and showers by offering people a look at your event spaces all dolled up.

5. **Chef's Inspiration:** From trips to the farmer's market to artwork around the restaurant, share some out-of-the-box photos to really build a unique personality around your brand.

Pinterest boards for restaurants



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6. **Recipes:** Next to fashion, recipes are one of the most popular things to pin on Pinterest. If you are willing to share some recipes from your popular menu items, chances are you will strike Pinterest gold!

Beyond Selling: **Building a trustworthy and authentic community is key to successfully using Pinterest and really, all social media platforms.** Pinterest allows brands a unique experience to interact with customers directly by sharing unique content as well as repinning followers content. Don't forget to follow your fans back and interact with them on Pinterest by liking and commenting on their pins, especially if they pin your content, too.

At the very least, take five minutes to sign up for Pinterest and play around with it. It is super addictive! You will quickly see what all the hype is about.

Get other great Social Media tips in our [Social Media Maitre D' Blog Series!](#)

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