

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