

CONTENT AT A GLANCE

PHOTOGRAPHY | VIDEO | SOCIAL MEDIA

Create warm, authentic content that shows what it feels like to dine with you. Strong phone content is welcome when it is well lit, current, and easy to understand.



REAL FOOD. REAL PEOPLE. A CLEAR SENSE OF PLACE.

1

PHOTOGRAPHY

SHOW THE EXPERIENCE

DO

Warm, natural light
Natural smiles and authentic moments
Hands serving, pouring, or plating
Shared plates and table interaction
Food, interiors, patios, and people
Brick, steel, and urban greenery

AVOID

- × Heavy HDR or filters
- × Oversaturated food
- × Empty dining rooms
- × Generic stock people
- × Blue fluorescent lighting
- × Obvious staged poses

2

VIDEO

CAPTURE MOVEMENT

DO

Shoot vertically for Reels and Stories
Use short clips, about 3 to 7 seconds
Capture plating, pouring, flames, entrances, and reactions
Hold the phone steady and move slowly
Record clean ambient sound when useful
Film several angles and distances

AVOID

- × Long, unedited clips
- × Fast panning or digital zoom
- × Dark or backlit subjects
- × Music playing loudly over dialogue
- × Embedded text, logos, or filters
- × Only one take of a key moment

3

SOCIAL MEDIA

MAKE THE OFFER CLEAR

DO

Lead with the food or experience
State the offer, price, dates, and available services
Include the reservation link or clear call to action
Tag
@westmidtownrestaurantweek
Accept collaboration invitations promptly
Share campaign and guest content

AVOID

- × Posting without the offer details
- × Using outdated menus or hours
- × Crowding graphics with too much text
- × Repeating the same post every day
- × Waiting until Restaurant Week to post
- × Ignoring comments or questions

MINIMUM CONTENT PACKAGE

Please submit content without embedded text, borders, watermarks, or heavy filters.

1

HORIZONTAL HERO

One clear, high-resolution image for your website listing.

3–5

VERTICAL PHOTOS

Food, people, interiors, cocktails, or the guest experience.

2–3

VERTICAL CLIPS

Short, steady moments suitable for Reels and Stories.

ALSO INCLUDE: A HIGH-RESOLUTION LOGO + PERMISSION TO USE SUBMITTED CONTENT



THE WEST MIDTOWN TEST

Before posting, ask yourself:

Could this photo have been taken anywhere?

If the answer is yes, try again.

Great Restaurant Week content should celebrate both your restaurant and the neighborhood that makes it unique.