

Cooper-Atkins Sales Activation Program

Wave 8: Multi-Use Products

Post-ready organic social post: DFP450W social image

Description

Everything you need for an attention-getting social post about the DFP450W:

- A dynamic image showing two use cases of the DFP450W
- Selection of pre-written captions for you to choose from (below)

Use

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

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 captions and/or CTA
4. Click the video icon to upload the asset
5. Click the "Post" button

Pre-Written Captions

- From prep table to rinse cycle, the Cooper-Atkins DFP450W is your go-to tool for tracking temps at every step. DM me to learn more!
- Reduce the number of thermometers you need with the Cooper-Atkins DFP450W. This multi-use thermometer tracks temps at every step, from ingredient prep to dishwashing. Contact me for more details!

File Saving Instructions

When you click "DOWNLOAD" on <https://www.copeland.com/en-us/brands/cooper-atkins/sales-program>, a zip folder will automatically be saved to your computer's "Downloads" folder. If you would like to save the images within the zip folder to another location on your computer or to a shared folder, please follow the below instructions:

1. Open the image file (e.g., .jpeg, .png, .gif, etc.) you would like to save to a different location using the "Photos" application
2. Click on the "..." icon in the top navigation and then click "Save As"
3. Select the folder you would like to save the image to and then click the "Save" button

Questions?

Please reach out to foodservice.coldchain@Copeland.com