




Culinary Influencer

Unleashing the Flavorful Potential of Social
Media for Chefs





Introduction

- Benefits of Social Media for Chefs
 - Strategies for Effective Social Media Presence
 - Case Studies and Success Stories
 - Best Practices and Tips
 - Managing Challenges and Risks
 - Conclusion
 - Q&A Session
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Who Am I?

- Chef & owner of The Farmers Dinner, From The Field Catering & Aatma Restaurant
- Author of 5 books
- Over 100k on social platforms
- 8 million tiktok hits for #chefkeithsarasin
- 4 million YouTube views



Benefits of Social Media for Chefs

- Creating a self brand
- Resume building
- Expanded professional network and collaboration opportunities



Strategies for Effective Social Media Presence

- Choosing the right platforms
- Creating compelling content
- Engaging with the audience



Case Studies and Success Stories

- Chef Jason Howard
- Instagram @chefjasonhoward





Best Practices and Tips

- Consistency and frequency of posting
- Leveraging hashtags and trends
- Monitoring analytics

Managing Challenges and Risks

- Dealing with negative feedback
- Maintaining privacy and integrity
- Ensuring transparency in collaborations



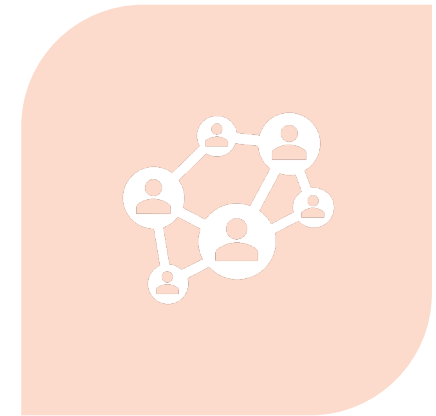
Conclusion



SOCIAL MEDIA CAN ELEVATE
YOUR CAREER AND GOALS.



SOCIAL MEDIA IS A POWERFUL
TOOL FOR CHEFS BUT
REMEMBER TO BE OUTCOME
INDEPENDENT.



EMBRACE SOCIAL MEDIA FOR
SUCCESS.

A chef with a beard and a backward cap is smiling in a kitchen. He is wearing a dark shirt and a light-colored apron. The background is filled with various food items: a large burger on the left, a bowl of green chutney on the right, and a tray of round fried items in the bottom left. The entire image has a teal overlay.

Q&A Session

INSTAGRAM ► @ keithsarasin

TIKTOK ► chefkeithsarasin

FACEBOOK ► /chefkeithsarasin

TWITTER/ X ► /KeithSarasin