

**Promotional Materials**

Maggie Kerrins

CHSS, Grand Canyon University

COM-456: Organizational Communication

Dr. Sears

February 6, 2022

For this assignment, I chose to create content for an Instagram post. This post will be for the audience of Caribou Coffee customers with the objective of informing them about the changes being implemented across all company locations. The post is one that will be posted to the @CaribouCoffee account's main grid (rather than a story post), and the post type is a carousel post, meaning that the first image appears in followers' feeds, and then they can swipe through the other images for more information. All images used were taken from the @CaribouCoffee Instagram page, in order to ensure that they are very on-brand and in-line with other posts from the company.

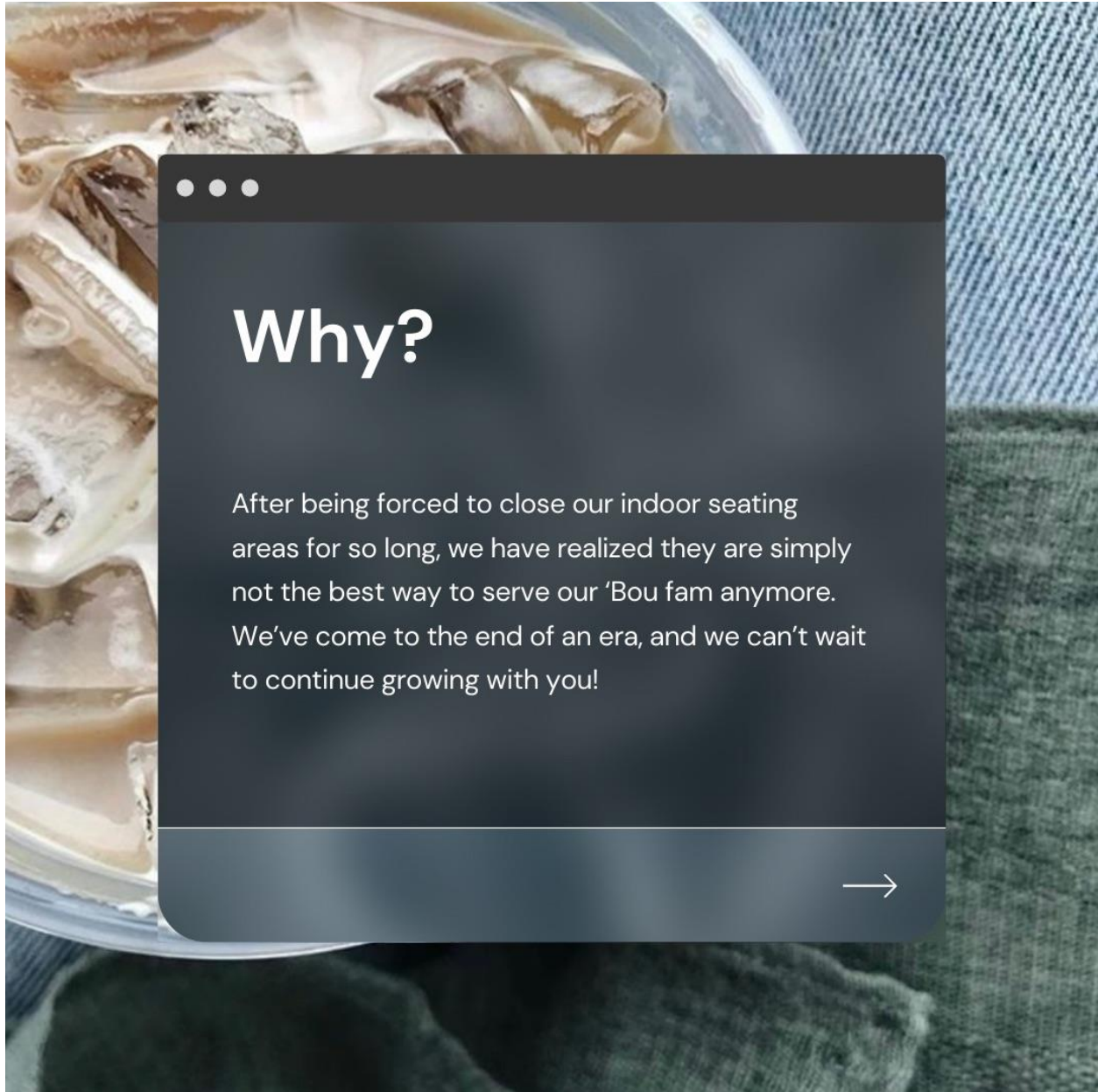
We have an update...

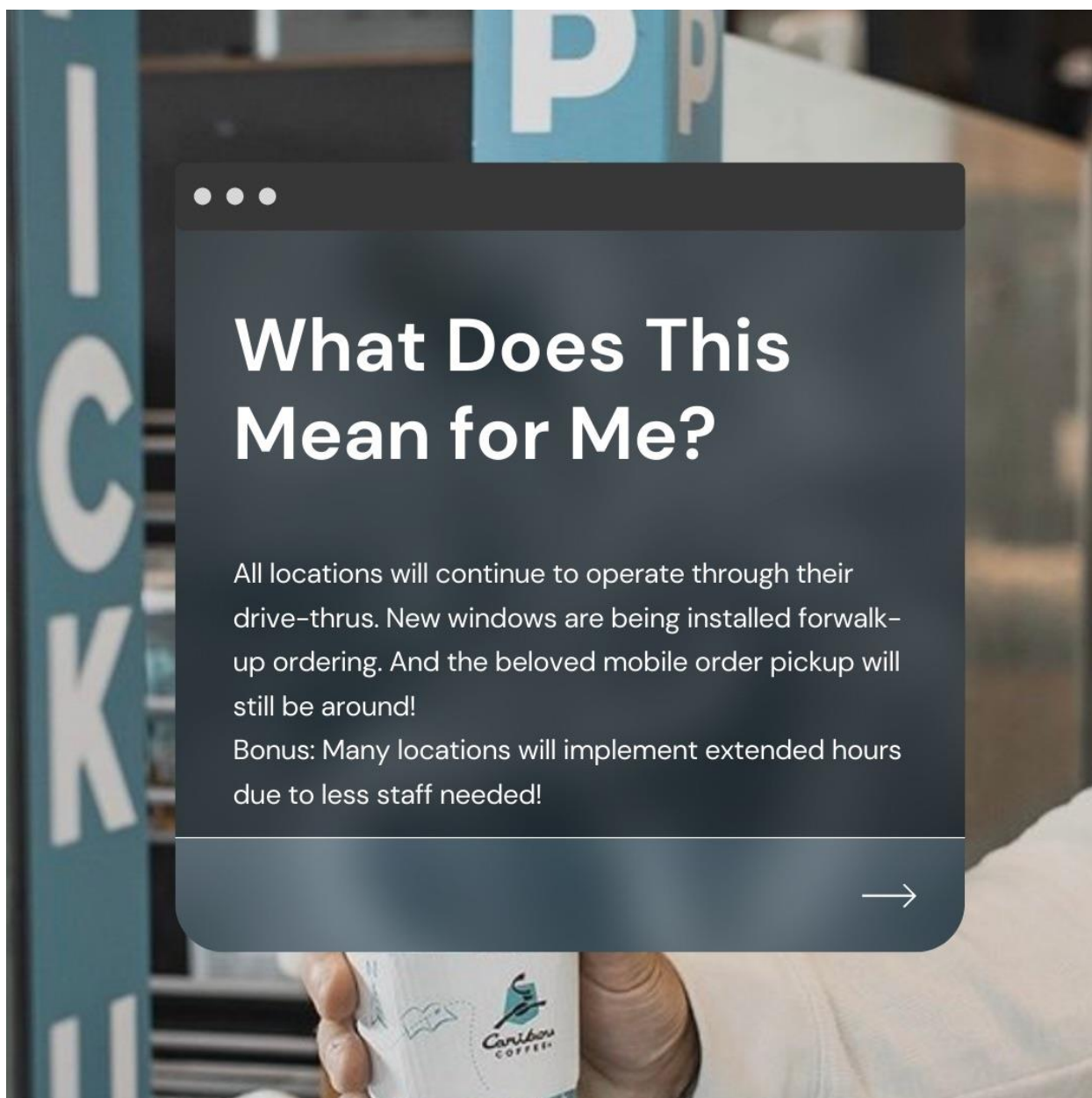
# **All Caribou Coffee Lobbies Are Closing Permanently**

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Swipe to learn more







## What Does This Mean for Me?

All locations will continue to operate through their drive-thrus. New windows are being installed for walk-up ordering. And the beloved mobile order pickup will still be around!

Bonus: Many locations will implement extended hours due to less staff needed!





**"We are here to share  
an extraordinary  
experience that feeds  
the soul."**

-Caribou Coffee Mission Statement



