



CHIRPY

The 7-Day Restaurant Social Media Starter Pack

For Restaurants & Cafés

Seven ready-to-use post ideas. A caption formula.

A weekly rhythm template you can reuse every week.

Stay visible, fill tables, and build a following — without living on your phone.

7 Post Prompts

Caption Formulas

Weekly Template

Free Trial CTA

- Days 1–7 with caption formulas and worked examples for restaurants.
- ⇒■ The Caption Formula: Hook, Value, Action — built for specials and moments.
- A Mon / Wed / Fri weekly rhythm template to keep you visible.
- How to automate your special content with Chirpy's free trial.

Work through one day at a time, post when it fits between service.

chirpy.me

Welcome.

Here's how to stay consistently visible — even during service.

Staying visible on social media is one of the most effective things a restaurant or café can do to fill tables — and one of the most consistently skipped. Not because you don't care about your brand, but because between the lunch rush, the dinner service, and everything that happens in between, content creation is always the last thing on the list.

This guide fixes that. Work through one day at a time, post each prompt when it fits between service, and by the end of the week you'll have a posting rhythm that actually sticks.

What's inside



Days 1–7

Seven daily post prompts with caption formulas and worked examples — built specifically for restaurants and cafés.



The Caption Formula

A three-part structure — Hook, Value, Action — that works for specials, events, and everyday moments.



Weekly Template

A simple Mon / Wed / Fri posting system to stay visible between service.



What's Next

How to automate this workflow so your content is always scheduled before the week starts.

How to use this guide

Work through one day at a time. Each prompt takes about 5 minutes to turn into a post. You don't need to follow the exact order — adapt any day to what's on the menu right now. At the end, use the weekly template to keep the rhythm going long-term.



Your 7-Day Plan

One post idea per day. Adjust, photograph, publish.

DAY 1 — DAILY SPECIAL

POST PROMPT

Share today's (or this week's) special — but lead with the emotion, not just the ingredients. Make people taste it before they arrive.

CAPTION FORMULA

[The sensory hook] — [What makes it special or seasonal] — [CTA to visit, reserve, or DM]

EXAMPLE:

"Soup season is back. Today's special: roasted tomato and basil, served with house-baked sourdough. £8.50. We're open 11am–9pm — no booking needed."

DAY 2 — BEHIND THE KITCHEN

POST PROMPT

Show what happens before service — prepping, plating, the team at work. Real kitchens are fascinating. Let people in.

CAPTION FORMULA

[What's happening in the kitchen right now] — [What makes it special or seasonal] — [Low-pressure CTA]

EXAMPLE:

"5am prep. Our pastry chef has been in since before sunrise making today's croissants from scratch. These sell out by 10am — just saying."

■ PRO TIP

Post your daily special at the same time each day — around 10–11am works well. Regulars will start checking your feed before they decide where to eat lunch.



DAY 3 — CUSTOMER STORY OR REVIEW

POST PROMPT

Share a customer review or a moment from a customer's experience. Social proof from real guests converts better than any ad.

CAPTION FORMULA

[The review or moment] — [What it means to your team] — [Invite others to visit or share their experience]

EXAMPLE:

"This came in this week: 'Best Sunday roast in the city — and the service made us feel like regulars from the first visit.' Messages like this are why we do what we do. Come find out for yourself."

DAY 4 — NEW ON THE MENU

POST PROMPT

Introduce a new dish, drink, or seasonal item. Give it a story — why you added it, where the inspiration came from.

CAPTION FORMULA

[The launch announcement] — [The story or inspiration behind it] — [When they can get it]

EXAMPLE:

"New on the menu this month: our miso-glazed aubergine. Inspired by a trip to Kyoto last year — we've been testing this for months and it's finally right. Available from this weekend."

■ PHOTO TIP

Natural light is the most powerful tool in food photography. Set up near a window, use a simple white or wood background, and shoot before service starts.



DAY 5 — LOCAL CONNECTION

POST PROMPT

Share something about your neighbourhood, a local supplier, or a community moment. People choose restaurants that feel like part of where they live.

CAPTION FORMULA

[The local connection] — [Why it matters to you and your guests] — [Soft CTA]

EXAMPLE:

"Our coffee comes from a roastery three streets away. We started working with them two years ago and it changed everything about our morning service. Support local — it tastes better too."

DAY 6 — TEAM SPOTLIGHT

POST PROMPT

Introduce a team member or celebrate the people behind the food. Guests become regulars when they know the faces, not just the menu.

CAPTION FORMULA

[Who they are] — [What they bring to the team] — [Warm, human CTA]

EXAMPLE:

"Meet Sam — our head chef and the reason our menu changes every season. Sam's been with us for 4 years and still gets excited about the specials board every single week. Come in and taste what that looks like."

■ CONSISTENCY TIP

Three posts a week is enough to stay visible and grow. It's more important to post consistently than frequently — regularity beats volume.



DAY 7 — WHY WE DO THIS

POST PROMPT

Tell the story of why you opened or what drives you every day. People eat at places they feel connected to. This post builds that connection.

CAPTION FORMULA

[The honest answer to why you do this] — [What it means for your guests] — [Invitation to be part of it]

EXAMPLE:

"We opened this place because we wanted somewhere in the neighbourhood that felt like home — not a chain, not a formula, just good food made with care. If you've been in, you know what we mean. If you haven't — the door's open."

The Caption Formula

Every great restaurant post has three parts:

1 THE HOOK
Your opening line — make them hungry before they've read the rest.
"Soup season is back."

2 THE VALUE
The offer, the story, or the reason they should care.
"Roasted tomato and basil, made fresh this morning, served with house-baked sourdough. £8.50 — in today only."

3 THE ACTION
Tell them exactly what to do. Keep it easy.
"We're open 11am–9pm. No booking needed — just come in."



Your Weekly Rhythm Template

Post days: Mon, Wed, Fri. Prep time per post: ~5 minutes.

MON  Special / New Item Promote this week's special, new dish, or seasonal offer.	TUE  Rest Day No post needed — consistency beats frequency.	WED  Story / Team Behind the scenes, team spotlight, or customer story.	THU  Rest Day No post needed.	FRI  Community / Event Local connections, events, or your 'why we do this'.	SAT  Optional Bonus Timely update if relevant.	SUN  Plan Next Week 30-min session — batch this week's content.
---	---	---	---	---	--	---

WEEKLY PLANNING SESSION — 30 MINUTES, ONCE A WEEK

Set aside 30 minutes on Sunday. Map your 3 posts for the week and batch the captions in one go. Adapt as specials change — but the pillars stay the same. Routine beats inspiration every time.

Your 4 Content Pillars

- 
Specials & Menu
 Daily specials, new dishes, seasonal menus, limited items.
- 
Behind the Scenes
 Kitchen prep, team moments, the story behind the food.
- 
Community & Local
 Local suppliers, neighbourhood events, customer stories.
- 
Personal Brand
 Why you opened, your values, the people behind the plate.



YOU'VE COMPLETED DAY 7

You now have a content system built for your restaurant.

Seven post ideas. A caption formula. A weekly rhythm that survives the dinner rush.

Chirpy takes this further.

Your Brand Kit stores your voice, your menu language, and your tone. Every time you add a special or new dish, Chirpy drafts captions across Instagram, Facebook, and Google Business — ready to review and schedule. One idea, multiple posts, done in minutes.

Brand Kit stores your restaurant voice

Turn one special into multiple posts

Plan, create & schedule in one place

No AI prompts to manage

Start Your Free Trial at chirpy.me →

No credit card required · Set up in under 5 minutes

Helping restaurants stay visible — without living on their phones.

chirpy.me