

THE WELL COFFEEHOUSE

Social Media Plan



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Introduction

This is comprehensive social media strategy analysis for *The Well Coffeehouse*, a nonprofit café with multiple Nashville locations that turns coffee profits into clean water. Known for its ethical sourcing, community-first identity, and faith-based values, The Well has become a recognizable local brand with a mission-driven heart. While its in-store experience is welcoming and impactful, its digital presence falls short of matching their powerful and unique mission. This analysis aims to evaluate The Well's brand background, communication efforts, industry position, and audience alignment while identifying strategic opportunities to better reflect its mission online. This report also will detail the recent design changes and rebrand of The Well within the last 30 days, and dive deeper into why these changes are positive and negative. By evaluating The Well through the lens of strategic communication and brand alignment, this report seeks to lay the groundwork for a revised social media plan that enhances the brands visibility, impact, and engagement.

Situation Analysis

Organization Background

The Well Coffeehouse was founded in 2012 with a purpose beyond profit. Built around the idea of using coffee to bring clean water to those in need, the café donates profits to international clean water projects through nonprofit partners. The coffeehouse serves as both a local gathering space and a global mission, bridging consumer habits with tangible humanitarian impact. Beyond the physical drink, the brand emphasizes ethical sourcing, relationships with farmers, and community connections. The Well currently operates in several Nashville locations including Music Row, Green Hills, Franklin, Bellevue, Brentwood and Fishers Indiana.

Industry Trends

The specialty coffee industry has grown rapidly in the past decade. Consumers, especially Gen Z and millennials, are continuously seeking brands that align with their values. A desire for ethical consumption, social good, and sustainability are top priorities, even in everyday tasks, like getting your morning coffee.

Trends in social media marketing and campaigns emphasize short-form video, brand transparency and authenticity, and local impact storytelling. Brands that succeed on social platforms now blend personality with purpose, and independent coffeehouses must compete not just on taste but define their very own meaning and identity.

Performance Compared to Competitors

While The Well has maintained steady customer loyalty in Nashville, especially among college students and young professionals, its online presence lags behind competitors like Barista Parlor, Frothy Monkey, and Crema. These coffeehouses utilize highly curated visuals, influencer engagement, and immersive brand storytelling to foster a stronger online community. For example Frothy Monkey Instagram page has 8,691 posts and 65k followers, comparatively The Well has only 47 posts, and 16.5k followers. The Well's Instagram has historically lacked a clear visual identity and does not consistently showcase its global water work or storytelling around its social impact. This disconnect between in-store experience and digital presence leaves untapped engagement and brand equity on the table.

Diving into deeper analysis, it appears that The Well posted an Instagram update on June 20th revealing a new design and a rebrand that brings more clarity to the story they have always told, turning coffee into water. The Well has now been renamed The Well Coffee Roasters. This new logo is blue and white, replacing the warm orange and brown colors of the old branding. The rebrand aligns with the opening of their new store in Franklin. It is encouraging to see that The Well has acknowledged their struggling digital platform and is observing the success other coffee shops have found. However, this change has created a noticeable inconsistency between their different locations, their digital presence, and their physical store experience.

The message behind the rebrand is clear. Blue naturally connects to the idea of water, but all of The Well's existing locations still maintain the original interior design. The Well is a deeply established coffeehouse in Nashville, with its first location on Music Row inside the

historic Koinonia Bookstore space. It is known not just as a coffee shop but also as a live music venue and a restoration of a historic gathering place. This location in particular holds significance as the birthplace of Contemporary Christian Music in Nashville. When people think of The Well, they think of the warm brick walls and cozy environment. They do not picture stark white walls, bright blue accents, and a space that feels more like a cafeteria than the inviting setting that made the brand so beloved.

This rebrand had good intentions by highlighting what makes the company unique, the mission of turning coffee into water. However, in doing so, they have lost the core aesthetic and charm that originally drew people in and built customer loyalty.

Current Communications

The Well Coffeehouse uses Instagram and Facebook to connect with its audience. Its posts are typically friendly and product-focused, highlighting new drinks, seasonal promotions, package rebranding and barista highlights. The brand recently with this rebrand has become a lot more active, and even has been making an effort to repost socials posted by customers. While this fosters a sense of local connection, the brand historically has not consistently centered its global water mission in its messaging. Posts about clean water impact are sporadic and sometimes buried among coffee photos.

Since the rebrand however, The Well's social media has focused almost entirely on their clean water initiative, which is important, but it leaves out so many other parts of what makes the brand special. There's no real glimpse into the experience customers can expect when they walk

into a store. What makes the coffee stand out in terms of flavor and craft? Why does the online presence feel disconnected from the actual store environment?

Loyal customers are already starting to share their concerns. One person commented, "New design shows in the video looks too modern and lacks personality." Someone else replied, "I agree. I like the dark cozy colors. Every new coffeeshop these days is modern/light/sterile looking." That kind of feedback matters and speaks to the need for a strategic social media plan. The intention behind the rebrand made sense, but in trying to highlight the mission, they lost some of the personality that people connected with.

When you compare it to Lala Land Café, the contrast becomes clear. Lala Land is also modern, but their branding is warm and memorable. They use consistent visuals, stay true to their yellow and white aesthetic, and tell human stories that make you feel something. Their social platforms reflect their in-store vibe perfectly. There's no confusion about who they are or what they stand for.

The Well could do the same. Right now, the content is clean but lacks energy and depth, which is what makes The Well stand out. The story highlights are outdated, TikTok has either gone inactive or doesn't exist at all, and there's no regular video content sharing the impact of their water mission. Even their tagline, "Where Coffee Changes Lives," isn't consistently used. That phrase holds so much meaning and could easily be a guiding theme for all their posts if they actually leaned into it.

Target Audiences & Personas

Primary Audience

- Demographic: Age 18–35, college students and young professionals in Nashville
- Psychographic: Values driven, environmentally aware, faith positive or mission-minded, coffee lovers who frequent local shops
- Behavior: Engaged in social media, active in local communities, seeking products that align with personal values.
- Persona: *Emma*, a 22-year-old Belmont student who studies fashion design, loves sketching at coffee shops, and wants her purchases to make a difference and be sustainable. She's active on Instagram and TikTok, often resharing posts that highlight social good or sustainability.

Secondary Audience

- Demographic: Age 35–55, mid-career professionals and parents
- Psychographic: Community focused, charitable, wellness and health driven
- Behavior: More likely to engage in long-form content and attend events or fundraisers
- Persona: *David*, a 42-year-old local nonprofit worker with two kids who stops by The Well on weekdays and donates monthly to clean water causes. He follows Facebook pages and attends community events but prefers practical, heartfelt content over trends.

Strategic Communications Objectives

1. Increase awareness of The Well's global mission by featuring at least two clean water stories per week across social media channels by December 2025.
2. Improve visual consistency across Instagram by developing a cohesive brand grid and tone of voice by October 1, 2025.
3. Grow Instagram engagement (likes, comments, shares) by 25 percent by the end of Fall 2025 through intentional storytelling, influencer partnerships, and user-generated content. Leaning into fall, cozy coffeeshop weather.
4. Launch and maintain a TikTok presence that generates at least one video per week highlighting barista stories, ethical sourcing, or behind the scenes mission work.
5. Increase website traffic from social platforms by 20 percent by December 2025 using content-based CTAs that lead followers to donation pages or blog stories.

Social Media Audit

Platform	Frequency	Engagement Rate	Strengths	Weaknesses
Instagram	Prior to rebrand, 1 post a week to 10 days. Post rebrand 3-4 posts a week.	Low to Moderate	Engagement with customers, replies to comments and reposting instagram stories	Inconsistent visuals, missing mission and core coffee content
Facebook	3 posts a week	Low	Informational, older target demographic	Inconsistent visuals, missing mission and core coffee content, not curated to target audience on this platform, just copy paste from instagram
TikTok	NA	NA	NA	Huge untapped opportunity

Social Insights

This audit indicates that Instagram is the most active and promising platform, but underutilized from a strategy standpoint and needs cohesively to physical locations and digital rebrand. Facebook remains functional for community updates but feels secondary. TikTok offers a major opportunity to engage Gen Z with short-form, purpose-driven video content.

Conclusion

This analysis confirms that The Well Coffeehouse has all the ingredients of a socially powerful brand, compelling mission, strong local presence, ethical practices, but it is not fully translating that power onto social media. The current communication strategy is

friendly and well-meaning but lacks the consistency, storytelling depth, and design cohesion that today's audiences expect.

A refreshed approach should align brand purpose with content planning, prioritizing emotional storytelling, global impact updates, and community partnerships. Strengthening the visual identity, while not losing authenticity, increasing post frequency, and activating underused platforms like TikTok will make The Well's digital footprint more representative of its mission. By telling richer stories and deepening online engagement, The Well can drive real-world change while inviting customers to be a part of something greater than coffee.

In closing, The Well Coffeehouse is positioned to thrive with the right digital strategy. Its mission is meaningful, its brand is approachable, and its community presence is already strong. By tightening the connection between content and purpose, the café can better reach its ideal audiences, boost engagement, and drive more donations to support clean water initiatives around the world. The recommendations outlined in this analysis provide a path forward that honors the heart of the brand while embracing the full potential of social media as a tool for good.

Big Idea

From the visual inconsistencies and mission fragmentation noted above, it became clear that The Well's brand story needs a unifying thread. While the recent rebrand emphasizes the water initiative, it risks becoming too abstract if it loses the emotional connection to the physical café experience. Synthesizing the audit, audience research, and competitor review led to the development of a simple but powerful big idea: *Drink With Purpose*.

The phrase *Drink With Purpose* is clear of the brand's mission without leaving out, or focusing too much on one part of the brand. It is flexible enough to shape campaigns around the clean water initiative, but also leaves room to highlight community, craftsmanship, and the in-store experience. It can work across platforms, posts, and even be repurposed for merchandise, printed signage, and future events.

A visual storytelling series could follow this theme with formats like "A Day at The Well," "Coffee Changes Lives," or "Your Cup Funds Change." These human-centered narratives should spotlight baristas' personal stories, customers, partner organizations, and stories from abroad, all told in short form video or photos with captions and graphics that translate well on Instagram Reels or carousel posts, and hopefully eventually turn into TikToks.

The tagline "Drink With Purpose" can also be tied to user generated content. Customers can be encouraged to tag their visits or coffee orders with this hashtag, linking their personal experience to the larger mission. This creates a community, and relays those special moments inside the Coffeehouse to content that translates virtually. The Well

can expand beyond so many audiences and build their identity and momentum for all their locations.

Social Channels

Instagram is the most valuable platform for The Well. It reaches the right audience and gives the brand space to show off its personality and purpose. The platform works well for visual storytelling and allows for a mix of polished photos and short-form video through Reels and Stories. The Well should start using a rotation of regular content themes. These could include customer stories, barista spotlights, coffee education, and updates on their clean water mission. Reels could capture quick behind-the-scenes moments or highlight a featured drink. Stories could be more laid back and conversational, with check-ins from baristas, reposts from visitors, Q&As, or polls about seasonal items.

Instagram is especially important for Gen Z and millennials. When I see a coffee shop on TikTok or an ad, the first thing I do is look up their Instagram. I want to see the vibe. I check their photos, pinned Reels, and what drinks they are featuring. Right now, The Well's Instagram is not making a strong impression. The color scheme is mostly blue and white, which feels disconnected from the store itself. The actual locations are warm and filled with brick, but that cozy atmosphere is missing from the digital space. That needs to change. The content should match what it feels like to walk into The Well.

Instagram ads should be used more often. They can help get the word out about seasonal menus, special drinks, or events. They can also target people who already follow the page or who have visited similar

coffee shops. The goal should be to increase engagement, grow awareness, and drive visits to the store.

TikTok, while currently inactive, holds massive potential for community growth. Short videos showing the making of drinks, interviews with staff, or even water project updates could engage a new audience. TikTok's algorithm favors authenticity and consistency over polish. A few recurring formats, like "What We're Sipping Today" or "Barista Stories," could help humanize the brand and establish a creative rhythm.

YouTube Shorts could serve as a repurposing hub for TikTok and Instagram content. While long-form YouTube is not essential right now, Shorts can extend the reach of storytelling without requiring new production.

Facebook should be maintained primarily for event promotion and donor relations. Its audience is slightly older and more cause-oriented. Posts here can focus on community partnerships, nonprofit updates, and store news with links that drive to The Well's website.

Pinterest is an optional expansion platform, especially given the visual aesthetic of The Well's café spaces. Mood boards, seasonal drink recipes, and mission-based infographics could thrive here, though it should only be pursued if capacity allows.

Advertising efforts should focus on Instagram and TikTok. On Instagram, ads should target users in the Nashville area with carousel ads showcasing the café, highlighting testimonials, and introducing the water mission. TikTok ads can be more experimental, with short, trendy formats showcasing the barista experience or day-in-the-life

narratives. Ad objectives should center on local awareness, in-store visits, and merchandise sales that fund clean water.

Strategy Change

Currently, The Well's Instagram feed is clean but lacks depth. Most recent posts center the water initiative, but in doing so, other key elements have been lost. There are few photos of customers, almost no storytelling about baristas, and the iconic in-store environment barely makes an appearance. The content feels disconnected from the physical experience people associate with The Well. This needs to be addressed not by abandoning the water message, but by bringing it into the full atmosphere of the café. Today I went to The Well to truly experience this rebrand for myself. It was confusing, which makes sense as to why the social media presence is confusing. The physical space of The Well has only slightly changed. The layout and environment still reflect the warm and cozy vibe customers have always known, but now there are small touches of the new brand. The patio umbrellas are blue, the digital menu has a soft blue tint, and there is some new merch displayed on shelves. These updates feel subtle and honestly a bit disjointed. It doesn't feel like a full transformation—it feels like a halfway attempt. The colors don't match the environment, and there's no clear storytelling that connects the new branding to the in-store experience. For regulars who are emotionally attached to the brick walls, warm tones, and community vibe, these changes feel like they came out of nowhere.

That's why I think a major part of making this new social media strategy successful—and helping The Well strengthen its reach and identity—has to begin inside the stores. The online and offline

experience need to be aligned. Right now, they feel like two totally different places. A great first step could be updating the cups. It may seem simple but cups are what customers walk out with. They're photographed, shared, and seen all over the city. If the new cups reflect the blue and white branding, they start to create consistency. Baristas could snap photos of customers holding them, and that visual travels. Then the brand can start using Stories and Reels to spotlight best-sellers or barista favorites. What are the most popular drinks? What do regulars come in for every day?

The TikTok account needs to be brought back to life with a steady and intentional posting schedule. A realistic goal would be creating two to three videos each week, using batch filming days and pulling content from Instagram or YouTube Shorts when it fits. There are so many simple but meaningful ideas to start with. A walkthrough of the store would help show off the environment. A short video featuring a barista sharing why they love working at The Well could create connection. Even a quick interview or behind-the-scenes moment with the owner would go a long way, most customers don't even know who he is. One of the most powerful stories is where the coffee actually comes from. For example, the Las Garzas coffee is sourced from a community lot in Tolima, Colombia. That's something worth filming. Showing clips of the beans being gathered, the families involved, or even just sharing that story with photos and a voiceover would make the brand feel more transparent and grounded. These stories are already part of the brand. It's just about capturing them and letting people see them.

Outdated Story highlights should be archived and rebuilt around new themes like "Behind the Bar," "Our Mission," "Your Stories," and "Water Impact." Static posts of drinks should be replaced or supplemented

with motion-based content. User quotes should be repurposed into testimonials, paired with photos or short videos. And most importantly, the new branding elements, such as the updated blue logo should be reflected in digital materials while still honoring the cozy, brick-walled personality of original locations.

Start with a video that introduces a new seasonal latte or explains how the espresso is sourced. Keep it warm and conversational. Ask baristas to share what drink they recommend for someone visiting for the first time. Show the inside of the shop. Make it feel like a real place, not just a calculated Instagram post. These small steps begin to bridge the gap between what people see online and what they experience in person. That's how brand loyalty grows, and that's how a rebrand actually lands. The Well has all the heart, it just needs to bring everything into alignment so the story feels whole.

Strategy Integration

The new tagline "Drink With Purpose" should serve as the anchor for all communications across platforms. It should be printed on menus, featured in email headers, mentioned in press releases, and aligned with donation campaign copy. It connects the act of buying a latte to something bigger and builds brand unity across departments.

Partnerships with nonprofits and water organizations should be featured not only in digital reports but in live content. For example, monthly Instagram Lives or Reels featuring updates from partner organizations abroad can connect customers to the impact of their purchases.

Baristas should also become part of the content strategy. A monthly spotlight or mini-interview series can humanize the brand, support employee culture, and invite more storytelling into the mix. These efforts can be connected with existing community outreach, such as pop-ups, open mics, and merchandise collaborations, ensuring that everything feels cohesive and mission-aligned.

The Well has no brand character, but it does have a legacy space and visual aesthetic. Reintroducing more of the original location's personality in online content can bridge the gap between digital and in-store experience. For example, showcasing the music culture at the Music Row location or nodding to the Koinonia roots can offer cultural richness that sets the brand apart.

Conclusion

The Well Coffeehouse has all the ingredients for a compelling social media presence. A strong mission, loyal customers, and meaningful partnerships set it apart. But to unlock its full potential, the brand must align its digital voice with its physical identity and community values. The social insights show that younger audiences crave authenticity and purpose, not just products. By rooting the strategy in the idea of "Drink With Purpose," The Well can tell a story that reflects both its heart and its history. Thoughtful platform choices, more dynamic content, and a reintegration of cozy storytelling can turn every sip into a shared moment of impact. This strategy is not just about likes or followers. It is about creating a consistent and inspiring experience online and in person that brings people together around something they believe in.

Social Beyond Marketing

Social media at The Well should go beyond brand awareness and become a tool for customer feedback, product testing, community-building, and talent recruitment. Baristas and regulars can share feedback via Story polls or comment replies, giving insight into seasonal drinks, merch preferences, and menu updates. Highlighting team members can also support internal morale and serve as soft recruitment. Social listening through comments and DMs can help identify customer frustrations. A great example of this is the confusion over the rebrand or inconsistency between store aesthetic and digital visuals. These help guide decisions in operations and corporate communication. Social selling opportunities, like promoting new merch, or providing merch in giveaways at artist release parties can expand revenue without extra storefront effort.

Influencer Strategy

To expand brand visibility, especially among Gen Z and young moms in Nashville, The Well should activate a local influencer strategy. This includes both paid micro-influencers and organic brand ambassador relationships with creatives who align with the brand's lifestyle and values. Nashville is a growing city, and many influencers are moving from Los Angeles to here. There is great potential for established and new micro influencers, to promote The Well.

Gia Duddy, a Nashville-based lifestyle influencer with a Gen Z following, would be ideal for a casual series showing her favorite drinks at The Well, or attending a writers round event. These could be "Spend the morning with me" Reels or TikToks.

For a millennial audience, a Nashville-based parenting or lifestyle creator (such as @nashvillewifetypes or similar accounts) could post coffee runs with kids, showing The Well as a family-friendly space. Strategies should include branded content, giveaways, and takeovers, as well as affiliate links for new merch drops.

Influencer Type				
Micro/Medium (643k on TikTok, 343k Instagram)	Gia Duddy	Instagram, TikTok	Brand awareness, community local engagement with Gen Z audience	Reels, The Well merch, TikTok DIML
Micro/Medium (141k Instagram, 209k TikTok)	@nashvillewifetypes (Ashley Houston)	Instagram	Brand awareness, community local engagement with Millennial audience	Cozy lifestyle, family and friends

Influencers all local, due to Cafes being only Nashville based

Social Content

Instagram (Main Platform)

- Post Visual: High-quality Reel featuring Gia Duddy walking into The Well, ordering her favorite iced oat milk latte, reading a book, and leaving with a blue & white branded cup.

- Caption:
"Morning rituals hit different at @wellcoffeehouse ☕💧 From cozy corners to coffee that gives back. #CoffeeThatMatters #NashvilleCoffee #TheWellWay"
- Hashtags: #CoffeeThatMatters #NashvilleEats #CafeGoals #DrinkWithPurpose

TikTok

- Video: Day in the life of a barista at the Franklin location, prepping drinks, showing clean water impact stats behind the counter.
- Text:
"Coffee that tastes good and *does* good. 💧☕ Barista behind-the-scenes + our story in 15 seconds."

Facebook

- Visual: Carousel of a community event recap, featuring music, kids, and coffee.
- Copy:
"Thank you for showing up, Nashville. Together we raised enough funds to support 4 clean water filters in rural Uganda. Your coffee changes lives. #TheWellImpact #CleanWaterMission"

YouTube Shorts

- Video: 60-second founder story. Why they started The Well and what “coffee into water” means.
- Text Overlay:
 “Meet the mission behind your favorite cup ☕💙
 #CoffeeWithPurpose”

Content Calendar

Day	Platform	Content Type	Time
Monday	Instagram	New drink spotlight (Reel)	10:00 AM
Tuesday	TikTok	Barista intro + behind-the-scenes	5:00 PM
Wednesday	Instagram	Story Poll: Favorite fall flavors	8:30 AM
Thursday	Facebook	Throwback to early days (photo)	12:00 PM
Friday	YouTube	Short: coffee sourcing in Colombia	4:30 PM
Saturday	Instagram	Event or live music post	11:00 AM
Sunday	TikTok	Community testimonial	3:00 PM

Social Metrics

Objective	Platform	KPI	Measurement Tool
Increase brand awareness	Instagram, TikTok	Reach, Follower Growth	Meta Insights, TikTok, Analytics
Drive in store traffic	Instagram, Facebook	Location clicks, Story replies and engagement	Meta Business Suite
	Instagram & Facebook	Location clicks, Story replies	Meta Business Suite

Grow email list & donors			
Grow email list & donors	Instagram & Facebook	Link clicks, form submissions	Linktree, Website Analytics
Improve engagement and brand loyalty	Instagram	Comment & Story reply volume	Instagram Insights
Measure Impact Storytelling	TikTok, YouTube shorts	Shares, Watch times	TikTok, and YouTube Analytics

Social Budget

Using the Percentage of Marketing Budget Method, The Well spends roughly \$40,000 annually on marketing. Allocating 25% to social media provides a \$10,000 social media budget.

Line Item	Cost Estimate
Paid Micro Influencer Collabs	\$2,000
Content Creation (photographer/videographer)	\$3,000
Paid Instagram & TikTok Ads	\$2,500
Social Media Tools (Later, Canva Pro, etc.)	\$1,000
Giveaways & Promotions	\$1,500
Total	\$10,000

Conclusions

The Well Coffeehouse has always been more than just a place to grab a cup of coffee. It is a space built on purpose and connection. Every cup tells a story and every guest is part of something bigger. This plan celebrates that mission while offering a clear path to strengthen the brand's presence across social media. From barista spotlights to water project updates, there are powerful stories waiting to be told in a way that feels real, grounded, and emotionally impactful.

By creating consistency between the in-store experience and the online identity, The Well can build trust and deepen loyalty. Strategic use of platforms like Instagram, TikTok, and Facebook will not only increase visibility but also create space for community engagement and storytelling that reflects the heart of the brand. With content that highlights people, place, and purpose, The Well has an opportunity to grow its digital impact without losing its soul.

This plan gives The Well a voice that matches the warmth of its spaces. It brings together tradition and innovation in a way that feels thoughtful and human. Most importantly, it reminds customers why they keep coming back. Not just for the coffee, but for the feeling it gives them. For the change it helps create. For the lives it touches around the world.

The future of The Well is not about being louder online. It is about being more honest, more present, and more aligned with the mission it was founded on. And that is how the brand will continue to change lives, one story and one cup at a time.

Appendix

SWOT Analysis

Strengths	Weaknesses
• Strong community presence in Nashville, with deep roots in historic locations like Music Row, and the Koinonia bookstore. • Clear nonprofit mission centered on turning coffee into clean water, which resonates with socially conscious consumers. • Positive store atmosphere known for being warm, inviting, and great to study, work. Frequently hosts events like live music. • Loyal following among students and young professionals, especially at Belmont and Vanderbilt. • The new rebrand embraces clarity in mission, visually aligning with the “coffee into water” purpose.	• Inconsistent visual branding across locations and digital platforms post-rebrand ◦ New logo and aesthetic feel disconnected from the atmosphere loyal customers know and expect. • Weak and inconsistent social media presence that fails to regularly communicate impact or reinforce values. • Limited geographic reach and low engagement across platforms like TikTok, which is essential for Gen Z awareness. • Underutilization of storytelling tools to spotlight water projects or community initiatives or history of the coffeeshop. • Underutilization of students and young music industry professionals' loyal customer base. Dependency on regulars, low tourist clientele.
Opportunities	Threats

• Align visual branding and store aesthetics with updated mission while preserving the community-driven charm that defines The Well. • Leverage storytelling about global clean water impact to strengthen brand differentiation and deepen emotional connection with followers. • Expand user-generated content and partnerships with local influencers to drive foot traffic and online engagement. • Use consistency across platforms to drive donations, customer loyalty, and community awareness.	• Competitors like Crema and Barista Parlor have stronger, more curated brand identities online, making The Well appear less modern or strategic. - o Frothy Monkey has a strong buzz around it from tourists. It is always on the “must do” list for Nashville tourists, The Well isn’t. - o Lala Cafe, brand new, tons of buzz, locally and on socials excellent prices and fun colorful unique aesthetic. • Risk of alienating loyal customers if rebrand strips away the warm, familiar design and atmosphere tied to The Well’s local identity. Backlash already being shared online. • Rising café saturation in Nashville’s coffee scene could make standing out even harder without a cohesive, compelling digital presence, especially since the new rebrand lacks grit and is simple basic blue and white color
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TikTok Audience Insights

- TikTok reached 135.8 million U.S. users in early 2025, making it the largest national audience on the platform
 - o <https://thesocialshepherd.com/blog/tiktok-statistics>
 - o <https://analyzify.com/statsup/tiktok>
- 18–24-year-olds represent about 30.7% of active U.S. users, while those aged 25–34 account for 34%
- Gen Z and Millennials make up nearly 65% of TikTok’s U.S. user base, and 82% of Gen Z is active on the app

- <https://www.socialpilot.co/tiktok-marketing/tiktok-statistics>

These stats back the choice to invest in TikTok, as The Well's primary target, socially conscious young adults are highly engaged there.

Industry Engagement Benchmarks

- The average Instagram engagement rate across all industries is 0.5%, with Reels slightly higher at 2.8%
 - [Socialinsider+5Rival IQ+5Social Media Dashboard+5](#).
- For the dining and hospitality, Instagram averages 3.1% engagement, while TikTok averages around 1.3% engagement
 - [menutiger.com+2Social Media Dashboard+2Dash Social+2](#).
- Drinking venues like coffee shops on average post around 10 times a week, receiving about 2.5k engagements per post
 - [Rival IQ](#).

These benchmarks help set realistic goals: aiming for 3–4 posts per week on Instagram and TikTok, with an engagement rate target of 3% on Instagram and 1.5%+ on TikTok.

Local Research Behavior

- 72% of restaurant-goers check social media before visiting a venue, and 68% rely on it to make dining decisions [menutiger.com](#).
- 50% of diners say social media influences repeat visits or loyalty [menutiger.com](#).

Since The Well is a community-focused, mission-driven café, having a aligned and compelling online presence will directly impact foot traffic and customer loyalty.

- TikTok is essential because your target audience—Gen Z and Millennials are most active there, the social media plan will have the most impact there.
- Instagram, with its visual strength, continues to be the primary platform. Strong storytelling and consistent posting align well with its high engagement potential.
- Facebook remains useful for older and family audiences engaged in events and updates, but focus less on it when planning creative priorities.
- These benchmarks support KPI goals, for example aiming for 25% more engagement on Instagram, steady growth on TikTok, and a solid traction before seasonal campaigns launch.

