



## U.S. DINERS ARE HEAVY SOCIAL MEDIA USERS

**89%**

HAVE A  
**SOCIAL MEDIA ACCOUNT**

**62%** CHECK THEIR ACCOUNT MULTIPLE TIMES PER DAY

## U.S. DINERS ARE INFLUENCED BY RESTAURANT SOCIAL MEDIA CONTENT

**45%**

TRIED A RESTAURANT FOR THE FIRST TIME BECAUSE OF A POST MADE BY THE ESTABLISHMENT ITSELF

**22%**

RETURNED TO A RESTAURANT BECAUSE OF A SOCIAL POST

## POOR QUALITY CONTENT CAN BE DETRIMENTAL

**21%**



OF DINERS CLAIM A RESTAURANT'S POST HAS DISCOURAGED THEM FROM TRYING THE RESTAURANT FOR THE FIRST TIME

**14%**



OF DINERS SAY THAT A RESTAURANT'S SOCIAL MEDIA POST HAS DISCOURAGED THEM FROM RETURNING

## ENGAGEMENT

IS THE KEY TO

*Success*

**74%**

OF RESPONDENTS WHO ACTIVELY FOLLOW & ENGAGE WITH RESTAURANTS ON SOCIAL MEDIA SAY THEY

ARE MORE LIKELY TO VISIT OR ORDER FOOD FROM THOSE ESTABLISHMENTS

**42%**

OF DINERS SAY THEY HAVE INTERACTED WITH RESTAURANTS ON AT LEAST ONE SOCIAL MEDIA PLATFORM

*of that group*

**66%**

ARE MORE LIKELY TO VISIT OR ORDER FOOD FROM THE RESTAURANT



MGH, A FULL-SERVICE RESTAURANT MARKETING AGENCY, CONDUCTED AN ONLINE SURVEY OF 1,069 U.S. ADULTS AGES 18+ WHO DINE IN, ORDER TAKEOUT OR HAD FOOD DELIVERED FROM A RESTAURANT AT LEAST ONCE A MONTH IN FEBRUARY 2019. THE MARGIN OF ERROR IS 3 PERCENT AT THE 95 PERCENT CONFIDENCE LEVEL. DISCREPANCIES IN OR BETWEEN TOTALS ARE DUE TO ROUNDING.