



INDABA COFFEE ROASTERS

Social Strategy
for May, 2023



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Goals

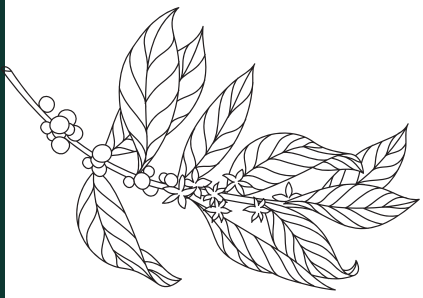
More reels! - Reels allow you to add captions, stickers, and backgrounds; upload multiple video clips; use a range of filters; and loads more.

More categories of posts. - Having more categories will help make the page more interesting and will give more ideas to post.

Humanize the feed a little more. - Curating a theme that looks cohesive and visually pleasing is important for first time viewers, they are more likely to follow if it looks nice.

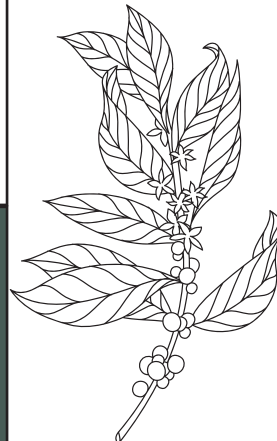
Feature more people in posts. - post with people get more likes.

Opportunity for feedback in stories you can add q&a's, polls, etc.



May 2023

S	M	T	W	T	F	S
	reel	Static				
		reel	carousel		Static	
	reel	carousel				
		Static		carousel	reel	
	Static	carousel				





Week 1 Post

Reel

Caption

Every morning is a coffee morning over here!

Hashtags

#spokane #tricitieSWA
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee

[Link to Drive](#)



Static

Caption

Never run out of good coffee by ordering online. Select your coffee and size (12 oz, 2 lb, or 5 lb) and we ship right to your door. It's that simple.

Hashtags

#spokane #tricitieywa
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee





Week 2 Post

Reel

Caption

To busy to come in and get a cup of coffee? No worries you can make it at home by ordering online. Select your coffee and size (12 oz, 2 lb, or 5 lb) and we ship right to your door. It's that simple.

Hashtags

#spokane #tricitieSwa
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee

[Link to Drive](#)



Carousel



Image 1



Image 2

Caption

We would like to thank everyone for your support over the last 14 years. We feel so blessed to have started as a little ma and pa coffee shop to expand and have 5 (soon to be 6 ;)) different locations around WA state.

Hashtags

#spokane #tricitieSwa
#yakima #coffee
#espresso
#indabacoffee
#lovepeoplelovecoffee

Static

Caption

Our long sleeve tee's are the perfect in between for your coming and hiking wardrobe. Grab one before they are gone!

Hashtags

#spokane #tricitieSWA
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee





Week 3 Post

Reel

Caption

5 for \$15 available in our drive-thru! Or check out our online orders where you can have them delivered to your door on one of our delivery days thurs/sat/sun (link in bio)..

Hashtags

#spokane #tricitieSWA
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee

[Link to Drive](#)



Carousel



Image 1



Image 2

Caption

Our Love Birds is a very special 4 part blend of single origins: Rwanda, Natural Ethiopia process, Tanzania & Eduardo Duran. Creating soft and delicious notes of: angel food cake, dark berry & black honey

Hashtags

#spokane #tricitieywa
#yakima #coffee
#espresso
#indabacoffee
#lovepeoplelovecoffee



Week 4 Post

Static

Caption

We've got a line up of activities starting this weekend! Keep an eye on your page and stories to stay tuned in. Love people, Love coffee

Hashtags

#spokane #tricitieywa
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee



Carousel



Image 1



Image 2



Image 3



Image 4

Caption

- Indaba offers nation wide coffee subscriptions. Like what!
- Your subscription comes with free shipping to anywhere in the US with the freshest roasts and you can even schedule your delivery day!
- Check out what we have to offer at IndabaCoffee.com!

Hashtags

- #spokane
- #tricitieSwa
- #yakima
- #coffee
- #espresso
- #indabacoffee
- #lovepeoplelovecoffee

Reel

Caption

Hello were Indaba!

Hashtags

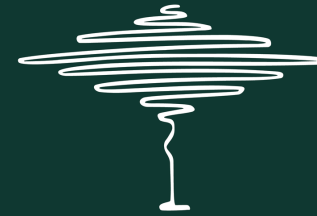
#spokane #tricityswa

#yakima #coffee #espresso

#indabacoffee

#lovepeoplelovecoffee

[Link to Drive](#)



INDABA COFFEE
ROASTERS



Week 5 Post

Static

Caption

Let us never forget the sacrifice of those who've come before us. Let us take every opportunity to love each other well, and do whatever we can to make this world a better place. In honor of their sacrifice, let us work for the prosperity of future generations.

Hashtags

#spokane #tricitieSWA
#yakima #coffee #espresso
#indabacoffee
#lovepeoplelovecoffee
#memorialday



Carousel



Image 1



Image 2



Image 3

Caption

Clearance sale online! Shop now before they're gone!

Hashtags

#spokane #tricitieywa
#yakima #coffee
#espresso
#indabacoffee
#lovepeoplelovecoffee