

LIS4930: Social Media Management Blog Proposal

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Good Example of Pre-Existing Blog

While researching blogs on mom-and-pop restaurants, I stumbled upon Danyelle Freeman's blog, entitled Restaurant Girl. She reviews and blogs about various restaurants in New York City. But really what sets her apart and makes her blog successful is the way she sets up and organizes her blog. Danyelle breaks down her reviews by separating them by restaurants that she is just now trying for the first time, categorized by "First Bites", or restaurants that she currently enjoying, "What I am Loving". This provides a really easy layout for the viewer to understand what is going on.

Danyelle's blog can be accessed at restaurantgirl.com

Filling a Niche

Currently there has been the movement to step away from the everyday typical chain restaurants and revisit the small gems towns and cities, the independently owned restaurants, or as we like to call it—the Mom and Pop types of places, that really grasp onto past cultures of America. These are the little gems that make a town unique and really drive the culture of the community. But despite this, it is often hard for these restaurants to compete with larger restaurant corporations with massive advertising budgets. So how are people able to uncover these hidden treasures? Mom-and-pop restaurants often rely on word of mouth to get their name out. So with that in mind we plan to serve as an outlet for people to find out about the subculture of mom-and-pop restaurants in Tallahassee.

Potential Value

We plan to provide a blog that everyday person can use. We do not claim to extreme food experts, so this is for the average person who is trying to explore Tallahassee through its food culture. We plan to provide locations, hours, pictures and an overall impression of the restaurant, so that anyone in Tallahassee can make an informed decision about where to go for a meal if they feel like stepping outside of the everyday chain restaurants.