

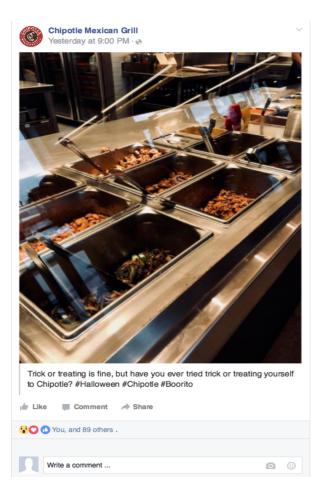
## **MEXICAN GRILL**

Chipotle is successful on social media because it manages to have funny and light-hearted posts while also delivering quality pictures. Social Media is a place where people at times don't take themselves seriously, and Chipotle is aware of its brand and aware of the demographics it mainly appeals to.





## **Facebook**



## Instagram







● 307 likes

chipotemexicangrill Don't ghost us tonight this