

# PUZZLES & PINTS

GRAB A DRINK.  
FIND YOUR CREW.  
PIECE IT TOGETHER.

## SOCIAL MEDIA PLAYBOOK

Use this guide to build interest before **Puzzles & Pints**, capture the energy while it's happening, and give guests a reason to come back for the next one.



### PRE-EVENT SOCIAL MEDIA IDEAS

#### TEASE THE PUZZLE

Don't show the whole thing. Post a cropped corner of the puzzle box, a stack of wrapped puzzles, or one mysterious handful of pieces and let guests guess what they'll be racing to complete.

#### SHOW THEM WHAT THE NIGHT FEELS LIKE

Use an experience photo with friends around a table, drinks in hand, and puzzle pieces everywhere. Sell this as a night out first—the puzzle is what makes it different.

#### CALL OUT THE FRIENDLY COMPETITION

Remind guests that every team starts with the same puzzle and races to finish first. A little rivalry gives people a reason to start assembling their crew.

#### MAKE THE DRINKS PART OF IT

Feature a pint, cocktail, or shareable next to a puzzle in progress. Great food and drinks are part of the experience, not an afterthought.

#### GET YOUR STAFF TALKING ABOUT IT

Have your team share who they think would win, show off their own puzzle skills, or challenge regulars to put together a team.

#### CREATE A LAST-CALL POST

A few days before the event, stop teasing and make the ask clear: grab your crew, reserve your table, and come ready to race.

#### READY-TO-USE CAPTIONS

Think your crew has what it takes? Grab a drink, open the box, and race to finish first.

Puzzles & Pints is coming to  
**[Restaurant Name]**.

Good drinks. Great friends.  
A few hundred puzzle pieces  
between you and bragging rights.  
Join us for Puzzles & Pints on **[Date]**.

Your team. The same puzzle as  
everyone else. One race to the finish.  
Who are you bringing to  
Puzzles & Pints?

Skip the usual night out. Grab your  
smartest friends, order a round,  
and piece together something  
more fun.

#### QUICK HEADLINES

PIECE TOGETHER THE PERFECT NIGHT.

GRAB A DRINK. FIND YOUR CREW.

PUZZLES. PINTS. BRAGGING RIGHTS.

YOUR CREW VS. THE PUZZLE.

READY. SET. PUZZLE.

#### HASHTAGS

#PuzzlesAndPints

#PuzzleNight

#TriviaNightAlternative

#RestaurantEvents

#BarEvents

#GameNight

#FriendlyCompetition

#NightOutIdeas

#LocalEvents

#SupportLocal

#### DURING THE EVENT | CAPTURE THESE MOMENTS

- Teams opening their puzzles at the same time.
- Close-ups of hands working through puzzle pieces.
- Drinks and food alongside puzzles in progress.
- Teams laughing, debating, and celebrating little wins.
- Staff checking in on teams and getting involved.
- The final few pieces going into place.
- The winning team celebrating.
- A wide shot of the room showing several teams playing at once.

#### AFTER THE EVENT | KEEP THE MOMENTUM GOING

- Celebrate the winners. Post the winning team with their finished puzzle and give them their bragging rights.
- Show the whole night. Create a carousel mixing action shots, drinks, finished puzzles, and candid team moments.
- Thank everyone who played. A simple thank-you reinforces that this was a community night, not just another special.
- Start the next challenge. If you're running Puzzles & Pints again, don't wait too long to tease the next date—or the next mystery puzzle.
- Ask the question. End with something easy for people to respond to: "Who's on your team next time?"

GOOD DRINKS. GREAT PEOPLE. GREAT PUZZLES. MORE REASONS TO COME BACK.