**The Impact of Social Media on the Food and Beverage Industry.**

With over 3.80 billion active social media users in January 2020, this technology is definitely something that the food and beverage industry will want to put leverage on. Social media has shaped how people access information, connect to peers, entertain themselves, and purchase items. Moreover, it has changed how businesses market their goods and services.

Statistics show that each user spends, on average, over 2 hours and 22 minutes on social media. On Facebook alone, an average user likes 1[0 posts, writes 4 comments, and hits on 8 ads](https://www.slideshare.net/DataReportal/digital-2018-q4-global-digital-statshot-october-2018-v2). This is particularly helpful for up-and-coming companies who have yet to establish their brand and grow their client base. With lower costs involved, this has made new, small to medium-sized businesses turn to far-reaching social media to compete with more established brands and companies. With the right tools, techniques, and professionals, any company can actually make it big.

The food and beverage industry can leverage digital marketing channels for branding and achieving growth. Social media helps to build a community of people who enjoy good food and beverage. This helps F&B companies find the right audience for more cost-effective marketing strategies. People in that community inadvertently help with marketing by posting photos, comments, or posts that talk about their experience with a restaurant or a food item.

Want to be more aggressive in building brand awareness on a much bigger scale? Hire professional digital marketers; get a social media influencer; put sponsored posts out there. There are so many marketing strategies that can help companies grow. Technology is also quickly evolving, offering tools that help with targeted advertising and sales.

People feel the need to share, and companies can greatly benefit from this basic social media psychology. Foodies love posting photos or comments online about the food they enjoy and about the wonderful experience they’ve had. Onlookers may get curious and opt to try these themselves. Positive reviews bring more and more people into your restaurant or may encourage them to try your new product. People who love food are exploring more options, trying dishes they’ve never had before, going to new restaurants, driving farther than they normally would just to see what the online fuzz was about.

Social media has also changed how we look at food, as well. Food isn’t just something that satiates our hunger. Expectations on restaurants and cafes have changed. More and more people are starting to look for great and memorable dining experiences. We want great interiors and ambiance to go with the delectable dish. We now look at food and remember the experience. This is largely influenced by the posts we see online.

There have been so many changes over the past few years, and even more, changes to anticipate in the years to come. Undeniably, social media is here to stay. Now is a great time for the food and beverage industry to start exploring the opportunities that this wonderful technological advancement has to offer.

**Here are some of our suggested content topics:**

- Why culinary topics are so popular on social media and how you can leverage that for your food business.

- Can you use social media to help you recover post-COVID?

- Is Social Media Important for the Food and Beverage Industry?

- Making Social Media Work for Start-Up Food and Beverage Companies

- The Psychology of Social Media

- How Social Media Affects the Food Trends

- The New Normal: The Food Business Post-COVID

- Foodstagramming: Why We Love to Post Food Pictures Online

- How COVID Has Shaped the Present Retail Industry

- How to Make Your Company Stand Out on Social Media