SAMPLE REPORT - example data, produced with Cueline. The agency and client are fictional; a real report carries no Cueline branding.

Social trends report

Example Coffee Roasters

1–30 September 2026

Example Social Co.
hello@example-social.example
+44 20 7946 0000
example-social.example

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Summary

September was quieter than August across your niches, but two formats are worth testing before the winter menu lands.

Nothing here needs extra budget - both are things you can shoot in the shop.

Food & Cooking

Single-shot pour, no music

Recommended

Tiktok · Format · Restaurant / cafe content

Velocity	+88% / 24h	Stage	—
Competition	Low	Best time to post	Weekday mornings, 7-9am

OUR TAKE

Made for you - the light on the bar at opening is the whole shot. One take, no edit, and it suits the quieter mornings you want to fill.

Barista answers the regular's order

Watch

Instagram · Format · Restaurant / cafe content

Velocity	+34% / 24h	Stage	—
Competition	Medium	Best time to post	Weekday lunchtimes

OUR TAKE

Worth one test post. It needs a regular who's happy to be filmed, so ask first - the versions where the customer looks caught out do badly.

Cortado ASMR with rain sound

Skip

Skip this one. It's crowded, the accounts doing well with it are much larger than you, and it doesn't say anything about your shop.

Small Business & Entrepreneurship

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What a bag of beans actually costs

Recommended

Tiktok · Format · E-commerce & selling

Velocity	+61% / 18h	Stage	—
Competition	Low	Best time to post	Weeknights, 7-9pm

OUR TAKE

This is the one to do properly. You have the numbers and most shops won't show them - it explains your price without defending it.

Small business owner reads a bad review

Watch

Youtube · Format · E-commerce & selling

Est. arrival	in ~4 days	Stage	—
Competition	Medium	Best time to post	—

Estimated arrival, inferred from another platform

OUR TAKE

Hold off. It's still arriving here, and the tone only works if you can be genuinely funny about it - we'd rather script it than improvise.