

FIGHT FOR ILLINOIS RESTAURANTS

MEMBERSHIP COMMUNICATIONS TOOLKIT: SOCIAL MEDIA CONTENT

*Take action to keep Illinois restaurants open and call
for federal relief – Pass the RESTAURANTS Act!*



INTRODUCTION

Thank you for your valued membership with the Illinois Restaurant Association. We know this is a difficult time for everyone working to make ends meet and keep your restaurants open. In this communications toolkit, you will find messaging and materials you can share with your network to help advocate for federal relief for Illinois restaurants so you can remain open both now and long-term.

We understand the reality of COVID-19 and its devastating effects, and, for the safety of everyone who works in the restaurant industry and our patrons, we have taken it very seriously from the beginning and prior to the pandemic, have always operated under the strictest of health and safety measures.

However, with current restrictions to our operations, the restaurant industry – the nation’s second-largest private-sector employer – will not survive without federal aid. Congress will consider their final coronavirus response bill for 2020 soon. **We have made steady progress, but Congress needs to do much more for the restaurant industry, so we need your help to get the RESTAURANTS Act passed!**

The materials in this toolkit are free and easy to download and share on your own channels to support Illinois’ incredible restaurants. **Our livelihoods depend on it.**

Thank you,

Illinois Restaurant Association

ABOUT THE TOOLKIT

We have prepared the following communications toolkit to help you and anyone else who is interested in supporting the call to keep Illinois restaurants open by securing federal aid for Illinois restaurants.

Please feel free to copy the content directly or adapt the language to make it feel authentic to you or your restaurant and the communities you serve. We encourage everyone to link to illinoisrestaurants.org where you can take action and call for the passage of the RESTAURANTS Act.

SOCIAL MEDIA COPY

FACEBOOK & INSTAGRAM

- **Post #1:** We're calling for direct federal financial support for struggling restaurants. Unless we take action, thousands of restaurants will permanently close. Support the RESTAURANTS Act by visiting illinoisrestaurants.org. #SaveOurJobs #FightForIllinoisRestaurants @illinoisrestaurants
- **Post #2:** Federal aid is the only lifeline left for restaurants in Illinois. Nearly 70% of restaurant owners in Illinois say they will be out of business in the next six months if there is not additional aid, according to a survey by @WeRRestaurants. We need the RESTAURANTS Act. Take action at illinoisrestaurants.org to keep restaurants open. #SaveOurJobs #FightForIllinoisRestaurants @illinoisrestaurants

TWITTER

- **Tweet #1:** We're calling for direct federal financial support for struggling restaurants. Unless we take action, thousands of restaurants will permanently close. Support the RESTAURANTS Act by visiting illinoisrestaurants.org. #SaveOurJobs #FightForIllinoisRestaurants @IlliniRestAssoc
- **Tweet #2:** Nearly 70% of IL restaurant owners say they will be out of business in the next six months if there is not additional aid, according to a survey by @WeRRestaurants. Support the RESTAURANTS Act at illinoisrestaurants.org. #SaveOurJobs #FightForIllinoisRestaurants @IlliniRestAssoc

SOCIAL MEDIA GRAPHICS

The graphics below are available in the following sizes:
Facebook & Twitter **(1200x628 px)** and Instagram **(1080x1080 px)**



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