

## **SOCIAL MEDIA PACKAGE**

### Week -2 (Two Weeks Before Launch)

Theme: Building Awareness & Student Opportunity

Pillars: Workforce and Spartan Identity

Channels: LinkedIn, Instagram, X

Sample Copy (LinkedIn):

“Spartan Coffee Roasters is proud to partner with Michigan State University to create meaningful, hands-on career opportunities for students.”

### Week -1 (One Week Before Launch)

Theme: Transparency & Values

Pillars: Sustainability and Ethical Sourcing

Channels: LinkedIn, Instagram, X

Sample Copy (X):

“More than a coffee shop.”

### Event Week (Launch Week)

Theme: Celebration & Community

Pillars: Spartan Identity and Community Impact

Channels: Instagram, X, TikTok

Sample Copy (X):

“Transparency matters. MSU Union. May 1st. 10a.m. Be there.”

### Week +1 (Post-Launch)

Theme: Impact & Reflection

Pillars: Community, Workforce and Scholarships

Channels: LinkedIn, Instagram

Sample Copy (LinkedIn):

“Spartan Coffee Roasters was built with community in mind.”

Instagram:

- **Post 1: WEEK -2**

- Big picture of employees in front of the counter at Spartan Coffee Roasters
  - **Caption:** The people make the place. We wouldn't be who we are and where we are without our amazing employees. We are so excited to open our doors in just 2 weeks on May 1st and meet everyone! #spartancoffeeoasters #michiganstateuniversity #smallbusiness #byspartansforspartans
- **Post 2: WEEK +1**
- Photos of the retail space and anything MSU related. - Carousel post
  - Slide 1: wide view photo of the space what a customer would see if you were about to walk in
  - Slide 2: picture of a seating area
  - Slide 3: Jamal and Priya talking with students and MSU president
  - Slide 4: early morning shot. straight on in front of the Spartan statue. Spartan Coffee Roasters cup which is MSU branded sits on the pedestal. The Coffee Cup will be directly in the middle of the photo so eyes will look at it.
  - Slide 5: candid picture of students studying/talking in Spartan Coffee Roasters space and holding and drinking the coffee
  - **Caption:** A message from our founders; "By Spartans for Spartans. We didn't come from nowhere, we came from this campus. Being able to do something for the University that has done so incredibly much for us is the best way to say thank you. Spartan Coffee Roasters is just getting started." - Jamal Rivera and Priya Desai #byspartansforspartans #spartancoffeeoasters #michiganstateuniversity #smallbusiness
- **Post 3: WEEK -1**
- Another carousel post. This one is highlighting the menu. All photos will be professionally taken (maybe by an MSU photography student). They will look crisp and clear.
  - Slide 1: A photo of the Spartan Latte sitting on the counter waiting to be "picked up" by a customer
  - Slide 2: A picture of the beans (maybe being roasted in Lansing?)
  - Slide 3: A picture of the pastry display (making sure to include wherever it says gluten-free pastries available)
  - Slide 4: A picture of the cups and packaging set up (can be two different photo slides if it can't all fit into one picture)
  - A picture of the menu, specifically showing the dairy-free and plant-based options (again, can be two slides if needed)
  - **Caption:** With exactly one week until May 1st, our grand opening, we wanted to showcase our menu so you can plan exactly what to order.
    - The Spartan Latte is our signature drink and a MUST TRY!
    - We know not everyone can eat or drink everything so we offer

dairy-free and plant-based options as well as gluten-free pastry selections.

- Our coffee beans are fair-trade, ethically sourced, and roasted in Lansing.
- Our cups and packaging are compostable!
- The countdown begins, 7 days (or 168 hours) until our doors open in the Union! Can't wait to see what everyone will order. Be there, May 1st 10a.m. - 1p.m. MSU Union. #spartancoffeeoasters #michiganstateuniversity #smallbusiness #byspartansforspartans



- **Post 4: EVENT WEEK**

- A simple aesthetic iPhone photo of a girl student's shoes and table from an aerial perspective while she has her coffee and pastries from SCR. Inspiration picture above.
- **Caption:** We can't wait to see all of the tables on campus looking this aesthetic after our grand opening on May 1st. #spartancoffeeoasters #michiganstateuniversity #smallbusiness #byspartansforspartans

- **Post 5: WEEK +1**

- This will be another carousel post and it will include 9 different slides using submitted photos from students from the grand opening.
- Examples include:
  - Drinking SCR around campus
  - Aesthetic pictures (similar to the vibe in post 4)
  - Photos of students drinking the coffee in MSU gear
- **Caption:** Our grand opening was a dream come true, thank you to everyone who attended, we hope you had as much fun as we did! Well, now we're open! Come visit us as often as you like, because we'll be here. #spartancoffeeoasters #michiganstateuniversity #smallbusiness #byspartansforspartans

**Tik Tok:**

## **Post 1: EVENT WEEK**

Fast paced compilation of campus influencers giving their “third taste thoughts” of Spartan Coffee Roasters, specifically the Spartan Latte. Influencers will be directed to take a sip and give their thoughts in a few words. The videos will switch between influencers, not spending too much time on one clip, so that engagement stays high.

Two out of six clips will be the campus influencers with a couple friends trying the latte. The TikTok will end with a short sped up video of one of the influencers leading the camera person into the retail space.

The video will start outside the Union Building and the influencer will motion with their hand to “follow me this way” and lead the way to Spartan Coffee Roasters. Once they get inside, the camera person will show the space quickly. Then, the influencer will walk up to the counter and order the Spartan Latte. (music will be playing over this sped up section, so the voice will be muted) Once an employee hands them their drink, they will say to the camera “Can’t wait to see you May 1st at 10 a.m.! Cheers!” They will cheers the drink to the camera making the screen black, then the video will show the text “Grand opening on May 1st 10a.m. - 1p.m. MSU Union Building. Be there.” on the black screen, then the video will end.

**Caption:** Is Spartan Coffee Roasters overhyped? Guess you’ll have to see yourself. We know you can’t wait to share your #thirdtastethoughts of the Spartan Latte... Go Green! (Go grand opening May 1st 10a.m. - 1p.m. at the Union!) Go White!  
#byspartansforspartans #spartancoffee roasters #michiganstateuniversity  
#smallbusiness

LinkedIn:

- **Post 1: - WEEK -2**
- Spartan Coffee Roasters is proud to partner with Michigan State University to create meaningful, hands-on career opportunities for students. With 15 student employees and paid leadership-track internships, our MSU Union location is designed to support professional development in real time, not just in the classroom. This is what student workforce development looks like in action.  
#studentsuccess #workforcedevelopment #smallbusiness #MSU  
#byspartansforspartans
- **Post 2: WEEK -1**
- As Spartan Coffee Roasters prepares to open inside the MSU Union, sustainability remains central to our operations.

- From fair-trade sourcing to compostable packaging and alignment with university sustainability benchmarks, our goal is to pair transparency with measurable action.
- We're committed to building a business model that reflects both environmental responsibility and accountability.
- #sustainability #Ethicalsourcing #smallbusiness #MSU #byspartansforspartans
- **Post 3: WEEK +1**
- Spartan Coffee Roasters was built with community in mind.
- Through partnerships with Lansing-area suppliers and a commitment to reinvesting 10% of profits into student scholarships and sustainability initiatives, our work extends beyond the delicious coffee we serve.
- We're proud to contribute to both the MSU campus and the broader Lansing community. We are just getting started.
- #communityimpact #localbusiness #economicdevelopment #MSUalumni #smallbusiness #byspartansforspartans

## **X (Twitter)**

- **Post 1: WEEK -2**
  - Spartan Coffee Roasters opens in the MSU Union on May 1st at 10a.m.
  - By Spartans, for Spartans.
  - Live music
  - Free samples (first 300 guests)
- #MSU #byspartansforspartans #gogreengowhite
- **Post 2: WEEK -1**
  - More than a coffee shop.
  - 15 MSU students.  
Paid leadership roles.  
Real-world experience.
- Grand Opening. MSU Union. May 1st. 10a.m. Be there.
- #studentsuccess #MSU #byspartansforspartans #gogreengowhite
- **Post 3: EVENT WEEK**
  - What does sustainability look like in practice?
  - Fair-trade sourcing
  - Compostable packaging
  - MSU-aligned standards
  - Transparency matters. MSU Union. May 1st. 10a.m. Be there.

- #Sustainability #MSU #byspartansforspartans #gogreengowhite