

#saveCTrestaurants

#saveCTrestaurants is a statewide marketing campaign to help restaurants, catering/events and related businesses communicate the impact the pandemic has had on your business. Through this campaign, businesses share on their social media either a photo or a video message, tagging the campaign hashtags (see below).

The objective of this campaign is to capture the attention of the State and of our local communities to share the “real story” of what our industry is facing, how this has impacted you personally and the support our industry so desperately needs to survive.

We encourage you to share the real and gritty reality of your situation. **We do however ask that you refrain from using any threatening language.**

Step 1: CREATE A PHOTO OR VIDEO

Impact Video

Record a short video expressing how the pandemic has impacted your business. To maximize engagement on social media platforms, we suggest you keep the video to 30 seconds or less.

*SUGGESTED SPEAKING POINTS BELOW

Impact Photo

Take a photo of yourself, your team, your restaurant while holding up a sign that makes a statement <ie. #savectrestaurants, “I laid off 40% of my workforce,” “I might have to close my doors soon,” “Please support us and our restaurant families.”> Feel free to use any white piece of paper with black lettering on it.

Step 2: SHARE YOUR PHOTO OR VIDEO ON FACEBOOK AND INSTAGRAM

- PROPOSED CONTENT:
 - Please help us #saveCTrestaurants by sharing this post
 - Add in a simple statement that shares the reality of your situation
- TAG: @saveCTrestaurants @ctrestaurantassoc @eatinconnecticut @ctbites @ctfoodlovers @govnedlamont @CTDECD, and any of your local elected officials and media
- HASHTAG: #saveCTrestaurants #saveCTevents #ctrestaurants #eatinconnecticut #eatinct #ctbites #ctfoodlovers

About Us

#saveCTrestaurants is a collaborative campaign that is supported by the Connecticut Restaurant Association, In Group Creative, CT Bites and GoNation.



Example Speaking Points

Here are some speaking points to help you focus your VIDEO MESSAGE. Feel free to pull from any of ideas or share anything you want people to know about the reality of your situation.

Business Impact

- By what percent is your business down from 2019 vs 2020?
- How has the pandemic impacted your staff?
- How many employees did you have to let go in the last lockdown?
- What will happen if we get locked down again? With your business? With your employees?
- What do you wish more people would understand about how your business has been impacted?
- What does your bottom line look like with respect to expenses each month? (ie, rent, insurance, payroll, etc)
- Have there been months where you were unable to pay yourself after all necessary expenses?
- How close are you to shuttering (closing permanently)?
- How much have you invested in products or services as a result of COVID (PPE, sanitizer, barriers, signage, technology, tents, outdoor seating, HVAC, additional marketing, etc)
- What has been the most challenging thing about having to pivot your business because of dining restrictions? (ie, reduced indoor capacity)

Community Impact

- Who relies on you in your community?
- How are other businesses (i.e. farmers, vendors, purveyors, etc) impacted based on your bottom line?
- What steps are you taking to keep your staff and guests safe?
- What can your guests do to help?
- Even with your community supporting you with outdoor dining, take out, and gift cards, is this enough to get you through?

General Impact and Mental Health

- Have you had to take on an additional source of income to make ends meet?
- What is keeping you going right now?
- What is your greatest fear? What keeps you awake at night?
- What are you most worried about right now?
- How has managing your business throughout a pandemic impacted your mental and emotional health (or that of your staff)?

State Support

- How do you feel about the support you've gotten from the state so far?
- Why is state support so critical to your survival?
- What do you want your local elected officials to know?

Some examples of photo stories with event hashtags

