

Propel info

 @paulcharity1

Two-thirds of consumers check restaurant's social media pages before dining decision – HGEM report: Almost two-thirds of consumers (66%) visit a restaurant's social media pages before making their dining decision, according to a new report by guest experience management experts HGEM. Its research found more than half (58%) of millennials visited a restaurant's social media pages before the majority of their visits, with 53% of 56 to 65-year-olds following the same pattern, reinforcing that social media audiences extend beyond Generation Y. Regarding social channel visits, almost one-third (30%) of respondents said they were seeking menu information, while almost a quarter (22%) were looking for customer reviews. Although on-site conversations with staff were deemed more important than social media for 62% of consumers, more than one-third (34%) believed social media interactions to be equally important, with the figure rising to 43% among millennials. Offers and promotions proved the most popular type of social media content, followed by photos, events and competitions. Facebook (64%) was the most widely used platform. HGEM managing director Steven Pike said: "Ensuring your restaurant's channels are updated regularly with pertinent and engaging information is crucial to meet guest expectation of what content is available – and shareable – on social networking sites."