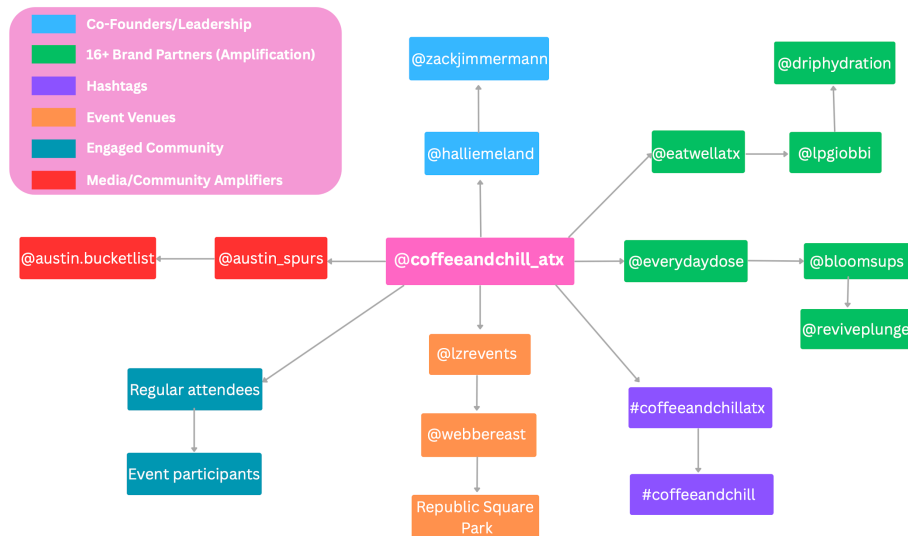


Platform: Instagram

Micro-public: Coffee & Chill Austin

Diagram of Coffee & Chill Austin's Instagram showing key actors, brand partners, amplifiers, and engagement catalysts:



Key Accounts & Actors:

Co-founders: Hallie Meland and Jack Zimmerman.

Social Media Team: Chelsea and Lauren Walden.

Major Amplifiers:

@bloomups (633K followers):

- Primary sponsor, presented ACL Edition.
- Reshares every event to Stories and Feeds.
- Posts collaborative content ("Bloom x Coffee & Chill").

@lpgiobbi (231K followers):

- Special guest DJ.
- She scaled reach beyond wellness to house music fans.
- She drove massive engagement

Local partners:

- **@eatwellatx**: coffee and matcha provider. Consistent story reshares.
- **@reviveplunge**: cold plunge provider. Regular reshares, product placement.

- @everydaydose: functional coffee partner. Cross-promotional content.
- @driphydration: B12 shots provider. Mobile IV service promotion.

Venues:

- @lzrevents (LZR): Primary event venue. Location tags, venue promotion
- Republic Square Park: Downtown public park, high-capacity
- @webbereast: East Austin creative district

Community Amplifier:

- @austin_spurs: "Kelly and Riley brewed up some fun with @coffeeandchill_atx" (collaboration). Brought sports fans to wellness audience.

Austin Media:

- @austin.bucketlist: features Coffee & Chill events.

Who Replies?

Active Community Members:

Typical comments from Regular Attendees:

- "best time everrrr"
- "Iconic 🔥😍 you guys crushed it on event #1"
- "BEST MORNING OF MY LIFE!!!!"
- "Coming back from Dallas to be there 🔥🧊❤️"

They also frequently tag friends to expand the network and request next events ("Hoping for another!!", "We need to attend!!!!").

Who Amplifies?

The most powerful amplification strategy observed is mass partner tagging. The event post tagged 9+ brand partners simultaneously:

https://www.instagram.com/reel/DHzeI5ySqW4/?utm_source=ig_web_copy_link

[Links to an external site.](#)

Catalyst Posts & Hashtags:

Event Recap (Highest engagement catalyst): These posts generate 337-485 likes and 21-40+ comments (the highest engagement of any content type)

https://www.instagram.com/reel/DHzeI5ySqW4/?utm_source=ig_web_copy_link

[Links to an external site.](#)

https://www.instagram.com/reel/DIXHygEyPDs/?utm_source=ig_web_copy_link

[Links to an external site.](#)

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The formula:

1. Open with enthusiasm: "WOW AUSTIN!! Y'all really showed out..."
2. Tag ALL partners (9+ brands)
3. Include high-energy photos&videos from the event
4. Use #coffeeandchillatx

The April 2025 event recap achieved 485 likes and 21 comments, the peak performance observed.

Special Collaborations (celebrity catalyst): The video features DJ LP Giobbi and generated 231 likes and 17 comments, with responses like "BEST MORNING OF MY LIFE" and "This is INSANE!"

https://www.instagram.com/reel/DPxKgXFkmUH/?utm_source=ig_web_copy_link

[Links to an external site.](#)

. Celebrity collaborations create 2-3x engagement boosts compared to standard posts.

Hashtag Strategy

The primary hashtag is #coffeeandchillatx. It creates community and is used strongly in UGC.

The secondary hashtag is #coffeeandchill. It provides broader wellness community reach.

The activity-based hashtag is #coldplunge. It attracts cold plunge enthusiasts and wellness community members

https://www.instagram.com/reel/DIH-GbRO-mf/?utm_source=ig_web_copy_link

[Links to an external site.](#)

My analysis of @coffeeandchill_atx shows how Instagram shapes both networked and refracted publics simultaneously. The account demonstrates boyd's (2010) networked publics through:

Persistence: event recaps with 337+ likes with brand tags are still searchable months later. The post shows up in all tagged brands' feeds, and it promotes exponential reach.



Searchability: hashtags like #coffeeandchillatx makes content discoverable to strangers



Replicability: partners reshare content across 16+ brand accounts. Each tagged partner can reshare to their Instagram Stories, repost to their feed, and tag Coffee & Chill back, increasing visibility.

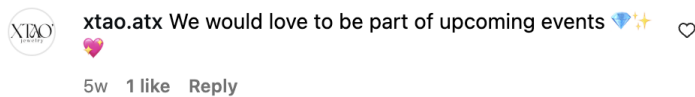


Scalability: ACL Edition expanded reach beyond local wellness to music communities. Coffee & Chill's ACL Edition proves boyd's scalability condition but reveals that scaling on Instagram isn't purely organic. It's through partnerships, timing, and cultural appropriation.

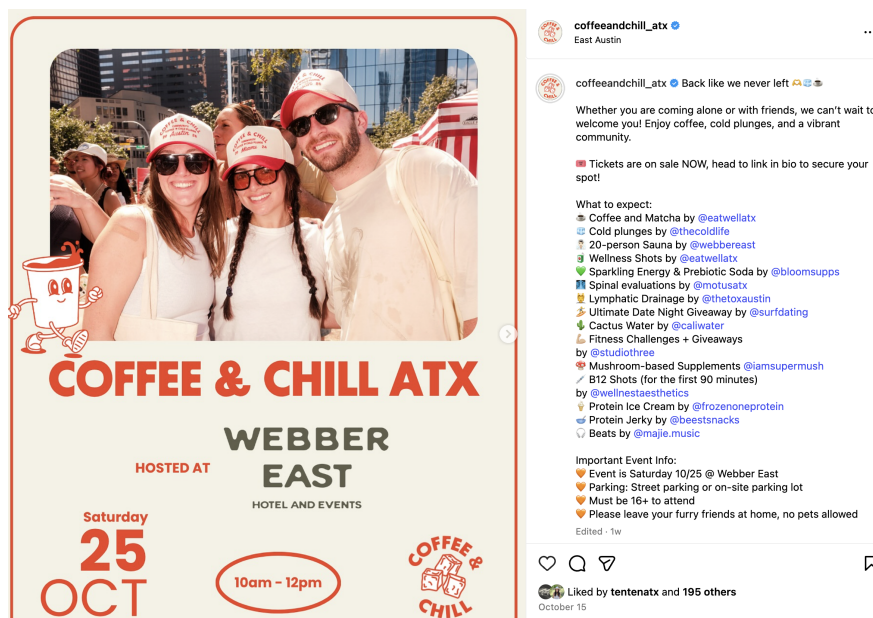


Yet the dynamics reveal deeper tensions. **Collapsed contexts** merge wellness people, gym fans, sports followers (Austin Spurs collaboration), and music lovers all in the same feed.

Invisible audiences: Austin media comments even without being tagged (algorithm showed them). An example that demonstrates invisible audiences is a Coffee & Chill's follower, @xtao.atx (visible account). Coffee & Chill never directly tagged this media account in their posts, yet this account follow @coffeeandchill_atx, engages with content (likes, comments), and amplifies through its own channel. More accounts that do the same include: @whenwherewhataustin, @austin.bucketlist, @latt3.atx, and more.



Coffee & Chill also exemplifies Abidin's (2021) refracted publics through strategic platform manipulation. The account uses **self-amplification groups**, where 15 partners in a single post reshare it to trigger algorithmic visibility. Each partner gets tagged in Coffee & Chill's content, and Coffee & Chill gets amplification.



Silosociality is content only decodable locally designed exclusively for Austin-based wellness communities with insider references. An example of silosociality is this insider reference: "Webber East" from an event announcement post. For Austin locals, Webber East is a known venue and it is recognizable to anyone who frequents Austin events. For non-Austin residents, "Webber East" is completely meaningless. No explanation provided (What is Webber East? Restaurant? Park? Building?). No address in Instagram caption (must click link for details).



Weaponized contexts: Coffee & Chill weaponizes ACL cultural context by scheduling an event during ACL weekend. Moreover, it calls it “ACL Edition” despite no official ACL affiliation. Finally, LP Giobbi DJ gains ACL association. Coffee & Chill successfully collapsed their wellness event with ACL's cultural context. Coffee & Chill extracted value from ACL's cultural capital without paying for official sponsorship or partnership.



The **impactful audiences**: Coffee & Chill's Instagram account performs for two audiences simultaneously, including human audience and machine audience. The Human audience are followers who want to attend event and austin locals looking for weekend activities. The machine audience is Instagram's algorithm monitoring when content is published, how fast likes and comments accumulate, how many users save post for later, how many DM and Story shares, comment sentiment, and how quickly accounts reply to comments. In this example, "10am... set your alarms" is not random timing. For human logic, it gives everyone a fair chance. For algorithmic reality, 10am Central Time is peak Austin user activity.

Every ticket drop uses identical timing: "10am... set your alarms", "tickets go on sale Wednesday at 10am 🍷". Consistent timing trains both human audience (they will know to check Instagram at 10am) and machine audience (algorithm recognizes pattern of high engagement at this time, and it automatically boosts future 10am posts)



Coffee & Chill is simultaneously a genuine community where real friendships form and a calculated Instagram marketing operation. Real human connections happen at events. But those connections become marketing content.

Coffee & Chill is playing by Instagram's rules. Instagram's rules require turning friendships into content and emotions into engagement metrics to be visible. That's

platforms as anti-publics: the tool that builds community simultaneously extracts profit from those relationships.