RESTAURANT CONTENT CALENDAR

Plan useful posts around the work your team can actually finish.

A restaurant calendar should tell the team what to make, who will finish it and when the information stops being reliable. It should also leave room for a sold-out item, a changed opening time or a busy service.

CHOOSE THE JOB

Decide what the customer should understand or do.

ASSIGN THE WORK

Name a maker, a fact checker and a realistic deadline.

REVIEW THE RESULT

Check the published post and use what you learn next week.

Start with the amount of work you can repeat. YouTube's scheduling guidance emphasizes sustainable frequency and production time. It does not give your restaurant a universal number of posts to publish. A small plan you complete can be reviewed; an ambitious unfinished plan cannot.

This guide uses an original monthly planning exercise. The example's posting frequency is hypothetical, not an algorithm rule. Keep the plan in a shared document or sheet that the responsible people can find. The calendar is useful only if its details match the business.

Choose topics by the customer's task

Write the customer's question before choosing a format. A photo, a short explanation or a screen recording may do the job. You do not need to make every idea into an elaborate video, and you do not need a new discount every time you post.

Customer task	Useful post
Choose a dish	Show the complete serving and explain a detail missing from its menu name.
Plan a visit	Explain the entrance, service style or a verified detail about when to come.
Understand the work	Show one real preparation step and explain why the team does it.
Use an update	Give the correct date, location and conditions for an actual change or event.

Separate material that stays useful from material with an expiry date. An entrance walkthrough might remain accurate for months. A weekend special cannot be scheduled indefinitely. Give each planned post a review date and a person responsible for checking it.

Google Business Profile supports updates, offers and events. Offers and events need accurate dates and details. A social announcement does not replace the business's operating information: Google also provides Special hours for temporary changes. Update the relevant profile fields when hours change.

Before choosing a subject, ask whether the item is available at the location being promoted. If the kitchen cannot support the offer, revise the plan. Use approved facts and your own usable media instead of filling an empty square with an unverified claim.

Run one short planning meeting

Decide what deserves a place

Review upcoming changes and repeated service questions with the person running the restaurant. Pick a few subjects the team can explain accurately. Remove anything with an unresolved price, date or availability issue. Keep those ideas in a waiting list instead of scheduling guesses.

Make every row executable

Each row needs a publish date, channel, customer task, subject, required media, owner, fact checker and expiry/review date. Put the destination link in the same row. If the post asks people to order, open that exact ordering page and confirm the correct location.

Batch the work that fits together

Capture several approved dishes or explanations during one workable session. YouTube recommends considering batch filming and scheduled publishing. Keep original files organized by subject so the person editing does not have to guess which tray, dish or location appears in a clip.

Use a clear ready rule

Move a row from Draft to Ready only after its facts, footage, captions and link have been checked. Schedule finished work where your tools support it. Leave someone responsible for cancelling an outdated post, even after it has been scheduled.

Keep a small reserve of approved posts without expiring offers. When service takes priority, use one that is still accurate or skip the slot. Record the reason. An empty day is easier to repair than customers arriving for an offer you cannot honor.

Practice: a manageable month

Hypothetical example: a neighborhood cafe chooses two posts per week for four weeks. This is a workload exercise, not a recommended minimum. Its manager checks facts, one staff member records footage and the owner approves anything involving price or a special event.

Week	Two planned posts
First week	Show the breakfast sandwich serving. Explain which entrance leads to the counter.
Second week	Demonstrate how to choose a pickup time. Show the barista finishing a regular drink.
Third week	Explain a verified menu choice. Share a genuine event with confirmed dates and terms.
Fourth week	Show a regular lunch plate. Answer a service question gathered during the month.

The entrance and pickup-time videos are recorded before opening. A separate pickup-shelf explainer is kept in reserve. The menu subject stays in Draft until checked. The event row has a final verification date and a reminder to update or remove the post afterward.

During the second week, an ingredient in the featured drink becomes unavailable. The team cancels that scheduled post and substitutes the reserved pickup-shelf explainer, after checking it still matches the cafe's process. Nobody invents a special to fill the gap.

At the monthly review, the cafe compares planned work with finished work and notes which posts prompted useful questions or trackable actions. It does not call a busy Saturday proof that a particular post caused the sales. The next month keeps the topics the team can support and drops unnecessary production steps.

Build next week's working calendar

Use one sheet per planning period. Copy the rows into your shared calendar after the facts are confirmed.

Customer tasks and selected subjects

Publish dates, channels and destination links

Media needed and person making it

Fact checker and ready deadline

Expiry dates and backup post

Review date, actions observed and changes

Review completion and production effort alongside relevant customer actions. Compare similar periods and note holidays, closures or other changes. Keep useful posts, correct expired details and simplify work that repeatedly gets stuck. Posting more often is a choice to test, not a guaranteed path to visits.

Sources and next steps

YouTube: Upload schedule tips | Google: Create and manage Business Profile posts | Google: How to set Special hours

Sources checked October 6, 2026. Original guide and hypothetical examples by Hustlerman. Platform features can change.

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