



Participant Guide

Welcome to Fort Bragg Restaurant Week, sponsored by Visit Fort Bragg. We are excited to have your restaurant's participation and want to make this a great experience for both you and your customers. This kit provides you with the tools you will need to maximize your Restaurant Week experience, along with a few requests and recommendations.

Kit Contents:

- Posters – For display in windows
- Table Top Tents – Place on table and counters
- Stickers – Put these on to-go bags and boxes
- Participant Guide – With tips on promoting your offering through social media (below)

Digital Assets: (download at FortBraggFood.com, click on Press Kit)

- Fort Bragg Restaurant Week Horizontal Graphic – Use as letterhead for printed pieces
- Social Media Graphic – For use when promoting your Restaurant Week offering
- Menu Template – A Microsoft Word document that makes it easy to add and print your offering

Social Media Guide to Participating Restaurants

Here are examples of social media posts. The wording is just a guide– please give it your own flavor or write your own.

	Post Subject	Suggested Post Wording
ASAP	Announcing Participation	We're excited to announce that (your restaurant) will be participating in Fort Bragg Restaurant Week (which will last for the month of March this year!) #FortBraggFood #restaurantweek
Week of Feb. 22	Reminder that the week is about to start	Restaurant Week is right around the corner! Although this year it will last the entire month of March. Please join us for (describe your offering and how to order). #FortBraggFood #restaurantweek
March 1	First Day of Restaurant Week	Restaurant Week starts today! (describe your offering and how to order) #FortBraggFood #restaurantweek
March 9 > March 14	Update Post	Here's our special (describe offering) for Restaurant Week. #FortBraggFood #restaurantweek (For an image, use an overhead photo of your meal and remind them how to order)
March 9 > March 14	Update Post	Restaurant Week is underway! Stop by for our (describe your offering) through 3/15. #FortBraggFood #restaurantweek
April 1	Conclude/thanks for coming	Thanks to everyone who dined with us during Restaurant Week! #FortBraggFood. #restaurantweek (use photo(s) from the outside restaurant during the week)

Best Practices for Facebook

- Include: www.fortbraggfood.com as a link in all your posts
- Use the square or the rectangular "Restaurant Week" poster image
- Use nice, bright images of your food and restaurant (more photos the better)

Best Practices for Instagram

- Add: www.fortbraggfood.com to your Instagram profile (in your bio)
- Tag: @visitfortbraggca in your posts (either put @visitfortbraggca in your post or tag us on the photo)
- Use hashtags: #FortBraggFood and #restaurantweek

Have Questions? Reach out to Cristal Munoz at 707-961-2823 x100 or cmunoz@fortbragg.com.