

Safety First Social Media Toolkit



Overview: Restaurant industry leaders, convened by the [Aspen Institute's Food & Society Program](#), have released the first national indoor dining safety guidelines, which streamline and standardize the most essential recommendations by scientists and public health officials to create and maintain safe indoor dining standards as restrictions are lifted across the country. The new guidelines, called *Safety First*, were authored primarily by Dr. Sam Dooley, a retired infection-control specialist who spent 32 years at the CDC, in partnership with the leading restaurant industry groups, including the James Beard Foundation, the National Restaurant Association, José Andrés' World Central Kitchen, the Independent Restaurant Coalition and One Fair Wage.

Handles:

- **Twitter:** [@AspenFood](#) [@CKummer](#) [@AspenInstitute](#) [@beardfoundation](#) [@IndpRestaurants](#) [@WCKitchen](#) [@WeRRestaurants](#) [@onefairwage](#)
- **Facebook:** [@AspenInstitute](#) [@WeRRestaurants](#) [@IndpRestaurants](#) [@beardfoundation](#) [@WorldCentralKitchen](#) [@onefairwage](#)
- **Instagram:** [@aspeninstitute](#) [@werrestaurants](#) [@wckitchen](#) [@beardfoundation](#) [@IndpRestaurants](#) [@1fairwage_official](#)

Link: www.aspeninstitute.org/programs/food-and-society-program/safety-first

Hashtag: #SafetyFirst

Suggested Copy:

- **Twitter:** Indoor dining can only return safely if we all follow these simple rules. Thanks to [@AspenFood](#) + [@CKummer](#) for bringing the industry together behind #SafetyFirst [@AspenInstitute](#) [@beardfoundation](#) [@IndpRestaurants](#) [@WCKitchen](#) [@WeRRestaurants](#) [@onefairwage](#) www.aspeninstitute.org/programs/food-and-society-program
- **Facebook:** Indoor dining can only return safely if we all follow these simple rules. Thanks to [@AspenInstitute](#) for bringing the industry together behind Safety First [@WeRRestaurants](#) [@IndpRestaurants](#) [@beardfoundation](#) [@WorldCentralKitchen](#) [@onefairwage](#) www.aspeninstitute.org/programs/food-and-society-program
- **Instagram:** Indoor dining can only return safely if we all follow these simple rules. Thanks to [@AspenInstitute](#) for bringing the industry together behind #SafetyFirst - link in bio. [@aspeninstitute](#) [@werrestaurants](#) [@wckitchen](#) [@beardfoundation](#) [@1fairwage_official](#)

Visual Assets (click to download):



Our Covid Pledge

What we do to protect our diners and workers from Covid-19

We will: Make sure all restaurant workers wear masks at all times, and all guests wear masks at all times when not eating, especially when interacting with workers

- Space tables at least six feet apart or measure from chairback to chairback, and stay within local guidance for maximum seating capacity.**
- Make sure ventilation systems are functioning properly, clean, and operating whenever workers or diners are on the premises, and increase air filtration and fresh air circulation to the maximum possible extent.**
- Screen all restaurant workers for symptoms every day, screen arriving diners and help them make a future reservation if they have had Covid symptoms in the previous 10 days or been exposed to anyone with Covid in the previous two weeks.**
- Make sure all restaurant workers wash or sanitize their hands frequently, and frequently clean and sanitize high-touch surfaces and objects.**
- Make sure all restaurant workers maintain a distance of at least 6 feet from other people when possible, and all diners maintain a distance of at least 6 feet from people outside their party.**

FOOD & SOCIETY | World Central Kitchen | NATIONAL RESTAURANT ASSOCIATION | James Beard Foundation | Independent Restaurant Coalition | OFW | rethink | Aspen Institute

With special thanks to Linde and Southern Tech.

Diner Code of Conduct

We're creating the safest dining experience we can. And we need your help, too!

- Wear a Mask**
When at the restaurant, I'll wear my mask at all times. This includes when I'm in any shared space, when I interact with workers, and when I'm at the table and not actively eating or drinking. I'll be just as careful even if I've been vaccinated.
- Be Kind**
I understand that mutual kindness is paramount to good hospitality. I will show respect and appreciation for all those working to serve me and for fellow diners. I also understand that management reserves the right to refuse service to anyone not wearing a mask.
- Make Space**
I'll maintain physical distance from workers and guests outside my party while I am checking in, waiting to be seated, and waiting at the restroom. You'll show me where I can comfortably wait.
- Be Responsible**
I'll reschedule my visit if I currently have Covid-19, if I've had a fever or any symptoms of Covid in the past 10 days, or if I've been exposed to someone with Covid in the past two weeks. You'll make it easy and cost-free for me to rebook.

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