

Project

S O C I A L M E D I A S T R A T E G Y

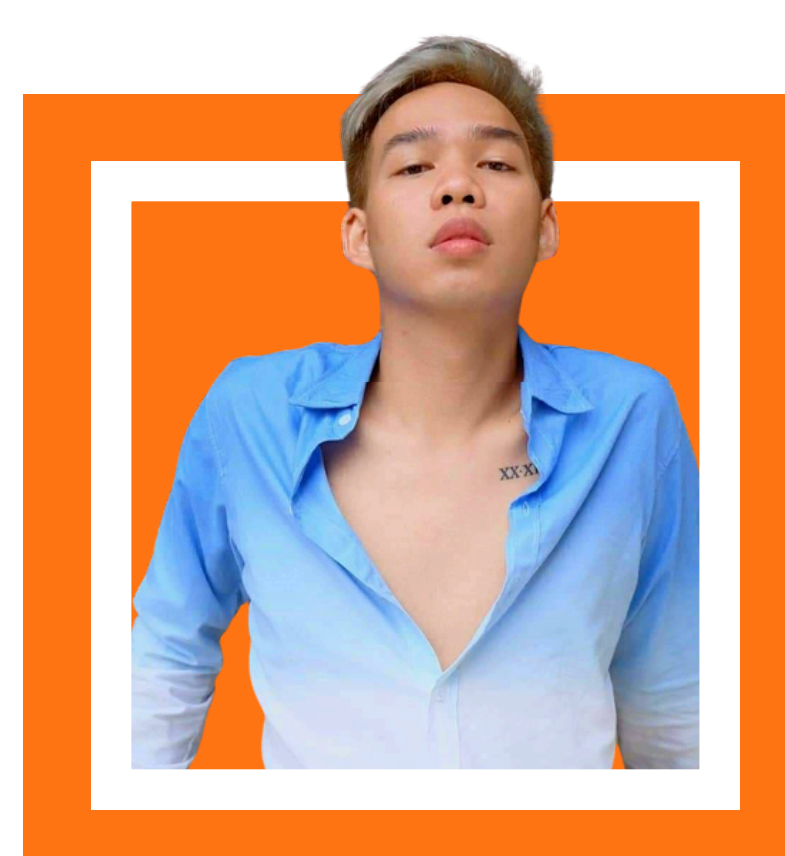
Meet our members



Arthur Misiunas Hammerl



Daniel Fischman



Pikanes Thanapaisanchok



Renan Carletti Angelico

The Old Spaghetti Factory.

is a restaurant chain that specializes in Italian-American cuisine. It was founded in 1969 in Portland, Oregon, and has since expanded to various locations across the United States and Canada. The restaurants are known for their family-friendly atmosphere, vintage decor, and affordable menu featuring pasta dishes, salads, and desserts.

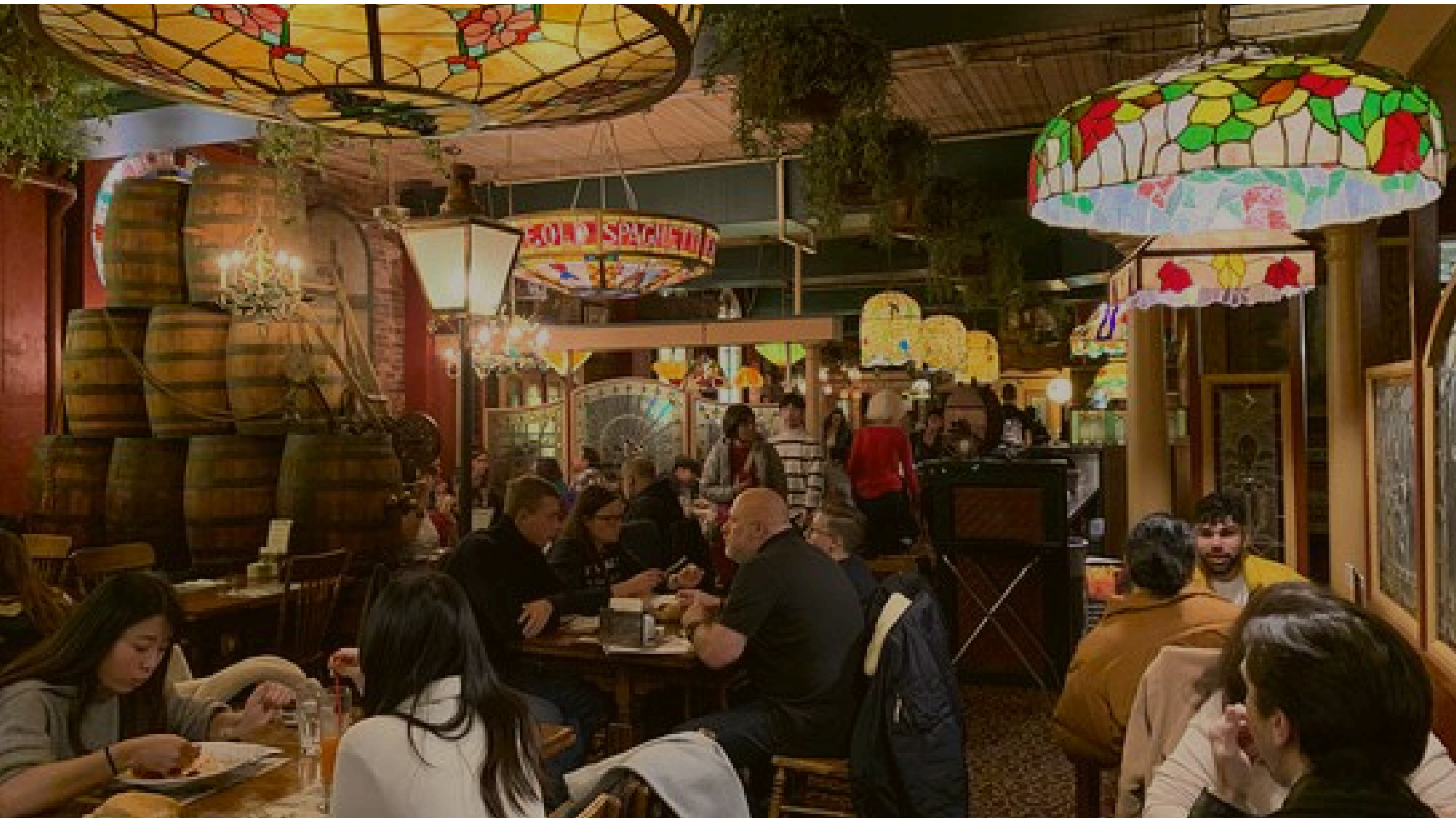
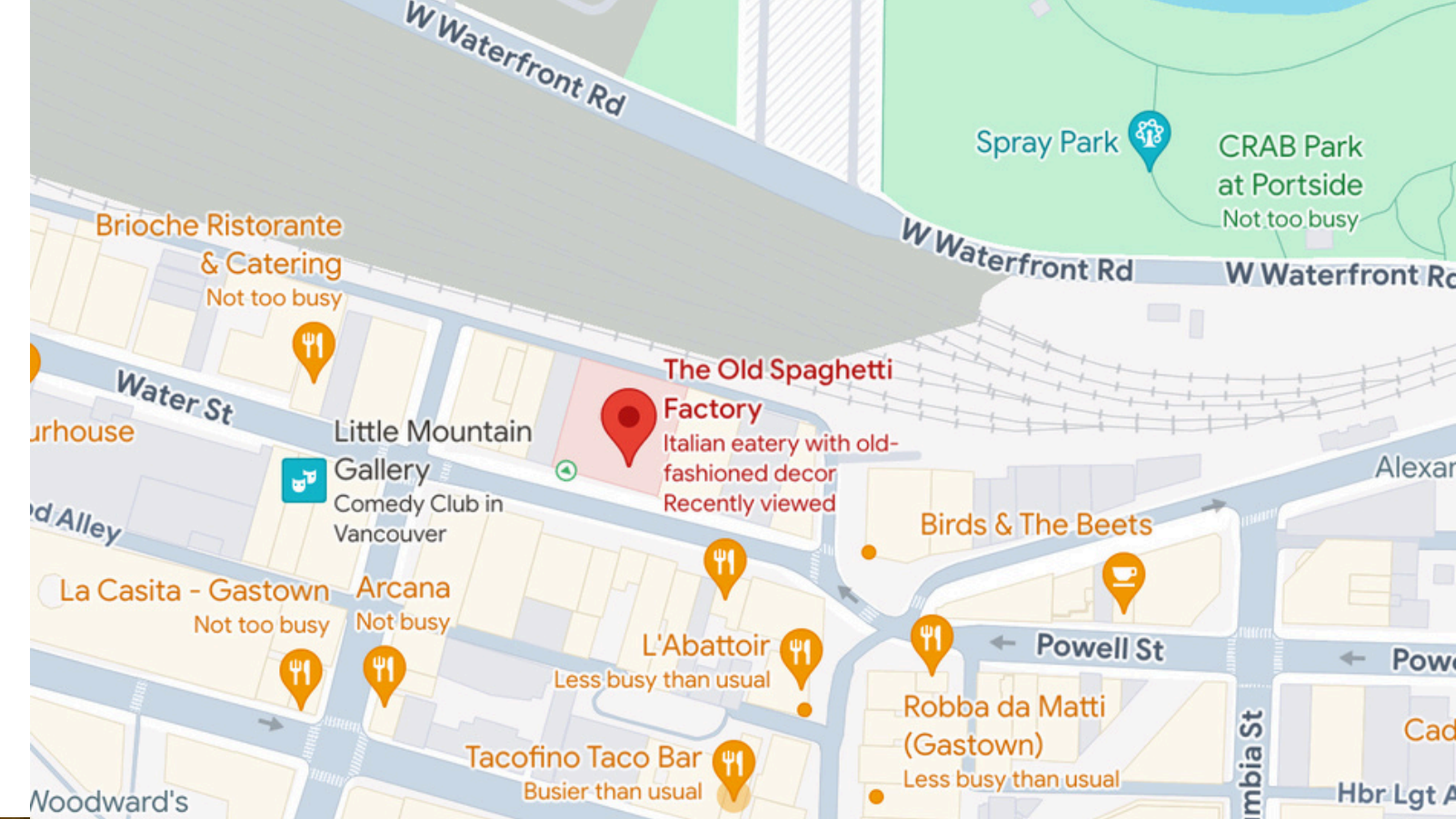
<https://oldspaghettifactory.ca>

**the old
spaghetti
factory**

fresh food. refreshing prices.

The Old Spaghetti Factory, Gastown

53 Water Street, Vancouver, British Columbia



Who are their guests?

children as young as 3 or 4 years old
to seniors in their 70s and 80s



Great Taste

Where Every Bite is Worth the Visit!



Come for the food, Stay for the experience

The Old Spaghetti Factory serves classic Italian-American dishes like spaghetti with meatballs, fettuccine Alfredo, and lasagna. They offer complete meals with salad, bread, and dessert. The restaurants have a cozy, vintage vibe and are family-friendly.





MEET THE GENERAL MANAGER

Antony Soukpradith Khem

The Old Spaghetti Factory

Posts About Videos Photos More

Page · Italian Restaurant

osf.com

Rating · 3.4 (315 Reviews)

See The Old Spaghetti Factory's About Info

The Old Spaghetti Factory's posts

The Old Spaghetti Factory

Reels · 4d · Lipps, Inc.

What's Wally's next stop? Where will he go? What will he see? Tell us through your artwork. The winning design will be printed on our special edition kid's bowls AN... See more



Facebook

Date joined
October 2, 2019

Account based in
United States

About

Rating · 3.4 (315 Reviews)
Public

Price Range · \$\$
Price

Page transparency [See all](#)

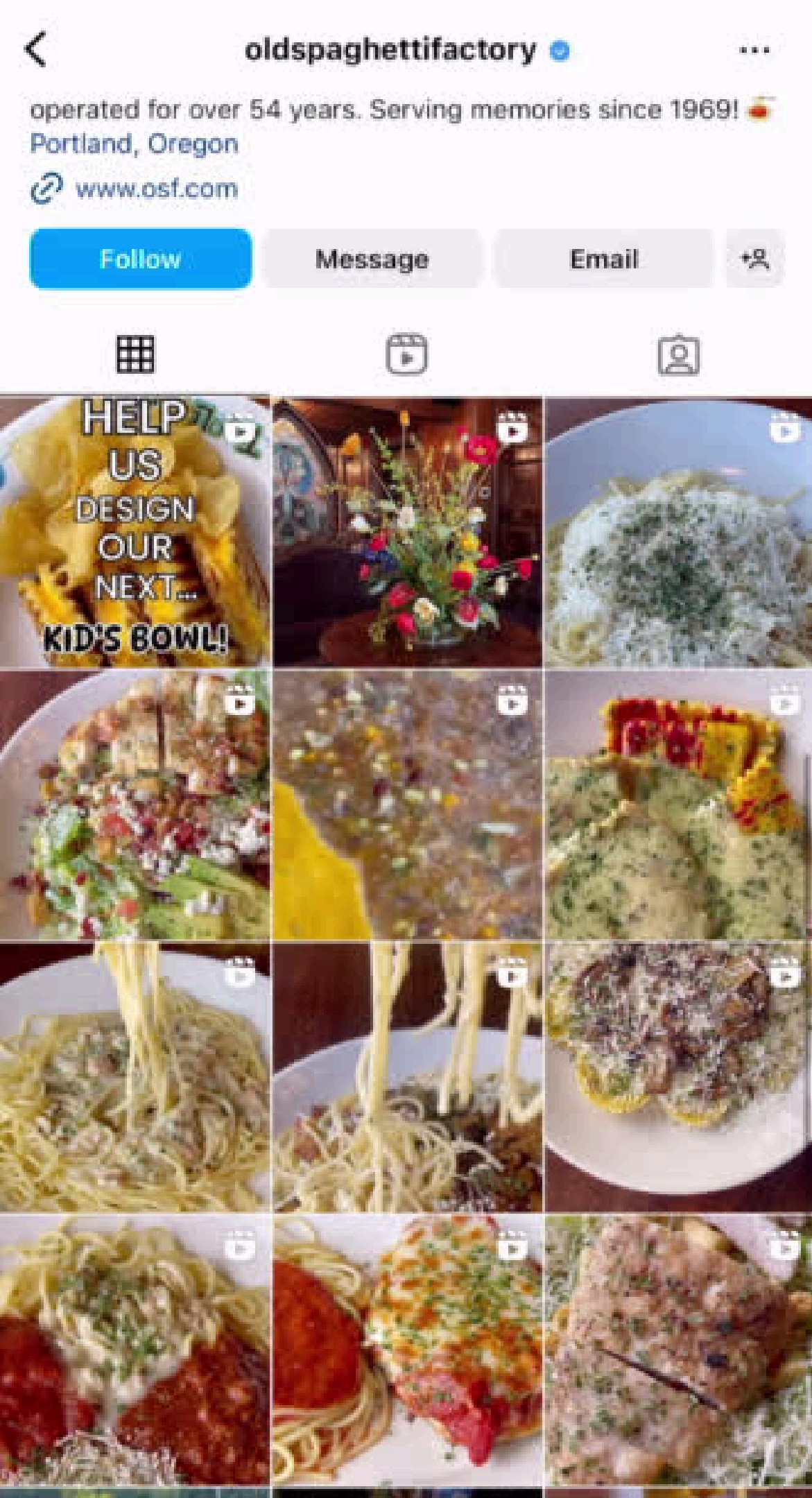
Facebook is showing information to help you understand the purpose of this Page.

175327211140
Page ID

October 2, 2009
Creation date

Admin info
This Page can have multiple admins. They may have permission to post content, comment or send messages as the Page.

This Page is not currently running ads.



Instagram

Date joined

October 2013

Account based in

United States

Verified 

March 2016

 456 photos posts

 167 reel posts



43 likes

oldspaghettfactory Guss and Sally Dussin opened the first Old Spaghetti Factory restaurant in Portland, Oregon on January 10th, 1969. They knew that honesty, dignity... more

[View all 3 comments](#)

October 28, 2013

oldspaghettifactory



623 posts 13.9K followers 161 following

The Old Spaghetti Factory
 The Old Spaghetti Factory has been family owned and operated for over 54 years. Serving memories since 1969! 🍝
 Portland, Oregon
www.osf.com

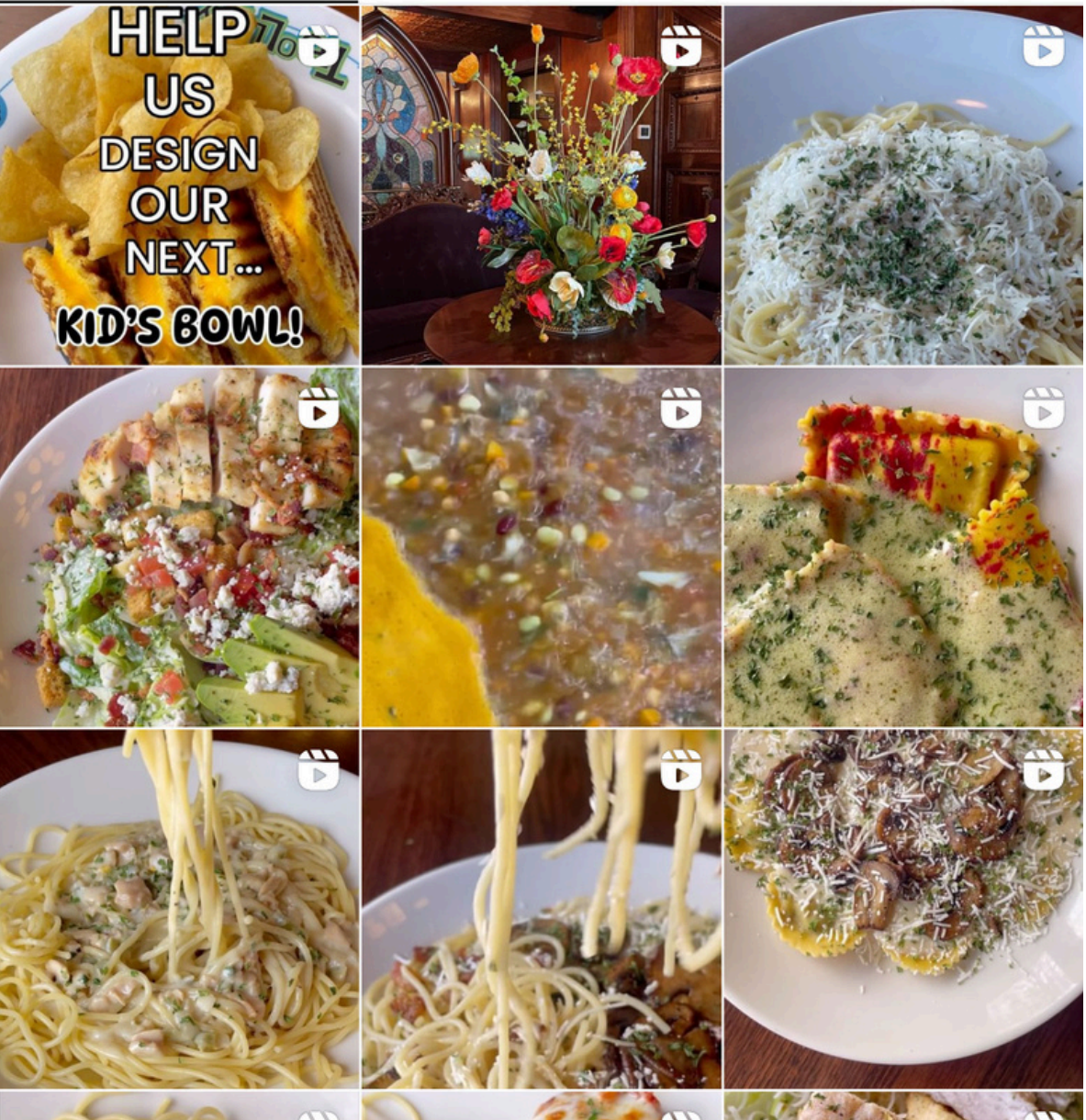
Follow Message Email +

HIGHLIGHTS

ABOUT OUR STORY MENU FOOD FAVORITES
 DRINKS REVIEWS GALLERY F.A.Q. Q & A

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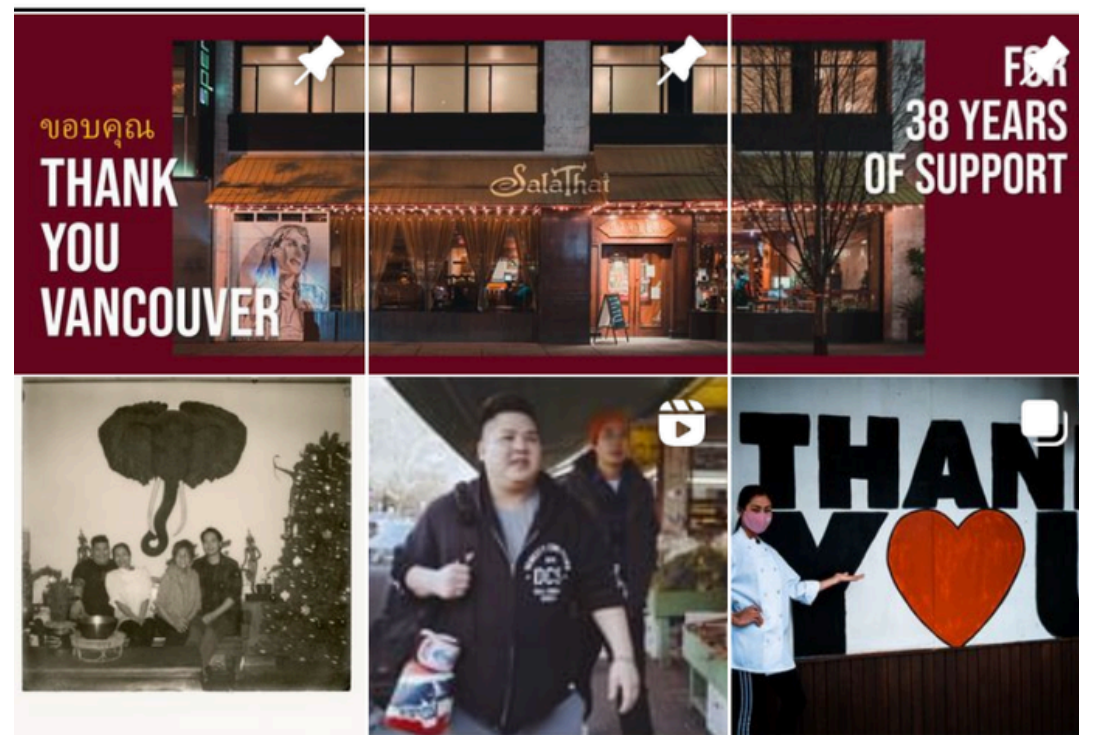
FOR RESTAURANTS!!



PIN POSTS

salathaiburrard

DIRECT CATERING CARVING EVENTS LUNC





Pinterest campaign

A Taste of History

Experience the Charm of The Old Spaghetti Factory

Content Strategy

- Create visually appealing boards showcasing the restaurant's vintage decor, including the iconic trolley car, antique lighting fixtures, and historical elements.
- Highlight the delicious menu items with professional food photography, focusing on the classic Italian American dishes and decadent desserts.
- Curate board dedicated to special occasions, like birthdays, anniversaries, and family gatherings, showcasing The Old Spaghetti Factory as the perfect venue for memorable celebrations
- Share recipes and behind-the-scenes content, like pasta-making tutorials, spumoni assembly, and staff stories, adding a personal touch to the brand



Pinterest campaign

A Taste of History

Experience the Charm of The Old Spaghetti Factory

Engagement Strategy

- Run contests and giveaways encouraging users to share their own photos from the restaurant or their favorite pasta creations.
- Utilize relevant keywords and hashtags to optimize discoverability, ensuring the content reaches a wider audience interested in Italian cuisine, historic locations, and Vancouver dining.
- Partner with local influencers and food bloggers to expand reach and create authentic content highlighting the restaurant experience.



OLD SPAGHETTI FACTORY

*Manager's
Special*

@MYOWNMEALPLAN



PINTEREST

Measuring Success

INCREASED FOLLOWERS AND BOARD VIEWS

Track the growth of followers and the number of times user view and engage with the boards, indicating the effectiveness of the visuals and content strategy.

WEBSITE TRAFFIC AND ONLINE RESERVATION

Monitor the number of clicks leading to The Old Spaghetti Factory's website from Pinterest and analyze the correlation between Pinterest activity and online reservation booking.

BRAND MENTIONS AND ENGAGEMENT

Track mentions of the restaurant on Pinterest, user comments, and shares. Indicating the level of brand awareness and interest generated by the content.

Content Strategy

- Create fun and engaging videos showcasing the restaurant's quick atmosphere, featuring the trolley car.
- Partner with local TikTok influencers for food challenges and taste tests featuring.
- Utilize popular audio trends and sounds to create humorous content showcasing the staff behind-the-scenes moment.
- Share easy-to-follow recipes inspired by the menu, encouraging user participation and creativity.



Engagement Strategy

- Launch hashtag challenges encouraging users to share their own experiences at The Old Spaghetti Factory
- Utilize TikTok's Duet and Stitch features to create interactive content and encourage collaboration with other creator.
- Run targeted ads to reach specific demographics within Vancouver.



TikTok Campaign

Nostalgia Never Tasted So Good!: Get Saucy at The Old Spaghetti Factory



TIKTOK

Measuring Success

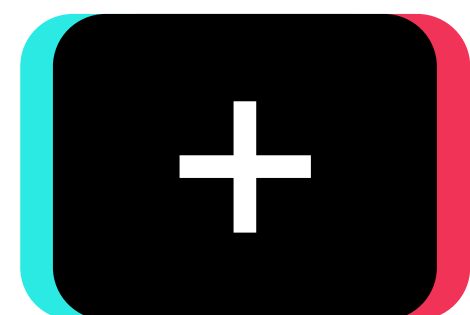
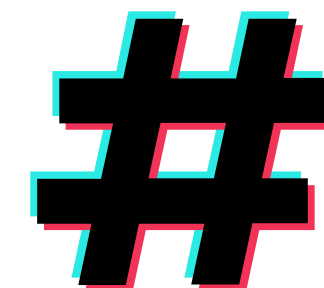


Video views likes, and shares

Analyze the performance of individual videos, tracking views, likes, and shares as indicators of audience engagement and content resonance.

Hashtag challenge participation

Monitor the number of users participating in branded hashtag challenges, gauging the success of the campaign in encouraging user-generated content and brand advocacy.



Follower growth and profile visit

Track the growth of TikTok followers and analyze the number of users visiting the restaurant's profile, demonstrating the effectiveness of the content in attracting new audiences.

Facebook campaign

Old Spaghetti Factory: Where Memories Are Made Over Plates of Pasta

Content Strategy

- Visual Storytelling: Showcase the restaurant's unique ambiance through high-quality photos and videos, highlighting the vintage trolley car, bustling atmosphere, and happy diners.
- "Throwback Thursday" and "Flashback Friday" posts: Share historical photos and stories about the restaurant, emphasizing its longevity and connection to the Gastown community.
- Customer Spotlight: Feature photos and reviews from satisfied customers, encouraging others to share their own experiences at the Old Spaghetti Factory.
- Interactive Posts: Run polls and quizzes about favorite menu items, classic Italian dishes, or nostalgic memories of the restaurant.
- Behind-the-Scenes Content: Offer a glimpse into the kitchen, showcasing the preparation of popular dishes and highlighting the passion of the chefs and staff.
- Special Events Promotion: Highlight events like "Date Night Specials," "Family Feast Fridays," or "Live Music Nights," creating enticing offers to drive customer visits.
- Exclusive Facebook Deals: Offer discounts or promotions for customers who book reservations or mention Facebook posts.



The Old Spaghetti Factory

71K likes • 70K followers

The Old Spaghetti Factory is a family owned and operated Restaurant, founded in Portland, Oregon in 1969, by Guss and Sally Dussin.

 Liked

 Message



Posts

About

Videos

Photos

More 

Details

 Page · Italian Restaurant

Facebook campaign

Old Spaghetti Factory: Where Memories Are Made Over Plates of Pasta

Engagement Strategy

- Run targeted Facebook Ads: Use Facebook's detailed targeting options to reach specific demographics, interests, and locations, ensuring the right audience sees the campaign.
- Partner with local influencers and bloggers: Collaborate with social media personalities who resonate with the Old Spaghetti Factory's target audience to create sponsored content and drive traffic to the Facebook page.
- Host Facebook Live events: Engage with customers in real-time by hosting live cooking demonstrations, interviews with chefs, or behind-the-scenes tours of the restaurant.
- Encourage user-generated content: Create a branded hashtag and encourage customers to share photos and videos of their experiences at the Old Spaghetti Factory using the hashtag.
- Run contests and giveaways: Offer prizes like free meals, gift certificates, or merchandise to incentivize customer engagement and generate excitement.



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FACEBOOK

Measuring Success

- Track Facebook page likes, followers, and engagement metrics (likes, comments, shares).
- Monitor website traffic and online reservations originating from Facebook.
- Analyze the performance of Facebook Ads to optimize targeting and budget allocation.
- Evaluate the impact of customer spotlight posts and user-generated content on brand awareness and customer sentiment.

Explore our story! Follow us for news and updates



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[The Old Spaghetti Factory](https://www.facebook.com/TheOldSpaghettiFactory)



<https://oldspaghettifactory.ca>



Thank You.

BRITISH COLUMBIA ELECTRIC RY. CO.

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