

New York City College of Technology, CUNY  
Department of Hospitality Management  
Janet Lefler Dining Room

**MEMORANDUM**

To: Professor Abreu, Director of Service

From: Zasia Simmons, Student

Date: March 5, 2020

RE: Persuasive Memorandum, Memo 2

This memorandum is going to discuss the importance of social media outlets for The Janet Lefler Dining Room.

Living in an era of technology, having social media is crucial for any business that wants more customers, as well as expand in size and popularity. Social media is widely known to spread information quickly, so giving The Janet Lefler Dining Room a social media platform will get the word out in a timely fashion. Putting The Janet Lefler Dining Room on multiple social media accounts may be beneficial, but using the right platform is more beneficial. Using Instagram not only will get the word out there, but using photographs Has been proven time and time again to catch people's attention quicker than just reading words on a screen. Scientifically, photographs/pictures are easier to remember than words, due to the vividness one can achieve from a picture than words. But, one must be mindful because businesses must pay to use social media. But ultimately, in the long run, Paying for social media is worth it because it is an investment to grow the Janet Lefler Room's daily/weekly guest rates. Using social media is also beneficial in making connections. Once The Janet Lefler Dining Room joins Instagram, it is possible for high class restaurants to reach out and provide support. Also, when the Janet Lefler Dining Room gains followers, guests as well as staff can mention their experiences first handedly and share good things to their followers, as well as close friends and family, and so on and so forth. This then can fuel the spread of this business like wildfire.

Overall, using social media for The Janet Lefler Dining Room is most preferred, especially Instagram, because getting word out there about this business is social media's job, and it is the best at sharing information at the speed of light.

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