

## **Cooper-Atkins Sales Activation Program**

### **Wave 7: 94100-B KwikSwitch BLE**

#### **GIF Social Post**

#### **KwikSwitch BLE GIF Social Post**

##### **Description**

Everything you need for an attention-getting social post:

- Animated image with the headline “Make the KwikSwitch to Bluetooth®”
- Selection of pre-written captions for you to choose from (below)

##### **Use**

Post the GIF with a caption of your choice on LinkedIn. You may also use them on other social media platforms if you choose.

All pre-written captions include a suggested call to action (CTA) at the end, but you may prefer to use a different one that helps you best connect with your customers. Please edit as you see fit.

##### **LinkedIn Posting Instructions**

1. Click “Start a post” at the top of your LinkedIn feed
2. Copy and paste one of the below pre-written captions
3. Optional: Customize the pre-written caption and/or CTA
4. Click the photo icon to upload the asset
5. Click the “Post” button

##### **Pre-Written Captions**

- Using digital food safety software? It’s time to upgrade to the Cooper-Atkins KwikSwitch BLE! This folding thermocouple transmits temps wirelessly to your mobile device via Bluetooth® Low Energy. Contact me for more details.
- Upgrade your digital record-keeping with the Cooper-Atkins KwikSwitch BLE! Pocket-sized and wireless, it syncs seamlessly with your food safety app. DM me to learn more!
- The new 94100-B Cooper-Atkins KwikSwitch BLE is the perfect addition to your digital food safety plan. Message me now to learn more.
- Learn how the Cooper-Atkins KwikSwitch BLE can help you achieve your foodservice goals. Message me for details today!
- Message me now to see how easily the new Cooper-Atkins KwikSwitch BLE folding thermocouple with probe integrates with your digital food safety software.

##### **Questions?**

Please reach out to [foodservice.coldchain@Copeland.com](mailto:foodservice.coldchain@Copeland.com)