



## SOCIAL MEDIA KIT

In California, we love our outdoor dining and when COVID hit, the City of LA worked to expand outdoor dining options, giving restaurants a lifeline. Now, the City of LA is preparing regulations which will bury restaurants in red tape. What the city is planning could force many of our existing outdoor dining spaces to be torn down. We need you to help us protect al fresco dining in LA by telling your city councilmembers to “Keep LA Al Fresco!” Post, share and go to [KeepLAalfresco.com](https://keeplaalfresco.com) to tell your city councilmembers to protect outdoor dining in LA.

## RESOURCES

**Keep LA Al Fresco website:** <https://keeplaalfresco.com>

### **Social Media Handles – Tag us!**

- @CalRestaurants: [Facebook](#), [Instagram](#), [Twitter](#)
- @CRALosAngeles: [Facebook](#), [Instagram](#)

**Geotag:** Los Angeles, California

**Hashtags:** #AlFresnoDining #DineAlFresco #LARestaurants #LACityCouncil #OutDoorDining #LAOutDoorDining

**Supporting Hashtags:** #LADiningScene #LosAngelesRestaurants #OutsideDining #PatioDining #CaliforniaRestaurants

## SUGGESTED POSTS

Please use the suggested posts below to help us spread the word! These posts can be revised but please remember to:

1. Tag Us: @CalRestaurants, @CRALosAngeles
2. Tag your Location
3. Include our hashtags listed above
4. Link to the website! <https://keeplaalfresco.com>

### **Captions:**

**Caption #1:** Los Angeles, we have a problem: the city wants to backpedal on outdoor dining to comply with new proposed rules. Outdoor dining is one of the few good things that came from COVID... Why is the city putting it at risk?

**Caption #2:** Restaurants in Los Angeles may be forced to remove their most popular seating areas because of new rules and red tape that no one asked for. Help restaurants fight back by telling city councilmembers this isn't what you want!

**Caption #3:** Outdoor dining is going extinct! For the love of al fresco dining, and for our city's future, we need to fight for our neighborhood restaurants. A new proposal could mean the end of outdoor dining when small businesses are hit hard by the city's fees.

## RECOMMENDED VISUAL

We encourage you to use one of the attached graphics in the folder. [Download Graphics](#).