



# #DineIn DoOver

Restaurant & Partner Toolkit

2022

# Defining #DineInDoOver

## #DineInDoOver

[dīn - in - dōō - ōvər]

*noun*

1. a viral social media trend where Canadians take to social media using the ‘#DineInDoOver’ to share their experiences in re-doing the moments they’ve missed over the pandemic in the setting of a restaurant. *“Susan missed her 30th birthday last year so she celebrated this week at Mystic Cocktail Bar and posted her #DineInDoOver on Instagram”*

*verb*

1. the act of making up for *the moments you’ve missed* over the pandemic by hosting a celebratory redo of important events. *“NovaBank missed their annual Holiday party two years in a row because of the pandemic, so they brought the team together for a #DineInDoOver. It was the first time I met my team in-person”*





# The Campaign

Restaurants Canada will encourage businesses and consumers to participate in a **#DineInDoOver** all year long. Through this campaign, Canadian consumers and businesses will come together at their favourite local restaurant and 'redo' the moments they've missed over the last two years like missed birthdays, holidays, milestones, corporate celebrations etc. and anything else that needs a 'do-over'.

This campaign will kick off the revival of the foodservice and hospitality industry which was so deeply impacted during the pandemic. We will leverage communication tactics to drive awareness, influence, and engage Canadians on the benefits of visiting restaurants for a **#DineInDoOver**.

Visit [DineInDoOver.ca](https://DineInDoOver.ca) and join us in spreading the word!



# Key Messages to help you spread the word

1. Restaurants Canada calls for Canadians to head to local restaurants for a **#DineInDoOver** - *it's time for Canadian businesses and consumers to get back to the moments they've missed over the pandemic!*
2. We've been in lockdown for 2-years; there are real benefits to in-person communication and connection - dining in at your favourite restaurant is a great place to start!
3. COVID-19 has negatively impacted the foodservice and hospitality industry in catastrophic ways, requiring both government and consumer support to ensure doors remain open.



**#DineInDoOver**

# 5 ways you can participate!

This toolkit provides you with various ways you and your business can get involved and bring in customers to hold their own **#DineInDoOver** this year.

1. **Help us expand the reach** by using this **#DineInDoOver** toolkit and share across your channels and with clients, customers, restaurants and partners.
2. **Get your team involved**, have them use the hashtag **#DineInDoOver**, and/or host their own
3. **Inform your customer base** using e-newsletters and our provided key messaging
4. Use the creative assets available to **post on Facebook, Twitter, Instagram and LinkedIn** using **#DineInDoOver**
5. Include the “**DineInDoOver.ca**” URL and hashtag, **#DineInDoOver**, in all your social posts



# Get your staff involved

Start by telling your employees about the **#DineInDoOver** initiative and your support for it. Send in an email, slack channels or post in your restaurant.

Here's an example of the copy and creative assets you can use when communicating.



*With the pandemic restrictions lifting we're looking to help kickstart the recovery of our industry.*

*To do this we're joining Restaurants Canada's national **#DineInDoOver** initiative, encouraging customers and businesses across Canada to get back into restaurants and 'redo' those celebratory moments missed over the past two-years. Think birthdays, corporate mixers, first dates, etc.*

*We ask you to join us in amplifying this call to action by using the **#DineInDoOver** hashtag on social media, and encourage family and friends to host their own **#DineInDoOvers**.*

*Visit [DineInDoOver.ca](https://DineInDoOver.ca), for more info.*



# Join the conversation



Spread the word with your customers and local community by sharing the **#DineInDoOver** initiative across your social networks.

Here are some examples you can use.



## 200 Characters

*Join us for your #DineInDoOver! Missed birthdays, team events or first dates, get back to the moments you've missed and 'redo' the celebrations that didn't happen during the pandemic. Visit [DineInDoOver.ca](https://DineInDoOver.ca) for more details on the initiative working to revive the restaurant industry*

***\*Get creative, include any standing drink specials, dishes or meal deals for maximum visibility***



# Download Assets

There is a full assortment of assets available to use, from social posts to email headers.

View and download them below.

DOWNLOAD  
GRAPHICS



#DineIn  
DoOver



A photograph of a restaurant interior. A couple is seated at a table with a red and white checkered tablecloth. A lit candle in a brass holder sits on the table. A woman with long blonde hair is looking towards the camera, and a man's hands are visible in the foreground. A wine glass is on the table. The background shows other tables and chairs in a dimly lit setting.

# Let's get back to the *moments* we've *missed* with a **#DineInDoOver**

Interested in learning more  
or becoming a Restaurants Canada  
member?

Contact us!

T: 1-800-387-5649

E: [Members@restaurantscanada.org](mailto:Members@restaurantscanada.org)