

Date	Post Type	Post Idea	Caption	Hashtags	Goal
1 Oct	Reel	Make a latte in 10 minutes	Pov: Your morning starts with Brew bliss	#CoffeeLovers	Awareness
4 Oct	Carousel	3 benefits of drinking Coffee	Coffee = happiness, focus & energy! Save This!	#CoffeeTime	Education
7 Oct	Story	Poll: "Hot coffee or cold coffee"	Hot/Cold	#CoffeePoll	Engagement
10 Oct	Reel	Behind the scene: Barista making latte art	Our secret ingredient = love	#LatteArt	Connection
13 Oct	Carousel	Menu highlight (Top 3 drinks)	Which one is your favourite ?	#CoffeeMenu	Awareness
16 Oct	Story	Q&A: "Ask us about coffee!"	Drop your questions	#CoffeeTalk	Engagement
20 Oct	Reel	Funny coffee struggle	When you take your first sip	#CoffeeHumor	Reach
24 Oct	Carousel	Customer Review	Best coffee in town	#HappyCustomer	Trust
28 Oct	Reel	Packing a takeaway order	For those busy mornings	#CoffeeToGo	Engagement
31 Oct	Carousel	"Thank you" post	500 followers = 500 coffee lovers	#Gratitude	Appreciation