

How to leverage social media to crowd share best practices for democratic workplaces

Restaurant employees can benefit a lot from each other by sharing resources and experiences. The best part about social media is that information can be shared regardless of location and anyone who is interested in the restaurant industry can engage. Additionally, restaurant employees can create and share information that is hyperlocal with private facebook groups or something applicable to a wider audience with fun, viral TikTok videos.

Choose your Platform(s)

Where will you reach your target audience?

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Step 1: Choose your platform(s)

Where will you reach your target audience?

- Consider the social media platforms most popular among your coworkers.
- Create your accounts if you haven't already
 - Make sure you're doing this off work hours and on a personal device.
- Instagram and TikTok could be great places if you want to share videos/stories. Facebook is great if you want to create groups.



Step

2

Share ideas and information

What useful information or experiences can you share?

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Step 2: Share ideas and information

What useful information or experiences can you share?

- Some possible topics to discuss or ask questions about: workplace structure, fair wages, responsibilities, interactions with management.
- This can be in the form of photos with captions, videos with text and/or audio, and worker interviews.
- Be transparent. Ask for feedback. The goal is to create open dialogue where ideas, questions, concerns, and thoughts can flow freely and safely without judgment or worry.
- Consider creating hashtags, groups, or pages that can be found easily and used by a variety of workers/workplaces with common goals and interests.
- Sharing resources is another great way to spread helpful information.
- The [US Federation of Worker Coops](#) and the [Democracy at Work Institute](#) both publish free tools and resources on their websites.

Connect & Share

Use social media platforms as spaces to communicate, interact, and learn.

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Step 3: Connect & Share

Use social media platforms as spaces to communicate, interact, and learn.

- This opens the door to connect to, share with, and gather tips from colleagues at your workplace in different departments, workers at other companies or in other regions.
- These platforms allow for the voice of anyone connected to be heard without fear of retribution, to gather support to change something, and to challenge and stimulate open discussions amongst colleagues.
- Connect and improve the greater community by sharing how democratically run restaurants and workplaces help the community.

Conclusion

The restaurant industry is one of the most broad and decentralized industries in the United States. Therefore, creating avenues for information sharing is essential to restaurant employee solidarity, learning, and community. One of the easiest and free ways to spread information is to share it on various social media platforms. Social media is free to use and attracts a wide variety of users, across all sorts of demographic groups.

Picture Source:

- <https://www.vandelaydesign.com/free-social-media-icons/>
- <https://www.hec.edu/en/knowledge/articles/communication-networks-how-information-transmitted>
- <https://partner.visa.com/site/programs/fintech-partner-connect.html>

About the Author

Eli Forrester is a first-year graduate student at the University of Michigan School for Environment and Sustainability. His background includes energy policy, climate technology, and renewable energy finance. In his free time, Eli enjoys experimenting in the kitchen, listening to records, reading on the beach, skiing, backpacking, and live music.