

The background of the entire page is a solid teal color. It is decorated with numerous hand-drawn illustrations of coffee beans in a dark brown or black ink. The beans are scattered across the page, with some appearing as whole beans and others as cross-sections showing the internal structure. They are concentrated more towards the corners and edges, framing the central text.

BREWED AWAKENING

SOCIAL MEDIA PLAN
BY: THE BREWSKIES

PART ONE

Meet the Team!



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Senior

Majoring in
**Comprehensive
Communication**



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Majoring in
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Communication**

Today's Agenda

Part One:

- About Brewed Awakening (mission, target audience, products)
- Products, and aesthetic
- SWOT and competition
- Post quantity vs. quality and the importance of social media presence

Part Two:

- Our storyline & Social Platform Breakdown
- Possible improvements on each social platform & Call-To-Action Examples
- Competitor Case Study
- Summary & Conclusion
- Member Contact Information



Who Are We?

Brewed Awakening is a student-operated coffee shop located on the University of Nebraska at Kearney campus, near the main entrance of the West Center building. It provides a welcoming space where students, faculty, and visitors can enjoy high-quality coffee while supporting a business that offers valuable hands-on learning opportunities for UNK students.

Hours:

Monday – Friday
7:30am – 1:30pm



Our Main Purpose

Our business offers experiential learning within a business setting while performing dining needs for the business and technology building. Brewed Awakening also aims to bring unity between students and staff on campus and to build a sense of community in the College of Business and Technology.



Our Products

We sell a variety of drinks, such as coffees, teas, and other types of beverages, food items and even catering services. They are always striving to better their business and meeting the customizable needs of the customers, creating a more personal relationship.



Our Environment

We are placed right in the intersection of the first floor where others walk past to get to other levels. There even is a space to lounge, creating a cozy and quiet environment for students and staff to work, sometimes offering live music to bring customers in.



Our Audience

Brewed Awakening is a vibrant, student-operated coffee shop conveniently located on the University of Nebraska at Kearney campus, near the main entrance of the West Center building. It offers a welcoming space for students, faculty, and visitors to enjoy premium coffee, fostering community while providing valuable real-world experience for UNK students.

Audience Persona



General Student

- Age range: 18–22
- Majoring in History Education
- Location: College Campus
- Lifestyle: Active, goal-oriented, and social
- Gender: Female
- Income: Limited disposable income (relies on part-time work or parental support).
- Housing: Lives on-campus in a dorm or nearby apartment.

Business Student

- Age range: 18–22
- Majoring in Business Communications
- Location: West Campus– Business
- Lifestyle: Active, strong work-ethic, communicative
- Gender: Male
- Income: Limited disposable income (relies on part-time work or parental support)
- Housing: Lives off campus in an apartment with other business students

Audience Persona



Staff/Faculty

- Age range 35–50
- Occupation: Financial Advisor
- Location: College Campus– UNK
- Income: \$50,000–\$65,000 annually
- Demographics: Works to support self/family, balances personal life and work commitments
- Psychographics: Values routine, efficiency, and consistency

How to Appeal to Them:

1. Promotions: Offer campus discounts for faculty and staff.
2. Menu Features: Promote energy-boosting drinks or quick grab-and-go items.
3. Environment: Highlight cozy seating, Wi-Fi availability, and noise levels.
4. Engagement: Invite participation in coffee-themed events or employee appreciation specials.
5. Personalization: Build rapport by remembering their “usual” orders or names.



Competitors

Competition for Brewed Awakening includes other on-campus options, such as the Starbucks located in the Student Union across campus, as well as numerous off-campus coffee shops in the surrounding area. These alternatives attract students, faculty, and visitors, offering a variety of beverages, convenience, and established brand recognition that challenge customer loyalty.



Social Platforms

Brewed Awakening leverages social media to showcase new drink offerings, highlight and celebrate its dedicated employees, and provide timely updates on operating hours. This approach helps maintain a strong connection with customers while enhancing the coffee shop's presence within the campus and broader community.



How Often We Post

Taking a look at our other pages, our last post on Instagram was on April 19, of this year, which also happens to be our last social media post on any of our respective platforms. The post was a promotion of our new breakfast, which we serve every day. The Instagram page was created at the end of August in 2023 and posts an average of two to three times per week.

SWOT

Strengths

- Builds strong community connections by fostering belonging and maintaining personal relationships through frequent social media posts.
- Effectively promotes new menu items, seasonal drinks, and special offers, keeping customers informed and engaged.

Weaknesses

- Inconsistent posting schedules may limit engagement and reduce effectiveness in building a reliable online presence.
- Limited resources make it harder to compete with larger coffee chains' marketing and social media reach.

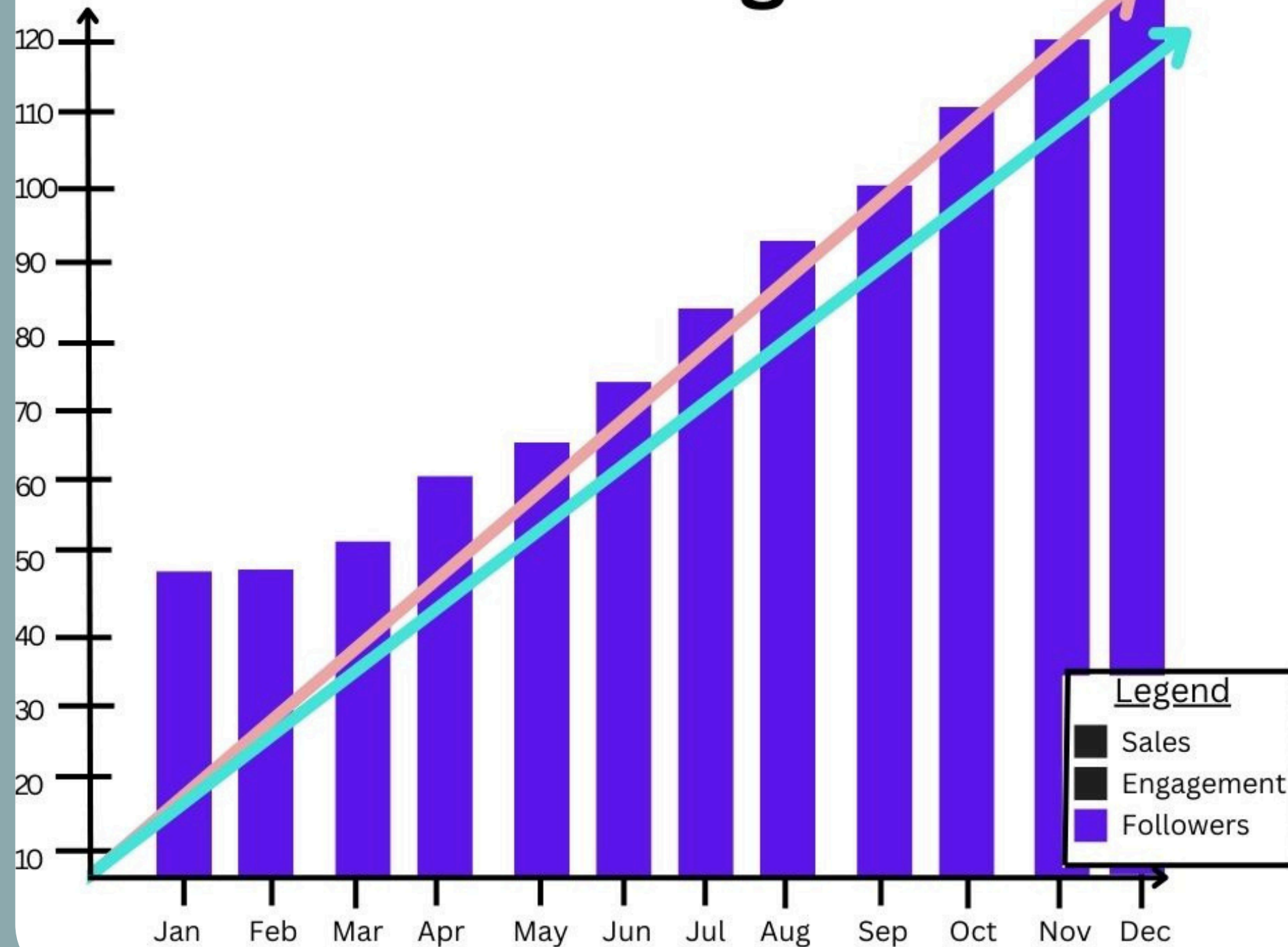
Opportunities

- Participating in trends, holidays, and viral challenges boosts visibility and attracts new customers on social media.
- Highlighting loyalty programs, discounts, and promotions drives traffic and strengthens customer loyalty.

Threats

- Larger coffee chains may draw customers with strong brand recognition and greater marketing budgets.
- Failing to adapt to quickly changing trends can lead to reduced visibility and engagement.

Brewed Awakening's KPIs



Key Performance Indicators (KPIs)

- 5% Profit Increase
- 10% Engagement Increase
- 10+ New Followers



Starbucks' Social Media Strategy

Starbucks employs a "less is more" principle in its social media strategy, focusing on quality over quantity. They post 5-6 times per week on Instagram and 3-4 times on Facebook, ensuring each post is creative and engaging. This strategy maintains high engagement without overwhelming followers.

Strategic Social Media Excellence at Starbucks:

- **Trend-Based Campaigns:** Starbucks leveraged cultural movements like Pride Month with its #ExtraShotOfPride campaign, raising \$250K in partnership with the Born This Way Foundation, reinforcing its commitment to inclusivity.
- **Minimalist Content Strategy:** By adhering to the "less is more" principle, Starbucks maintained high engagement with only 5–6 weekly posts on Instagram, focusing on quality over volume.
- **User-Generated Content (UGC):** Starbucks amplified customer voices by reposting UGC, enhancing brand credibility and saving content creation time.
- **Tailored Platform Content:** Starbucks customized content for each social media platform, experimenting with features like Reels and Guides while maintaining consistent branding.
- **Interactive Campaigns:** Seasonal initiatives like the #RedCupContest generated significant buzz, with 40,000 entries in just two days during its 2016 launch.
- **Audience Engagement:** Starbucks prioritized building rapport with followers by actively responding to comments, resolving concerns, and expressing gratitude, fostering a loyal community.



Socials Examples

Website: <https://unkbrewedawakening.com/>

Facebook:

Twitter:

Instagram:

<https://www.instagram.com/unkbrewedawakening/>

TikTok:

<https://www.tiktok.com/@brewedawakeningunk>



TikTok

TikTok is the last social media page they post on. They have 47 followers on TikTok and have only posted 7 times since the creation of the page on August 31, 2023. The frequency of posts is on average once a month, with October of 2023 seeing three posts. TikTok is built on keeping up with trends and staying active, and the more you post the more likely you are to be on TikTok's For You page.

Why Frequent Posting Matters for Brewed Awakening

Engagement & Community Building

- Connect with the campus community to foster a sense of belonging.
- Maintain a personal connection with customers.

Promoting Products & Specials

- Showcase new menu items, seasonal drinks, and special offers.
- Inform customers about limited-time promotions, discounts, or loyalty programs.

Why Frequent Posting Matters for Brewed Awakening

Leveraging Trends

- Tap into food and beverage trends, holidays, or viral challenges.
- Increase visibility and relevance on platforms like Instagram, Facebook, and TikTok.

Top-of-Mind Awareness

- Stay active and engaging to keep Brewed Awakening front and center for customers.

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PART TWO

Storyline Breakdown

Characters: Brewed Awakening & Students/Faculty on Campus

Setting: UNK Campus/West Center Business Building

Conflict: Little Reputation/Lack of Social Content

Theme: Brings Unity and Connections To Those Involved and/or
Living On Campus

Platform Breakdown

Platforms	Frequency
Instagram	3-4 posts per week
TikTok	2-3 posts per week
Pinterest	1-2 posts per week
Facebook	1-2 posts per week/1-3 interactions



Instagram

- Coffee flavor of the week or menu spotlight
- Behind-the-scenes (staff, coffee brewing process)
- Special offers or events
- User-generated content or stories repost on weekends
- “Aesthetic” Lifestyle
- Q&A's
- Special Challenges
- Fundraiser Participation

Call to Action

"Fuel Your Study Session! 📖☕

Swing by Brewed Awakening for a
coffee boost and tag us in your study
spot pic!

#StudySesh #BrewedAwakening
#CaffeineFix"

**Having students share their coffee experiences around campus
effectively promotes the beverage to a broader audience.*





TikTok

- Trend-inspired video featuring staff or coffee-making process
- Customer reactions or fun facts about coffee
- Short clips showing new drink recipes or popular items
- TikTok Lives
- Fun Events
- Participating with Trends

Call to Action

“Get your Brewed Awakening loyalty card today– and earn a free drink when you purchase one!”



**Loyalty cards encourage people to come in and get drinks more often, therefore spreading the word of your business*

Coffee Shop TikTok Idea



Facebook

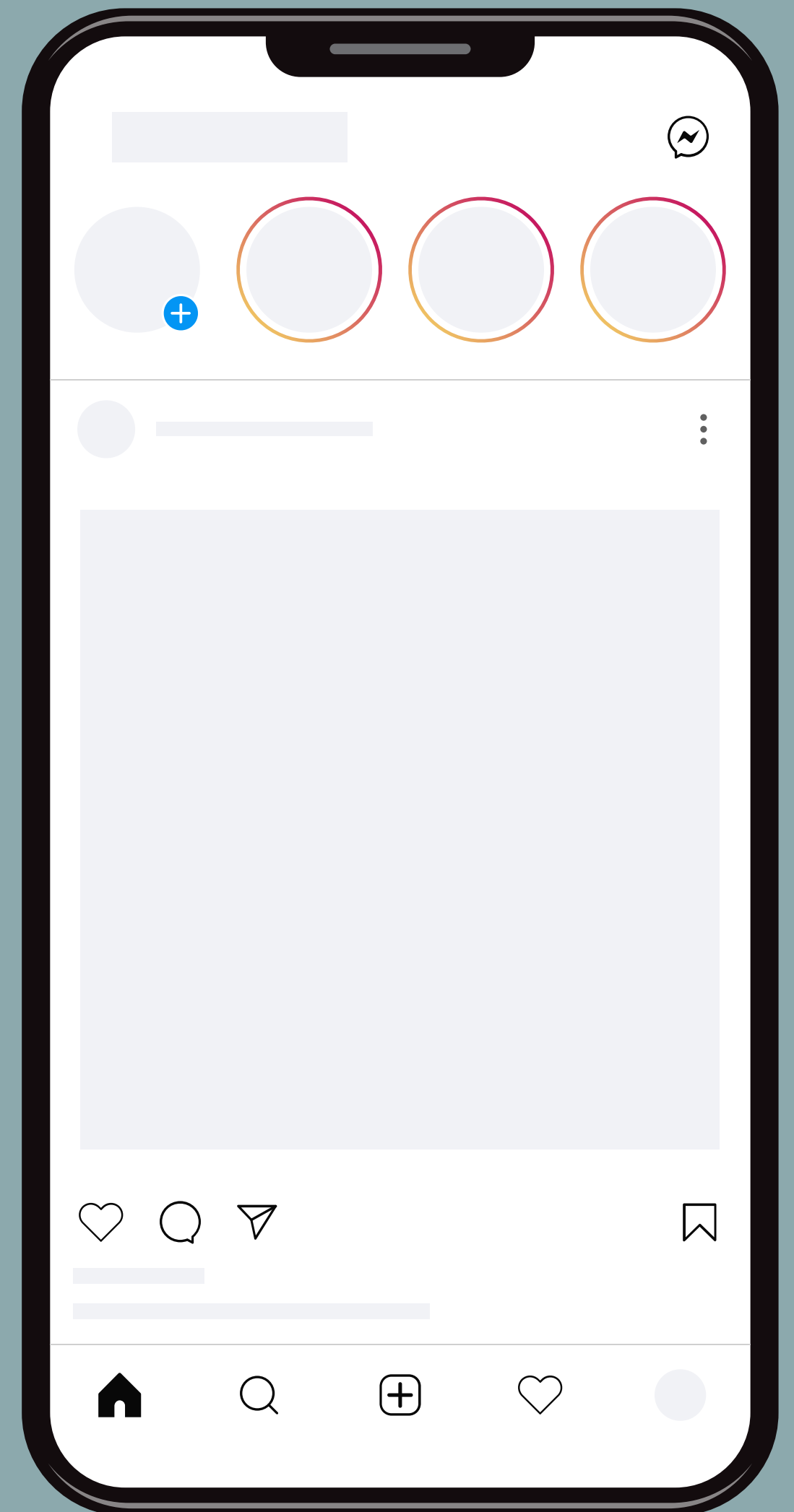
- In-Depth Specials and Promotions
- User-Generated Content and Customer Spotlights
- Behind-the-Scenes Posts
- Customer Polls or Questions
- Hour Updates

Call to Action

"Late Night Cramming? We've Got You! 🌙 Stop by for extended hours during finals week!

#BrewedAwakening #FinalsWeek
#LateNightStudySesh"

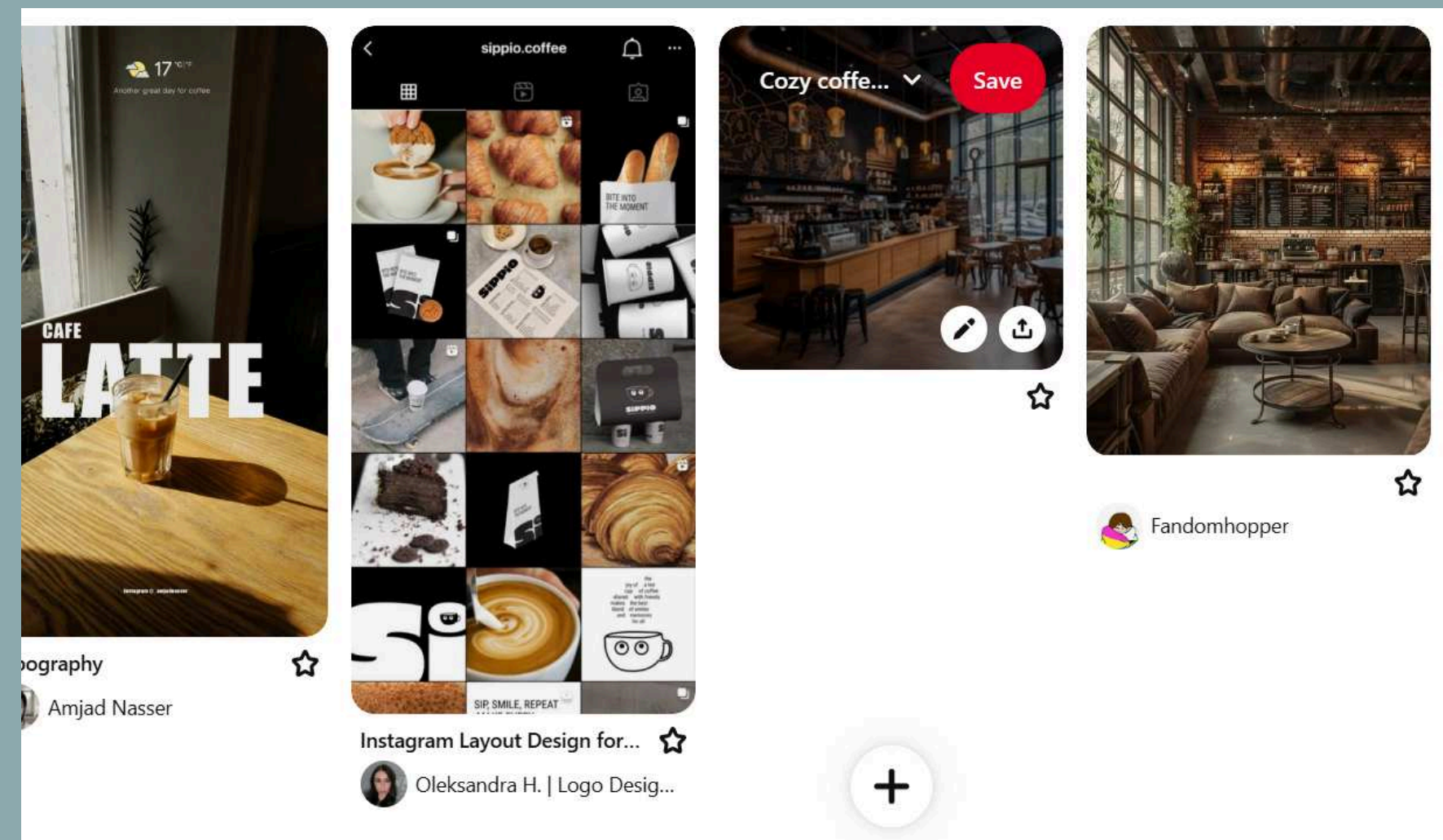
**Encouraging college students to consume coffee during periods of stress can foster a greater tendency for them to seek relaxation in coffee shops.*





Pinterest

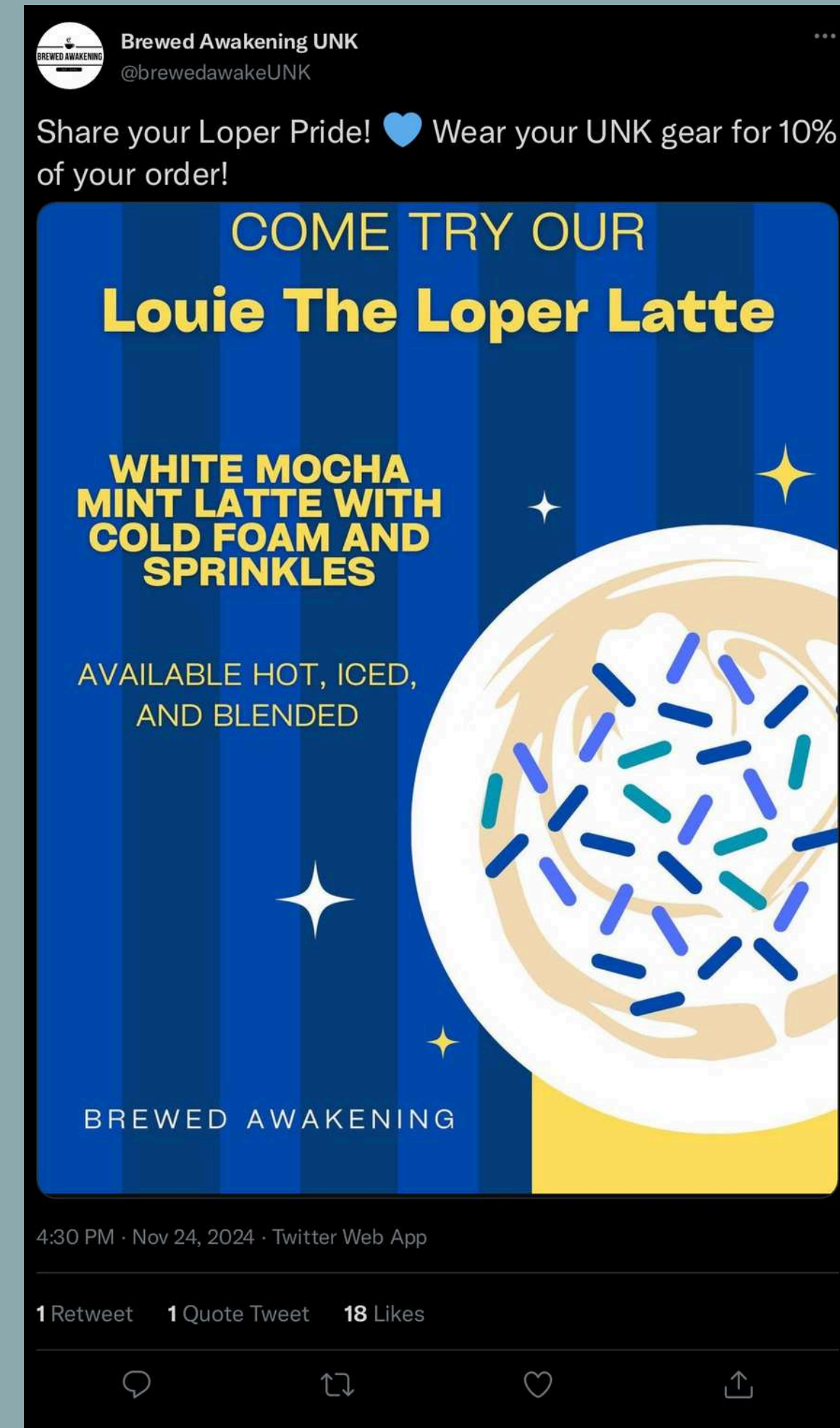
- Highlight seasonal drink recipes, café aesthetics, or study-space setups
- Create boards that represent the vibe of the coffee shop (e.g., "Study & Chill," "Fall Flavors")



Call to Action

“Share your Loper Pride!
❤️ Wear your UNK gear
for 10% of your order!
#BrewedAwakening #Sale
#LoperPride”

**Encouraging students to display school spirit can enhance the aesthetic appeal of your shop while simultaneously promoting both the school and its students.*





Twitter/X

- Relatable Content
- Engagement Posts (Polls, Questions, Contests)
- Student Deals & Promotions
- Daily Specials or Limited-Time Offers

Call to Action

"Vote for the Brew of the Month! 🌟
Comment your favorite drink, and help us create a campus favorite!"



**Encouraging students and faculty to participate in voting on new beverage options can significantly broaden coffee knowledge among a diverse audience.*

Summary

Part One:

- Got to know Brewed Awakening (mission, target audience, products)
- Discussed Brewed Awakening's SWOT and competition
- Discussed quantity vs. quality and the importance of social media presence

Part Two:

- Explored our storyline
- Broke down the recommended social platforms and possible improvements for each
- Covered call-to-action examples and a competitor case study

Resources – Research

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Questions? Contact Us!



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