

Content Strategy Recommendation for a Local Coffee Shop

1. Recommended Content Types

- I) Reels (Short-form Videos)
- II) Interactive Stories (Polls, Questions, Sliders)

2. Reason for Recommendation

I) Reels

- Reels get higher organic reach compared to static posts.
- Instagram and Facebook algorithms currently prioritize video content.
- Coffee-making visuals (pouring, frothing, latte art) are highly satisfying and shareable.
- Reels keep users watching longer, which boosts reach and engagement.

II) Interactive Stories

- Stories with polls and questions encourage direct audience participation.
- When users interact, platforms push the content to more people.
- Stories help build a personal connection with local customers.
- Easy and quick for users to engage without much effort.

3. Example Post Ideas

I) Example 1 (Reel)

Content Idea:

“From Bean to Cup ” – a short video showing coffee beans → grinding → brewing → final cup.

Caption:

“Good coffee takes time, love, and perfect beans ☕❤️
Would you try this today?”

II) Example 2 (Interactive Story)

Content Idea:

Poll Story:

“Your coffee mood today?”

A. Strong Espresso

B. Creamy Latte

Follow-up Question Sticker:

“How do you like your coffee in the morning?”

4. Conclusion

To increase engagement and reach, the coffee shop should focus more on Reels and interactive Stories instead of only static posts. These content types align better with current social media algorithms and encourage users to interact, share, and stay connected with the brand.