



Get Social with #BarillaPastaMonth

Ideas for getting your audience excited about your National Pasta Month specials using social media.

- Post at least 1x per week to keep your audience engaged.
- Use #BarillaPastaMonth and keep an eye on the hashtag and your location check-ins so you can interact with your customers on social.
- If you use email communication to keep in touch, use National Pasta Month as an opportunity to reach out and let them know how they can celebrate with you.
- See even more inspiration by visiting www.barillafs.com.

Announce that your chefs have something exciting in the works before October 1!

Share details on your LTO dish (plus an amazing photo!). Don't forget to share information on availability and online ordering options.
[Our Takeout Tips](#)

Host a contest that encourages social sharing. ("Show us your best pasta twirl for a chance to win XYZ gift card", Post a #throwbackthursday to a trip you took to Italy")

Share a quote from your Chefs on their inspiration for the dish and why they're excited about it.

Host a gift card giveaway encouraging guests to share photos of themselves enjoying your NPM special.

Post a fun fact about your pasta shape. (ie: the history or the region of Italy it comes from)
[See our guide](#)

Celebrate a rare pasta shape & share a little meaning behind the name! Some picks we love:
Orecchiette (little ears)
Campanelle (little bells)
Gemelli (twins)
[See our guide](#)

Remind guests how easy it is to order takeout & delivery, and share a photo of how nice your to-go packaging looks. ("Everything you need to get a delicious dinner on the table & celebrate NPM")

Remind your followers that your special is only available for another few days! ("Try this special before it's gone")