

A Simple Way to Delegate Social Media Photos & Videos to Your Staff

Most restaurant owners think social media means they have to constantly create content.

You don't.

Your restaurant already produces great content every day. The food being plated. A busy dining room. Your bartender making a drink. A regular laughing with a server. Those moments are your story.

The trick is simply capturing them. That's why social media works best when there are two roles: someone documenting the story, and someone managing the pages.

The easiest way to do that is to delegate the role of **documenting the restaurant** to one or two people on your team. Their job is not to run social media or post anything. Their job is simply to take photos and short videos of what's happening day-to-day and send them to whoever manages the restaurant's social media.

How to use this document:

Pick a staff member you trust and walk them through the role using the outline below. Keep the conversation simple and positive. Let them know you chose them because they care about the restaurant and notice things others might miss. Explain that this isn't a complicated task or a big time commitment. They're simply helping capture moments that show what the restaurant is really like. Encourage them to be creative and candid. Most people enjoy having a small creative outlet at work when they feel trusted to do it.

The photos and videos they take should be sent to whoever actually manages the social media pages. Some restaurants handle that in-house, which gives them full control but requires more time and consistency. Others work with a marketing partner who handles posting, engagement, and strategy while the restaurant provides the real moments happening inside the building. Many restaurants find this combination works best because the content stays authentic while someone experienced handles the technical side.

The document below is a simple outline you can give to a staff member so the expectations are clear.

Social Media Story Coordinator Responsibilities

Restaurant: [INSERT RESTAURANT NAME]

Story Coordinator: [INSERT STAFF MEMBER NAME]

Social Media Manager: [INSERT NAME OR COMPANY]

Send Photos/Videos To: [INSERT EMAIL / PHONE / SHARED FOLDER]

Role Overview

As the **Social Media Story Coordinator**, your role is to help capture the everyday story of our restaurant by taking photos and short videos during normal service.

You do **not** need to manage social media accounts or post anything online. You do not need to know how to use Canva or how to design anything.

Your job is simply to **capture real moments** and send them to our social media manager. Do not try to recreate trends you see on Tik Tok or Instagram.

This helps show guests what the experience at our restaurant is really like.

Key Responsibilities

Capture Photos & Videos

Take photos or short videos about **once or twice per week** while you are already working.

Use your **phone camera**. You do not need special equipment.

Do not overthink the process. When in doubt, just point and shoot.

Send photos and videos to the Social Media Manager using the contact information listed above.

When sending photos or videos, include a quick note if helpful so they understand the moment.

Examples:

- Friday night dinner rush
- New specials
- Team celebrating Maria's birthday
- Action shots from the kitchen

What to Capture

Keep an eye out for moments like these.

Food & Drinks

- New dishes or specials
- Cocktails or drinks being made

- Food being plated in the kitchen
- Dishes heading out to tables

People

- Chefs cooking
- Bartenders making drinks
- Servers interacting with guests
- Team moments or celebrations

Guests & Atmosphere

- Busy nights
- Guests enjoying their meals
- Events or live music
- The energy inside the restaurant

Community

- Fundraisers or charity events
- Local partnerships
- Community involvement

Share Important Updates

Let the Social Media Manager know if any of the following change:

- Menu items or pricing
- Business hours
- Holiday hours
- Phone number or contact information
- Upcoming events or promotions

Communication

Respond to requests for photos or updates when possible. If you have an idea for something that would make a great photo or video, share it. Ask questions anytime you are unsure what to capture.

Helpful Tips

Wipe the camera lens before taking photos. More light is better than less.

Take **two or three photos at a time instead of just one**. Candid photos are great.

Real moments are better than staged ones.

You do not need perfect photos. If you see a good moment, capture it.

The Simple Rule

If something makes the restaurant feel lively, welcoming, or memorable... **Take the photo.**