

Opus Coffee: Content & Channel Strategy/Calendar

Part 1: Channel & Content Strategy

Overview

Our social media campaign will utilize Instagram and TikTok to build an online community and promote the friendly atmosphere of Opus Coffee. A variety of social media posts will be shared across both platforms from April 2nd to April 28th. One post will be shared each day on either platform, demonstrating a consistent schedule.

On Instagram, one post, story, and reel will be shared each week to keep the Instagram lively and attract potential customers. Relevant hashtags for each post will be used to increase outreach on the platform and attract customers in the Gainesville area. Some key moments to look out for include giveaway opportunities posted on Instagram Stories, a collaboration post with other coffee shops, response-centered posts for customers, and interview-style Instagram reels.

On TikTok, two to three posts will be shared each week. Similar to Instagram, relevant hashtags will be used to increase views and engagement. Additionally, some posts on TikTok will be related to posts shared on Instagram. This is done to connect both platforms and grow followers on both accounts. The content on TikTok will resemble the friendly, humorous tone shown on Instagram and will also feature content that encourages engagement. For example, some key moments include prompting viewers to leave comments for an incentive and asking active customers on social media about their opinions.

Collectively, both platforms will work together to build a friendly, digital community with Gainesville residents and UF students by posting consistently, utilizing humorous content,

engaging with followers through comment sections, and offering incentives for active social media engagement.

Channel Strategy

Based on audience behavior, platform norms, and this campaign's goals, the primary channel strategy is focused on TikTok and Instagram. TikTok and Instagram allow Opus to meet the target audience where they already are and share the type of short-form video content the campaign is built around, making these channels the most strategic choices.

Analysis of audience behavior shows that the campaign's target audience, UF and Santa Fe students aged 18-24, actively use TikTok and Instagram to view short-form video content for entertainment, and also to discover new food and drink locations, brands, products, and ideas.

The Opus Coffee social media campaign's main goal is to build a strong and interactive community in Gainesville by showcasing Opus' personality. TikTok and Instagram are the most strategic channel choices because the style of short-form video content on which the campaign is built will showcase the brand personality (NCState University, 2022). They will also be engaging and have a high reach, making it easier to attract new followers because of the platform's nature. The endings of these short-form videos, which achieve high completion rates because they are short, encourage audience participation in the comments, leading to high engagement (McNiar, 2024). TikTok and Instagram offer in-app analytics tools to measure the campaign's success. By consistently posting on TikTok and Instagram, the campaign will increase engagement, encourage community participation with the brand's content, and expand the brand's social media reach. The campaign goals are measurable through increases in follower growth, higher

engagement rates, and positive audience sentiment, which can be measured using TikTok's and Instagram's built-in analytics tools.

In terms of platform norms, TikTok and Instagram both prioritize engaging short-form video content, such as the campaign's interview-style content featuring baristas and customers. The platforms would allow the campaign's content to be boosted in the algorithm because TikTok and Instagram boost content with high completion rates and high engagement, such as likes, comments, and shares (McNiar, 2024). The brevity of the short-form video content for this campaign enabled this high completion rate and engagement metrics.

TikTok:

TikTok is consistently used by Opus Coffee's target audience, Gen-Z UF and Santa Fe students around the ages of 18-24, who use the platform to discover food and drink recommendations (Bernstein et al., 2026). Research shows that short-form video content that highlights brand personality successfully engages this audience, especially when it's authentic and conversational, which is seen as real, compared to overly promotional content, which this target audience does not respond well to. The algorithm on the TikTok platform actually favors this kind of interview-style content featuring real baristas and real customers, as it is highly engaging. The campaign team's opportunity analysis found that TikTok has high reach potential, but Opus' current posting consistency is holding back the growth opportunity. This campaign will ensure consistent posting of this engaging content, which is shown to succeed on this platform. The platform will help expand the Opus community.

- Awareness: The TikTok algorithm is designed to boost content with high completion rates and receives frequent engagement in the form of likes, shares, and comments. This boost in the algorithm will allow the campaigns engaging short-form content to reach those

who also don't follow the Opus TikTok page. The TikTok platform is perfect for the campaign's goals of increasing reach, engagement, and getting new followers.

- Engagement/Consideration: The content encourages user participation and invites the audience to engage with the brand through captions that include comment prompts or questions.
- Purchases (Conversion): Although Opus will not directly sell products on the platform, TikTok content could influence users to come try a drink featured in a video or to visit Opus. For example, captions with questions like "Would you order this?"

Instagram:

Instagram is heavily used by the campaign's target audience, as it has a strong Gen-Z presence that uses the platform for lifestyle content from brands that showcase the brand's personality (Bernstein et al., 2026). Instagram is used slightly differently than TikTok, as it is meant to help keep a relationship with a brand. TikTok is mostly for entertaining brand content and, similarly to Instagram, for discovering new brands, while Instagram is where users stay connected with businesses. Opus already has a strong presence on Instagram since Opus posts consistently, but this campaign content will help increase engagement, showcase brand personality, and expand the brand's community (Bernstein et al., 2026).

- Awareness: Instagram Reels will help the brand reach new users, like TikTok.
- Engagement/Consideration: Posts, stories, and comment replies allow Opus to connect further with the brand audience and interact with them almost daily.
- Conversions: Features on the platform, such as calls-to-action in captions and stories and event promotions, drive users to visit Opus locations.

- Loyalty/Retention: Instagram is essential for maintaining relationships with the Opus community (and existing customers) through updates and content featuring the community.

Content Strategy

Our overarching goal for this campaign is to build a sense of community between customers, baristas and social media users and make the brand stand out as a welcoming and friendly coffee shop. Through this sense of connection and the humor and positivity within our interview-style videos, we hope to increase our TikTok following and continue to further cultivate our community Instagram. Keeping these goals in mind, we want to create content that will be of value to our audiences while also helping us achieve our goals.

To cater to our audience of UF students and young adults of the Gainesville community, we will use a casual and fun tone in our content. We want our videos to be entertaining and immersive. They will have natural humor and banter between the interviewer and the barista or customer that portrays the welcoming and friendly environment of the Opus. The lighthearted vibe and humor will be entertaining to our audience and hopefully will lead them to check out the rest of our interview-style videos. There are also studies supporting this, which say Gen Z is highly influenced by social media and appreciates marketing that's authentic and aims to connect when engaging with brands (Drenik, 2023).

For this campaign, we will center our interview-style videos that will be posted as Instagram Reels and TikToks. The idea is that an "interviewer" will ask a barista or a customer an obscure question that they will answer with a drink or food item (for example, "I have a final tomorrow and have to study all night, what should I get?" or "I'm camping out for basketball

tickets, what drink should I get?”). The rest of our content for this campaign will revolve around these videos. For example, we will be posting a form with a link to submit questions that the audience wants to see in future videos and a recap at the end of the month of some of the drinks featured in our videos.

Thus, our main form of content will be videos on Reels and TikTok. About 90% of Gen Z and Millennials create and consume short-form videos, with TikTok, YouTube, and Instagram being top platforms (NuVoodoo, 2025). We will also be using static carousel posts for related content.

Additionally, throughout the duration of this campaign we will be posting about two interview-style videos a week with related content (such as recaps) every other week. We plan to post in the evenings when students are free from school and more active on social media. Activity on TikTok is a lot higher than in other social media platforms between 5pm and 9pm, as it is after business or school hours, and users have the time to engage (Sprout Social, 2025).

This content will be of value to our audiences because it is entertaining and is something that they will look forward to seeing more of. We want audiences to feel like they can always open our page for a quick laugh and satisfying montages of drinks being made. Additionally, the friendly nature of the videos will make it more likely for local UF students to feel welcomed and excited to order from Opus. Therefore, this content helps shape the friendly connection we want students to feel, enhancing the relationship between the brand and customers and making them more likely to follow our social media pages for more content.

Part 2: Content Calendar

Copy

April 2, 2026 - Instagram Post

The picture that is going to be a part of the post will show all of the baristas that work at all of their locations. This will be framed as sort of an introduction of everyone to make it feel personal.

Introducing all of our wonderful baristas that make up the Opus Family! We are so thankful to have such an amazing team that works for us. Keep a look out for a reel that features some of them and what their favorite drinks are. Comment which one you would like to try or which one is your favorite! #Gainesvillelocal #Loveourbaristas #Opuscoffee #Opus #OpusCoffeeRoasters

<i>(DA)</i> April 2026				POST	STORY	SOCIAL #1
				REEL	GIVEAWAY	SOCIAL #2
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01	02 INSTAGRAM POST TIME: 9 A.M. EDT CONTENT: PHOTO	03 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	04 INSTAGRAM REEL TIME: 9 A.M. EDT CONTENT: VIDEO	05 INSTAGRAM STORY TIME: 9 A.M. EDT CONTENT: STORY	06
07 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	08 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	09 INSTAGRAM POST TIME: 9 A.M. EDT CONTENT: PHOTO	10 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	11 INSTAGRAM REEL TIME: 9 A.M. EDT CONTENT: VIDEO	12 INSTAGRAM STORY TIME: 9 A.M. EDT CONTENT: STORY	13
14 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	15	16 INSTAGRAM POST TIME: 9 A.M. EDT CONTENT: PHOTO	17 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	18 INSTAGRAM REEL TIME: 9 A.M. EDT CONTENT: VIDEO	19 INSTAGRAM STORY TIME: 9 A.M. EDT CONTENT: STORY	20
21 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	22 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	23 INSTAGRAM POST TIME: 9 A.M. EDT CONTENT: PHOTO	24 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	25 INSTAGRAM REEL TIME: 9 A.M. EDT CONTENT: VIDEO	26 INSTAGRAM STORY TIME: 9 A.M. EDT CONTENT: STORY	27
28 TIKTOK POST TIME: 3 P.M. EDT CONTENT: VIDEO	29	30	01	02	03	04

April 4, 2026 - Instagram Reel

The reel will feature some of the baristas from before, whichever ones wanted to get in the video.

Say hello to our baristas and their favorite drinks! Come to Opus on 13th Street to try some samples of these drinks for free, and tell us what you think. #Opus #UF #StudentsforOpus #Baristalife

April 5, 2026 - Instagram Story

The story post will show a feature of a couple of coffee drinks in front of an Opus location.

Come to Opus to get a pick-me-up before your last class of the week! #TGIF

April 9, 2026 - Instagram Post

This post will be a picture with a barista and a student posing together. The idea behind it is that the student ordered a drink, and the barista thought it was a very interesting drink order, so she made it and tried it.

One of our wonderful students made a creative order today, which was cold brew, banana milk, and strawberry foam to make a strawberry-banana-bread sort of flavored coffee. Our barista made it to try, and she said it was one of the best coffees she has ever tasted. We love our students and coffee! Come try this out! #StrawberryBanana #Opus #UFStudents #Creativity

April 11, 2026 - Instagram Reel

The reel will feature one of the owners of Opus interviewing the baristas. The owner will ask the barista what the most interesting order they have gotten today is. The barista will say the order, and the owner will try it and rate it.

We asked our baristas what the most interesting drink order they got today was, and then we had them make it and try it. Comment your most interesting order! #Fundrinks #UF #Interestingorder

April 12, 2026 - Instagram Story

The story post will be a giveaway. There will be a picture of a basket with a free shirt, sweatshirt, gift card, and coffee cup.

Like this story and share it with a friend to be entered in a giveaway to win a basket full of free goodies! #FreeFriday

April 16, 2026 - Instagram Post

This post will feature some of the baristas from Opus and some baristas from another local coffee shop, like Coffee Culture or Concord House, just to show that we are friendly. The baristas will be holding their favorite drink that their coffee shop offers. We think this post kind of gives it a little bit of a competitive feel.

A little bit of a friendly competition between some of our coffee neighbors. If you had to choose which coffee drink you like better, which would you prefer? Leave a comment below! #Opus #CoffeeCulture #CoffeeComp #UF

April 18, 2026 - Instagram Reel

This reel will feature the owners, their favorite drinks, and why they started Opus. It will have more of a casual, sit-down interview-type vibe.

We got our owners to take a break for a little while to talk about why they started this company.

Also, for the next two weeks, we will have a special where you can get the owners' order. We would love for you to try it out and rate it! #GainesvilleLocal #Owners #Opus #UF

April 19, 2026 - Instagram Story

Picture will be a featured customer and their drink.

Opus Friday Vibezzz!! #Friyay

April 23, 2026 - Instagram Post

Picture of the owners and baristas all standing around the coffee machines that grind the beans up and showing how the coffee process works. It will also show how Opus coffee is bagged and sold.

Behind the scenes of Opus, how our machines work, and how our products are packaged and sold right to you! #BehindtheScenes #CoffeeMaking #GroundCoffee #Opus

April 25, 2026 - Instagram Reel

Similar content to the last post, users will be shown a video of the process and the production of all of this coffee.

Ever been taken on a tour of a coffee production facility? Well, this is how we do it over here at Opus!! #Tour #Coffeeprocess #OpusTour

April 26, 2026 - Instagram Story

This story post will show who won the previous giveaway and them holding the gift basket. The story will also state what type of drink they got.

Giveaway winner!! They came to get their coffee fix. #Fridayisalwaysawin

April 3, 2026 - TikTok Post

The post will showcase Opus' location, the in-store design and the different drinks Opus has to offer.

That feeling when you find the perfect coffee spot. #OpusCoffee #Opus #UF

April 7, 2026 - TikTok Post

The post will feature some of the baristas used on the Instagram page, where they will guess the student's major based on their order.

Can our amazing baristas tell a student's major from just their drink order? #OpusCoffee #Opus #UF #Hilarious

April 8, 2026 - TikTok Post

This post will feature the same baristas rating student drink orders on a scale from 1 to 10.

Our baristas ranked your go-to Opus orders! Do you agree with their rankings? Let us know in the comments!!! #Opus #Rating #UF #Coffee

April 10, 2026 - TikTok Post

This post will be a follow-up to the April 9 Instagram post with the strawberry-banana-bread drink, with our baristas making the drink and trying it.

A strawberry-banana-bread coffee? Yes, please! Would you want to try this fun flavored drink exclusive at Opus?? #Opus #StrawberryBananaBread #FunCoffee

April 14, 2026 - TikTok Post

This post will feature one barista parodying the customers she sees every day at Opus, including students who work, those who are just there to socialize and others who do funny things.

When you come to Opus, which person are you? Let us know down below! #Opus #Hilarious #UF #Students

April 17, 2026 - TikTok Post

This post will be interactive, as a barista will announce a challenge where the top-liked comment with ingredients will be made and taste-tested in the next post.

It's time for a #OpusChallenge! In the comments, tell us a base and ingredients for your perfect coffee confection. The most liked comment with a drink will be featured in our next video!

#Opus #Coffee #Challenge

April 21, 2026 - TikTok Post

This post is a follow up to the April 17 post, where the winning comment and drink will be featured and made.

@UserHandle won the #OpusChallenge, so we made and tried their Base Ingredient Coffee!

Would you order this drink??? #Opus #Coffee #FunCoffee #TasteTest

April 22, 2026 - TikTok Post

This post would be a get ready with me style video with one of our baristas, who showcases what it is really like to work at Opus.

#GRWM to work a shift at the best place ever, Opus Coffee. #Paradise #Opus #UFCoffee

April 24, 2026 - TikTok Post

This post would showcase the bang-for-your-buck Opus gives compared to other coffee shops.

Working on a student budget? No worries! That means you can enjoy all the Opus you want!

#AffordableCoffee #UF #StudentLife #Opus

April 28, 2026 - TikTok Post

This post would feature select customers giving testimonials and honest opinions about Opus and why they come to Opus.

Not sold on Opus just yet? Hear from some of our valued customers on why its time to join the #OpusFamily! #UF #Community

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