

# INSTAGRAM

**Updated bio:** Serving sweet and savory crepes based on seasonal and local ingredients, along with baked goods, light foods and coffee located in the Houston Heights! \*insert address linked to maps\*

## Highlights:

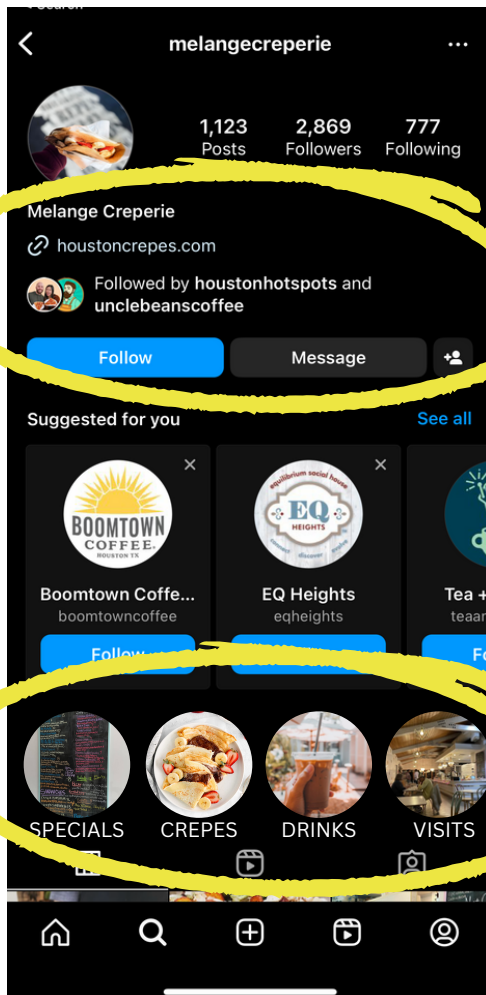
- Specials - Upload new specials/ menu changes
- Crepes - show both sweet and savory crepes
- Drinks - Highlight coffees/ teas offered
- Visits - repost guest stories for others to see
- Food - Show other food options available (baked goods/ sandwiches)

## Feed:

- Incorporate higher quality photos of all menu items - better angles, lighting, filters
- Post specials
- Focus only on menu items

## Stories:

- Farmers market trips
- Busy weekend crowds
- Menu updates
- Reshare guest posts
- Behind the scenes



# MONDAY

- Post sharing weekly specials/ menu
- Share a tiktok capturing the vibe of Melange (location/ design/ menu)
- Sharing pictures of different menu items including drinks/ baked goods/ crepes

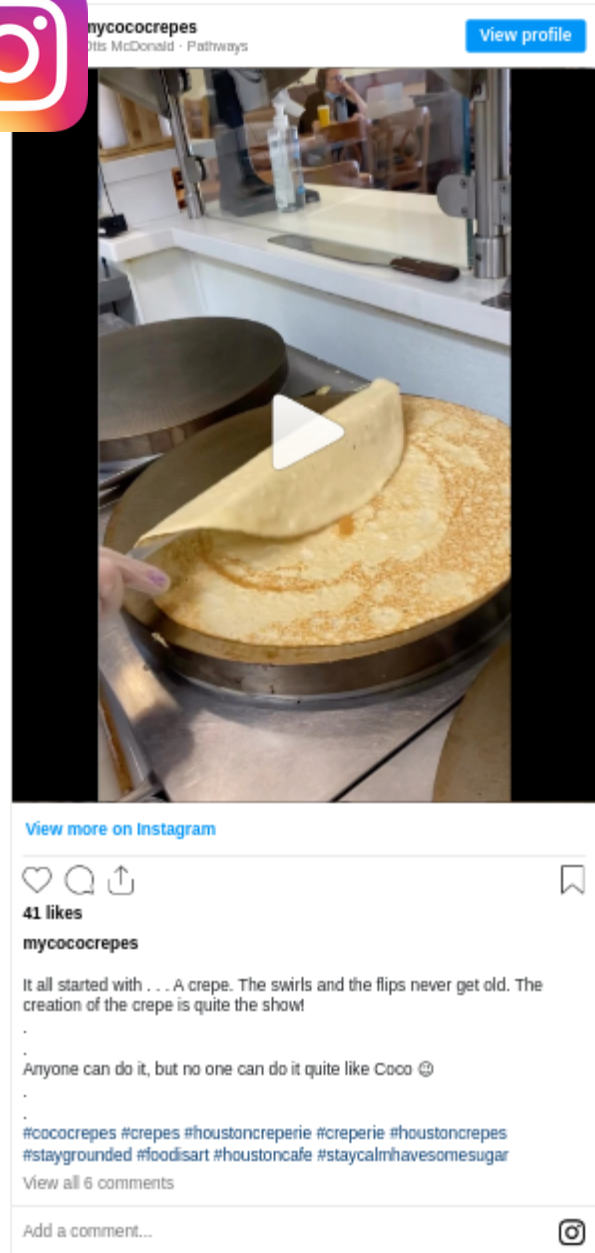


TikTok Link

# TUESDAY



TikTok Link



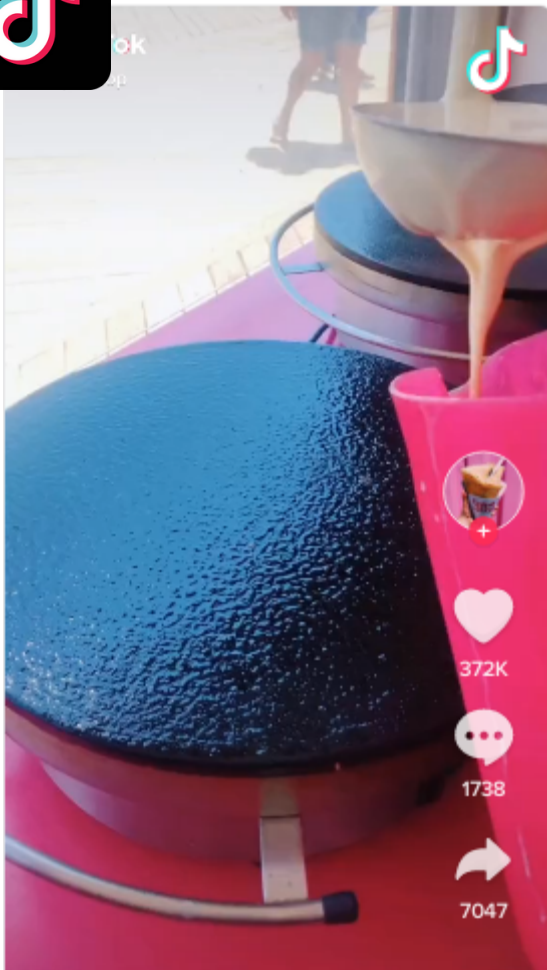
Gain attention from audience,  
create engagement, participate in  
a popular tren

Create a behind the scenes clip on  
crepe making at Melange





# THURSDAY



TikTok

Watch more

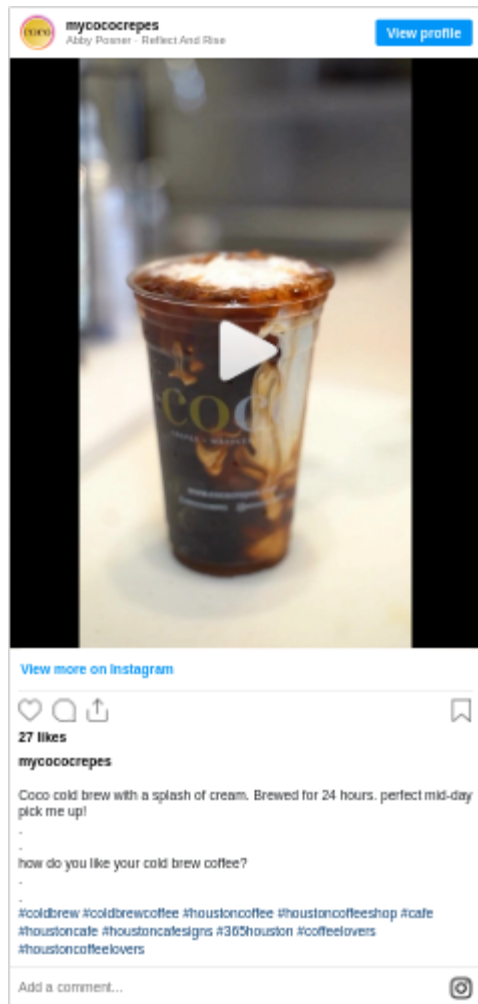
Watch now

@crepeshop

Feeding your feed with the popular Crepe Shop Deluxe (not pictured: ice cr ...See more

original sound - Britney Spears

TikTok Link



# FRIDAY



More exciting videos [Watch now](#)

@thecarboholic

Banana Nutella Crepe from Jean Georges Tin Building in NYC! #creperie #crep ...See more

France - Gembè

TikTok Link



[View this post on Instagram](#)



A post shared by Coco Crepes & Coffee (@mycococreps)



vodafone

10:04 AM

50%



**Melange Creperie**



Yesterday at 2:00pm · 🌐

Happy Friday Houston! We will be at Freedmen's Town Farmers Market this weekend, we love supporting farmers markets around Houston and meeting new people!



Karl and 100 Others

54 Comments

# SATURDAY



mycococrepes  
Houston, Texas

View profile



View more on Instagram



24 likes



50% 10:04 am

Melange Crepe

Today at 10:15am · 🌐

Happy Saturday everyone! Spring is here which means, strawberries! The best way to enjoy strawberries in April is with our Cookie Butter Strawberry Crepes and Agua Frescas!



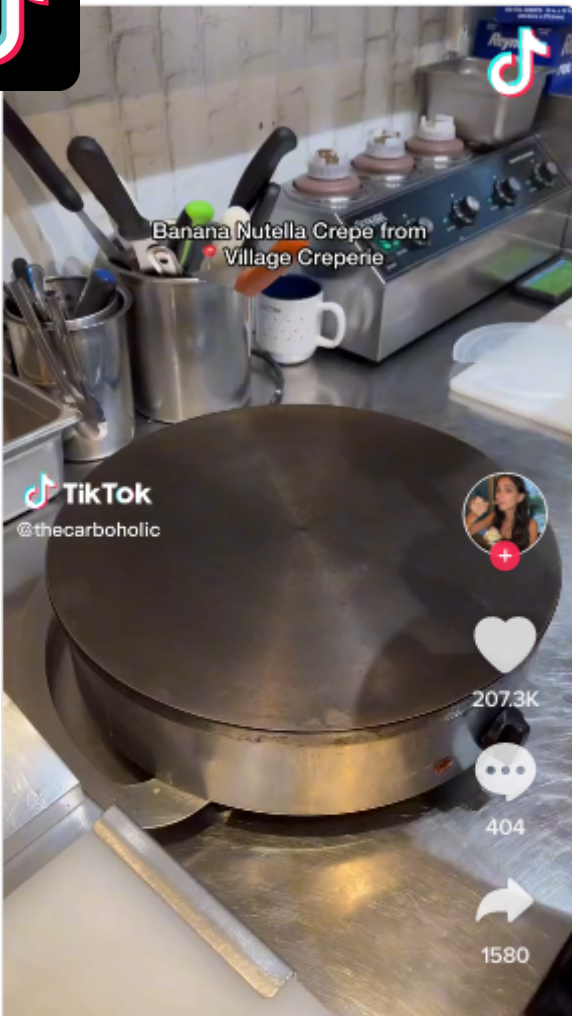
Liz J. and 100 Others

12 Comments

Like

Comment

Share



TikTok  
@thecarboholic

207.3K

404

1580

Watch more exc Watch now

@thecarboholic

Banana Nutella Crepe from Village Creperie in East Village, NYC! #crepe #ba ...See more

🎵 Lollipop - Album Version (Explicit) - Lil Wayne

TikTok Link