

**Content Creation:** Below are various ideas and descriptions of content that can be used for annual social media posts.

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### **Pair it with UDON & RICE!**

**POST TYPE:** Photo post / Story post / Video / Reel

**PLATFORMS:** Facebook, Instagram

**WHEN TO POST:** 1 time per week

**DESCRIPTION:**

Posts that pair any udon or rice item with a drink, encouraging users to try combining different flavors.

- Fun graphic with images of food, drink, and time of day
- Clips of the food and the paired drink
- Descriptions of the flavors of both items
- Explanation of why the pair works well together

**POST BENEFITS:**

- Engages users with weekly suggested food and drink pairings
  - Highlights various menu items
  - Encourages users to try different combinations
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### **SALE OFFERS ON MENU ITEMS (% OFF!)**

**POST TYPE:** Photo post / Story post

**PLATFORMS:** Facebook, Instagram, LinkedIn

**WHEN TO POST:** 1–2 times per month

**DESCRIPTION:**

Posts that announce limited-time sales on menu items.

- Fun graphic posts with images of the items on sale
- Text emphasizing the percentage discount

**POST BENEFITS:**

- Increases engagement with time-limited offers
  - Highlights various menu items
  - Encourages support with affordable pricing
  - Promotes more frequent purchases
  - Encourages users to try new items
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**Pair it with BOBA!**

**POST TYPE:** Photo post / Story post / Video / Reel

**PLATFORMS:** Instagram, Facebook

**WHEN TO POST:** 1 time per week

**DESCRIPTION:**

Posts that pair any boba tea with a food item.

- Graphic with images or clips of boba tea and food
- Descriptions of the flavors
- Explanation of why they pair well

**POST BENEFITS:**

- Encourages weekly engagement
- Highlights various menu items

- Inspires customers to try new combinations
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## **Merchandise Drops**

**POST TYPE:** Photo post / Story post / Carousel post / Video / Reel

**PLATFORMS:** Instagram, Facebook, TikTok

**WHEN TO POST:** 2 times per month

**DESCRIPTION:**

Posts featuring new creative merchandise designs.

- Fun graphic posts with images of merchandise
- Item ideas: T-shirts, keychains, stickers, pins, tote bags
- Design themes: menu items, logos, slogans, holidays

**POST BENEFITS:**

- Sparks interest with unique merchandise
  - Promotes the brand through wearable items
  - Increases engagement through monthly drops
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## **Sticker Drop of the Month (Limited)**

**POST TYPE:** Photo post / Story post / Video / Reel

**PLATFORMS:** Instagram, Facebook, TikTok

**WHEN TO POST:** First day/week of each month

**DESCRIPTION:**

Posts showcasing exclusive monthly stickers.

- Graphic post featuring sticker designs

- Stickers available with any menu purchase (1 per customer)
- Sticker themes: menu items, logos, holidays

**POST BENEFITS:**

- Generates buzz with fun, limited designs
  - Promotes the business through sticker branding
  - Encourages return visits for monthly drops
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## **Holiday / National Holiday Posts**

**POST TYPE:** Photo post / Story post / Carousel post / Video / Reel

**PLATFORMS:** Instagram, Facebook, TikTok

**WHEN TO POST:** Day of the holiday

**DESCRIPTION:**

Creative posts themed around federal or seasonal holidays.

- Fun, holiday-themed graphics and colors
- Examples: New Year's Day, Lunar New Year, Valentine's Day, Independence Day, Halloween, etc.

**POST BENEFITS:**

- Boosts interest with themed content
  - Builds trust by recognizing holidays
  - Encourages interaction through holiday comments
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## **Seasonal Posts**

**POST TYPE:** Photo post / Story post / Carousel post / Video / Reel

**PLATFORMS:** Facebook, Instagram, TikTok

**WHEN TO POST:** 3–4 times per month

**DESCRIPTION:**

Posts featuring seasonal limited-edition items.

- Themed graphics and colors per season
- Menu rotations:
  - Winter (Dec–Mar)
  - Spring (Mar–May)
  - Summer (May–Aug)
  - Fall (Aug–Nov)

**POST BENEFITS:**

- Highlights exclusive items
- Promotes urgency to visit
- Excites users with each seasonal change

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## Collaboration Posts

**POST TYPE:** Photo post / Story post / Carousel post / Video / Reel

**PLATFORMS:** Facebook, Instagram, LinkedIn

**WHEN TO POST:** TBD (depends on collaborator)

**DESCRIPTION:**

Promotes collaborations with local businesses and community events.

- Graphics announcing or recapping events

- Carousel or video content to showcase collaboration highlights

**POST BENEFITS:**

- Builds connections with local businesses
  - Promotes the shop through networking
  - Increases community trust and recognition
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**Items VS Item**

**POST TYPE:** Photo post / Story post

**PLATFORMS:** Facebook, Instagram

**WHEN TO POST:** 2 times per month

**DESCRIPTION:**

Posts that ask users to vote between two menu items.

- Fun graphics with both items
- Encourage voting through likes/comments/polls
- Winning item could be offered at a discount

**POST BENEFITS:**

- Increases engagement and interaction
  - Highlights different menu items
  - Promotes user-driven content
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**Rank Your Favorite Item**

**POST TYPE:** Photo post / Carousel post

**PLATFORMS:** Facebook, Instagram

**WHEN TO POST:** Every other week

**DESCRIPTION:**

Users rank their favorite of three menu items.

- Graphics show item images and short flavor descriptions

**POST BENEFITS:**

- Encourages engagement
  - Provides quick item descriptions
  - Promotes discussion among customers
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## **“Try” Not To Eat**

**POST TYPE:** Video / Reel (30–60 sec)

**PLATFORMS:** Facebook, Instagram, TikTok

**WHEN TO POST:** 2–3 times per month

**DESCRIPTION:**

Silly challenge video where employees try not to eat delicious items.

- Clips of employees playfully resisting temptation
- Descriptions of flavor, smell, texture
- Lighthearted competition

**POST BENEFITS:**

- Promotes items through fun storytelling
- Boosts engagement

- Encourages users to comment if they'd "fail" the challenge too
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## **Behind The Scenes (BTS)**

**POST TYPE:** Video / Reel / Carousel

**PLATFORMS:** Facebook, Instagram, TikTok

**WHEN TO POST:** 3–4 times per month

**DESCRIPTION:**

Shows how items are made from start to finish.

- Clips of ingredients, tools, cooking process
- Descriptions of taste and texture
- Final reveal of the dish

**POST BENEFITS:**

- Increases engagement through transparency
  - Builds credibility and trust
  - Highlights quality of ingredients and preparation
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## **Photo of the Week (POTW)**

**POST TYPE:** Photo / Video post

**PLATFORMS:** Facebook, Instagram

**WHEN TO POST:** Every Friday

**DESCRIPTION:**

Reposts of customer content featuring Ai Bao.

- Ask permission to repost tagged content



- Include captions highlighting interior, menu, or aesthetic

**POST BENEFITS:**

- Encourages user-generated content
  - Showcases real customer enjoyment
  - Boosts credibility and social proof
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**Item of the Week (IOTW)**

**POST TYPE:** Photo post / Story post

**PLATFORMS:** Facebook, Instagram

**WHEN TO POST:** Every Monday

**DESCRIPTION:**

Highlights one featured item each week.

- Graphic with photo, description, ingredients, pairing suggestions
- Optimized for feed and story

**POST BENEFITS:**

- Brings attention to individual items
  - Encourages users to try something new
  - Builds a habit of checking weekly content
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**“Come With Me to Ai Bao Noodles & Tea!” (Cafe Tours)**

**POST TYPE:** Video / Reel (30–60 sec)

**PLATFORMS:** Facebook, Instagram, TikTok, LinkedIn

**WHEN TO POST:** 3–4 times per month

**DESCRIPTION:**

Walkthrough videos of the ordering and dining experience.

- Show exterior, interior, ordering process
- Highlight menu items and food prep
- Present food and drink beautifully

**POST BENEFITS:**

- Familiarizes users with the café and menu
- Reduces hesitation for first-time visitors
- Encourages orders by showcasing preparation and taste

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