

**Cooper-Atkins Sales Activation Program**  
**Wave 3: Type-K Thermocouple Probes**  
**GIF Social Post**

**Organic Social Post: Type-K Probes GIF**

**Description**

Everything you need for an attention-getting social post:

- Type-K Probes GIF with copy building on-screen
- 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 it 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 video icon to upload the asset
5. Click the “Post” button

**Pre-Written Captions**

- There are so many ways to use a Cooper-Atkins Type-K probe in your kitchen. We’ll help you choose the right one from our extensive selection for surface, air and insertion temperature checks.
- This is just a small sample of the Cooper-Atkins line of Type-K thermocouple probes. This brand’s extensive selection has a solution for every step in prep. Find the right one for quicker, easier, more accurate readings.
- Are you using the right probe? You’ll answer that question with confidence when you take advantage of the extensive selection of pro kitchen probes from Cooper-Atkins.
- Are you using the right probe? You’ll answer that question with confidence when you take advantage of the extensive selection of pro kitchen probes from Cooper-Atkins. There are solutions for chemical-heavy areas and high-temperatures. And that’s just the beginning. Find the right kitchen probe and get the job done right, with Cooper-Atkins.

**Questions?**

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