

# OMG! Social media's impact on restaurants, IMHO



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# How the thumbs are dancing



- 70% of consumers use social media [Pew Research]
- 61% of consumers follow restaurants on Facebook [Acosta/Technomic]
  - Restaurants: social media::fork:spoon
- 37% of smartphone users take food pics [Technomic]

# Why?



- Learn of coupons, deals, new menu items
- Speak with fellow fanatics about restaurant experiences
  - 20% of men
  - 17% of women
  - 28% of families
    - ✦ Usually with a picture

# What's it mean to restaurants?



- **Powerful influencers**
  - 8 of 10 consumers are affected by social media
  - 46% of users look at reviews on platforms like Yelp

# Potential is driving design



- Chicago's XO Marshmallow Café
  - ✦ Designed with social media in mind
- 'Show me pouty'
  - ✦ Era of items being hatched for social media pics is here
    - Arby's Liger
    - Starbucks' Unicorn Frappucino
    - Red Robin's new Freckled Lemonade Smoothie

# Pure visual impact





# Mas social media!



- Taco Bell's social media devotion
  - ✦ Headquarters built around social media
    - Copied by many chains
  - ✦ Employees get first whack at products
    - Tweet to tease
  - ✦ 'Naked' line
    - 'When you're selling to young men, any time you can work "naked" into it, you're going to sell.'—Greg Creed, CEO of Yum Brands



# Action as well as talk



- Virtual assistants will place your order
  - Alexa vs. chatbots vs. texts
    - ✦ From Domino's to Shake Shack
- Vote by tweet, put something on the menu!
- Social gifting: Strong follow to gift cards?

# ‘Aren’t followers also potential hires?’



- Taco Bell discovered years ago: Social media followers are also potential recruits
- McDonald’s is exploiting that in a big way

# McDonald's virtual job fair



- 250,000 hires this summer
- Social media is key recruitment channel
  - 10-second ads on Snapchat
    - ✦ Former employees talk about the good time they had
    - ✦ Swipe upward for a 'snaplication' that can be filled out
    - ✦ Also using Hulu, Spotify

# A third-party use to note



- Social media as a food-safety warning
  - A different grapevine
- nEmesis analyzed 4 million tweets
  - Identified 480 reports of possible food-related illness
- New frontier?

# But there's trouble in Paradise



- **Taco Bell is rethinking social media's use**
  - Shifting dollars into TV, radio
  - “We went down some garden paths with it last year.”—CMO Marisa Thalberg

# But why?



- We asked Thalberg's boss, Yum CEO Greg Creed
  - "People don't like being marketed to," he said. "It's good we question what we're doing."

# New standard: Being genuine



- Genuinely funny
  - Arby's and Farrell Williams' hat
    - ✦ We did it like two people who were talking to each other, rather than a big corporation trying to take advantage of a PR situation.”
- Genuinely snarky
  - ✦ Wendy's vs. the world
- Genuinely cool
  - ✦ Red Lobster's flub

# So where are we now?



- Social media is here to stay, but is in flux
  - Demand for 'genuine' could make it a giant slayer
- Emphasis is switching from words to photos
  - Means visuals are everything
- More exploration of other uses
  - Job recruitment
  - Food safety