

Answer key - Bean & byte content calendar

Day	Platform	Post Type	Content Objective	Caption/Idea	Visual/Media Idea
Monday	Instagram	Carousel	Brand Awareness	Start your week with intention Here are 3 reasons why creators love working at Bean & Byte.	A 3-slide carousel showing (1) cozy seating, (2) quiet zones, (3) unlimited Wi-Fi
Tuesday	Twitter (X)	Poll	Engagement	What fuels your flow? Vote below! #RemoteLife”	No image needed (poll only)
Wednesday	LinkedIn	Image + Text	Product Promotion	Freelancers, meet your productivity partner. Our <i>Creator Pass</i> gives you more than coffee — it gives you focus, flow, and free refills.	Image of someone working with coffee, open laptop, and pass card visible
Thursday	Instagram	Story Series	Community Building	Meet Maya, a UX designer who’s been working from Bean & Byte every Thursday for a year. Swipe to see her setup + why she calls this place her creative zone.	Stories showing Maya’s workspace: laptop, coffee mug, headphones, handwritten notes, and short testimonial quotes
Friday	Twitter (X)	Announcement	Event Promotion	Open Mic Night returns! This Friday 6 PM — bring your poems, songs, or stories. Free chai for performers! #PortlandEvents”	Graphic poster with event title, time, date, and venue branding in Bean & Byte’s signature color scheme

Saturday	Instagram	Reel	Engagement	A day in the life at Bean & Byte. From espresso to brainstorming sessions, here's how our regulars make the most of their Saturdays.	Reel with quick clips of coffee being poured, laptops, people chatting, soft acoustic music, and caption overlays
Sunday	LinkedIn	Text Post	Thought Leadership	Your space matters when you work. The right table, the right lighting, the right vibe. That's why we created Bean & Byte — for creators who care about environment + energy.	High-quality wide-angle photo of a well-lit workspace with greenery, warm lighting, and someone working calmly in the background