

### Content Strategy

Olive Garden is a casual dining chain restaurant in the United States that specializes in Italian cuisine. Olive Garden is currently active on three different social media platforms, [Facebook](#), [Instagram](#), and [Twitter](#). On each account, Olive Garden posts regularly, consistently replies to customers in the comments, and uses tools to boost potential engagement on each platform. Through high responsiveness and regularly updated posts, Olive Garden is using social media quite effectively. Olive Garden has garnered a total of over six million followers on various social media platforms. Through the use of these platforms, Olive Garden continues to strengthen their presence and establish their success on social media.

Olive Garden's followers across their social media platforms include a wide range of demographics. Overall, their followers are very diverse on all of their current platforms. Although Olive Garden has a wide audience reach, their engaged audience is more specific. This specific audience tends to include people who are white and 40+ years old. While a younger audience might opt in to following Olive Garden, they do not actually engage with the accounts. Olive Garden is *reaching* a large audience; however, they are not *engaging* with everyone in this large audience. In order to both reach and engage with a wider audience, the specific target audience of this content includes people under the age of 30. The future of casual dining will depend on the younger generations, so catering social content to this specific public now could prove to be quite beneficial in the future.

While Olive Garden is highly successful on Facebook, Twitter, and Instagram, the company must continue to reach new audiences on other social media platforms such as TikTok and YouTube. If Olive Garden begins to create content on these platforms, they will be able to

both reach and engage with the specific target audience of people under the age of 30. The key messages of this content will be to advertise Olive Garden's never-ending soup, salad, and breadsticks as this is one of the most recognizable features of the restaurant. The new content will also include Olive Garden's lunch and dinner options, current promotions, and COVID-19 health and safety procedures. The specific keywords in this new content will include:

- Never-Ending
- Soup, Salad, and Breadsticks
- Health and Safety
- Hospitaliano (We're All Family Here)
- Family and Friends

While young audiences might follow Olive Garden on social media, they do not engage with the page. With that being said, potential influencers for the younger audiences would be people such as Charli D'Amelio or Addison Rae. Both of these people have millions of young followers, and if they were to post about Olive Garden, it would result with younger audiences visiting Olive Garden's social media pages. Both Charli D'Amelio and Addison Rae are highly popular on TikTok, which is where new content will be made for Olive Garden. Once this specific audience visits the social platforms, they are likely to engage with the content; thus, boosting both impressions and engagement.

A second potential influencer would be Jonathan Cheban (AKA "Foodgod" on Instagram). Jonathan would be a great influencer in this case because his specific audience follows him to learn more about food, and his audience is quite diverse as well, again resulting in higher engagement. If an influencer such as Jonathan were to post about Olive Garden, this could bring in more people that are younger than 30, reaching the stated specific target audience. By

expanding onto social platforms with younger audiences (such as TikTok and YouTube) and utilizing influencers, Olive Garden could engage a younger audience, an audience they have yet to engage with.

## Editorial Calendar




	Blog Post 1	Blog Post 2	Twitter: 11 AM	Twitter: 1 PM	TikTok 12 PM	TikTok 6 PM
<b>Sunday</b>	Hospitaliano! What does it mean?	3 Things You Didn't Know About Olive Garden	Need a Quick Lunch? Try Olive Garden	Where do you want us to build our next location?	Introduction Video to TikTok	Influencer Post: Charli D'Amelio
<b>Monday</b>	Highlight a "Guest of the Week"	Healthiest Olive Garden Entrees	Twitter Poll: What's Your Favorite Thing about Olive Garden?	Retweet stories about Olive Garden	3 Reasons Why You Need to Go to Olive Garden Tonight	Funny Video about Never-Ending Breadsticks
<b>Tuesday</b>	What's Coming and Going from Olive Garden's Menu?	Olive Garden is Currently Offering a FREE Entrée with New Promotion	Tweet out link to current limited menu	Post Olive Garden's Sanitation Guidelines	Slow-Mo video showing an Olive Garden signature salad being made	Walk-Through video showing Olive Garden's current dining room layouts
<b>Wednesday</b>	Darden Implements Paid Sick Leave for all Employees	Keto-Friendly Options at Olive Garden	Respond to questions about sanitation guidelines	Tweet blog post about keto-friendly options	Influencer Post: Meet Jonathan Cheban!	Influencer Post: Jonathan Cheban rating Olive Garden's food
<b>Thursday</b>	Why You Should Sign Up for Olive Garden's E-Club	Yes, We Actually Do Salt Our Pasta Water...	Team Member of the Day: Highlight a Server	Retweet people using Olive Garden hashtags	Here are the best entrées to order at Olive Garden	Post about Buy One, Take one promotion. "What if I told you that you could get free food?"
<b>Friday</b>	Best Appetizers to Try at Olive Garden	Olive Garden's New Sanitation Procedures	Twitter Poll: Which is your go-to entrée at Olive Garden?	Team Member of the Day: Highlight a Busser	Blind Taste Test Video	Respond to questions, comments, and/or concerns on recent posts
<b>Saturday</b>	Buy One, Take One Specials AND Curbside Pickup?	Olive Garden CEO Implements COVID Emergency Pay	Team Member of the Day: Highlight a Host	Twitter Poll: Have you ordered Buy One, Take One entrees? (Options are "Of course" or "On my way now")	Funny Video: "YES, we put salt in our pasta water"	Influencer Post: Addison Rae




Sample Content

Facebook Schedule:

	Date/Time	Text	Links/Images	Hashtags
<b>FB Post 1</b>	5/25/20 at Noon	Happy Memorial Day! Here at Olive Garden, we remember all of the heroes who have lost their lives to protect our country.		#MemorialDay #OliveGardenCares
<b>FB Post 2</b>	5/25/20 at 5 PM	Still trying to figure out dinner? Don't worry, we've got you covered! Join us for dinner and enjoy your favorite entrée with never-ending soup, salad, and breadsticks!		#OliveGarden
<b>FB Post 3</b>	5/26/20 at 2 PM	We are <i>all</i> family here, that's why we're all in this together. Here at Olive Garden, we take the safety of our guests and employees very seriously. Here are our current restaurant procedures...	 <a href="https://bit.ly/3e7PWPV">https://bit.ly/3e7PWPV</a>	#OliveGardenCares
<b>FB Post 4</b>	5/27/20 at 11:30 AM	We have never-ending soup, salad, and breadsticks! How could it get any better?  Oh wait, with our new Buy One, Take One promotion! For only \$12.99, you get two meals, a salad or soup, and breadsticks.	 <a href="https://bit.ly/3gcpsi7">https://bit.ly/3gcpsi7</a>	#BuyOneTakeOne
<b>FB Post 5</b>	5/29/20 at 2 PM	Exciting News! We want to hear why you love Olive Garden. Share your stories by using #GluedToMyFood and three people will win a \$30 gift card!		#GluedToMyFood

Tweet Schedule:

	Date/Time	Composed Text	Links/Images
<p><b>Tweet 1</b></p>	<p>5/25/20 at 11 AM</p>	<p>Is it time for your lunch break? Come check out our <i>newest</i> lunch combos starting as low as \$7.99!</p>	
<p><b>Tweet 2</b></p>	<p>5/25/20 at 3 PM</p>	<p>Need a quick dinner? Order ahead on our app for curbside pick-up and you never even have to get out of your car!</p>	
<p><b>Tweet 3</b></p>	<p>5/25/20 after 3 PM</p>	<p><i>*Reply Tweet to Tweet 2*</i> Hi there! We gladly accept payments over the phone as well. Your health comes first!</p>	 <p>STEP 1. <b>ORDER ONLINE</b> View our online menu and add your favorites to your cart</p> <p>STEP 2. <b>PAY ONLINE</b> Pay online for the safest, most convenient service</p> <p>STEP 3. <b>CARSIDE PICKUP</b> Our team will bring your order out, no signature required</p>
<p><b>Tweet 4</b></p>	<p>5/26/20 at 2 PM</p>	<p>GOOD NEWS! Many of our restaurants are reopening! Check to see if your location has reopened...</p>	<p><a href="https://bit.ly/3ecpcOu">https://bit.ly/3ecpcOu</a></p>

<p><b>Tweet 5</b></p>	<p>5/26/20 at 6 PM</p>	<p>What's better than one Olive Garden entrée? TWO Olive Garden entrees! Check out our Buy One, Take One promotion happening now!</p>	 <p>BUY ONE, TAKE ONE STARTING AT \$12.99</p> <table border="1"> <thead> <tr> <th>BUY ONE...</th> <th>TAKE ONE...</th> </tr> </thead> <tbody> <tr> <td>• LASAGNA</td> <td>• FETTUCCINE ALFREDO</td> </tr> <tr> <td>• CHICKEN PARMESEAN</td> <td>• FIVE CHEESE ZITI AL FORNO</td> </tr> <tr> <td>• FETTUCCINE ALFREDO</td> <td>• CHEESE RAVIOLI</td> </tr> <tr> <td>• FIVE CHEESE ZITI AL FORNO</td> <td>• SPAGHETTI WITH MEAT SAUCE</td> </tr> <tr> <td>• CHEESE RAVIOLI</td> <td></td> </tr> <tr> <td>• SPAGHETTI WITH MEAT SAUCE</td> <td></td> </tr> </tbody> </table>	BUY ONE...	TAKE ONE...	• LASAGNA	• FETTUCCINE ALFREDO	• CHICKEN PARMESEAN	• FIVE CHEESE ZITI AL FORNO	• FETTUCCINE ALFREDO	• CHEESE RAVIOLI	• FIVE CHEESE ZITI AL FORNO	• SPAGHETTI WITH MEAT SAUCE	• CHEESE RAVIOLI		• SPAGHETTI WITH MEAT SAUCE	
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<p><b>Tweet 6</b></p>	<p>5/27/20 at 2 PM</p>	<p>Thanks, CNN, for this article! We couldn't do it without our amazing guests and team members!</p>	<p><a href="https://cnn.it/3bRe7kg">https://cnn.it/3bRe7kg</a></p>														
<p><b>Tweet 7</b></p>	<p>5/28/20 at 11 AM</p>	<p>Love our breadsticks? They're never-ending. Love our salad? It's also never-ending. You're more of a soup lover? Well that's never-ending too.</p> <p><i>(Insert poll with options "Breadsticks", "Salad", "Soup" and "All of the Above" to boost engagement)</i></p>															
<p><b>Tweet 8</b></p>	<p>5/28/20 at 4 PM</p>	<p>We're all family here at Olive Garden. That's why we have taken extra steps to sanitize our restaurants to protect our guests. You can read more below.</p>	 <p>WHAT YOU CAN EXPECT FROM US</p> <ul style="list-style-type: none"> <li><b>Healthy Team Members</b> daily temperature checks</li> <li><b>Clean Restaurants</b> tables disinfected after each visit</li> <li><b>Social Distancing</b> reconfigured layouts</li> <li><b>Protective Equipment</b> masks on every team member</li> <li><b>Frequent Handwashing</b> hand sanitizers in every lobby</li> </ul> <p>WHAT WE ASK OF YOU</p> <ul style="list-style-type: none"> <li><b>Plan Ahead</b> with reservations or web-ahead seating</li> <li><b>Do Not Congregate</b> in the lobby or bar</li> <li><b>Give Fellow Guests Their Space</b> at least six feet</li> <li><b>Wear a Mask</b> when not at your table</li> <li><b>Utilize Mobile Pay</b> and table-top tablets where available</li> </ul> <p><b>Together, we can keep each other healthy.</b></p>														

<p><b>Tweet 9</b></p>	<p>5/29/20 at 11 AM</p>	<p>Each week, we will select one guest who will receive a \$30 gift card when you share why you love Olive Garden! To enter, use #GluedToMyFood and tell us why you are glued to YOUR favorite Olive Garden food!</p> <p>Good luck!</p> <p><i>(Retweet tweets that include the hashtag)</i></p>	
<p><b>Tweet 10</b></p>	<p>5/30/20 throughout the day</p>	<p>Today we want to recognize all of our team members and the amazing work they have done! Our team members are the foundation of this restaurant. Thank you to ALL of our Olive Garden team members!</p>	

### YouTube Video Storyboard:

**Synopsis:** This video will be a 10-minute video explaining Olive Garden's new health and safety procedures such as social distancing, masks and gloves for employees, curbside pickup, and more. This video aims to inform the viewer of the company's new procedures, what to expect when visiting Olive Garden, and ensuring the viewer's health and safety when visiting Olive Garden. Through sharing this information, the viewers will feel more comfortable dining at Olive Garden.

**Places:** This video will be shot in various areas inside of Olive Garden. These areas will include the bar, dining rooms, the lobby, the parking lot, and the kitchen. In each area, the video will show how the health and safety procedures are being met.

### **Scenes:**

1. The video will focus on the manager doing the walk-through, and the video will begin outside of Olive Garden. The manager will introduce him/herself, and then walk into the store. In the lobby, the manager will explain that guests cannot wait or congregate in the lobby while waiting for a table. Guests will be greeted by the hosts who are wearing face masks and ensuring touch points are sanitized at least every hour.
2. After leaving the lobby, the manager will then walk into the bar area and explain why Olive Garden's bar tops are currently closed, enforcing safe social distancing policies. The manager will then explain that tables are being sat at every other booth for safety reasons.

3. After leaving the bar area, the manager will then walk into a dining room and show that many tables are closed down to make sure there is a safe distance between guests. The manager will also discuss how every server is required to wear a face mask as well.
4. After leaving the dining room, the manager will then walk into the kitchen and discuss updated sanitation guidelines and explain more in-depth how all employees must wear a face mask (and gloves depending on the situation).
5. After leaving the kitchen, the manager will walk to the parking lot and discuss curbside procedures and explain contactless payment. The manager will conclude the video in the parking lot, emphasizing how important health and safety is for everyone. “We’re all family here, and we look forward to seeing you very soon!”