

SOCIAL MEDIA FOR RESTAURANTS STATISTICS



Out of all industries,

consumers are extremely interested in restaurant reviews

Including images

to your restaurant tweets can help you get 18% more clicks, 89% more favorites & 150% more retweets



72%

3 in 4 customers take a look at Facebook comments & images to make informed decisions on retail or restaurants



Restaurants customers are more prone to leave high ratings on Facebook than on any other social media platforms



Younger generations

(Gen Z & Millennials) are 99% more likely to choose a restaurant based on social media & online reviews, as opposed to the older generations (Gen X & Baby Boomers)

56% of franchise

restaurant owners think online reviews bring more store traffic than traditional advertising



Restaurant brands who engage with their customers on social media typically saw those clients spending up to 40% more

More than 71% of customers affirm that they are more likely to recommend a restaurant that quickly responds to their inquiries on social media



Restaurants customers

Restaurants customers find written articles (27%), videos (26%) & images (24%) to be the most engaging types of content

The best times for a restaurant (or bar) to post on Instagram is at 9 AM, between 12 and 1 PM and at 8 PM. Those are the times when people are eating & checking out pictures on their phone.



The most Instagrammed foods are pizza, sushi, steak, & burger

RESOURCES:

Forbes, Adweek, Review Trackers, Business Wire, Telegraph, Smart Insights, The Social Media Monthly