

7 Ways European Restaurants Can Survive an Emergency Through Social Media

During a pandemic emergency, governments put cities on lockdown to contain the growth of the outbreak. In addition, they request social distancing, issue stay-at-home orders or shut down nonessential businesses.

For European restaurants, cafes, bars, and pubs, this can result in great [economic loss and crisis](#). They are the centre of the countries' social life and count mainly on public gathering. Hence, this scenario can turn into a disaster. Fortunately, thanks to these 7 social media strategies, restaurants and bars can survive a pandemic emergency using social network.

What Can You Do to Survive the Emergency?

To cope with the current emergency situation, European governments launched new [initiatives to support jobs and businesses affected by the pandemic](#). But your restaurant or bar can keep working and earn even more money. The solution stands on the Internet.

During this kind of crisis, your business will lose some of the regular income streams. Therefore, you need to be as much creative as possible. Here are some suggestions on what you can do to survive such an emergency and how to manage and boost your business through your social network communication either on Instagram, Facebook or Twitter (just to mention the main ones).

Over this period, keep active on social media. Show your followers you still exist and your business is alive to serve them now and in the future.

Stay in touch with your followers. Be positive and proactive. Transmit hope and optimism. Let them know you are taking the situation seriously following the best practices to cope with the crisis. Here are 7 suggestions to exploit the power of social media for business growth.

1. Safety Measures

Tell your followers you are taking all the measures to keep your workplace, employees, food, and customers safe. Don't just say it, show it. Take pictures or shot videos of all stages of the cooking and handling process. Then publish stories and carousel posts. Instagram, for example, allows users to upload up to 10 photos at a time to create engaging posts your followers will be happy to see, comment, and share.

Here's a nice example of an [Instagram post that shows the safety measures](#) this restaurant is taking to provide the best and safest service.

2. Takeout or Home Delivery Service

Inform your customers that you provide takeout or home delivery service following the new city and state rules. Advertise that you will leave the food on their doorstep removing any chance of direct contact for both parties. For instance, you can use a third-party delivery service such as [Deliveroo](#). Alternatively, you can use your restaurant staff as riders, if the local regulation allows you to do that.

As an example, see how this business is using [appealing photos on Instagram](#) to encourage its customers to make orders and stay safe through the contact-free delivery service.

3. Electronic Payment

During a pandemic crisis, direct contact and cash payment are not recommended or allowed. Therefore, invite your customers to order and pay online so that they can stay as safe as possible. For example, they can use the third-party delivery service app. A second solution is accepting electronic payment on your website: credit card gateway, PayPal, Amazon Pay, Apple Pay, Samsung Pay, Google Pay, etc.

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4. Gift Vouchers for Future Dinners

Amid the lockdown, your revenue may drop drastically, but you still have to pay wages and fixed expenses. You don't know when the crisis will stop and you can get back to normal. Therefore, in order to accumulate more liquidity, you can invite customers to buy gift vouchers they can pay now and use within two years. In exchange, they will receive the pre-emption rights over other customers.

Thanks to this tactic, you can earn more money to cover your current expenses avoiding employees layoff or permanent business closure.

5. Remembering the Past

Publish some old photos of your venue with and without guests and persuade your followers to do the same. You will keep close to your customers and create some kind of bonding while giving them their minutes of fame.

6. Interaction Through Live Content

Have your chef and bartender take some photos or record some videos about how to make your famous dish or cocktail (maybe avoid sharing your main secret ingredient -ed). Then create and publish amazing posts or go live regularly over the week or month.

To maximize the engagement, encourage your followers to post photos or videos of themselves while they make the recipes you shared.

If you have a DJ or music band working at your venue, ask them to mix, play and record songs for your followers. You can also use Spotify, Apple Music or YouTube and create party playlists to post periodically. Your creativity is the limit.

Chances are your online pages (YouTube channel, Instagram profile, blog, etc.) receive a lot of views and you can take this occasion to further monetize your effort in the medium to long term.

7. Social Contests and Discount Coupons

Start a contest on your social media page invite your followers to vote for the best user-generated content we mentioned under point 6. Then, reward the winners with special discount coupons they can use now or in the future at your restaurant or bar.

A proper social PR and interaction with your followers can help you keep your brand visible and memorable. Be as much creative as possible. Ultimately, people will remember you when the crisis is over.

During these days you can grow your marketing knowledge, study and implement new tactics and advertising instruments that will improve the business, revenue, engagement, reach, and database. When life returns to normal, you will be ready to take advantage of the surge of guests you have entertained and grown during this pandemic crisis.