

Cooper-Atkins Sales Activation Program

Wave 2: Accurate for Life Thermometers

Social Post

Post-Ready Organic Social Post: Accurate for Life Thermometers Image

Description

Everything you need for an attention-getting social post:

- Accurate for Life Thermometers image
- Selection of pre-written captions for you to choose from (below)

Use

Post the photo 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

- Every thermometer here is GUARANTEED ACCURATE FOR LIFE. This means no recalibration – just reliable temperature measurement for a long, long, long time. Wondering how it works? Comment with questions.
- Cooper-Atkins Accurate for Life Thermometers aren't like all the others. They don't have recalibration buttons – because you won't need one, ever. Share this post to let your followers know.

Questions?

Please reach out to foodservice.coldchain@Copeland.com