

JULY 2012

8 Ways to Leverage Social Media 32

# RESTAURANT HOSPITALITY

Yusho's Grilled Hama  
Hama Oyster, Crispy  
Shallot, Smoked Lardo,  
Red Miso and Yuzu



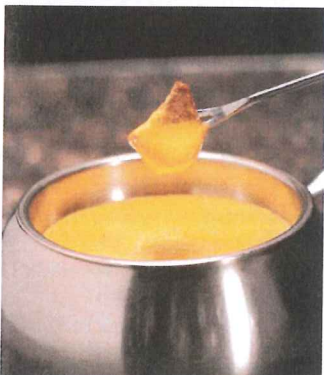
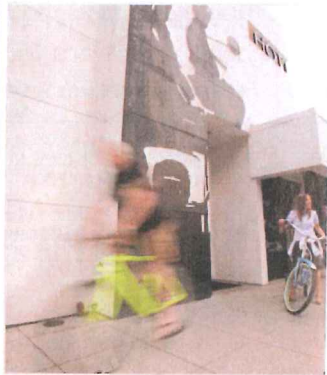
## Shucking *the* Status Quo

*Street Food Soars at  
Chicago's Yusho*

10 SUMMER BARBEQUE RECIPES 40

MOD MEX FROM TWO MASTERS 12

**SOCIAL TACTICS:** Clockwise, from top left: Campo's Estee is a social media convert; Oliveto tackles issues via social media; Red Bank's Bistro and owner Lyrstis (upper and lower right) are part of an online co-op; Melting Pot uses social media giveaways to spur interest; Hot Italian rewards owners of Italian-made bikes.



# R A I S E Y O U R **SOCIAL\_STATUS**

## 8 WAYS TO LEVERAGE SOCIAL MEDIA

BY MEGAN ROWE

**AS TECHNOLOGY** and the way we use it continues to evolve at a seemingly breakneck pace, it's a challenge to work out the best way to compete in the social media arena. Twitter or Facebook? Groupon or LivingSocial? E-mail blasts? Blogs? Mobile apps? And who has the time to stay current online? There's no single formula that will work for every restaurant, but there are plenty of ways to use social media effectively. Here are eight ideas to get you started.

### **1. Create excitement through targeted promotions.**

Quaker Steak & Lube recently wrapped an online contest that challenged entrants to combine up to three of the brand's sauces and dry rubs for a customized taste. It netted about 1,100 entries, some 2,500 new Facebook fans and plenty of brand exposure over 10 weeks. E-mail