

WE PROUDLY SERVE STARBUCKS

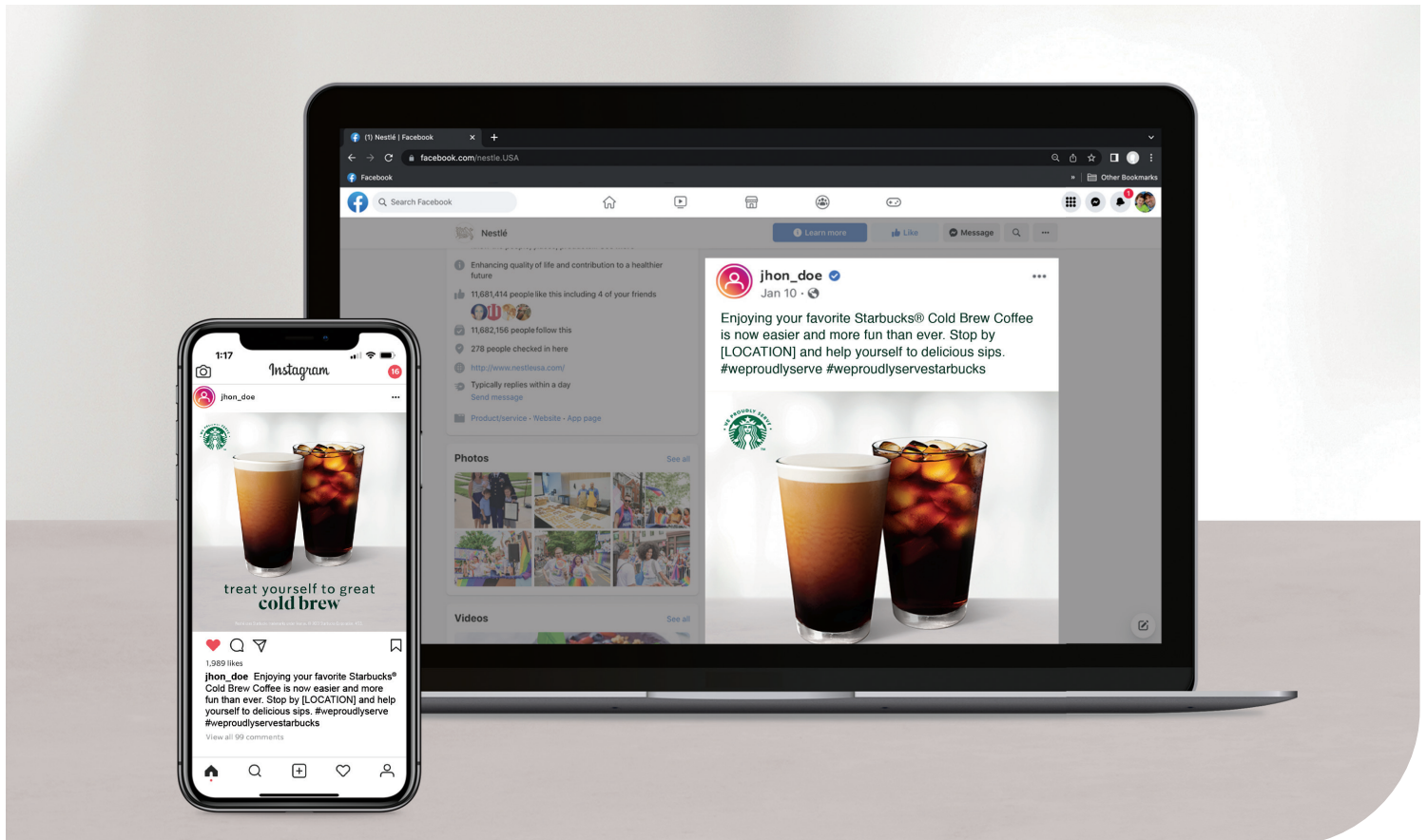
Social assets



Social media posting guidelines

Build awareness for your location on social media with images and captions provided. Make sure to follow these guidelines:

- Include the following hashtags: **#weproudlyserve #weproudlyservestarbucks**
- Post using your own business or café account
- Posts should make it clear that you serve Starbucks® coffee in your café, not as though your café is a Starbucks® store
- Use assets shared by NCP Solutions Lab or images taken within your café environment
- You must email **mbfsmarketing@us.nestle.com** for review and approval if you customize any copy or imagery
- Do not apply any filters if using provided images or videos



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Instagram instructions

Note: you must use a mobile device to upload pictures and video.

Posting a photo or video

1. On your mobile device, save the photo or video that you would like to feature to your Photo Library (iPhone) or Gallery (Android)
2. Open the Instagram app and tap (+) at the top right of the screen
3. Select Photo Library (iPhone) or Gallery (Android), then select the photo or video you'd like to share
4. Once uploaded, please add the caption provided and your location before sharing



Caption:

Enjoying your favorite Starbucks® Cold Brew Coffee is now easier and more fun than ever. Stop by [LOCATION] and help yourself to delicious sips. #weproudlyserve #weproudlyservestarbucks



Social instructions (continued)

Facebook instructions (mobile)

1. On your mobile device, save the photo or video that you would like to feature to your Photo Library (iPhone) or Gallery (Android)
2. Open the Facebook app, select the (+) button on the top, then select "Post"
3. Paste the provided caption into the prompt, then select the green Gallery or Photo Library icon
4. Select the photo or video you'd like to share, then select "Next"
5. Make sure you're sharing it from your business or café account, then select "Share"

Facebook instructions (desktop)

1. Save the photo or video that you would like to feature to your device
2. Select "What's on your mind..." and paste in the provided caption
3. Either select the green icon to upload the photo or video or find it on your device and drag it where it says "Add Photos/Videos"
4. Once your photo or video is uploaded, paste in the provided caption and select "Post"



Caption:

Enjoying your favorite Starbucks® Cold Brew Coffee is now easier and more fun than ever. Stop by [LOCATION] and help yourself to delicious sips. #weproudlyserve #weproudlyservestarbucks