

Opus Coffee Research & Audit

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AI Content Audit, Competitor Analysis, and Audience Analysis



1. Content Audit – Opus Coffee (Social Media)



Platforms & Presence

Instagram

- Primary handle: @opuscoffee — ~9,000+ followers and ~1,500+ posts. This suggests an established visual presence.
- Content includes reels with engagement through casual and social posts (e.g., playful captions, day-in-the-life clips).

Secondary Instagram

- @opuscoffeeoaster — focuses more on bean roasting and product branding with ~3,200 followers.

Engagement Style

- Reels featuring fun, low-effort content with good engagement (likes and comments). Example: a post about shared playlists or communal vibes has garnered notable likes/comments.
- Includes store location shots and specialty menu items (e.g., seasonal or themed drinks).

Keywords & Patterns

- Shorter captions usually include a description of the drinks or people seen in the videos.
- Emojis are prevalent in each caption that fit the overall vibe of the post.



What's Working



Reels: short, relatable videos do well — especially ones that tap into local culture or humor.



Multiple location content: showcasing different shops (e.g., Airstream, Oaks Mall).



Product + lifestyle posts: coffee + lifestyle visuals appeal to students and locals.



What Could Improve

- ◆ UGC (User-Generated Content): Encourage and repost photos from customers — this builds community and trust.
- ◆ Stories & Highlights: If not regularly updated, consider weekly highlights like “Drinks of the Week,” “Behind the Barista,” or “Events.”
- ◆ Cross-platform presence: No obvious TikTok profile publicly linked — TikTok could be a huge opportunity for short coffee-making, campus life, or staff videos.
- ◆ Brand narrative: Posts could lean heavier into Opus’s local heritage, community initiatives (e.g., Gainesville Giving Garden partnership recycling coffee grounds).

2. Competitor Analysis – Local Coffee Spots in Gainesville

Important local competitors include both current and legacy coffee shops — some of which influence the local scene Opus operates in.

Key Local Coffee Competitors

Volta Coffee, Tea & Chocolate

- Historic local favorite with strong visual aesthetic and deep community engagement.
- (Note: Volta physically closed in 2024, but its strong legacy means its social style and community loyalty are instructive.)

Coffee Culture

- Another popular local spot with cozy atmosphere — often mentioned alongside Opus in community discussions.

Wyatt’s Coffee / Karma Cream / Curia / Pascal’s / CYM Coffee

- These are frequently cited by residents and students as favorite local shops with strong vibes or specific niches distinct from Opus (e.g., indie or artisan feel, unique interior, niche menus).

Competitor Social Strategies

- Competitors like Volta built loyal followings through consistent, niche visuals, community events, and “local third-place vibes.”
- Some, like Curia and Pascal’s, leverage ambience and photos of cozy spaces more than product shots — this drives strong engagement with community-centric posts.

Competitive Opportunities for Opus

- ✓ Emphasize its unique drink series (e.g., Slayer, Gator, Heartbeat series) and visuals of those drinks in social content.
- ✓ Promote the Airstream location as a lifestyle destination more often — it's memorable and differentiated.
- ✓ Feature events and partnerships (like tech meetups, co-working mornings, or sustainability stories).

3. Audience Analysis – Who Engages with Opus

Primary Audiences

1. UF Students (18–24)

- Likely the biggest audience given locations near campus and downtown.
- Engage with quick, trendy, visual content like reels, humor, and relatable on-campus moments.

2. Local Professionals & Hospital Staff

- Opus has several UF Health locations — these customers are consistent but might prefer practical, convenience-oriented posts.

3. Local Coffee Lovers & Community Supporters

- People who live in Gainesville and favor local over corporate chains are drawn to local stories and community involvement.

Audience Interests (from social and community forums)

- 💬 People praise creative drinks (like nitro drinks, seasonal lattes) and name recognition.
- 💬 Community members enjoy reviewing and recommending local coffee spots — Opus frequently gets mentions.
- 💬 Some patrons favor atmosphere (indoor/outdoor seating, study vibes).

Engagement Behavior

-  Students respond well to short, fun video content and lifestyle memes.
-  Professionals respond better to information and convenience content (hours, order ahead, specials).
-  Locals respond to community news and collaborations (sustainability efforts, partnerships).

Overview

What is Opus trying to sell or do?

Opus's main goal is to sell their products, which are coffee, tea, food, and merchandise. They are creating a vibe in these coffee shops that is welcoming to students, and ultimately they are trying to keep these students coming back for more, or just trying to get "regular" customers in general. Opus wants students to come in to grab a coffee and then sit down to hang out with friends, study, or just take a load off and enjoy the environment.

Who are Opus's publics?

Opus's main publics are UF students who are visiting to either do work or grab a coffee. Specifically, for the location on 13th Avenue, the publics for them are sororities, especially ones that are close by, like Kappa Kappa Gamma, and people who take classes in Norman Hall. Another public would just be coffee enjoyers in Gainesville. Anyone can drink coffee, and since there are 10 locations in Gainesville, it makes it easier for anyone to go out and grab coffee.

Competitors

There are a ton of coffee shops in Gainesville, but the main ones are Pascal's, Coffee Culture, Concord Coffee, Daydreamer Cafe, Wyatt's Coffee, and Karma Cream.

Content Audit

Opus Coffee uses Instagram, Facebook, and TikTok. The brand also has an X account which has been inactive since 2023. Knowing the brand's most used social media platforms will help our group focus on the trends, features, and changes occurring on these specific platforms. It will also help guide our audience analysis as we can assess the users of these platforms and cater our content to them. Conducting audits of each social media platform will allow us to gauge their engagement and see which content is working and which is not.

Instagram

Opus Coffee's Instagram (@opuscoffee) is the brand's best performing social media account. The brand is easily identifiable from the profile picture of their logo (which has the brand name in it) and the username. The majority of the brand's posts are pictures of drinks or pastries, which makes it obvious that this is a coffee shop. Some keywords and phrases used are "Gainesville," "drinks," "coffee," "barista," "coffee shop," and "University of Florida." These key words contribute to making the brand more recognizable from their posts.

This account has 9,128 followers, which is the most it has on any of its platforms. It has 1,491 posts and created the account in May 2015. The brand posts on Instagram about 2-3 times a week, though this number is slightly inconsistent at times. They mainly post on weekdays. There doesn't seem to be a clear posting pattern as they may post two reels or three pictures of drinks in a row.

On Instagram, the brand posts reels, carousels, and stories. The reels mainly consist of baristas making drinks or participating in trends such as "How the cafe sounds when everyone's

on aux.” The carousels are pictures of drinks, pastries, event flyers, merch, and people (employees and customers) enjoying coffee. The stories are reposts of customers’ stories, depicting drinks. The highlights are split into merch, information of its hours, the team (spotlights one barista every week), favorites (people sharing their favorite drinks), stylized pictures of kitchen items, and stylized pictures of drinks with their recipe. The main topics across all of these types of content is the drinks — whether it be showcasing a new lineup of drinks, baristas and customers holding them, or making drinks.

According to Social Blade (2026), Opus Coffee has a 1.46% engagement rate, with 130 average likes and 3.25 average comments. The content with the most engagement is typically announcements of new drink lineups, event flyers, and reels based on trending content. The content with the least engagement are posts and reels of just drinks. These usually have short and simple captions and an image or video of a drink. Opus Coffee uses Instagram very similarly to other platforms but focuses a lot more on static images. They also make use of story highlights, which is an exclusive Instagram feature.

TikTok

Opus Coffee’s TikTok (@opuscofee) uses the same profile picture as its Instagram page, making it easily identifiable. Currently, the page has 1,579 followers with 310,000 likes in total. According to Social Blade, Opus Coffee has posted 126 videos and created its TikTok account on March 17, 2020. Keywords that are used as hashtags for each video typically include “coffee”, “gainesville”, “universityofflorida”, “latte”, “coffeeshop”, and “barista”.

Some main topics posted on Opus Coffee's TikTok include videos about coffee and barista lifestyle content. Some examples include videos with trending sounds, point-of-view content, videos making coffee, and a series called "What are you going to make for me." The majority of the content posted has a humorous tone, correlating with likes and views. For example, most of its top-performing content consists of comedic point-of-view videos of an Opus Coffee barista with a trending sound. On the other hand, low-performing content consists of coffee-making videos, videos with a lot of text, and talking videos that take awhile to get to the main topic. The difference can be seen with top-performing content between 1,000-60,000 views and low-performing content between 800-400 views.

Referencing the dates on each video, Opus Coffee does not seem to have a consistent posting schedule on TikTok. In December, posting was more consistent with about 4-5 posts per week but has since declined to about 1-2 times per week.

Compared to its other social media platforms, Opus Coffee's TikTok leans more toward entertaining content than aesthetics like its Instagram or Facebook page.

Facebook

The Facebook page of Opus Coffee is easily identifiable through the profile picture (which is a picture of a coffee cup with the shop name on it) and the header (which has a different variation of the logo). It's easy to see that this is a coffee shop through the content it posts as there are a lot of images of beverages and baristas. The key words used throughout this platform are "coffee," "blend," "gainesville," "drinks," "tea(s)," and "barista." These key words suit the brand as they represent the products, location, and people involved.

According to Social Blade (2026), the account has 2,416 followers. Over the last month, the account has had -2 likes in total, but it is important to note that they have not posted since January 21. According to Phlanx (2026), the engagement rate across the last 12 posts has been 7.16% which is a significant increase from their Instagram engagement rate. The brand posts about 1-2 times a week on this platform. The brand primarily posts reels, though they have posted a couple of images. There doesn't seem to be a clear posting pattern.

The majority of the posts on this account are videos, which are also posted to other platforms. The main topics addressed in the content are interviews/content with baristas and videos making drinks. The images mainly consist of photos of drinks, merchandise, and baristas.

The posts that perform the best on this account are announcements (such as a new blend) or trendy content (such as a trendy video about starting a business in your 20s). The posts that receive the least engagement are videos of drinks with short and simple captions, similar to the ones on Instagram. This organization is using this platform differently to others as it doesn't post on Facebook as much and primarily sticks to video-based content. It also uses it differently by

allowing Facebook users to write reviews and recommend the shop. However, this feature hasn't been used since 2021.

Platform Comparison

Opus Coffee has an active social media presence on Instagram, Facebook, and TikTok. Each platform varies in effectiveness and serves a different purpose.

Instagram is their biggest social media platform because they post consistently and have the largest follower count compared to their other social media pages. They showcase their brand identity on Instagram by posting aesthetic visuals of drinks and pastries. They also post entertaining barista content to build community and brand personality.

TikTok is used for trendy, entertaining, and humorous short-form video content. Opus uses trending sounds and point-of-view videos to reach a large audience. Although the Opus Coffee TikTok account has fewer followers than its Instagram page, some of its videos get high view counts. The occasional virality of the TikTok account shows the potential for growth in reach and awareness. However, posting is inconsistent, so it limits the platform's growth.

Facebook is Opus Coffee's least effective social media platform. Opus posts infrequently on the page, and engagement is low.

Major Findings

- Instagram is the most established and recognizable social media platform for Opus Coffee.
- Instagram is the most effective social media platform because posts are consistent, engagement is high, and brand presence is strong.

- TikTok videos perform well for the brand when the videos use trending sounds or platform trends.
- TikTok lacks consistency, which limits growth.
- TikTok could help reach a younger audience and expand reach, but a consistent posting strategy would need to be put in place.
- Facebook has low activity and engagement, but a decent amount of followers.
- Audience engages more with content featuring trends, people, and announcements than with simple photos of drinks.

Overall, video content centered on baristas, customers, and humor receives higher engagement and drives more interactions than photos, especially on TikTok and Instagram. Growth and engagement could be improved if content were posted more consistently on TikTok and Instagram.

Opportunities

- Post more reels and TikToks because they get the most engagement and views.
- Use a content schedule to increase reach, visibility, and growth (especially on TikTok, but could also be used for the Instagram page)
- Post TikTok videos on Instagram reels to reach a larger audience
- Keep posting trending content and using trending sounds to increase visibility and engagement.
- Use Facebook to connect with the local community through announcements and event posts.

- Posting consistently on Facebook could increase engagement with the moderate following already present.

Challenges

- Posting drink photos does not keep the audience interested, so use those posts sparingly or with a strategy behind them (such as a limited-edition flavor announcement)
- Facebook is not used enough since there is a moderate following there.
- Posting inconsistently limits reach, visibility, and growth.

Audience Analysis

Identifying Opus' brand audience requires a clear and effective social media strategy.

This section will describe the audience analysis related to the demographics, psychographics, and online behavior of Opus's audience, and how they interact on different social media platforms.

Another point of analysis will be social listening, which analyzes the discussions and the overall sentiment regarding the brand. Together, these insight frameworks are essential to improving the understanding of Opus' audience and content positioning.

Demographics

Since Opus originated in UF Shands, it has primarily served the Gainesville area. It then grew to numerous locations in the vicinity of the University of Florida (UF) campus, including several buildings and mobile Airstream spots. The target audience is predominantly within the age bracket of 18–29, with a notable overlap with the Gen Z cohort, who are considered the heaviest social media users (Pew Research Center, 2025). Opus's target audience, according to the website, is residents, students, and professionals, and most locations are strategically

positioned on campus and within health care facilities, providing easy access to coffee on the way to class and work (Opus Coffee, 2026).

This is also supported by their coffee consumption habits. According to Statista (2026), coffee has become a routine part of life for 68% of Generation Z in the U.S. Since the target audience is local, and this is habit-based, marketing in the form of videos showing coffee commuting, studying, and coffee runs during class will perform better than conventional marketing.

Psychographics

Aspects like age and location aside, customers of Opus also share other lifestyle values. Many users of the Opus brand value coffee shops that are welcoming and friendly, and supportive of the local community. Users of the coffee shop and study space value cozy environments, so creative drink offerings are just the icing on the cake.

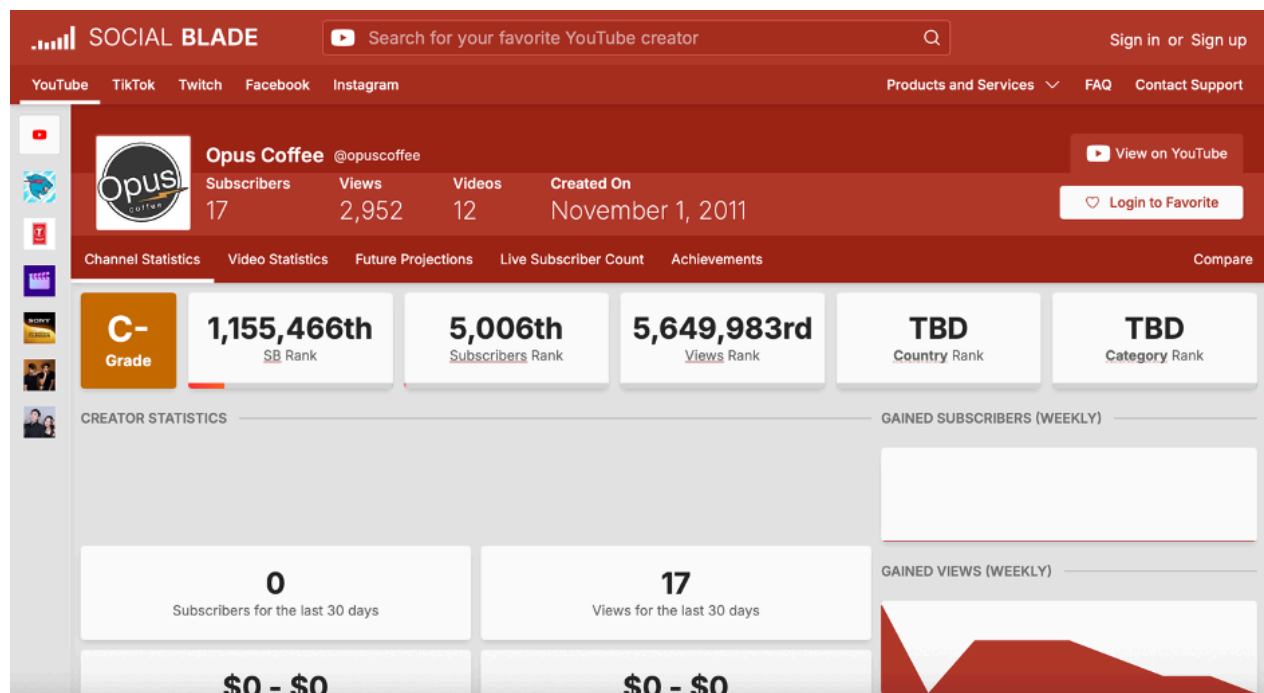
Therefore, typical advertising style posts should take a back seat in favor of posts that showcase the inviting, stimulating study, and creative atmospheres, where many customers like using the coffee shop to enhance their productivity (Talkwalker, 2026).

Online Behavior

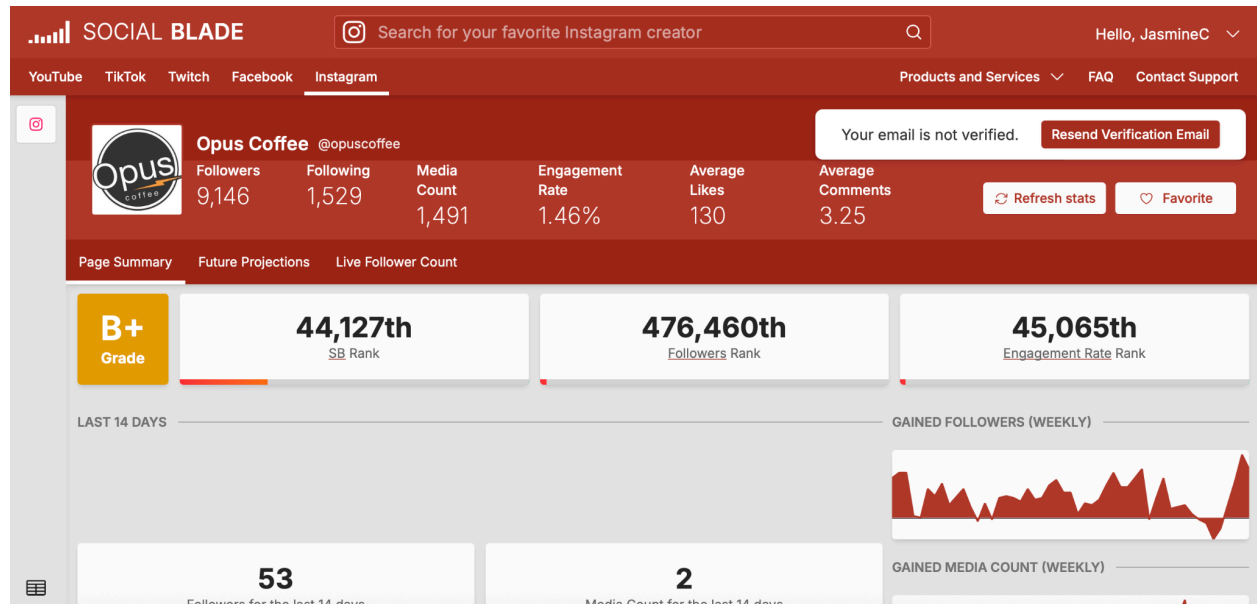
Different types of content will lead to different types of audience engagement. For instance, University of Florida students engage much more with short form videos like reels that are funny or trendy, or document daily activities. This is also reflected in the performance data across platforms, where Opus Coffee's long form YouTube videos have seen very little growth and engagement in the recent past, illustrating that audiences are not interested in longer videos (Social Blade, 2026).

This shows that audiences like fast and short videos much more than long videos. This also goes the same for informational posts; they are useful to an extent, though for the most part, residents of Gainesville engage more with posts that demonstrate community engagement or partnerships. Given that audience engagement varies by intention, short videos are the best way to acquire new audiences while informational posts and community engagement posts are best at keeping the audience connected to the brand.

Given that Opus's key demographic is college students, short video content and reels are more likely to yield higher levels of audience engagement than other types of content since they are aligned with the audience's online habits.



Opus Youtube engagement stats. *Courtesy of Social Blade (2026).*



Opus Instagram engagement stats. Courtesy of Social Blade (2026).

Social Listening and Sentiment Analysis

To conduct social listening for Opus Coffee, the Boolean query “(“Opus Coffee” OR “Opus Coffee Gainesville”) AND (“Gainesville” OR “University of Florida” OR “UF”)” was used to try to find what people were saying about the brand on social media and their overall tone. The queries were refined by using the operator “NOT” to remove results about an unrelated product called “Fellow Opus.” A filter was added to only include conversations in Florida. Accurate results were the goal, but after trying several different Boolean queries and filters, Talkwalker (2026) responded “No results available” regarding Opus Coffee in Gainesville. Alternative social listening methods were used, such as Twitter Advanced Search, manual searches on platforms like Instagram and Facebook, and customer reviews on TripAdvisor and Yelp.

The data was analyzed and collected from social media user posts, user comments on Opus Coffee's social media accounts, and customer reviews to understand who is leading these online conversations, the overall sentiment, and the common themes and tones across platforms.

Who Is Talking:

There are five groups who discuss Opus Coffee on social media, based on posts, comments, and reviews I collected across platforms such as X, Instagram, Facebook, TripAdvisor, and Yelp.



UF student post showing mixed sentiment toward Opus Coffee. Source: X

The first group who discuss Opus Coffee on social media are UF students and UF student life social media accounts, like student housing or dorm pages, and the UF student engagement page. They talk about Opus Coffee as a student study spot, a place for a study “pick me up” drink

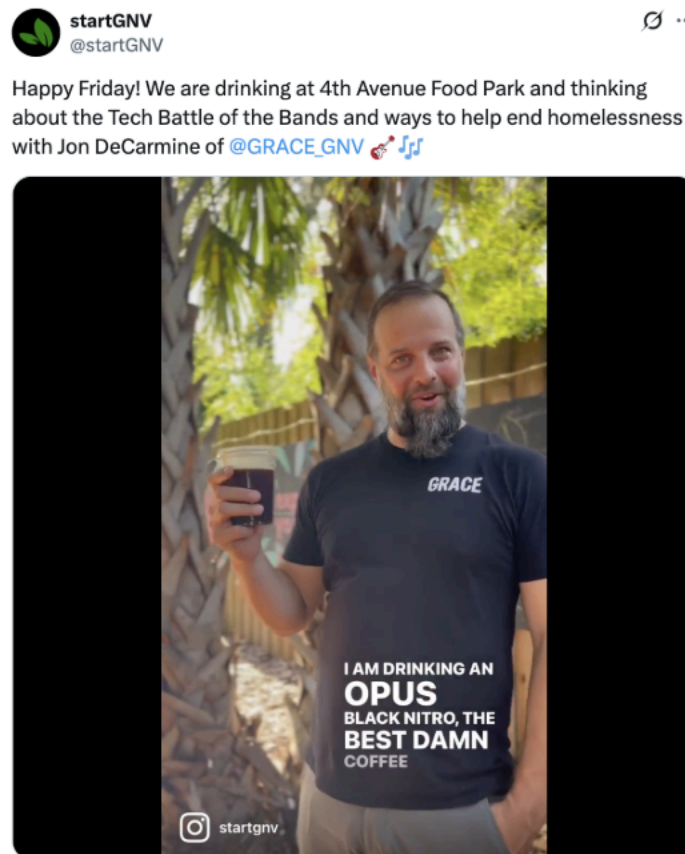
for energy, and a coffee shop for seasonal and fun drinks. These pages also refer to the brand in their posts using flyers for fundraisers at differing Opus Coffee locations and giveaway posts. One student bashed the Gainesville coffee scene but named the Nitro cold brew as the only good item at Opus.

The second group who talk about Opus Coffee on social media are UF Health and medical professionals. This user group includes medical staff like doctors and nurses, trainees, researchers, medical students, and medical patients and their families. UF Medical accounts post about the brand on X, and comments and reviews are on Facebook, Yelp, and TripAdvisor. The way this group talks about Opus is for “fueling our meetings,” keeping them going, convenient locations during shifts, and positive reviews.



UF medical organization showing Opus Coffee as fuel for healthcare professionals. Source: X, @UFBreathe.

The third group who lead social media conversations about Opus Coffee is Gainesville business professionals and entrepreneurs in the innovation, startup, and networking crowd. These professionals post about their thoughts on Opus Coffee, are tagged in “drinking and thinking” posts, and are posted drinking and talking about Opus Coffee on the StartGNV X page. They position Opus as a meeting spot on social media where they can network and discuss business while grabbing a cup of coffee. They talk positively about the brand, saying Opus has the “best coffee in town” or “some of the best (coffee) in town.”



Startup community post positioning Opus Coffee as a networking hub. Source: X, @startGNV.

The fourth group discussing Opus Coffee across social media is Gainesville locals. They post casually on X, mentioning Opus in local food guides or coffee spot recommendations. Locals take an overwhelming majority in the comments on Opus Coffee's Facebook posts, mostly praising the coffee spot.

The final audience group is visitors to Gainesville and UF student parents. This group is found in the reviews of Opus Coffee on Yelp and TripAdvisor, indicating that the brand is part of the tourist and visitor experience in Gainesville. They mostly talk positively about the coffee shop, calling it a "cute spot" and "study space," and say it's "pricey but worth it."

Sentiment:

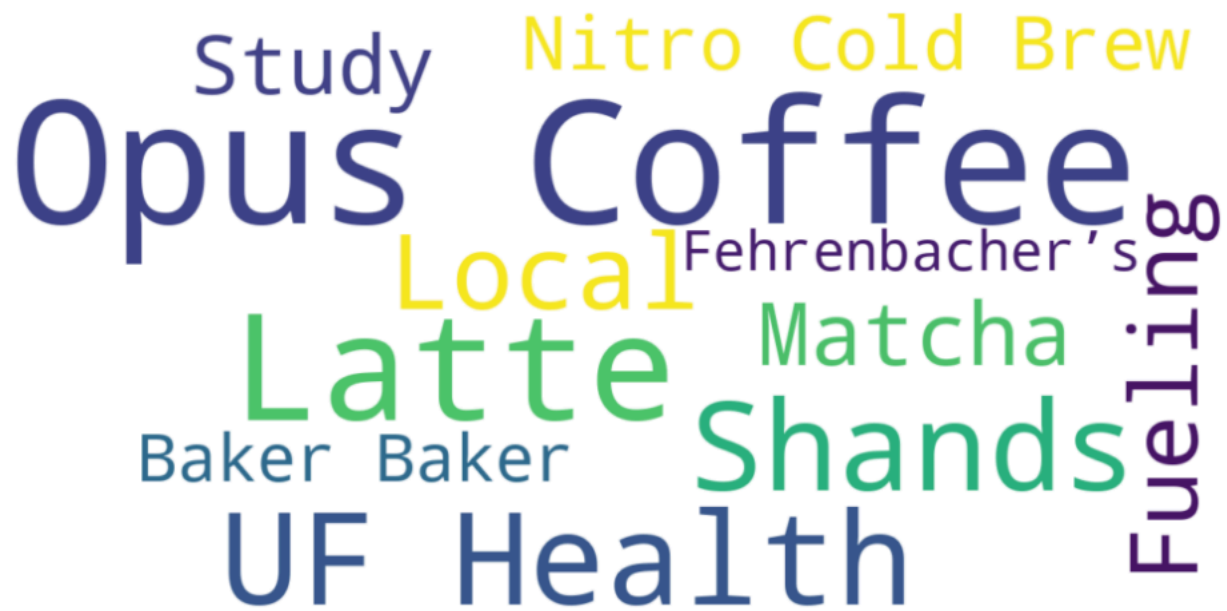
To calculate consumer sentiment, each comment, review, and unique post as one mention was counted. The total mentions across X, Instagram, Facebook, Yelp, and TripAdvisor are 159. Then divided the mentions as positive, neutral, or negative. Overall, there were 150 positive mentions, 0 neutral mentions, and 9 negative mentions. Simple formulas were used to calculate the percentages of positive and negative mentions relative to the total and found that positive consumer sentiment was 94% and negative consumer sentiment was 6%. This analysis shows that Opus Coffee has a positive reputation in Gainesville with many excited customers who recommend the brand to others, use the coffee shop for events, meetings, and fundraisers, and tag their friends and engage with Opus Coffee social media posts. Negative feedback accounts for a small share of conversations about the brand on social media and online. The small amount of negative sentiment is primarily disappointment with pricing, cleanliness, service, and taste.



Instagram post showing positive consumer sentiment toward Opus Coffee. Source: Instagram, @bringyourownmugg.

Themes and Tone:

Recurring themes and overall tones were found across comments, reviews, X posts (Tweets), and other social media posts. Using the spreadsheet of mentions used to organize and calculate the mentions to find consumer sentiment made it simple to identify recurring themes and tones.



Opus Coffee Theme Word Cloud. Generated using ChatGPT

One recurring theme is “Nitro Cold Brew,” mentioned 5 times; many users said it was one of the best items at Opus Coffee, and the posts mentioning the drink had an energetic, preferential tone. “Matcha” was mentioned 7 times in a trendy, flavor-focused tone. Over 20 mentions highlighted the theme “latte,” mostly iced lattes, across giveaway comments, reviews, and student-focused posts. The tone used in mentions of the theme “latte” was study-friendly, social, and a treat-yourself kind of tone. “Study” was mentioned 6 times across posts with a student and campus culture tone. Posts with captions like “Tag your study buddies,” user photos of Opus Coffee drinks with “Study sesh” captions, and reviews mention the theme study in a “fueling” with coffee kind of way. “Fueling” is another theme mentioned across meeting-themed posts in which Opus Coffee sponsored or provided beverages. “UF Health” and “Shands” are themes mentioned over 15 times across user posts, especially in reviews on TripAdvisor and Yelp. “Local” is another recurring theme across mentions, which gives off a loyal and supportive

tone. “Baker Baker” and “Fehrenbacher’s” are also common themes on posts praising Opus Coffee for supporting other local businesses, which shows a community and curated tone. Overall, the tone toward Opus Coffee is positive, community-centered, convenient, and users see Opus as a daily ritual, study buddy, meeting spot, or “fueler” to get students, professionals, locals, and visitors through the day.

Key Audience Insights

Opus gets most of its customers from local colleges, where coffee is integrated into their daily activities, whether attending lectures, studying, or socializing. They see value in the ambiance of the coffee shop as well as the experience, and use coffee shops for socializing and productivity.

Opus’s target market is best captured by single images or video snippets that are visually appealing and convey the essence of student life. Considering the ritualistic presence Opus has in the life of the consumer, they are most likely to “advertise” themselves through social media. For students, hanging out at cafés is a big part of their social life.

The social listening analysis shows that Opus Coffee has a positive reputation across the Gainesville community and its visitors. Conversations on social media about Opus Coffee are led by students, student life and engagement organizations, student housing businesses, medical professionals, entrepreneurial and business professionals, UF Health organizations, locals, and visitors, which shows how Opus is a part of daily routines across the Gainesville community and is a popular, well-loved local business. Opus Coffee is convenient and reliable, with 94% positive consumer sentiment and only 6% negative. Overall, Opus Coffee is a popular spot for a

midday pick-me-up, study session, networking meeting, fundraiser, medical meeting sponsorship, social media giveaway, and a convenient cup of coffee, with the brand's 10 locations. To further prove that Opus Coffee is not just a cup of coffee but a community spot and a favored, well-established local business, recurring themes across social media conversations about the brand include “study,” “local,” “fueling,” “UF Health,” and “Shands.” Other themes like “lattes,” “matcha,” and “Nitro Cold Brew,” “Baker Baker,” and “Fehrenbacher’s” show that social media users enjoy the drinks and food offered at Opus Coffee. Users on social media see Opus Coffee as a community spot to study, work, get a convenient treat, and connect. The overall tone of conversations on social media about Opus Coffee is positive and supportive, indicating a loyal customer base for the well-established brand.

Competitor Analysis

Opus has a number of competitors in the space, but their top two competitors are Pascal’s and Coffee Culture. Both of these spots have very loyal customer bases and are focused on their aesthetic, just like Opus.

First, Pascal’s is a more community-focused coffee spot, focused on the Christian faith. At Pascal’s, the feeling is more of a hang-out spot and a gathering place rather than a straight-up coffee shop. In Pascal’s social media, the focus is on these gatherings and events and is focused on the community they have built. The focus isn’t really on the product, but more on the people in the space. They do promote events and make announcements, but these aren’t on new drinks; they are focused on get-togethers.

Pascal’s strengths on social media are those emotional posts that showcase their community, but they have an obvious weakness: they really never feature their products. Furthermore, Pascal’s has a very specific niche as a Christian-focused community.

For Opus, including more culture-focused posts would be beneficial and would diminish the effects of Pascal's advertising. I do think, however, Opus should continue to focus on its superior product.

Meanwhile, Coffee Culture is a more student-friendly and aesthetically pleasing coffee shop that is very similar to Opus in how it presents itself. On social media, Coffee Culture focuses a lot of visuals, promoting the vibe of the spot more than just the products themselves. Their content is very relatable and is focused on students and their seasonal beverages. However, compared to Opus, Coffee Culture has less differentiation in its drinks, and Opus can take advantage by showing off its wide variety.

Overall, Opus can benefit from showcasing their signature drinks, emphasizing the Opus lifestyle and avoiding the same pitfalls from Pascal's and Coffee Culture.

Conclusion

The Gainesville community has received several positive sentiments for Opus Coffee. Most users provide feedback on the coffee shop as a place to study, work, and hang out as opposed to just a place to grab coffee. The only critique the shop has received has been in regard to pricing and some inconsistency in service. Feedback in total has been nothing short of positive.

The content audit indicates that patrons prefer and interact with lifestyle and community focused promotions as opposed to straightforward advertisements. Posts centered on community activities and customer interactions outperformed advertisements centered on products. Given the variety of settings, lifestyle content should capture the different environments as spaces for audiences.

These findings should drive the social media approach. Opus Coffee should promote customer experience and store atmosphere based on customer engagement through comments, likes, and shares. Content should showcase the diverse ways space is used by students, workers, and community members.

By using customer vernacular and actual interactions with the brand, Opus can strengthen brand loyalty and engagement, while remaining true to its community focus. This enables the use of social media as more than just advertising, but as an experiential extension of the brand. This will facilitate ongoing growth in the Gainesville community and online.

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ChatGPT Prompt Used to Generate Word Cloud:

“Create a word cloud with the same style as Talkwalker theme word clouds using these themes:
Opus Coffee, Latte, Matcha, Nitro Cold Brew, Study, Fueling, UF Health, Shands, Local, Baker
Baker, Fehrenbacher’s.”

