

Social Media Ideas

Sandwich of the Month

- Post: picture of sandwich highlights
- Include the name of the sandwich + ingredients
- Purpose: show customers the different types of sandwiches

Drippy Drinks

- Post: picture of fresh coffee or video of coffee drip
- Include name of coffee and its flavor
- Purpose: advertise coffee line or new coffee releases

Inspirational/Motivational Quotes

- Post: quotes that are encouraging (maybe alongside image of Cafe Gabriela team)
- Ensure that quotes are easily comprehensible to ensure message gets across accurately
- Purpose: strengthen relationship between cafe & customers

Throwback Posts

- Post: picture of the inside of the store, employees, owner (Penny), Gabriela Silang
- Include a short blurb or description about the picture (if it is Gabriela Silang, tell a story about her)
- Purpose: exhibit the history and story behind cafe gabriela

Behind the Scenes

- Post: video or picture of how food is made and what goes on behind the scenes
- If it is a video, make sure to include music to make the post more professional
- Purpose: this establishes a more intimate relationship with customers

Saucy Salad Features

- Post: picture of new vinaigrettes + salads
- Describe the taste and freshness of vinaigrette and salads
- Purpose: Great advertising for launch of new vinaigrettes and show off fresh salads that are offered

Shoutouts [Customers/Advocacy Events]

- Post: picture of Social causes or events in the community
- Include a description of the cause and why it is important
- Purpose: This post is meant to immerse Cafe Gabriela into the community

End of Month Recap

- Post: achievements made for Cafe Gabriela in the past month
- Detail the unique efforts/perseverance that were channeled this month
- Purpose: give customers insight into the impact that they've made by purchasing food/drinks at Cafe Gabriela & humanizes the hardwork put in