

Social Media in Foodservice - US - June 2018

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"More than half of consumers have seen restaurant content on social media in the past year. Social media experiences in restaurants drive a positive association among consumers but social media isn't a one-size-fits-all strategy. Every social network reaches different audiences. In today's scattered social media era, understanding your core diners is critical for hitting the right tone."
- Diana Kelter, Foodservice Analyst

This report looks at the following areas:

- Social media trends don't reflect everyday life
- Facebook and Twitter are being used with less frequency
- Young men and women don't follow the same social media habits
- Younger Millennials are the target social media audience
- Social media inspired menu items have positive perceptions
- The rainbow, unicorn, and "Millennial pink" impact on food and drink
- The "sweet" side of social media drives interest
- iGens love YouTube

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The politics of social media

Key Players – What You Need to Know

- Wendy's sets the tone for making social media buzz last
- Facebook struggles to regain trust
- Podcasts set a new media tone with young consumers

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- Micro-influencers drive interest

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